

## Summary

TGG's Academy Productivity Rankings represent a unique piece of research that is highly valued within professional football, by staff, players and parents.

Now in their third year, the Rankings place Category One to Three clubs according to the number of professional players they produced in the given season.

This year, our campaign incorporated a printed brochure, a webinar featuring the Academy Managers of Arsenal and Manchester United, and a range of online and social media content.

Thank you for partnering with us on this campaign, which made a huge impact. There is more detail below about the impact of the coverage, detailing engagement on official club accounts, mainstream media and social media.

## Key Achievements

 **14**

Total Pieces of Coverage

 **710.2m**

Total Monthly Website Visits

 **99m**

Total Monthly Unique Website Visitors

 **68**

Average Domain Authority

 **764.3k**

Total Online Coverage Views

 **97.7k**

Coverage Views on Social

## Key Achievements

 **8.6k**

Total Social Engagements

 **1.5k**

Total Social Shares

## Definitions

- **Total Pieces of Media Coverage** - The total number of pieces of Online Coverage and Print Coverage in all widgets.
- **Total Monthly Website Visits (Reach)** - This is an estimate of the total number of visits or sessions that a publishing website receives in a month, provided by SimilarWeb.
- **Total Monthly Unique Website Visitors** - The number of individual people who visit the website in a month.
- **Average Domain Authority** - A score developed by Moz that predicts how well a website will rank on search engine result pages. Ranges from one to 100, with higher scores corresponding to a greater ability to rank.
- **Total Online Coverage Views** - This new PR metric estimates the number of times a specific article will be seen both on the publishing website and across social media platforms (if it's been shared).
- **Coverage Views on Social Media** - An estimate of the number of times a piece of coverage will be seen on open social media platforms (Facebook, Twitter & Pinterest, which provide sharing data via an API).
- **Total Social Engagements** - The number of shares, likes, comments and reactions on Facebook, plus shares on Twitter and Pinterest, plus dark social shares across all online coverage.
- **Total Social Shares** - Adds the number of shares of all online coverage across open and dark social platforms.





## Manchester United top Academy Productivity Rankings

"To give you a real-life example, Dwight McNeil played at United's Academy but then went to Burnley, and featured in the Premier League. So for producing him, United get 2.5 points, and Burnley get 2.5 points." The Academy's record for producing first-team players is well-known and respected worldwide.

<https://www.manutd.com/en/news/detail/manchester-united-top-academy-productivity-rankings>

 WEBSITE VISITS

6.3m

 COVERAGE VIEWS

28.3k

 SOCIAL ENGAGEMENT

334



## Boro Make Top Ten In Academy Productivity Rankings

Boro's Academy has been ranked at ninth in Training Ground Guru's latest Academy Productivity Rankings. The unique rankings, started in 2016/17 and returning after a three-season hiatus, award points according to the level an England-eligible Academy graduate played at last season from the Premier League to the National League.

<https://www.mfc.co.uk/news/boro-make-top-ten-in-academy-productivity-rankings>

WEBSITE VISITS

236.7k

COVERAGE VIEWS

18.6k

SOCIAL ENGAGEMENT

523

 THEPOSH



## Posh Academy Biggest Climber In Productivity Rankings | Peterborough United - POSH

<https://www.theposh.com/news/posh-academy-biggest-climber-productivity-rankings>

 WEBSITE VISITS

165k

 COVERAGE VIEWS

1.6k

 SOCIAL ENGAGEMENT

234



## A pathway to success - and with the figures to prove it!

With 2022 having just got underway, our Academy Manager Michael Hamilton has targeted another year of progress after a hugely successful 2021. Our academy was recently ranked number one out of all the category three clubs in the country and a quick glance at our first-team matchday squad provides further evidence of the positive strides made by our youth system.

<https://www.afcwimbledon.co.uk/news/2022/january/a-pathway-to-success--and-with-the-figures-to-prove-it/>

 WEBSITE VISITS

166.9k

 COVERAGE VIEWS

16.3k

 SOCIAL ENGAGEMENT

248





## TOWN ACADEMY RANKED 19TH BEST IN COUNTRY

Training Ground Guru 2020/21 Academy Productivity Rankings released - Training Ground Guru annually rank productivity of academies- First rankings released for three years- Town Academy would rank 19th in country if eligible Training Ground Guru have released their 2020/21 Academy Productivity Rankings, giving Town's Academy special recognition.

