



For All

COMMUNITIES TOGETHER

THE FA, WEMBLEY STADIUM & ST. GEORGE'S PARK'S CSR ACTION PLAN

**Being at the heart
of these vibrant
communities allows us
the chance to do more
and support and inspire
in different ways.**

Football is unique in its ability to inspire; to bring people together, bond communities and break down barriers.

Our work, as a not-for-profit organisation, is to do this up and down the country; driving positive change, impacting communities for the better and realising the benefits that come with a healthier and more engaged population.

We are really proud of the work we have done in recent years, which has been doing just that; growing the game, investing in local facilities and bringing the country together to enjoy international tournament success.

In Brent and Burton, we have a special resonance as the boroughs are home to our two iconic facilities, Wembley Stadium and St. George's Park.

Being at the heart of these vibrant communities allows us the chance to do more and support and inspire in different ways. We want our great

facilities to be accessible and welcoming to our neighbours so that we can provide memorable moments and inspirational opportunities to our communities.

We also want to play an active part in supporting the needs of our communities, working with them to provide the educational, health and community programmes they identify as being important to them.

So, while we inspire the nation and grow football across the country, for Brent and Burton, our strategy sees us opening our doors to the community and ensuring that we are playing our part in connecting, supporting and inspiring our local communities.

Saira Mirza
The FA CSR Manager

CONTENTS



05

The FA – Annual Targets



06

Our Three Strategic Priorities



07

Priority 1 – Connect



15

Priority 2 – Support



22

Priority 3 – Inspire

OUR VISION:
**INSPIRING POSITIVE
CHANGE THROUGH
FOOTBALL**

THE FA ANNUAL TARGETS

Wembley Stadium:



complimentary
tickets given to the local
community

St. George's Park:



3,200
hourly sessions
provided to local grassroots
teams annually

Wembley Stadium:



8,000
students
welcomed to
The Learning Zone annually



Over
1,000
Stadium Tours offered to the
local community

Wembley Stadium:



donation to charity
from event day revenue. Funds
are allocated via the
Wembley Stadium Foundation

The FA:



raised every year
for Official Charity Partner,
Alzheimer's Society

OUR THREE STRATEGIC PRIORITIES

1. CONNECT

To connect with our communities, actively engaging with those on our doorstep and providing them access to Wembley Stadium and St. George's Park

2. SUPPORT

To support our communities, listening to their needs, and helping to build capacity for charities and local groups in Brent and Burton

3. INSPIRE

To inspire our communities, delivering unique learning, education, and opportunities in and around our iconic venues, which help our local residents reach their aspirations

1. CONNECT

Vision:

To have the most accessible sporting venues in the UK.

Measures of Success:

- Give over 20,000 of our Wembley tickets to Wembley Community Club members, local residents, and good causes each year.
- Through our Wembley Community Club, we:
 - Offer 1,000 complimentary tours of Wembley Stadium to local schools and community groups.
 - Provide community and charity access to our Community Box for every FA event at Wembley and as a meeting space on non-event days.
 - Offer mascot and flagbearer places, matchday pitch side tours, and opportunities to attend open training sessions.
- Offer our Sensory Box to organisations who work with SEN children and vulnerable adults.
- Host an annual community event – for example, playing on the pitch for Brent residents at Wembley and Community Days at St. George's Park.
- Offer 3,200 hourly sessions at St. George's Park to local grassroots teams annually.

To connect with our communities, actively engaging with those on our doorstep and providing them access to Wembley Stadium and St. George's Park



1. CONNECT

Accessibility

Open our doors to our communities through our Wembley Community Club

We want to ensure our communities and particularly those who may not have access to Wembley Stadium, get the opportunity to enjoy our events. Local Brent community groups, charities and schools can sign up to become members of our Wembley Community Club. Once members, they will get opportunities to access tickets, for matches, concerts and other great Wembley events.

Members of the Wembley Community Club also receive opportunities to become flag bearers and mascots, as well as attend pitch-side tours on match days. We also offer complimentary tour days during the year including bespoke tours for SEN students.

Local residents also have the opportunity of complimentary tickets and discounted tours at Wembley throughout the year.

Provide special spaces on event days and non-event days

Our Sensory Boxes at Wembley Stadium allow charities and community groups working with special educational needs (SEN) children and vulnerable adults a unique experience designed specifically to meet their needs. On event days, we provide national charities the opportunity to utilise our sensory boxes for vulnerable or end-of-life individuals, including our Wembley Community Club members.

Our Community Box offers special matchday experiences for those who wouldn't otherwise have access. Hosting charities and community groups has provided an invaluable experience for our Community Club members. On non-event days, the Community Box is available for local community groups to use as free space for meetings or workshops.

