

A photograph of Wembley Stadium, showing the iconic white arch and the glass facade of the stadium. The image is split horizontally, with the top half showing the arch against a blue sky with clouds, and the bottom half showing the glass facade. A semi-transparent grey banner is overlaid across the middle of the image.

# **WEMBLEY STADIUM PROPOSED SALE**

**11 October 2018**





# **Opening Remarks & Commercial Plan**

**Mark Burrows**

## Introduction

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- We received an offer from Mr. Khan to buy the Stadium
- Having assessed this offer we believe it worthy of serious consideration
- The quality and number of Community Football Pitches is the number one issue we face in the game today
- We have an opportunity to safeguard the future of Wembley Stadium and provide a valuable boost to English Football

## Protecting The Nations interest in Wembley Stadium

### *Objectives*

Wembley Stadium to remain  
the National Stadium

Wembley Stadium to remain  
the Home of English  
Football

Wembley Stadium to remain  
the Home of The FA

The FA to maximise  
financial value

*Approvers*

DCMS

GLA

Sport England

## The FA to maximise financial value

Key Terms	Position
1. FA receives £600m in cash and retains the Club Wembley seat income (£300m)	Agreed ✓
2. £900m fair value – to be market tested	Agreed ✓
3. All net proceeds to be invested into community football facilities	Agreed ✓
4. Anti-embarrassment protection should WNSL or the Stadium be sold for a material profit within an agreed future time period	Agreed ✓
4. The FA will save £72m in Capital Expenditure alone over the next 6 years ( <i>netted down by some profit and loss impacts</i> ).	-

## Wembley Stadium to remain the National Stadium

Key Terms	Position
1. Wembley Stadium will always be called “Wembley Stadium”	Agreed ✓
2. The Stadium will remain UEFA Category 4 (or equivalent highest standard)	Agreed ✓
3. The Stadium will remain available to host international major events	Agreed ✓
4. No anchor tenant (other than a NFL franchise) without consent from both the FA and Sport England	Agreed ✓
5. The Stadium must comply with certain “Mandatory Technical Requirements”	Agreed ✓
6. New Owner (and any future owner) will not be able to sell WNSL or the Stadium without consent from both the FA and Sport England	Agreed ✓

## Wembley Stadium to remain the Home of English Football

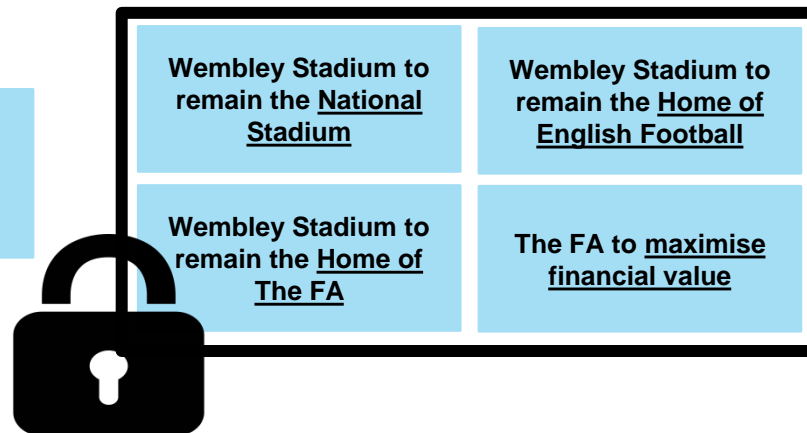
Key Terms	Position
1. FA, EFL and National League events will continue to be staged at the Stadium	Agreed ✓
2. The FA will enter into a Staging Agreement with the new owner to use the stadium on market terms in perpetuity	Agreed ✓
3. Football events prioritised above all other events outside of the NFL window (Sept - Dec) – only autumn internationals may have to be played on the road	Agreed ✓
4. The FA will sell all tickets for FA events and set all ticket prices	Agreed ✓
5. The FA will retain sponsorship and branding rights at the stadium for FA events	Agreed ✓
6. The stadium will retain the “look and feel” of a football stadium	Agreed ✓

## Wembley Stadium to remain the Home of The FA

Key Terms	Position
1. FA to remain headquartered at Wembley - lease office space on market terms	Agreed ✓
2. The FA will continue to have the right to use facilities at the stadium for its own use when required, e.g. Wembley Suite, Great Hall	Agreed ✓



