



**THE ECONOMIC AND EMPLOYMENT CONTRIBUTIONS OF
BRIGHTON & HOVE ALBION FOOTBALL CLUB
IN THE 2022/23 SEASON**



**AMERICAN
EXPRESS**

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FOREWORD BY TONY BLOOM

I am delighted to present our Economic Impact Report for Brighton & Hove Albion, which covers our sixth season in the Premier League.

Back in 1997, when the board started planning our new stadium, our vision was that the Amex would deliver £23.5m to the local economy and create 750 jobs for local people.

Now here we are, 26 years later, welcoming the findings of the second, fully independent Economic Impact Report we have commissioned since promotion to the Premier League in 2017, which shows the staggering contribution of over £600m to the local economy during the 2022/23 season.

We are all very proud of what the club achieved last season under head coach Roberto De Zerbi – our sixth-placed position being our highest ever finish in the Premier League; another FA Cup semi-final; and, of course, qualifying for European football for the first time in our history.

However, beyond that, the report brings to everyone involved at the club the immense satisfaction that our success on the pitch is also reflected in the enormous contribution we have made to the city of Brighton and Hove and the wider Sussex community.

That £612m contribution – an astonishing 289% rise compared to the survey we commissioned in 2017 – includes £327m of direct income, £26m spent by visitors, £20m spent on goods and services in Brighton and Hove by club employees and a further £239m of brand and media value to the local economy, which greatly increases the city's profile around the world.

Just as importantly, we currently employ 907 full-time and part-time staff, while our main contractor Sodexo employs around 500 people. Then there are over 550 people employed in the wider local economy through employee and visitor spend on goods and services. Our success as a football club is attracting thousands of visitors to the city from around the world, and those numbers will have increased as we play in the Europa League.

I would like to emphasise, though, that none of this would have been possible without the brilliant staff behind the team, led by Paul Barber and his executive group, who run the club with extreme professionalism, and who have our Team Brighton values in mind at all times.

I would also like to share our gratitude to American Express, who have been such an invaluable partner and ally since the stadium opened in 2011, and to all of our wonderfully supportive corporate and commercial partners.

Finally, I would like to pay tribute to our amazing fanbase, many of whom have been with the club every step of the way on the incredible journey we have been on, and who—together with our growing legion of new fans—will hopefully continue to enjoy following the Albion for many years to come.

Tony Bloom
Chairman, Brighton & Hove Albion Football Club

EXECUTIVE SUMMARY

“I remember being at Withdean, when the future of the club looked pretty precarious, but look at them now! They are a fantastic success story about turning aspiration into achievement, which is what the English football pyramid delivers. If you do a good job on and off the pitch you will get your rewards and European football is their reward. They have had a huge impact on the local community, it’s a real success story.”

Richard Masters,
Chief Executive, Premier League



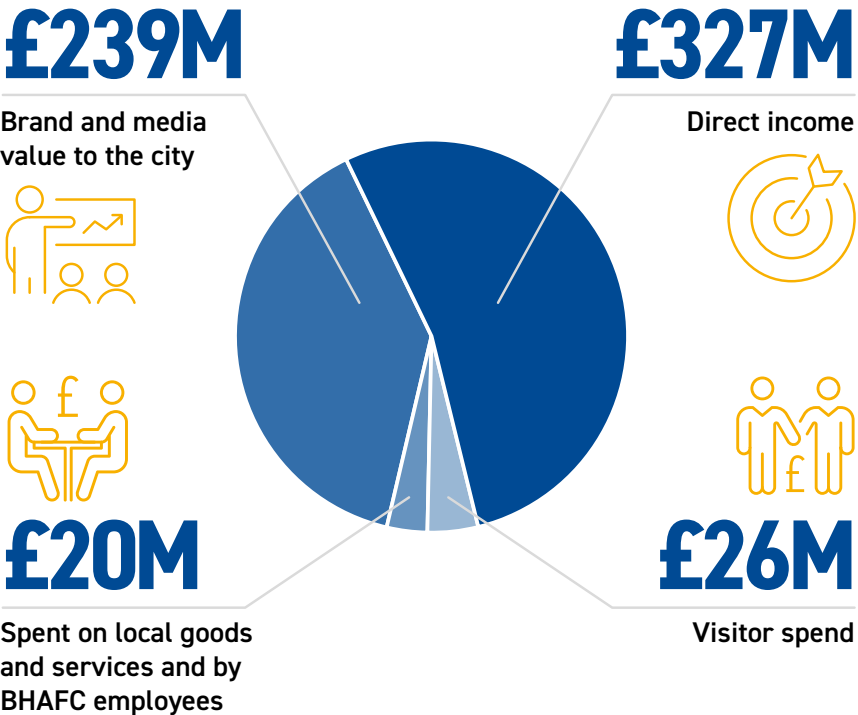
2022/23 was Brighton & Hove Albion’s best performance in its 122-year history. The Men’s First Team secured sixth place in the Premier League, scoring 72 goals and securing 62 points. The team has won plaudits from around the world for its achievements, the quality of its football, and the way the club is run by the chairman, deputy chairman and chief executive, board of directors, executive team and staff.

The club’s outstanding performances have led it into European competition for the first time in its history. Brighton & Hove Albion could play up to 15 European games in 2023/24, and at the group stage will play against some of Europe’s most famous clubs, including Ajax Amsterdam, Marseille and AEK Athens.

Brighton & Hove Albion’s ability to attract and develop global talent has brought new international admirers of both the club and the city of Brighton and Hove. In 2022/23, it had its first World Cup winner, Alexis Mac Allister, from Argentina, whilst the pride of Japanese football, Kaoru Mitoma, has become one of the Premier League’s star performers.

Success for Brighton & Hove Albion means success for Brighton and Hove: more income, more local spending, more visitors, more jobs, a stronger sense of local pride, a higher national and international profile and more investment to support local communities.

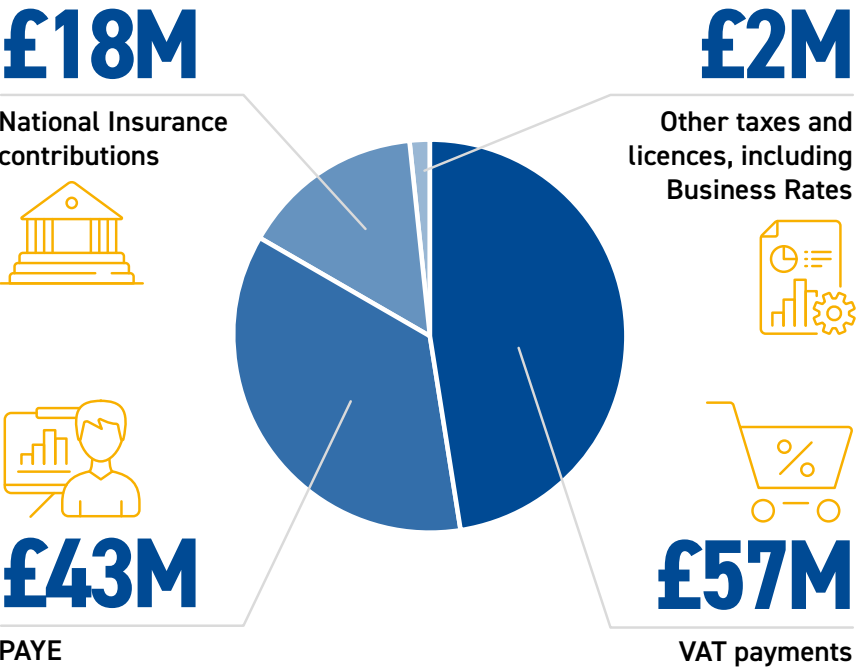
£612 million contribution to the local economy, including:



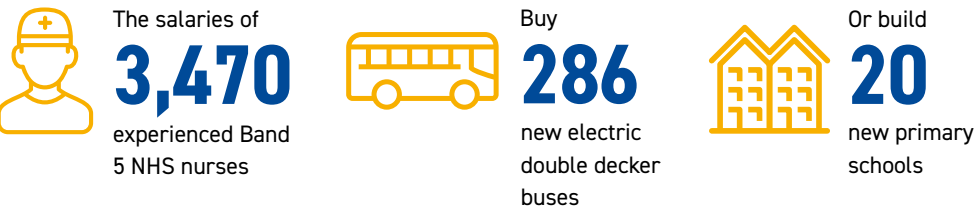
This is an increase of 289% on the club's first season in the Premier League. Broadcasting and performance income and revenue from player transfers made a significant contribution to Brighton & Hove Albion's income in 2022/23.

The club's UEFA Europa League adventure could add a further £83 million of economic value to Brighton and Hove, if it reaches and wins the final in Dublin in May 2024. This includes £30 million of direct income; £6 million in additional visitor spend; and £47 million in brand and media value for the city.