“Thank you so much for the tickets to last night’s game. We were able to take a number of our refugee students, this was their first time ever watching a professional football match live.

They were all so excited just to see Wembley, and I think their minds were blown when we got to our seats and they were amazing. **These opportunities have changed our students’ lives** and I cannot express my gratitude enough to you and everyone working with the Community Club.”

Newman Catholic College, Brent



1. CONNECT

Accessibility

Host community events at our venues

The FA hosts annual community events at Wembley Stadium and St. George's Park for local residents, such as community pitch days, providing opportunities to play on the Wembley pitch for Brent residents, and community days at St. George's Park.

We held our first Community Club Pitch Day in December 2023. Over 100 children from six schools from our Wembley Community Club - Park Lane, Wembley Primary, Lyon Park, Gladstone Park, Byron Court, and Stonebridge - were given the chance to follow in the footsteps of their heroes and play on the pitch at Wembley Stadium.

The Community Club Pitch Day saw the children play on the hallowed turf, take penalties against England mascot Paws, and tour the England dressing rooms.

“I pass Wembley Stadium all the time – for most of my life in fact – and I’ve never been inside before. But now I’ve made it in at the age of 65!!! Thank you so much. That was a **fantastic experience.”**

“I thought the crowd last night had a strong **community feel to it and it was good to see two Brent boys on the pitch.”**



1. CONNECT

Accessibility

Provide our local residents access to England's training centre at St. George's Park

We provide access to our pitches at St. George's Park, which serve 16 local grassroots teams, equating to 200 under-16 players per week, plus the local adult teams. Collectively we're delivering 3,200 hourly sessions per season to the local community, with over 650 players on site each week. Two local adult teams use our pitches as their 'home base' for fixtures every weekend. Every Sunday, Burton Junior Football League play here, as well as the Staffordshire FA 'Ability Counts' League, which is a PAN disability league providing players with a range of impairments/disabilities to play competitive football.

We also provide local groups the St. George's Park's 'Play like the Pride' experience, which allows schools and community groups to take part in a fun-filled mini-England training camp.

Every year we support 30 students through a partnership with Burton & South Derbyshire College to complete their introduction to coaching qualification, who all go on to actively volunteer in their community clubs.

We also develop a community inclusion event with the college, where a group students plan and deliver a community football event for a certain sector of the local community, for example an inclusion festival working with SEN schools.

We host 'open training' sessions for children from across our wider community to come and watch our teams train, with plenty of opportunities to meet players and staff.



1. CONNECT

Engagement

Listen to our communities

We run Residents and Business Association meetings at Wembley Stadium every quarter, to listen to the community's needs and discuss important topics with them. We provide our residents and businesses with pre-event updates through our factsheets and our Wembley newsletter.

Responsible Business working group meetings at Wembley Stadium are held every other month, as well as the internal stakeholder meeting at St. George's Park. We also host network meetings with local external stakeholders surrounding St. George's Park.

Speak to our communities

We share the great opportunities we are involved in through our FA platforms, internally and externally. We have a dedicated marketing and communications team for Wembley Stadium, with a strategy designed to share our message with the local community, using the appropriate platforms and allowing us to stay better connected.



1. CONNECT

Volunteering

Increase staff volunteering in our local communities

In Brent, we have partnered with a local food bank, The Felix Project, where FA staff are able to volunteer. Staff are able to support the Felix Project by working as an assistant at their Park Royal depot, being a co-driver delivering food to the nearby hubs and taking part in the 'green scheme', which allows food deliveries to be made by foot nearby.

Every hour volunteered enables The Felix Project to redistribute 200 meals to people in London who need it.

Promote wider volunteering among our FA colleagues

Everyone at The FA receives three additional days leave each year for volunteering. We encourage our colleagues to utilise their days to volunteer in their own community. We monitor our progress, with the target of delivering a year-on-year increase in volunteering.

2. SUPPORT

To support our communities, listening to their needs, and helping to build capacity for charities and local groups in Brent and Burton.

Vision:

To empower the community.

Measures of Success:

- Give 1% (approximately £1million per annum) of annual event-day revenue to charity via the Wembley Stadium Foundation.
- Provide over £500,000 to good causes from the Community Shield each year.
- To set up 'Brent Giving', in partnership with other Brent organisations, to enable £50,000 of grants per year to the community.
- Raise over £350,000 per year for our Charity Partner.



**WEMBLEY
STADIUM
FOUNDATION**

2. SUPPORT

Community investment through the Wembley Stadium Foundation

Support community sport and physical activities, with a primary focus on Brent, through matchday donations to the Wembley Stadium Foundation

We proudly support the local community through the Wembley Stadium Foundation (which operates as the trading name for Wembley National Stadium Trust).