<https://www.htafc.com/news/2021/december/town-academy-ranked-19th-best-in-country/#:~:text=Training%20Ground%20Guru%20have%20released,giving%20Town's%20Academy%20special%20recogni>

 WEBSITE VISITS

134.6k

 COVERAGE VIEWS

444

 SOCIAL ENGAGEMENT

0

 SOUTHENDUNITED



## PRODUCTIVITY RANKINGS PUTS BLUES ACADEMY AMONG THE BEST!

Southend United's Academy has been ranked among the best in the EFL, as well as being placed highly out of the entire English professional pyramid! The EFL have published data on the 'productivity' of each club in England, ranking them on how many young players they produce through their Academy and Development structure reaching first-team football.

<https://www.southendunited.co.uk/news/2021/april/productivity-rankings-show-blues-academy-among-the-best/>

 WEBSITE VISITS

77.7k

 COVERAGE VIEWS

10.9k

 SOCIAL ENGAGEMENT

429



## 5 Live Sport - The Monday Night Club - 22/11/2021 - BBC Sounds

Catch up on your favourite BBC radio show from your favourite DJ right here, whenever you like. Listen without limits with BBC Sounds.

<https://www.bbc.co.uk/sounds/play/m00121g4>

 WEBSITE VISITS

635.5m

 COVERAGE VIEWS

497.5k

 SOCIAL ENGAGEMENT

0



i INEWS.CO.UK



## 'Youth is at the heart of everything': Rangnick already impressing Man Utd insiders

It was the easiest question of Ralf Rangnick's Mayfair interview for the Manchester United interim head coach role. In the boardroom of the club's London offices, with director of football John Murrough face-to-face with a visionary who had impressed the hastily assembled Red Devils hierarchy, Rangnick was effusive when asked about how he would build on the legacy of youth development that has become a cornerstone of Manchester United's philosophy.

<https://inews.co.uk/sport/football/man-utd-academy-vision-ralf-rangnick-interview-question-1357056>

 WEBSITE VISITS

14.1m

 COVERAGE VIEWS

47.7k

 SOCIAL ENGAGEMENT

164



MANCHESTER EVENING NEWS



## Manchester United top key category that can help Ralf Rangnick

Manchester United's academy have topped a study in which the number and quality of English players it produces and feeds into senior football is ranked. United have a long history of producing young players and pushing them into first-team football, both at Old Trafford and elsewhere, and now they have topped the Academy Productivity Rankings by the Training Ground Guru for the third consecutive edition.

<https://www.manchestereveningnews.co.uk/sport/football/football-news/manchester-united-academy-ralf-rangnick-22393360>

WEBSITE VISITS

40.7m

COVERAGE VIEWS

84k

SOCIAL ENGAGEMENT

6.5k



## Exclusive: Craig Liddle talks Boro academy, Josh Coburn and bettering Premier League sides

THEY don't make them much better than in the North-East. That's what they say when it comes to steel, parmos and homegrown footballers. The Middlesbrough academy factory line has been busy in recent decades and still continues to roll out some of the best talent in English football after years of illustrious success.

<https://www.thenorthernecho.co.uk/sport/19826706.craig-liddle-exclusively-speaks-boros-academy-josh-coburns-emergence/>

 WEBSITE VISITS

4m

 COVERAGE VIEWS

21.1k

 SOCIAL ENGAGEMENT

70

 YORKSHIRELIVE



## Huddersfield Town academy ranked among best in England after bold policy change

The Terriers academy has been singled out for special mention in a ranking of the most productive academies in English football. Training Ground Guru have put together a list of the academies from the Premier League and EFL and ranked them based on the number of England-eligible players (as designated by ) to have made league appearances from the Premier League to the National League in 2020/21.

<https://www.examinerlive.co.uk/sport/football/news/huddersfield-town-academy-ranked-among-22410929>

 WEBSITE VISITS

7.2m

 COVERAGE VIEWS

23.8k

 SOCIAL ENGAGEMENT

17

 BLACKPOOLGAZETTE



## Blackpool's academy already making positive steps under Simon Sadler's ownership - new data shows

That's according to rankings released by Training Ground Guru , a company that offers insight into coaching and football performance. Entitled the 'Academy Productivity Rankings', the list is based on the number of clubs' England-eligible players who made at least one league appearance in 2020/21.

<https://www.blackpoolgazette.co.uk/sport/football/blackpool-fc/blackpools-academy-already-making-positive-steps-under-simon-sadlers-ownership-new-data-shows-3485335>

 WEBSITE VISITS

850.3k

 COVERAGE VIEWS

6.7k

 SOCIAL ENGAGEMENT

49



 BLACKPOOLGAZETTE



## Fleetwood academy director proud of 'purple patch' as club soars up rankings

The set-up at Poolfoot Farm came in for praise this week as the latest 'Academy Productivity Rankings' were published. Compiled by the Training Ground Guru company, the rankings are based on the number of England-eligible players who have come through to represent their club in the league.