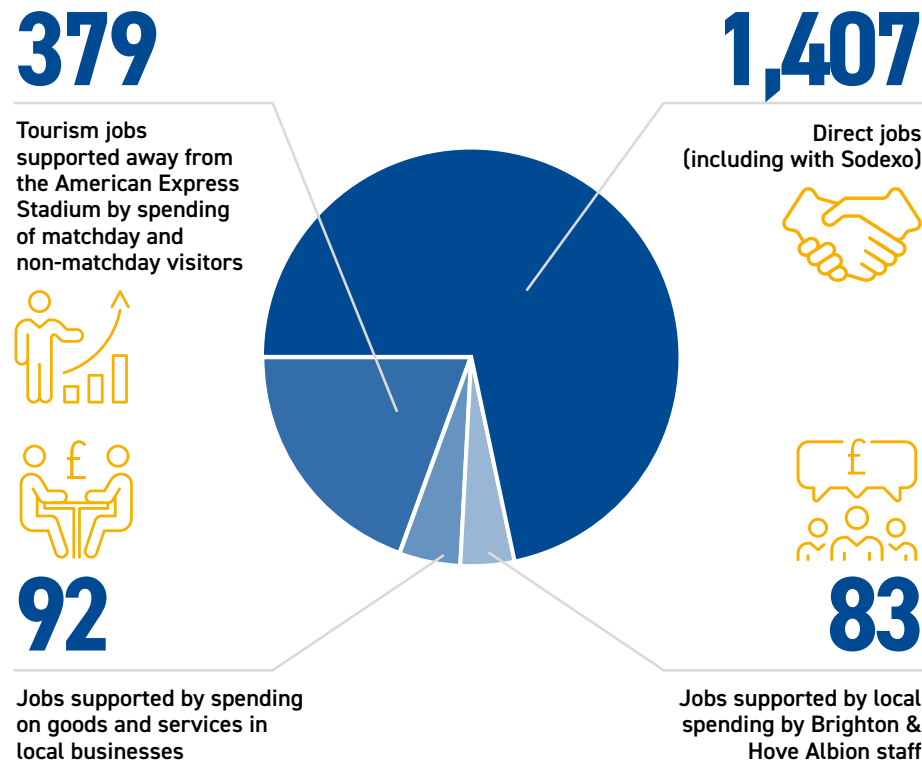
£120 million of public sector revenue to HMRC, including:



This is enough to pay for:

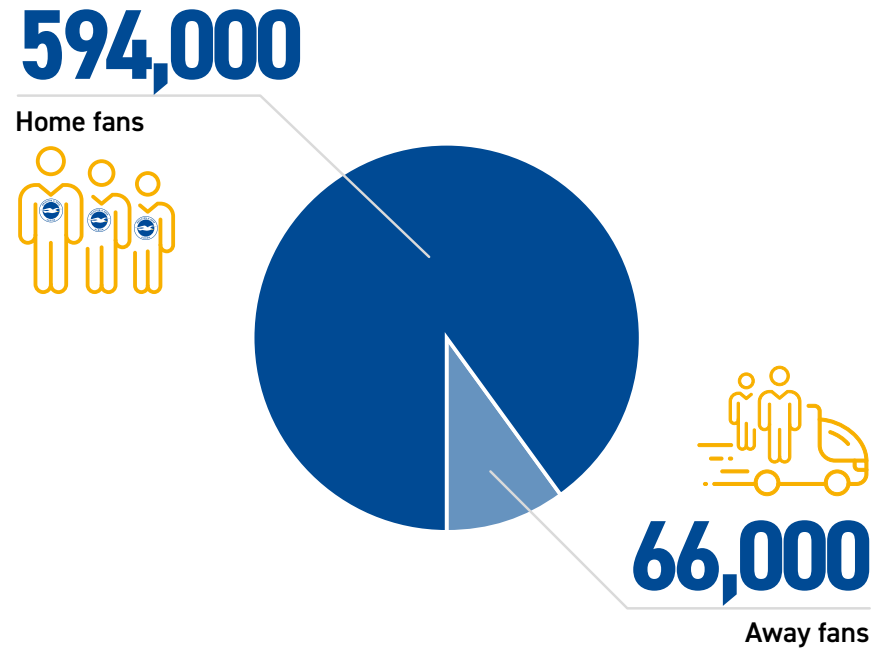


1,961 local jobs, including:

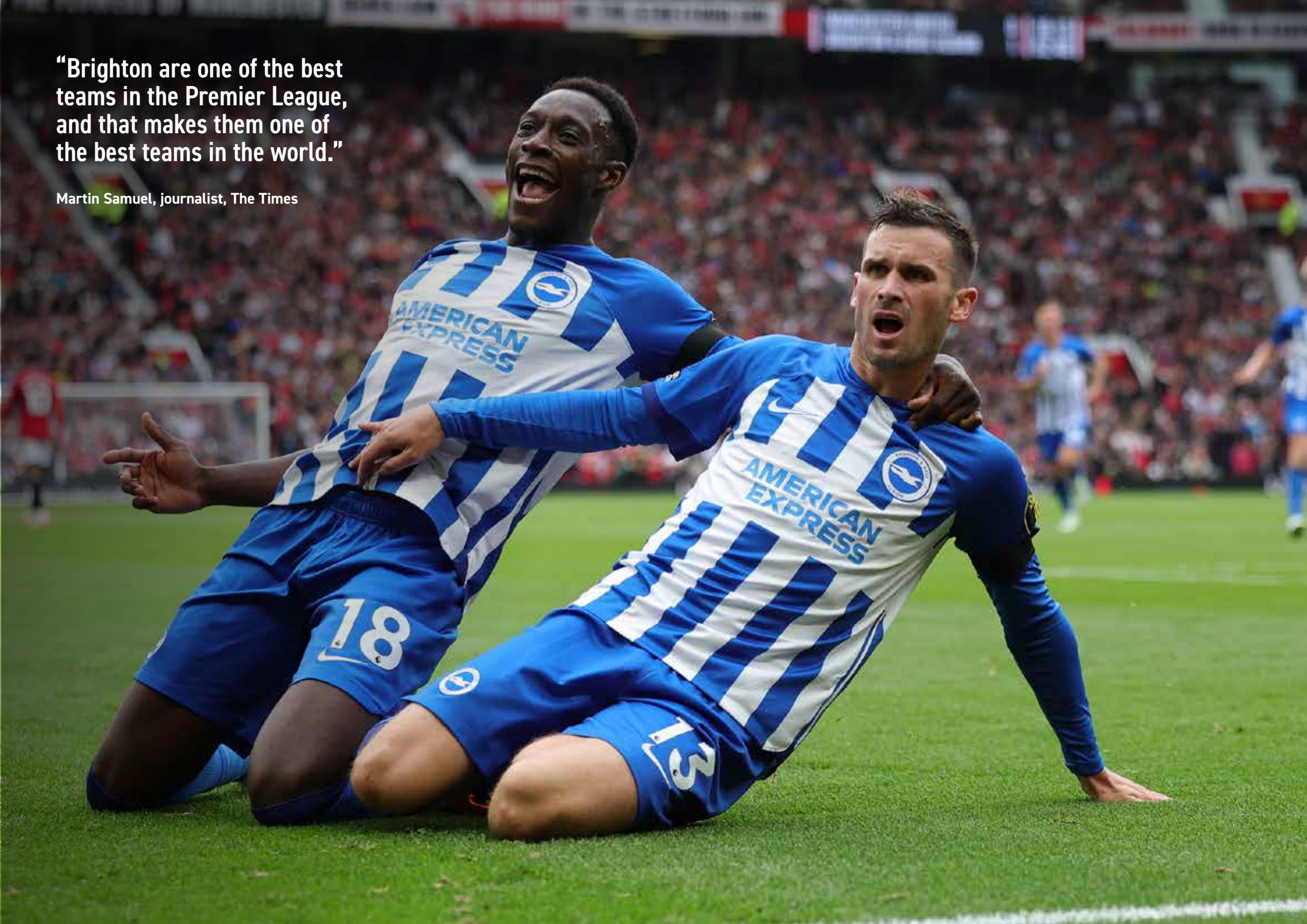


Brighton & Hove Albion is one of the city's major employers and, as a Living Wage employer, it is committed to providing opportunities for local people to develop their careers in an inclusive environment, with values that reflect the city's commitment to equality and diversity.

660,000 fans attending 26 matchday events at the American Express Stadium, including:



In 2022/23, 54,000 overseas fans visited the city to watch Brighton & Hove Albion. The UEFA Europa League competition could attract 18,500 more international visitors to the city, including sponsors, UEFA delegates and other dignitaries. A further 48,000 visitors came to over 800 non-matchday events at the American Express Stadium.

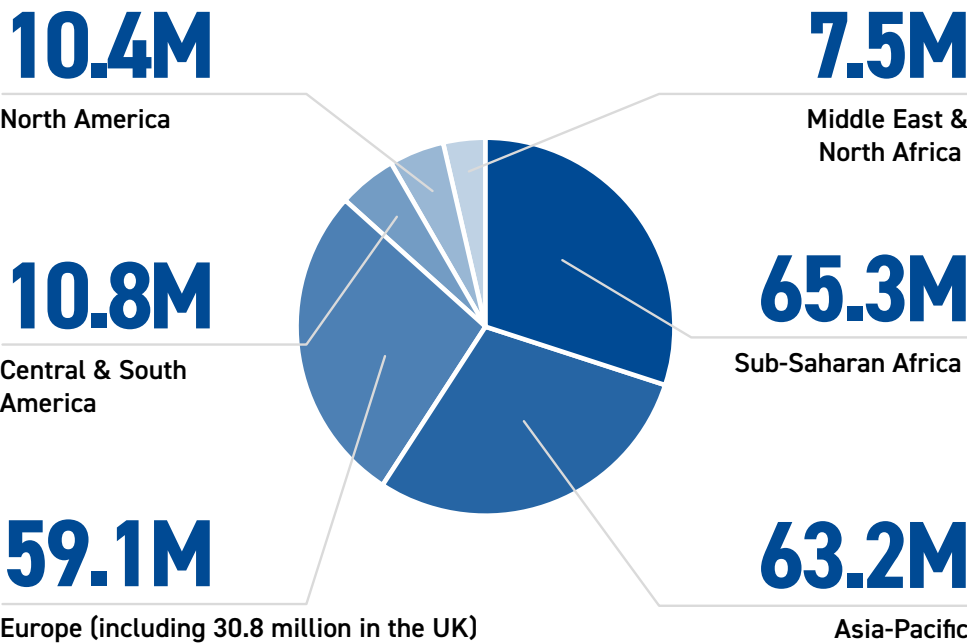


“Brighton are one of the best teams in the Premier League, and that makes them one of the best teams in the world.”