## Deal Terms



Key Terms	Position
1. The FA and the Public Sector Funders will retain a guardianship role	Agreed ✓
2. Debt against the stadium subject to consent and restricted	Agreed ✓
3. A series of escalating remedies if certain conditions are not met	Agreed ✓



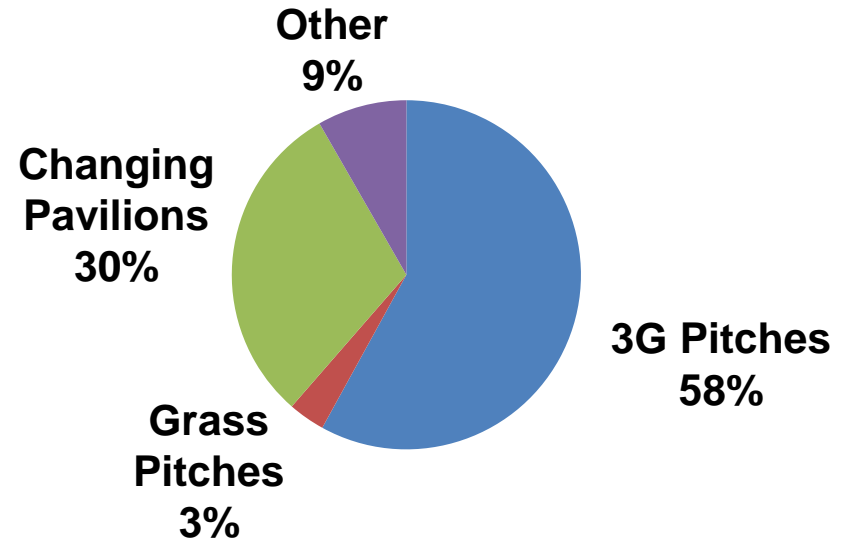
# **Reinvestment Plan**

**Alkit Patel**

## Significant Investment And Progress Since 2000

**Over £500m capital grants awarded by FF since 2000  
amounting to £1.1 billion of projects**

- 1.5 million people played sport at FF-funded facilities
- Benefiting 6,400 community clubs
- >700 3G pitches
- >3000 grass pitches improved



## **But The Quality Of Pitches Across England Remains Unacceptable**

### **2 in 3 grass pitches are inadequate for football**

- 150,000 games postponed this season, 1 in 6 games
- 5 million playing opportunities impacted across all of England
- Far fewer 3G pitches than any of our international peers



## How Much Would Be Invested Into Community Football Facilities?

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**Every pound from the Wembley sale.  
All of football and government are united.**

*“We therefore support the principle articulated in the reinvestment paper that went to the FA Board that 100% of sale proceeds would be reinvested into community facilities.”*

Richard Scudamore, Executive Chairman, Premier League

*“This represents a unique opportunity to make a dramatic improvement in the quality of community football facilities.”*

Jennie Price, CEO, Sport England

## Dispelling The Myths

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### **Wembley funds are for football, not other sports**

- Multi-sport projects to support community football (not at the expense of)
- Non-football provision often subsidises football, e.g. gyms

### **Pro club community trusts wish to deliver community football too**

- Only 3% of £500m+ FF investment into pro club community trusts – 24 pro club trusts awarded grants versus 6,500 community clubs who have benefited from FF grants
- Pro club community trusts deliver excellent community football outcomes

### **Every project must:**

1. Benefit community clubs and leagues
2. Be identified in Local Football Facility Plans
3. Be accessible for community football at peak times

## Insight Into Pro Club Community Trust Projects

### Watford FC Community Sports and Education Trust (Meriden Community Centre)

- £250k grant in 2015 (64% of £390k total project cost)
- Installation of 61x43m 3G FTP and changing room refurbishment
- Peak-time community clubs use: Heron Youth FC, Everett Rovers FC, Garston Ladies FC
- Delivers FA and PL Programmes: Just Play, Mash Up, PL Kicks
- 350+ regular women and girls participants
- Delivers Herts 6s, small-sided league delivered by Hertfordshire FA

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
DAYTIME	W FCCSET Programmes - Over 50's Football, Boot Camp, Parent & Child Sessions					Partner Club Mini-Soccer Matches	Tots Soccer
	W FCCSET 16-19 Education Scheme						
EVENING	Nascot Wood Rangers FC	FA Football Mash Up	Garston Ladies FC	Everett Rovers FC	PL Kicks		6-a-side League
	Veterans Football	Heron Youth FC					