<https://www.blackpoolgazette.co.uk/sport/football/fleetwood-academy-director-proud-of-purple-patch-as-club-soars-up-rankings-3489782>

 WEBSITE VISITS

780k

 COVERAGE VIEWS

6.8k

 SOCIAL ENGAGEMENT

65

**FN** FOOTBALL NEWS 365



## Manchester United Top Academy Productivity Rankings

### Manchester United top Academy Productivity Rankings - Football News 365

Tuesday 07 December 2021 11:00 Share With email Manchester United have, once again, been ranked at the top of Training Ground Guru's Academy Productivity Rankings. Research, available in full here, focuses on the Academies attended by all England-eligible players who made at least one league appearance in the 2020/21 season.

<https://fn365.co.uk/manchester-united/manchester-united-top-academy-productivity-rankings/>

 WEBSITE VISITS

1.8k

 COVERAGE VIEWS

565

 SOCIAL ENGAGEMENT

0

Social Media Highlights



Middlesbrough FC

@Boro



#Boro are the highest-ranked @EFL club in @ground\_guru's latest Academy Productivity Rankings 🙌📈 #UTB



mfc.co.uk

Boro Make Top Ten In Academy Productivity Rankings | Middlesbrough...  
Boro's Academy has been ranked at ninth in Training Ground Guru's latest Academy Productivity Rankings. The unique rankings, started in ...

9:21 AM · Dec 8, 2021



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Read 5 replies


Social Media Highlights



Huddersfield Town ✓

@htafc



 @ground\_guru have released their 2020/21 Academy Productivity Rankings, giving @htafcacademy special recognition for our approach to youth development.

If eligible, Town's Academy would have ranked 19th in the country! ★

#htafc | #YoungTerriers



[www.htafc.com](http://www.htafc.com)

TOWN ACADEMY RANKED 19TH BEST IN COUNTRY

5:15 PM · Dec 7, 2021



72



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**Crewe Alexandra** ✓  
@crewealexfc



## The Crewe Way <sup>TM</sup>

We lead the way for category 2 clubs in the Academy Productivity rankings 🙌

[#CreweAlex](#)



**Training Ground Guru** @ground\_guru

Top 10 clubs in the Academy Productivity Rankings are all Cat 1.

@Boro are the only team from outside the Premier League in the top 10

But way up in 11th are Cat 2/ League 1 @crewealexfc

@schneiderweiler

[trainingground.guru/articles/manch...](https://trainingground.guru/articles/manch...)

2:20 PM · Dec 7, 2021



♥ 82    💬 Reply    🔗 Copy link to Tweet

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Southend United

@SUFCRootsHall



Productivity rankings have shown #Blues' Academy is performing among the best in the country!

- 16th out of 92
- 9th in the EFL
- 2nd for Category 3

@SUFCYouth



[www.southendunited.co.uk](http://www.southendunited.co.uk)

Blues' Academy ranked among the best in country!

11:23 AM · Apr 28, 2021



132

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## Social Media Highlights



**LUFC Youth Academy**

@leedsutdacademy



@LUFC have been ranked **16**th in the @ground\_guru Academy Productivity Rankings!

The ranking is based off the number of England-eligible players who made at least one league appearance in the 2020/21 season from each academy in England

#LUFCAcademy | #LUFC



12:30 PM · Dec 9, 2021



40



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**The Posh Academy**  
@theposhacademy



👉 well done to all staff & players involved



**Training Ground Guru** @ground\_guru

Biggest climbers in the Academy Productivity Rankings (from 2017/18 to 2020/21) =

- 1 @theposh 📈 21 places
- 2 @ftfc 📈 20 places
- 3 @BurnleyOfficial 📈 19 places

[trainingground.guru/articles/manch...](https://trainingground.guru/articles/manch...)

3:24 PM · Dec 14, 2021



📄 30

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**Fleetwood Town Academy**

@academyftfc



Making big moves **TOP**

Our academy has jumped 20 places in the [@ground\\_guru](#) Productivity Rankings this season.

We are only just getting started!