Martin Samuel, journalist, The Times



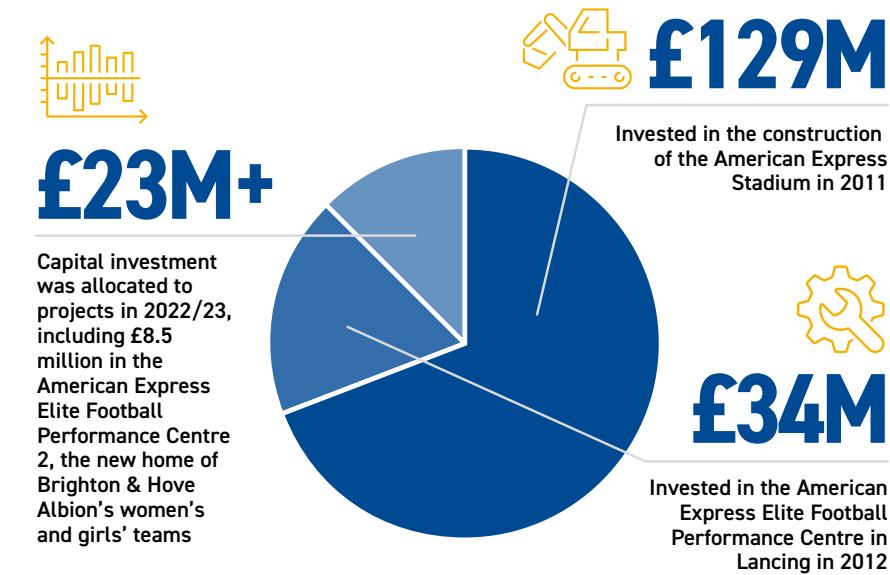
216 million people watched Brighton & Hove Albion games, including:



The global popularity of the Premier League has helped to promote Brighton & Hove Albion and the city around the world. There is significant scope to develop this further. The Men's First Team participated in a pre-season tournament in the USA, the American Express Stadium hosted three UEFA Women's EURO matches in 2022, and the club is developing a network of supporters' clubs in countries throughout the world. In 2025 it will stage matches at the Women's Rugby World Cup including an England fixture.

¹ Source: <https://www.nhsbands.co.uk>
² Based on First Bus order for 193 buses with Wightbus: <https://www.localgov.co.uk/First-Bus-places-UKs-largest-ever-electric-bus-order/54772>
³ <https://www.sustrans.org.uk/our-blog/news/2019/november/common-myths-about-investment-in-walking-and-cycling-busted-by-research-report>
⁴ The Living Wage is the UK wage rate based on the cost of living. It is voluntarily paid by over 13,000 UK businesses who believe their staff deserve a wage which meets every day needs. <https://www.livingwage.org.uk/what-real-living-wage>

Millions of pounds in local capital investment since 2011, including:



Brighton & Hove Albion, via its investment in the New Monks Farm development in Lancing, is delivering 637 new homes, including affordable and social for rent; and 33,000 sq.m of commercial space in Lancing. On completion, this will contribute a further £11.5 million annually to the local economy.

Looking Ahead:

Brighton & Hove Albion is one of the Premier League's best and most progressive clubs, driven by a set of values that set its standards to treat people well, exceed expectations, aim high and never give up, act with integrity, and make it special. The 2022/23 season was the most recent stage on Brighton & Hove Albion's journey. The club has become an international ambassador for the city of Brighton and Hove and a fantastic advert for the Premier League. Its future success remains intertwined with the success of the city and the opportunities that it can provide for local residents, business and communities.

THE RISE TO EUROPE



“European football was a pipe dream for fans back then. It was only about survival. Having somewhere to play football that wasn’t in Gillingham, and outside the club’s home city, the place of its birth.”

Paul Barber, chief executive and deputy chairman, Brighton & Hove Albion

The 2022/23 season was the most successful in Brighton & Hove Albion's 122-year history. It follows a well-documented journey from being minutes away from losing Football League status and being homeless to qualifying for the UEFA Europa League and hosting Ajax of Amsterdam (1995 UEFA Champions League winners) at the American Express Stadium.

The Men’s First Team:

- Finished sixth in the Premier League with 62 points – above Chelsea and Tottenham Hotspur.
- Secured 72 Premier League goals – more than all other teams, apart from Manchester City, Arsenal and Liverpool.
- Qualified for European football (the UEFA Europa League) for the first time.
- Reached the semi-finals of The FA Cup, narrowly losing on penalties to Manchester United.
- Included a World Cup winner – Alexis Mac Allister of Argentina.

Achieving Premier League status for the 2017/18 season was an outstanding achievement in itself. Brighton & Hove Albion held its own in the world’s top league for the first four years. Since then, they have sailed into its upper echelons to reach European qualification, becoming one of the best ambassadors for the Premier League and for the city of Brighton and Hove.

In 2022/23, Brighton & Hove Albion scored more goals than they managed in the 2017/18 and 2018/19 seasons combined. The way they play and how well the club is run is now recognised at the highest levels of the game.



The Women’s First Team:

- Maintained its position in the Women’s Super League.
- Continued to build its reputation as one of the country’s elite women’s football teams.
- Included a World Cup finalist – Katie Robinson.

The Men’s Under-21 Team:

- Continued to compete in Premier League 2, the highest tier of under-21 men’s football in England.
- Competed in the EFL Trophy, the Premier League Cup and the Premier League International Cup.

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Qualification for the UEFA Europa League means that Brighton & Hove Albion can showcase the club and the city even more widely. They will play a minimum of six games against clubs from some of Europe's finest cities – Ajax (Amsterdam); Marseille; and AEK Athens. Three of these games will be staged at the American Express Stadium, providing opportunities for visiting fans and dignitaries to experience all the city has to offer. And if the club is successful in qualifying from the group stage, they could play up to four more home UEFA Europa League games at the American Express Stadium. If not, the Europa Conference League could still deliver European football in Brighton and Hove after the Christmas break.

The Albion - Global and Local

Eight of Brighton & Hove Albion's players represented their countries at the 2022 men's World Cup finals in Qatar and five of the club's women's players did so at the 2023 Women's World Cup in Australia and New Zealand. The men represented Ecuador, Ghana, Spain, Belgium, Japan and Argentina. The women represented England, Norway, Australia, New Zealand and South Korea. Our Men's First-Team squad now includes players from 15 different countries: England, Scotland, Ireland, Japan, Canada, Netherlands, Ghana, Ecuador, Brazil, Germany, Poland, Colombia, Paraguay, Ivory Coast and Switzerland. Our Women's First Team now has players from ten different countries: England, Australia, Norway, Sweden, the United States, Serbia, Greece, South Korea, Spain and Germany.

This all contributes to our growing international reputation, promoting both the Albion and the city as a whole. Whilst the Albion expands its global profile, we are proud to be an integral part of our city, Brighton and Hove. We support communities through the Brighton & Hove Albion Foundation; we employ hundreds of local people; we contract with local businesses when we can; and we promote local businesses through sponsorship opportunities. Our captain, Lewis Dunk, was a pupil at Varndean High School; and Solly March attended Ringmer Community College, just outside nearby Lewes.

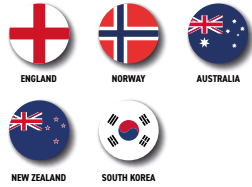
Brighton & Hove Albion continues to use the power of football to improve people's lives, build communities and to promote Brighton and Hove on an international stage.

Global Representation

MEN'S WORLD CUP



WOMEN'S WORLD CUP



MEN'S FIRST-TEAM SQUAD



WOMEN'S FIRST-TEAM SQUAD



“Brighton played one of the best football games this weekend I’ve ever seen in my life. I have to say, Roberto De Zerbi, wow.”

Jurgen Klopp, Liverpool manager, after the Albion's 6-0 win over Wolves



“The best team at making the build-up in the world is Brighton. There is no team better that make the process to get the goalkeeper to bring the ball into the last quarter.”

Pep Guardiola, Manchester City manager



“They have a really clear vision, they’ve been ahead of many other clubs in the way they have handled and made decisions. The way they have developed players, recruited talent, the way they have set up the club, the people that they recruit as well is really impressive. I think they have done extremely well.”

Mikel Arteta, Arsenal manager

American Express

With one of its main European hubs based in Brighton, American Express is a major employer in the city, and the club's longstanding main partner. American Express has been on the club's incredible journey, from the lower leagues of the EFL, to the Premier League and on into the UEFA Europa League. The financial services giant's name proudly adorns the iconic American Express Stadium and the American Express Elite Football Performance Centre; while various men's, women's, age group and community teams carry the American Express logo as the club's main shirt sponsor – but the multi-year partnership, which runs into the next decade, is so much more than that.

American Express' support also includes specific and additional investment for women's and girls' football, reflecting the company's strong commitment to inclusion and diversity. The club and its main partner work closely together, with knowledge sharing and collaborative working at the heart of the relationship between two such iconic names within the city of Brighton and Hove.

American Express has also been the main partner of the Brighton & Hove Albion Foundation for the past 13 years to support the charity's work within the local community. It provides crucial funding, as well as colleague volunteering time, to help deliver a wide range of inclusive community initiatives aimed at building essential skills, confidence and aspirations amongst children, young people and adults in Sussex.

In the last 13 years working together, the charity and American Express have made a huge difference to local people with 23,000 beneficiaries supported in over 300 activity sessions delivered jointly by the Brighton & Hove Albion Foundation and 30,000 volunteer- hours provided by American Express colleagues.

Albion chief executive Paul Barber said, "We wanted to partner with a global brand with a significant local presence that would support us on our journey, and one that would understand and accept that there would be ups and downs along the way. American Express has played a very significant part in helping the club move towards and evolve our vision.

"We've grown what started as a community-based sponsorship in Brighton to a global partnership. American Express's support is brilliant – both for the club and for the city. To support the growth of our relationship over more than a decade, we have grown our marketing department and partnerships team, to maximise both the club's and American Express's exposure and to continue to grow the club's global profile. In short, we've been able to build a true, mutually beneficial, long-term partnership of which we are all very proud."



"The UK is home to nearly 6,000 American Express colleagues, more than half of whom work in Sussex, including in our offices in Brighton and Burgess Hill. As a significant employer in the area, we're incredibly proud of the investment we provide in the local community through our long-term partnership with the club and the Brighton & Hove Albion Foundation, which is based on shared values and a commitment to the local area. Through our work with the Foundation, which spans more than a decade, we have directly benefitted more than 23,000 people across Sussex and look forward to building on this in the future."

Beverly Sawyers, senior vice president at American Express

"As someone born in the city and now captain of the club, I am extremely proud of our achievement of playing in Europe for the first time. It's a brilliant opportunity to showcase the club, and Brighton and Hove has had a special buzz around the home games in the UEFA Europa League. As our lead partner, American Express has been with us every step of the way on this incredible journey."