Other recent examples include Burton Albion Community Trust (3G + changing pavilion, £843k, 2017) and Swindon Town Football in the Community Trust (3G + changing pavilion, £1m, 2018)

## **The Process For Reinvestment: Community Football Protected At Every Step**

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1. National Football Facilities Strategy (NFFS)
  - Sole purpose to get more people playing football more often
  - Through provision of 3G pitches, grass pitches, changing pavilions and small-sided football
2. Local Football Facility Plans (LFFPs)
  - Identify projects that meet the NFFS
  - Only projects in LFFPs eligible for funding
3. Dedicated team at FF delivering County FA hubs
4. National Game representation on FF Panel and FF Board



## **Local Football Facility Plans (LFFPs)**

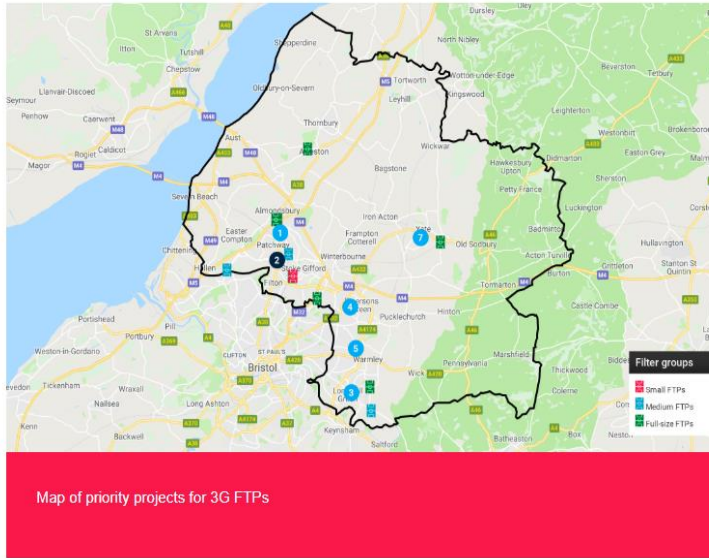
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### **LFFPs driving all future investment County FAs at the centre of project identification**

- Focus on football outcomes; money will no longer go to those that shout the loudest or have the most resources
- Projects identified by CFAs, community clubs, pro club community trusts and other local stakeholders
- Only projects in LFFPs are eligible for investment
- 85 LFFPs complete next month; all 326 LFFPs complete by early 2020

## Local Football Facility Plans – Extract

### Map of priorities



### List of priorities

<b>Site ID #1 - Patchway Community School</b> Bristol, BS32 4AJ	OVERALL SCORE 97%	+
<b>Site ID #2 - Cribbs Patchway (new secondary school)</b> Unknown	OVERALL SCORE 97%	+
<b>Site ID #4 - Downend School &amp; Sports Centre</b> Bristol, BS16 6XA	OVERALL SCORE 91%	+
<b>Site ID #9 - King George V Playing Field</b> BRISTOL, BS16 6AQ	OVERALL SCORE 85%	+
<b>Site ID #8 - Badminton Road Playing Fields</b> BRISTOL, BS16 6QW	OVERALL SCORE 82%	+
<b>Site ID #10 - The Ridings (Chipping Sodbury FC)</b> Bristol, BS37 6PQ	OVERALL SCORE 81%	+

## **We Are Making It Easier For All Of You To Secure Funding**

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1. New investment bias towards football entities
  - Community clubs, County FAs, Pro club trusts
2. New matched funding model
  - FF to provide up to 20-80% funding
3. Reintroduce revenue funding to support capital grants
4. New focus on grass pitches, across all of England
  - 3,000 improved since 2000 ... plan to improve 15,000 over next 10yrs

## What This Could Mean For Community Football

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**£70 million of new investment per County FA area.  
That's 27 new 3Gs, 330 improved grass pitches and  
31 new changing pavilions.**

- \*New\* Every County FA to have its own 3G football hub
- \*New\* Bias towards County FAs, community clubs and pro club community trusts
- \*New\* Focus on grass pitches, not just 3G
- \*Reintroduce\* Revenue funding to support capital grants
- \*New\* Dedicated FF resource delivering County FA projects
- \*New\* Flexible funding model with grants up to 80%
- \*New\* National Game representation on FF Grants Panel

## **This Investment Would Transform Community Football**

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### **It would leave a local legacy across all of England**