[#OnwardTogether](#)



**Training Ground Guru** @ground\_guru

Biggest climbers in the Academy Productivity Rankings (from 2017/18 to 2020/21) =

- 1** @theposh 21 places
- 2** @ftfc 20 places
- 3** @BurnleyOfficial 19 places

[trainingground.guru/articles/manch...](#)

11:50 AM · Dec 14, 2021



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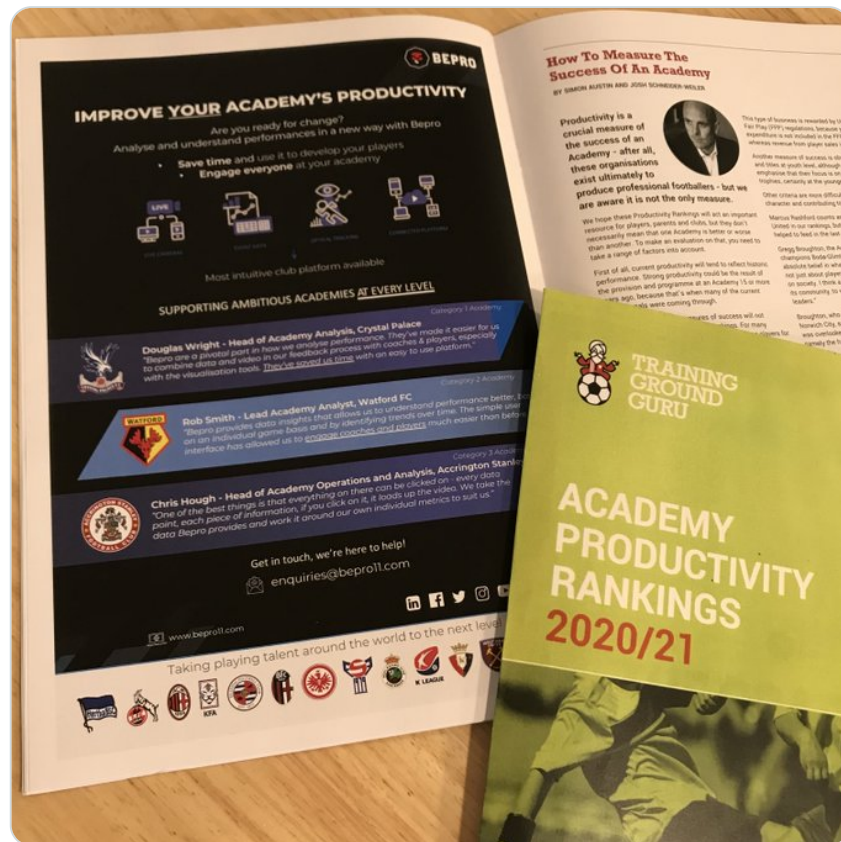
**Bepro**  
@Bepro\_EN



Anyone lucky enough to have received a copy of [@ground\\_guru's](#) Academy Productivity Rankings will have hopefully spotted us in there... 👁️👁️

Well done to [@sport\\_simon](#) and [@schneiderweiler](#) on some great work. 🙌

#Bepro



2:07 PM · Dec 7, 2021



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7



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**The United Stand**  
@UnitedStandMUFC



#mufc had the joint-most graduates overall, along with Arsenal - a total of 69 - but they had 19% more players who had played in the Premier League and Championship, which is why they are clear at the top. [[@ground\\_guru](#)]



**The United Stand** @UnitedStandMUFC

Replying to @UnitedStandMUFC

Points are weighted according to the level an Academy graduate played at last season (Premier League to National League) and in cases in which they attended more than one Academy (which is common), the points are split between the clubs. [[@ground\\_guru](#)] #mufc

7:19 PM · Dec 7, 2021



280



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**Chris Anderson**  
@soccerquant



Excellent work by [@schneiderweiler](#) ranking academies by productivity 🙌

"Training Ground Guru | Manchester United top 2020/21 Academy Productivity Rankings"



[trainingground.guru](https://trainingground.guru)

Training Ground Guru | Manchester United top 2020/21 Academy Prod...  
MANCHESTER UNITED have topped Training Ground Guru's Academy Productivity Rankings for the third consecutive edition.

4:16 PM · Dec 8, 2021



4



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**Piotr Sadowski**  
@piotr\_sadowski



For the second consecutive year [@ManUtd](#) are top in annual UK Academy Productivity Rankings.

[#proud](#) 😊

Fantastic achievement, top players [#United](#) [#Academy](#)

Great resources, thanks [@ground\\_guru](#) for the

[#AcademyRankings](#) .



trainingground.guru

Training Ground Guru | Academy productivity rankings 2017/18

HERE is the second edition of our annual Academy Productivity Rankings - the only such publicly-available resource in the country.

7:08 PM · Dec 6, 2018



Read 1 reply

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