Lewis Dunk, captain,
Brighton & Hove Albion Men's First Team



INVESTING IN THE CITY



Brighton & Hove Albion's success would not have been possible without the initial investment in the American Express Stadium, the American Express Elite Football Performance Centre in Lancing and the on-going investment in improving the experience for both home and away supporters and non-matchday visitors. Chairman and owner, Tony Bloom, is Brighton and Hove born. He has invested hundreds of millions of pounds to get the club to where it is now, and he has a personal interest in the success of the city, as well as the club.

This summer, thanks to further investment, the club opened a world-class, brand-new Tunnel Club, offering supporters one of the best sports hospitality experiences anywhere across the globe; while in October 2023 the club submitted plans to Brighton & Hove City Council for a multi-million-pound, brand-new covered Fan Zone at the Amex, which it is hoped will be ready for the 2024/25 season.



This investment has positioned Brighton & Hove Albion as one of the Premier League's most innovative and forward-thinking football clubs and has enriched the city's wider cultural and leisure offer.

The American Express Stadium brings different parts of the community together in a safe and attractive venue, bound by a common interest and sense of pride.

By the time the American Express Stadium opened in 2011/12, £129 million had been invested in its construction, with a further £34 million invested in the American Express Elite Football Performance Centre in Lancing. In 2023 prices, this is the equivalent of over £210 million of capital investment. At the time, this capital investment supported around 825 local construction jobs with hundreds of local businesses involved in the developments.



In 2022, the £8.5 million American Express Elite Football Performance Centre 2 – the new home of Brighton & Hove Albion's women's and girls' teams – was officially opened, underlying the owner's commitment to ensuring that football at the highest level is encouraged and available to all parts of the community.

Brighton & Hove Albion is also the parent company of New Monks Farm Development Ltd, which has invested £150 million in Lancing to deliver 637 new homes, including affordable and social for rent; and 33,000 sq.m of commercial space. The New Monks Farm development is expected to create 413 net new FTE jobs; £11.5 million of additional annual GVA to the local economy; a new single-form-entry primary school; relocation and expansion of the travellers' site, with additional pitches; and a new 28 hectare country park with new ecology habitats, and cycle and foot pathways to access the South Downs National Park.

A HIGH VALUE LOCAL BUSINESS

2022/23 was Brighton & Hove Albion's sixth successive season in the Premier League. In its last year in the Championship (2016/17) its turnover was £19.2 million. In its first year in English football's top flight, revenue increased five-fold to £147.3 million.

In 2022/23, direct income had reached a staggering £326.9 million – more than ten times the club's direct income in its last season in the Championship. Brighton & Hove Albion has become one of the city's most sustainable, high-value businesses.

Other Income including Player-Related Transactions (£128.5 million)

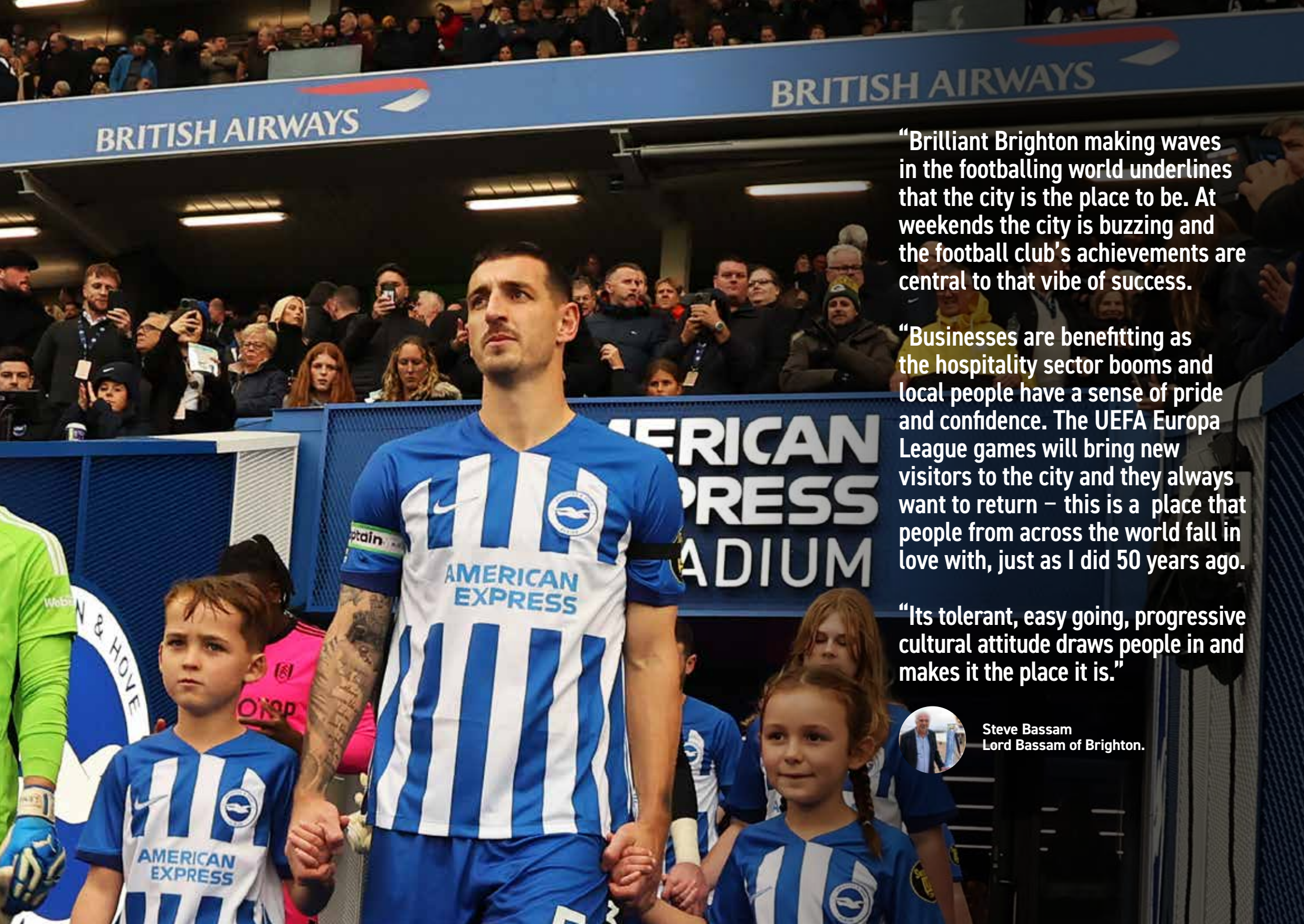
Brighton & Hove Albion has gained a reputation for being the Premier League's best club for identifying and recruiting players from around the globe. Its players have become sought after around the world and by the Premier League's richest and most high-profile teams. The club received £128.5 million in additional revenue including player sales in 2022/23. Since then, Brighton & Hove Albion has generated in excess of £140 million in further player sales, including a British record transfer fee for midfielder, Moises Caicedo. The men's first team squad includes previously unknown talent, including Kaoru Mitoma and Evan Ferguson, who are now amongst the most sought after players in the Premier League.

Broadcasting Income (£107.8 million)

The Premier League is the world's leading football competition. In 2021/22, it received £3.5 billion in broadcasting income. In 2022/23, Brighton & Hove Albion received £107.8 million in broadcast income, including £57.6 million from international broadcasting and £50.2 million in domestic broadcasting income.

Since 2017/18, there has been a shift in the balance towards international broadcasting income, reflecting the growing global interest in the Premier League. This promotes the reputation of the club and the city, attracting a significant following in countries like Japan, where Kaoru Mitoma has sparked major interest in Brighton and Hove. Pre-season tours to the United States and the growing international network of Brighton & Hove Albion supporters' clubs will add to the growing reputation of and interest in the city around the world.





“Brilliant Brighton making waves in the footballing world underlines that the city is the place to be. At weekends the city is buzzing and the football club’s achievements are central to that vibe of success.

“Businesses are benefitting as the hospitality sector booms and local people have a sense of pride and confidence. The UEFA Europa League games will bring new visitors to the city and they always want to return – this is a place that people from across the world fall in love with, just as I did 50 years ago.

“Its tolerant, easy going, progressive cultural attitude draws people in and makes it the place it is.”



Steve Bassam
Lord Bassam of Brighton.

Performance Payments (£49.2 million)

Brighton & Hove Albion’s sixth-place finish in the Premier League and its progress to The FA Cup semi-final meant that it received £49.2 million in performance payments.



Commercial Income (£18.8 million)

Brighton & Hove Albion received £18.8 million in commercial income in 2022/23. Most of this (£13.3 million) was sponsorship income. Other sources of commercial income come from the club store and merchandise sales away from the stadium, office rental income, revenue from non-matchday events and income from the contract with food and drink suppliers, Sodexo.

In 2021/22, Brighton & Hove Albion experienced the largest relative increase in commercial revenue of all Premier League clubs, compared with the previous year. Deloitte sees significant opportunities for Premier League clubs to diversify their incomes by growing their commercial income streams. It recommends a data-driven approach to developing well-targeted marketing campaigns, and using data to demonstrate value to sponsors. As Brighton & Hove Albion’s international reputation and membership grows, commercial opportunities will also expand.

Ticket Sales, Membership and Hospitality (£22.6 million)

Season ticket holders contributed £8.9 million in ticket sales, other Premier League ticket sales raised £4.0 million, £6.0 million was brought in through hospitality packages, and a further £3.6 million came from non-Premier League matchday ticket sales, including FA Cup and friendly matches. During the 2022/23 WSL season, Brighton & Hove Albion women’s team raised £154,000 in matchday ticket revenue.

Matchday tickets account for around 14% of all Premier League clubs’ income. Excluding income from player sales, matchday ticket sales accounted for around 11% of Brighton & Hove Albion’s revenue in 2022/23. Stadium capacity and the need to keep ticket prices affordable for fans means that scope to increase revenue through direct matchday ticket sales is likely to be limited.