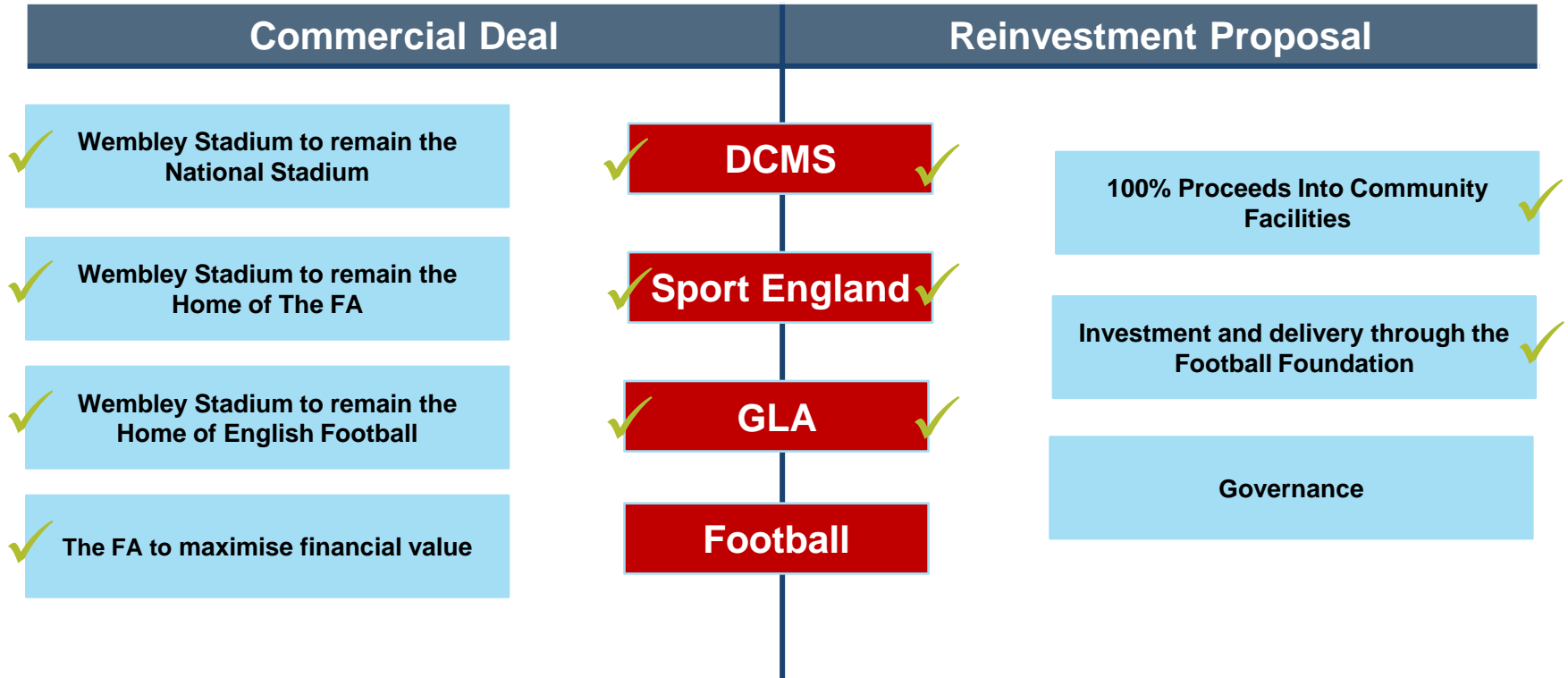
- Unprecedented extra £1.5 billion of investment over 20yrs
- Coupled with existing funding levels of £1.8 billion over 20yrs
- Sustainable approach to leave a lasting legacy
- All of England would benefit – rural or urban, rich or poor – thanks to LFFPs, a new funding model and a new grass pitch plan



**Closing Remarks**  
**Martin Glenn**

# Where We Go From Here

## Stakeholder Approvals



### **Selling Wembley is worthy of serious consideration**

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- Strong commercial deal
- Guaranteed use of Wembley, operated by a motivated owner
- Extensive Stadium protections for FA and Public Sector Funders
- FA financially better off over the next 6 years to invest in the Game vs forecast, before taking account of the £600m sale proceeds
- Clear and agreed plan around reinvestment to rebuild facilities over a 20 year horizon
- A deal with the full support of Government and Sport England

**Next Step: FA Council – 24 October 2018**