⁸ Source: A Balancing Act: Annual Review of Football Finance, 2023; Deloitte

⁹ Source: *ibid*

MATCHDAY PRIDE

A Focus for Community Cohesion and Local Pride

While Brighton & Hove Albion's reputation and following has expanded its reach around the globe, it remains embedded in the local community. Its success comes from the support that it receives at the stadium from its home fans and from the residents, businesses and partner organisations, which make Brighton & Hove Albion proud to represent the city of Brighton and Hove. It is a focal point for the local community's identity, creating shared experiences that transcend social class, gender, ethnic background and age.

In the 2022/23 season, the Men's First Team welcomed over 660,000 fans to watch 26 games (including 19 Premier League games) at the American Express Stadium. This included 594,000 home fans and 66,000 away fans. The average attendance at Premier League games was 31,425 (99% capacity). Home fans are drawn from a wide geographical area, including 54,000 overseas visitors, with particular interest from Japan, Argentina and Ecuador.

However, the fanbase is primarily local – two-thirds (65% - 387,600) of home fans live in Sussex and just under half (43% - 258,400) live within Brighton and Hove itself. A further 38,600 fans watched the Women's First Team play 12 games in the WSL and The Women's FA Cup.

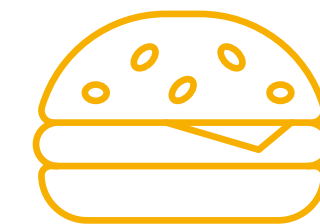
The free travel zone, which includes Worthing, Haywards Heath, Tunbridge Wells and Eastbourne means that there is no charge for train and bus journeys to and from the American Express Stadium on matchdays. The Brighton & Hove Albion Community Bus Service can also be used to take people with disabilities from Sussex University to the stadium. More than 78% of matchday visitors used a sustainable means of transport in the 2022/23 season which included 41% via trains, 15% by park and ride service, 12% by coaches/minibuses, 8% by scheduled city buses and 2% walking.

A High-Quality Fan Experience

Brighton & Hove Albion was ranked 2nd in the Premier League's Fan Engagement Survey for the 2021/22 season, scoring highest for digital ticketing and the performance of ticket-office staff, and with high scores for stadium welcome, mobile phone and Wi-Fi coverage, the quality of the food and drink offer, and the American Express Stadium's family-friendly environment.

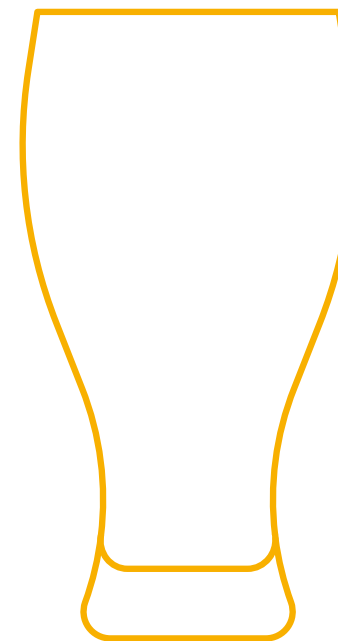
Indeed, Brighton & Hove Albion has developed an excellent reputation for its hospitality, locally produced food and drink and its stadium welcome. It provides over 1,000 formal dinners at every home match as part of hospitality packages. Over the course of a season, regular matchday visitors are served with over 450,000 pints of beer, 240,000 hot drinks, 230,000 of our famous Piglets Pies and 64,000 burgers.

The Brighton & Hove Albion Fan Advisory Board (FAB) was formed in 2022 to represent fans' views to the club. The five board members participate in Brighton & Hove Albion working groups to represent fans' views on a wide range of issues, including: matchday atmosphere; equality, diversity and inclusion; women's football; ticketing; catering; wayfinding; and the travel review scheme.



64,000
Burgers

450,000
Pints of beer



240,000
Hot drinks

230,000
Piglets Pies



“Thank you so much for your support and facilitating Luca’s access to the inclusion room yesterday, and for Kristy and Ian’s support on the day. Luca had a great time. He was able to sit outside using his ear-defenders, and used the inclusion room for a break at half-time. Being able to have access to a quiet space to take a pause was very helpful. Being taken up to the room, fast tracking the queues and having his own water-bottle with him, was enormously helpful.”

Visiting Grimsby Town supporter, FA Cup, March 2022

“Expressing my gratitude to the people who saved my life is one of the hardest things I have had to do, because how do you thank people for that?”

Bob Whetton, visiting Nottingham Forest fan, October 2022

The incredible work of club stewards, medical staff and St John Ambulance volunteers saved the life of visiting supporter Bob when he visited the Amex in October 2022.



A Safe Place for Everyone

Giving everyone a good matchday experience is central to Brighton & Hove Albion's ethos and values. In 2018/19, the club opened an Inclusion Room – a safe, quiet and reassuring space for supporters, who may struggle to sit within the main stands. The Inclusion Room has welcomed supporters with dementia, Alzheimer's, autism, mental health conditions, epilepsy, ADHD, and wheelchair users.

Brighton & Hove Albion also operates a disability wristband scheme. Supporters whose disability is not visible can wear the wristband, so that stewards and staff can react appropriately when needed.

When fans are at risk, Brighton & Hove Albion has the staff and equipment to respond and manage emergency situations.



Non-Matchday Events

The American Express Stadium is also an important venue for hosting non-matchday events. There are 400 free, on-site car parking spaces, six events lounges, 4,390 sq.m of exhibition space, 31 smaller meeting rooms/executive boxes and the stadium concourses. In 2022/23, the American Express Stadium hosted 829 non-matchday events, including 776 single-day events and 53 multi-day events. These included meetings, workshops, conferences, exhibitions, private parties and focus groups. Together, these events attracted over 48,000 non-matchday visitors.

It is not just a corporate venue, however, the stadium hosts a number of charity events. In November 2022 more than 70 pupils in Year 7 and 8 (aged 11 to 13) from four secondary schools across Sussex took part in a 'LEARN Together' event, to encourage them to think about what their school and BHAFC can do to protect the environment. The American Express Stadium is also home to the NHS Brighton Diagnostic Treatment Centre which treats patients for musculoskeletal assessment and rehabilitation services.

The support in the community is delivered by the Brighton & Hove Albion Foundation. The Foundation runs soccer schools, particularly focusing on participation by people from under-represented groups. It runs education and employability programmes; it works with schools to raise confidence and develop skills; and it runs and supports health and well-being programmes to promote healthy lifestyles and to support people with significant health challenges.

SUPPORTING ECONOMIC GROWTH

Brighton and Hove – An Inclusive City of Opportunity and Growth

“There is definitely a broader awareness of Brighton and what we have done at European level – and we seek to build the club’s profile with those who are not familiar with us.”

Paul Barber, chief executive and deputy chairman, Brighton & Hove Albion

Brighton and Hove is one of the UK’s best known, most creative and liberal cities. In 2021, it had a resident population of 277,000; an economy worth £8.9 billion in Gross Value Added (GVA); and it employed 141,000 people in 17,000 businesses. It has a well-established createch sector; two excellent universities, which both attract and retain talent from around the world; and a thriving financial services sector, led by Brighton & Hove Albion’s main sponsor, American Express, which employs nearly 6,000 colleagues in the UK, with more than half of those working in Sussex.



Brighton and Hove is also one of the UK’s top visitor destinations with iconic attractions, including the Royal Pavilion, Brighton Palace Pier, the i360, The Lanes, the North Laine, the extensive seafront and a year-round programme of events at venues like the Brighton Centre, Komedia, the Dome and the Theatre Royal. The city hosts annual events, including England’s largest arts festival, the London to Brighton Bike Ride and the Veteran Car Run.

Elite sport is a central part of the city’s identity and attraction. Brighton & Hove Albion’s Premier League success sets the benchmark for the city’s sporting ambitions, complementing County Championship cricket in Hove, horse and greyhound racing, the Brighton Marathon, and outdoor swimming at the UK’s first national open water swimming centre.

Its economic and cultural influence stretches much wider than the city. Greater Brighton extends north to Crawley and includes the UK’s second busiest airport, Gatwick; west to include Shoreham, Lancing and Worthing; and east to include Lewes and Newhaven. Greater Brighton has a resident population of around 1 million, a working population of 400,000 and an economy that is worth around £20 billion.

Brighton and Hove is an ambitious city, with a vision to secure economic growth that benefits all parts of the community, providing opportunities for residents and businesses to reach their full potential.

Premier League football clubs are increasingly businesses that have become global, but whose heart, soul and identity are firmly embedded within their local communities.



Brighton & Hove Albion’s ethos and values reflect those of the liberal, dynamic and creative city that it represents. The football club and the city will grow, thrive and meet their collective challenges together.

“As a Brightonian and proud Albion fan, it’s amazing to see the club’s breathtaking success, not just on the pitch, but in respect of their phenomenal impact on our community and local economy. The Albion’s story is an integral part of the story of our city. A club saved by its fans and now achieving more than we could ever have dreamed while introducing Brighton and Hove to new, bigger and global audiences.

“We want to celebrate the successes of the club and forge an even stronger and more successful partnership with the Albion. I’m excited by new opportunities this will bring to our city. Come on you Seagulls!”

Cllr Bella Sankey – Leader, Brighton & Hove City Council

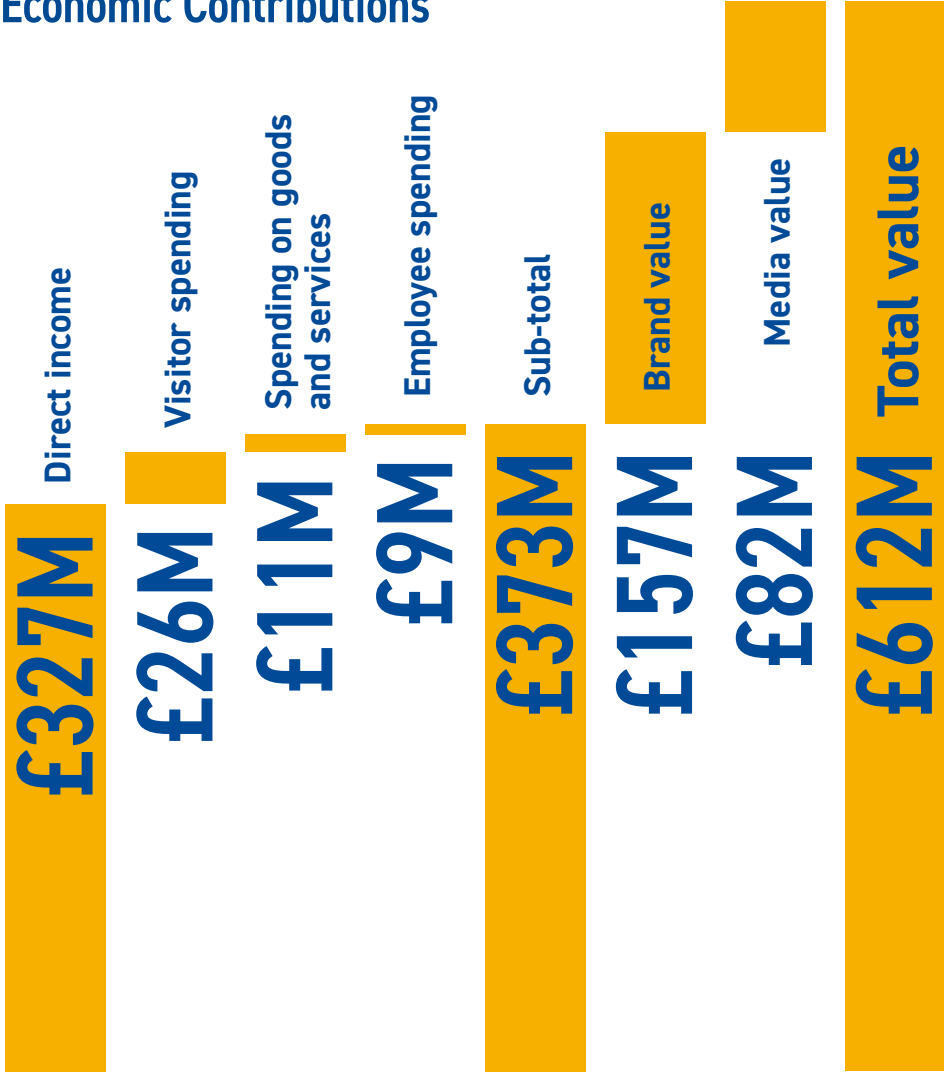


“The contribution we make to the local and national economy is phenomenal. What we do on the pitch is only the tip of the iceberg when it comes to the impact the Albion makes across Brighton and Hove and the wider Sussex community.”

Lee Cooper, Albion finance director

Brighton & Hove Albion - Supporting the Local Economy

Economic Contributions



Brighton & Hove Albion’s continued on - and off-field success makes a sustained economic contribution to the local economy. This includes:

- Direct revenue.
- Local spending by visiting home and away fans.
- Indirect spending from the goods and services purchased locally.
- Local spending by the club’s employees.
- Local spending by visitors and delegates at non-matchday events.

As well as the transactional benefits, the club’s success has added, by association, brand and media value to the city, raising awareness of Brighton and Hove’s considerable physical and human capital assets. At the recent UEFA Europa League Draw, the club produced a special business card with a QR code, so the teams that Brighton & Hove Albion were playing could immediately find out about its history, what the city has to offer, including its hotels and where visiting fans can eat, drink and visit.

In 2022/23, Brighton & Hove Albion contributed £612 million of value to the local economy. Most of this was accounted for by direct income, but there were also significant contributions in the form of brand and media value, match and non-matchday visitor spending, local spending on goods and services, and spending by Brighton & Hove Albion’s employees in the local economy.

Direct Income

Direct income continued to grow, reflecting the club’s on-field success in the Premier League and FA Cup, its greater broadcasting exposure and its astute dealings in the transfer market.

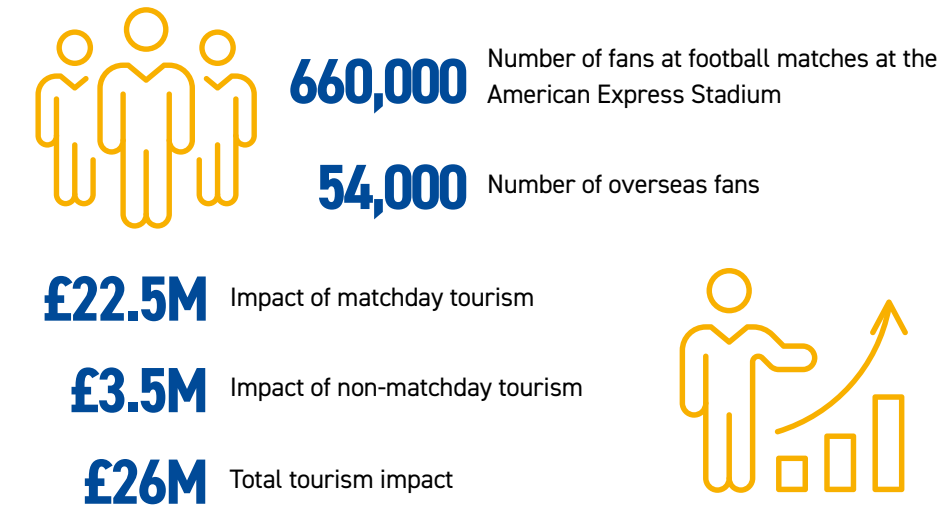
There are plans to play two Women’s Super League (WSL) matches at the American Express Stadium in 2023/24, and to find a permanent home for Brighton & Hove Albion’s women’s team, building on the growing popularity of women’s football. The stadium has also been selected as one of eight venues to host the 2025 Women’s Rugby World Cup matches. These are all expected to contribute further to the club’s direct income in the future.

Visitor Spending

Tourism is a major part of Brighton and Hove's economy. The city welcomes close to 11 million visitors a year, employing around 17,751 people – equivalent to around 13.5% of all the city's jobs.

The 660,000 matchday visitors, including 54,000 from overseas, bring business for hotels and guest houses, restaurants, shops, pubs and transport providers. With much of this occurring in winter months when the city is quieter, football-related activity generates almost £22.5 million of additional local spending. Non-matchday events also bring spending to the city. The 50,000 delegates attending over 800 events generate a further £3.5 million of local spending. The 38,000 supporters who watched Brighton & Hove Albion WSL games at Crawley's Broadfield Stadium also added to spending in the local area.

The club has teamed up with VisitBrighton to encourage away fans to extend their stay and to enjoy the city's attractions. Its on-field success has poured money into local business and communities.



Spending on Local Goods and Services

Where possible, Brighton & Hove Albion secures the goods and services that it needs from local suppliers. This keeps the spending in the local economy, builds long-term supply chain relationships between the club and local businesses, and enables them to create jobs for local people.

In 2022/23, Brighton & Hove Albion spent £24 million on goods and services nationally, a third of which was spent locally, contracting with 267 local businesses from sectors across the economy, including professional, technical and scientific services; retail; transport & storage; arts, recreation and leisure; public administration; and education, health and social work. The total value of the club's spending in the local economy, once local multipliers have been included, was £11 million.

Employees' Local Spending

Brighton & Hove Albion's staff and those of its sub-contractor, Sodexo, contribute to the economy through their own local spending. In 2022/23, the club spent £116 million on staff salaries, including £92 million on playing and coaching staff salaries and £24 million on salaries for non-playing staff.

Just over 300 of the club's core staff and over 400 of the matchday stewards live locally. Whilst not all of their earnings will be spent in local businesses, a proportion of it will. Lower earners are likely to spend more of their salary in Brighton and Hove and the surrounding area than higher earners. Employees spent around £9 million in the local economy in 2022/23.

¹⁰ 2021 Economic Impact Study indicated 10m visitors. With continued recovery post-Covid that is likely closer to the 2019 value which was almost 11m.



The Success of the Piglets Pantry Partnership with Brighton & Hove Albion:

Piglets Pantry has supplied Brighton & Hove Albion since the first match at the American Express Stadium back in 2011, when the pies proved so popular with fans they sold out in ten minutes. Piglets has continued to grow from strength to strength and still supplies over 230,000 pies and pastries to the stadium every season. Since the Covid pandemic, turnover has increased from £1.75 million to £6.7 million and is forecast to reach £10 million per year, producing 70,000+ delicious food products each week. Piglets Pantry's growth has been so fast that it has moved from its 7,500 sq. ft building to a purpose built 28,000 sq. ft factory. It now employs 110 people. Piglets Pantry also provides Brighton & Hove Albion with destination kiosks and pop-ups; manages all the catering at Portsmouth Football Club and Leicestershire Cricket Club; and has retail outlets at the Kia Oval and other prestigious sporting venues around the country.

“Piglets continues to follow the amazing success of Brighton & Hove Albion, a partnership that continues to form a strong bond with all our team. We still supply over 230,000 pies and pastries a season, a trend that will increase with the fantastic addition of European football. The foundations of our partnership has seen Piglets become a well known brand across the UK, supplying to over 500 iconic venues and sending out beautiful Piglets boxes to many fans and customers.”

Joanna Hunter, chief food lover at Piglets Pantry



CREATING JOBS FOR LOCAL PEOPLE

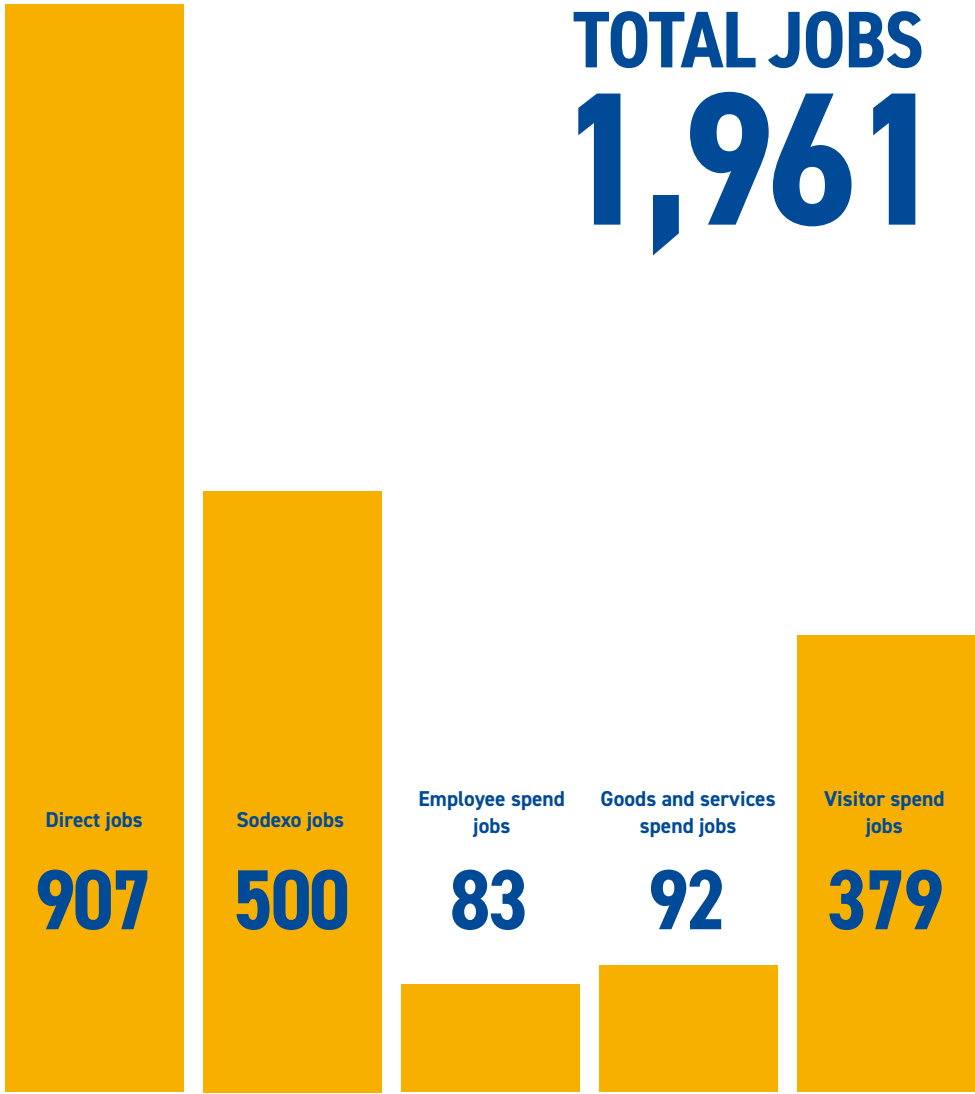


Brighton & Hove Albion supports just under 2,000 jobs in the local economy. This includes direct jobs at the club and its partner, Sodexo, jobs that are created by matchday and non-matchday visitors, jobs created as a result of the spending on goods and services by the club, and those which result from local employee spending.

“The club’s success is built on and underpinned by our culture and strong ‘Team Brighton’ values: treat people well, exceed expectations, act with integrity, aim high, and make it special. These flow from our chairman, right the way down through the whole club and foundation.”

Rose Read, head of people and culture

Brighton & Hove Albion jobs in the local economy



Brighton & Hove Albion – An Exemplar Employer: Case Study

George joined the club on an apprenticeship scheme in 2017 as an 'apprentice administration assistant' for the Academy. He successfully completed his apprenticeship and was promoted into a permanent position as the academy recruitment administrator in October 2018. In September 2021, George was successful in securing a role as a football administration executive, predominantly working with our Men's First Team.

Given George's fantastic track record, he has taken on additional responsibility as club secretary for our Women's & Girls' department.

Direct/Sodexo Jobs

Brighton & Hove Albion has become one of Brighton and Hove's major employers. It directly employs 907 staff, including 138 playing and coaching staff, 364 non-playing staff and a further 405 matchday stewards. Its partner, Sodexo, employs a further 500 people, serving food and beverages on matchdays.

Between them, the club and Sodexo provide a wide range of job opportunities, many with contracts that allow local people to work flexibly and to fit their jobs around other aspects of their lives. Non-playing jobs have been widely credited with supporting the successful management of the football club on a national and international stage. Such roles include:

Academy Teachers
Campaign & Events Executives
Cleaners
Community Coaches
Community Champions
Customer Service Assistants
Customer Service Executives
Data Analysts
Grounds Persons
Minibus Drivers
Marketing Executives
Matchday Stewards
Physiotherapists/Sports Therapists
Operations Executives
Project Coordinators
Receptionists
Social Media Executives
Ticketing Systems Administrators

Employee Spend Jobs

Most (90%) of Brighton & Hove Albion's non-playing staff live locally. This means that the salaries that they earn and spend supports a further 83 jobs in other local businesses. It is not just spending by the club's employees that contributes to the local economy; the Albion's employees develop new and transferable skills that can often start them off on a long career either within the club or with other local businesses.

Goods and Services Spend Jobs

Brighton & Hove Albion's spending on goods and services supports an additional 91 local jobs in 267 businesses across a wide range of the economy's sectors.

Tourism Jobs

The spending by matchday and non-matchday visitors also generates jobs in Brighton and Hove's retail and hospitality sector – particularly valuable in the quieter periods for the visitor economy. Matchday and non-matchday visitor spend supports 379 tourism jobs in Brighton and Hove.



“Brighton & Hove Albion really helps put the city on the map for visitors from the UK and overseas. Of course, football fans bring business to the city and help to create employment. But the media coverage also keeps the city front of mind among visitors that might be tempted here in the future.”

Howard Barden, head of tourism & venues, Brighton & Hove City Council

BUILDING BRIGHTON & HOVE'S PROFILE AND REPUTATION

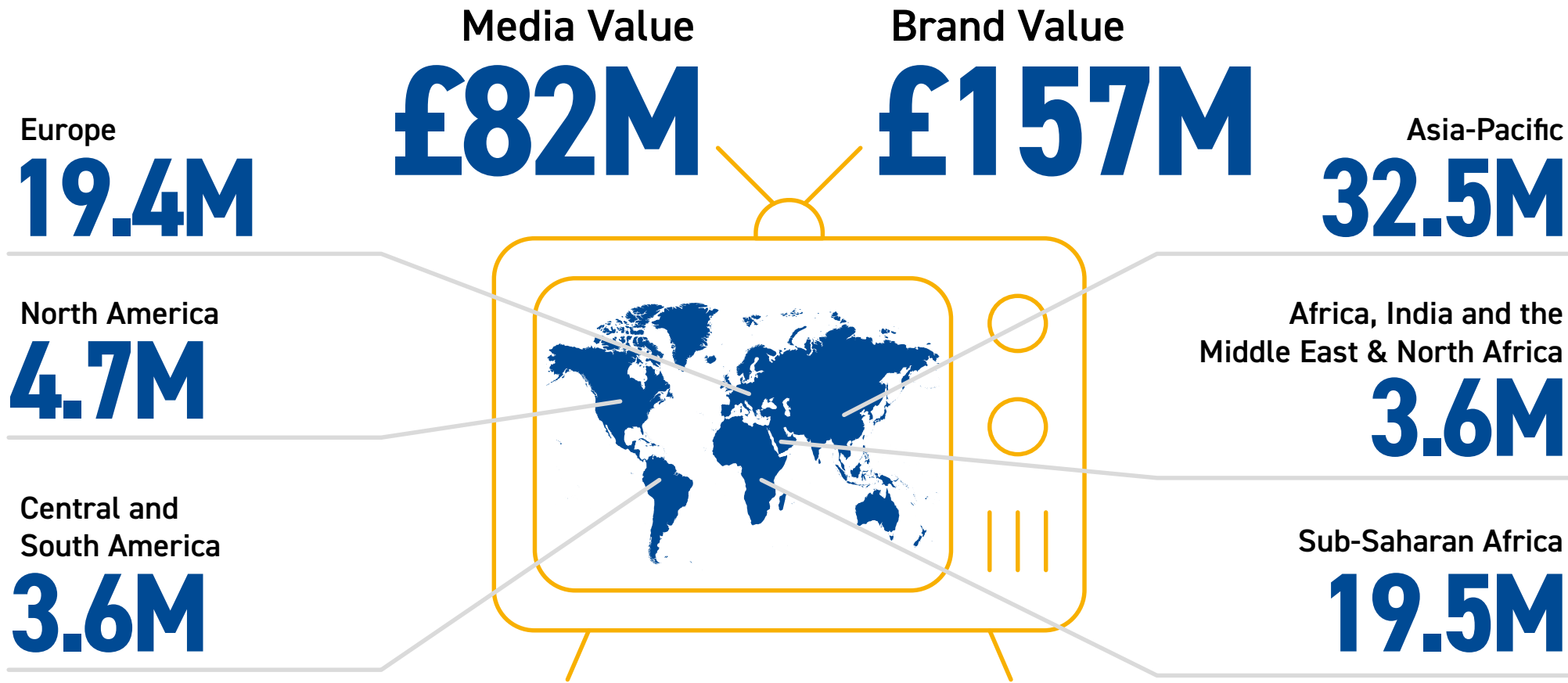


“The Argentine people, after they saw the reception Brighton & Hove Albion gave me, joined in a lot: they felt part of it, they enjoyed it and they began to support Brighton.”

Alexis Mac Allister, World Cup winner and Brighton & Hove Albion player in 2022/23

Brighton & Hove Albion's football success has raised the brand and profile of the city around the world. In the 2022/23 season, Brighton & Hove Albion's games reached a televised audience of more than 83 million across the world, including in Asia-Pacific (32.5 million), Sub-Saharan Africa (19.5 million), Europe (19.4 million), North America (4.7 million), Africa, India and the Middle East & North Africa (3.6 million), and Central & South America (3.6 million). The club's top performing stars in 2022/23 came from around the globe, raising the media profile of the football club and the city in Japan, South America and Germany, for example.

A global audience



Media exposure extends beyond the football matches. Brighton & Hove Albion's success has been the subject of extensive coverage in broadcast, social media, and articles in print media. The club's media value was assessed at £65.5 million in 2022/23.

In 2022/23, Brand Finance calculated Brighton & Hove Albion's brand value as £157 million for 2022/23, making it the 26th most valuable football brand in the world. The positive image of Brighton & Hove Albion shines a light on the city of Brighton and Hove, showcasing its assets, building its attractiveness to international visitors and enhancing investor, sponsor and partner confidence in both the football club and the city itself.

Supporters' Clubs

Brighton & Hove Albion continues to spread the city's good name through its pre-season tours and through its growing global network of Albion supporters' clubs, including:

Official Clubs	Prospective Clubs	Future Clubs
Stateside Seagulls (USA)	Philly Seagulls	Seagulls Down Under
Hong Kong Seagulls	Irish Seagulls	Seagulls Over Canada
Seagulls Over Spain	Tokyo Seagulls	Seagulls Over Atlanta
Seagulls Over London		Seagulls Over Dubai
North West Sussex Seagulls		Seagulls Over Korea
Seagulls Over Burwash		Seagulls Over Colorado
Brighton and Hove Albion Supporters' Club		Coastal Seagulls (California)
Proud Seagulls		Seagulls Over Algeria
SWC South West Corner		Seagulls Over Ghana
		Seagulls Over Zimbabwe
		Seagulls Over Singapore
		Seagulls Over Sierra Leone
		Seagulls Over Guernsey

These global connections provide new opportunities to promote the city and its businesses. Brighton & Hove Albion continues to work with Brighton & Hove City Council, the Brighton & Hove Economic Partnership and local business partners to support international trade and inward investment opportunities. Participation in the UEFA Europa League in 2023/24 will add further to the growing reputation of the football club and the city around the world, with media and brand value potentially increasing by £13.1 million and £31.4 million, respectively.

In the summer of 2023, our Men's First Team made its first pre-season tour to the United States with matches in top stadia in Philadelphia, Atlanta and New Jersey as part of the Premier League's Summer Series. On a football level this gave Roberto De Zerbi and the squad elite-level preparations with warm-up matches against Premier League opponents Chelsea, Brentford and Newcastle United. From a marketing perspective, the club was able to engage directly with US football fans in those three cities to build more global support for the club.

We did this through a mix of fan events and activations – with more than a thousand US-based supporters registering for these events, including an open training session in New Jersey and matchday fan zone activities, which created huge interest and enabled a personal experience with the club, as we captured fan stories first hand. Working with the club's leading US supporters' group Stateside Seagulls we wanted to ensure all fans were included, and as a result we have been able to grow the club's US supporter group network, using personalised video to capture data at each fan event. Ahead of each game we took over local sports bars with chairman Tony Bloom, chief executive Paul Barber, director Ray Bloom, and club ambassador Glenn Murray engaging with fans.

We collaborated with American Express on a number of activations, with the main event a brilliant matchday fan zone close to the company's New York headquarters on the day of the match against Newcastle United, which took place over the water in New Jersey, again with the club's board of directors, senior executives and club ambassador Murray engaging with fans pre-match.

And we undertook a number of activities alongside various US sports teams. This led to a significant upturn in our digital numbers on the back of visits to the New York Mets, New York Jets and Atlanta Falcons. We were also at two Premier League Community Events in Philadelphia and New Jersey, with Roberto De Zerbi, Danny Welbeck, Joel Veltman, Jan Paul van Hecke, Bart Verbruggen and Lewis Dunk attending across the two events. National US broadcaster NBC screened all the matches live in the US – with Sky Sports showing in the UK – and Pierre Mousa, NBC's Premier League football producer, said after the tournament, "We wanted to sincerely thank you for all your support with our coverage of the PL Summer Series.

"The feedback from the broadcasts has been overwhelmingly positive and that is a tribute to all the access and interviews you provided. Everything you did had a big impact on our Summer Series broadcasts and our time with your club will have a significant influence on all our Premier League broadcasts for the upcoming season."

This summer we intend to be on the road again, ahead of the 2024/25 season, with a pre-season tour, to continue to grow the global interest in Brighton & Hove Albion.

¹¹ Brighton & Hove Albion Media Evaluation Report; Nielsen; 2023
¹² Brighton & Hove Albion Brand Valuation Report 2023, Brand Finance; 2023

“The continued and building success of Brighton & Hove Albion over the last few years, and the widespread respect for the way that they have achieved it must be the envy of any business. The positive impact upon the city and its perception around the world enhances our reputation around the globe in a way that very few others could do so.”

Dean Orgill,
Chair Brighton & Hove Economic Partnership



CONTRIBUTING TO THE EXCHEQUER



Brighton & Hove Albion's achievements don't just bring benefits to the local economy. They also make huge annual contributions to the Exchequer, providing much needed revenue to support public services. In 2022/23, Brighton & Hove Albion and its staff contributed over £120 million in taxes, licences and National Insurance contributions. This is more than double that was paid to the Exchequer in Brighton & Hove Albion's first season in the Premier League, reflecting the sustained commercial success of the club.

The club's contributions to the public purse in 2022/23 were enough to:

- Pay the salaries of **3,470** experienced Band 5 NHS nurses
- Buy **286** new electric double decker buses
- Or build **20** new primary schools



THE UEFA EUROPA LEAGUE AND LOOKING AHEAD

“A club saved by its fans, now gets to play on the European stage and we look forward to welcoming European teams and new fans to our city. We’re extremely excited about the opportunities which will undoubtedly open up for local businesses. There’s even a possibility that fans’ favourites Piglets Pies and Harvey’s Best will end up as global brands off the back of Albion’s success!”

Councillor Ty Goddard, lead member for economic development

The UEFA Europa League

Brighton & Hove Albion’s first six years in the Premier League have been an outstanding success on the pitch and off the pitch. Its economic impact dwarfs the benefits that it was expected to bring when it first proposed developing the American Express Stadium, whilst the positive impact on civic pride is incalculable. Achieving qualification to the UEFA Europa League was the culmination of years of strategic thinking, hard work, prudent planning and outstanding decision-making in all aspects of running the football club.

	Low Scenario	High Scenario
All Matches	6	15
Maximum number of home matches	3	7
Prize Money	£5,400,000	£26,000,000
Ticket Sales Income	£1,500,000	£3,500,000
Merchandise Income	£75,000	£175,000
F& B Direct Income	£120,000	£280,000
TOTAL DIRECT INCOME	£7,095,000	£29,955,000
Additional Visitor Spend	£2,450,000	£5,700,000
Media Value	£6,500,000	£13,000,000
Brand Value	£15,500,000	£31,000,000
Total Additional Value	£31,545,000	£79,655,000

UEFA Europa League football in the 2023/24 season will bring further benefits to the club and the city. The level of the benefits will depend on how far Brighton & Hove Albion progresses in the competition.

Starting against AEK Athens in September 2023, the club will play a minimum of six and a maximum of 15 extra games, between three and seven of which will be played at the American Express Stadium. Participating in the UEFA Europa League could add between £31.5 million and £80.0 million of economic value to the city, depending on progress.

If Brighton & Hove Albion are crowned UEFA Europa League champions in Dublin on 22 May 2024, they will receive £26 million in prize money, whilst its high media exposure over the season and its reputation as a European champion will add media and brand value of up to an additional £44 million. There will also be direct income from ticket sales and merchandising, and food and drink will also increase.

The home games are expected to attract between 88,000 and 206,000 supporters, including between 4,200 and 9,800 international visitors and between 6,000 and 14,000 UEFA dignitaries and sponsors to the city. Many will stay in Brighton and Hove for extended visits, contributing between £2.5 million and £5.7 million to the city’s economy and will help build new and lasting international networks and contacts.



Looking Ahead

Values play a pivotal role in Brighton & Hove Albion's success. They define how its staff interact with each other, with supporters, partners and sponsors. Its values are to:

- Treat People Well.
- Exceed Expectations.
- Aim High. Never Give Up.
- Act with Integrity.
- Make it Special.

Based on these values, Brighton & Hove Albion has ambitions to build on the 2022/23 season's successes; become regular challengers for and participants in European competitions; compete for and win domestic cup competitions; continue to identify and develop talent; invest in and develop the women's team, so that it challenges to become Women's Super League champions; and use the power of football to promote inclusion, support communities, improve the lives of the most vulnerable local citizens and to deliver common good.

Brighton & Hove Albion will always be a key part of the city's identity. It will continue to be an exemplar ambassador for the city, using its profile and contacts to raise the city's profile throughout the world. It will develop and maintain close relationships with the City Council and its partners, using football to promote common good; it will uphold and promote values of equality and inclusivity in all the football club's and Brighton & Hove Albion Foundation's activities; and it will work with local businesses and their representatives to support economic growth and international trade.

Committed to Sustainability

The Team Brighton values reflect the integrity, transparency and ambition that are integral to a sustainable and socially responsible business. Incorporating sustainability into every aspect of the business is not only important for our planet but also for our long-term success. Sustainability is not just about reducing our environmental footprint; it is about creating social value, fostering innovation, enhancing the fan experience and

finding new ways to collaborate with stakeholders and commercial partners. The club has already taken a number of proactive steps to minimise its environmental impacts but it recognises that this is only the start of the journey. We know there is still much to do.

- Zero waste to landfill policy and working towards removing single-use plastics.
- Over 400 solar panels at the American Express Elite Football Performance Centre and a 100% renewable electricity tariff.
- Electric vehicle charging points at both the American Express Stadium and the American Express Elite Football Performance Centre.
- Public transport included in the matchday ticket price.
- Rainwater harvesting at the American Express Elite Football Performance Centre reuses water for irrigation with low-flow taps and waterless urinals helping to use less water.
- Recruited a sustainability manager to lead on the development of the club's sustainability strategy.
- Integrating sustainability into the culture and operations of the club and working with our stakeholders to maximise the value of this work.

Brighton & Hove Albion's success rests on the continued support that it receives from its supporters, sponsors and partners both within the city and beyond.



“Everyone at Brighton & Hove Albion will continue to work closely with our various partners and stakeholders to ensure we are as environmentally sustainable as possible. We know there is much more still to do. Everyone at the club is highly conscious of the issues surrounding climate change and environmental sustainability. As a club, we know we can make a difference with our own initiatives, both now and in the future, and we are totally committed to doing so.”

Paul Barber, chief executive and deputy chairman,
Brighton & Hove Albion

WITH THANKS TO

Our Global Partners

Our Local Partners



**AMERICAN
EXPRESS**

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