Wembley Stadium contributes 1% of its event-day revenue to the Foundation, which, over the last decade, has invested over £4.5 million in community sports organisations and initiatives. The primary focus of these investments has been the London Borough of Brent, where more than £3.3 million has been distributed through nearly 500 grants, positively impacting a wide range of sports, age groups, and communities.

Of these grants, over £1 million has been dedicated to football initiatives for all, including boys, girls, men, and women, and vulnerable groups facing challenges such as disabilities, mental health issues, homelessness, refugee status, or involvement in the justice system. This diverse range of beneficiaries reflects our commitment to inclusivity and equality.

Through the power of sport, the Wembley Stadium Foundation has empowered individuals, fostered inclusivity, and helped transform lives. It remains steadfast in its commitment to empowering communities through sport, transforming lives, and contributing to a healthier, more inclusive society.



2. SUPPORT

Community Shield

The Annual Football Match for the Community

The Community Shield is held annually between the reigning Premier League champions and the Emirates FA Cup holders.

All surplus from this fixture goes to, community programmes, charitable initiatives and grassroots football projects.

The Community Shield raises funds for community and charity projects up and down the country. This includes community programmes in Brent and Burton, a donation to our Official Charity Partner a donation to EFL in the Community and support for smaller charitable donations and good causes.

EFL in the Community

Our partner for nationwide community projects is EFL in the Community, who use the power of football and the reach of the EFL Club Community Organisations to support communities up and down the country.

We provide around £125,000 per year to the Trust from the Community Shield, the exact figure depending on the gate receipts from the match. The funds go towards ensuring football clubs can drive positive change and build more cohesive communities. Projects focus on improving health and wellbeing; raising aspiration; and realising potential.



2. SUPPORT

Community investment through programmes

Deliver a community-led grant giving programme

In 2023, we partnered with the Social Change Agency to review the community sector in Brent and delivered £30,000 of grants to the local community.

Their wider research showed a fragmented community sector which lacked capacity, volunteers, infrastructure and funding. The consultation allowed us to give £30,000 of grants to Community organisations from the Community Shield budget, but the overall finding was that the fragmented sector needed support in its structure and far greater funding.

We therefore continued our work with the Social Change Agency and committed to a three-year partnership to set up a Place-Based Giving Scheme, called 'Brent Giving'.

We are partnering with other organisations in Brent to raise funds for the community; with the community of Brent itself deciding which programmes and organisations to fund. The partnership should be delivering at least £50,000 of grants to the community by year two.



2. SUPPORT

Supporting local charities in Brent and Burton

The Felix Project

The Felix Project is London's largest food redistribution charity, rescuing high quality surplus food that cannot be sold and would otherwise go to waste. It then delivers it to over 1,000 community organisations and primary schools across the capital who are helping to feed people experiencing food insecurity.

The FA has provided funds from the Community Shield this year equivalent to over 65,000 meals to help the Felix Project with their efforts to save more food and feed more people who are struggling with the cost of living. With the charity's West London depot located minutes from Wembley Stadium, The FA's staff also volunteer at their hub.

Rays of Sunshine

Rays of Sunshine is a national charity that brightens the lives of seriously ill young people by granting wishes and providing ongoing support in hospitals.

The FA has been working closely with Rays of Sunshine and have had the pleasure of helping many brave children fulfil their dreams.

Children have joined us for open training session at St. George's Park, where they get to watch the stars in action and meet their favourite England players from the men's and women's teams. They also join us at Wembley to enjoy matches and watch the players warm-up with our pitch-side experience.

In 2024, we were also able to secure Rays of Sunshine €50,000 through a UEFA Foundation for Children Award.

The Burton Albion Foundation

Through our donations to Burton Albion Community Trust, we have been able to support a number of their programmes, including football sessions for the deaf community, and those with Cerebral Palsy; their anti-knife and gang crime workshops, as well as their family support service.



2. SUPPORT

Our charity partner

Spotlight on Alzheimer's Society, UK

Alzheimer's Society has been official national charity partner since August 2021, allowing us to use the power of football to tackle the UK's biggest killer, dementia. In that time, we have raised over a million pounds, with thousands more fans, players, and staff now knowing where to go to access vital dementia support.

One in three people born today will go on to develop dementia in their lifetime. However, diagnosis rates are low, meaning many struggle to access treatment, care, and support. It is the biggest health and social care issue of our time, which is why the partnership aims to raise awareness of dementia, its symptoms, and the importance of a diagnosis.

Our awareness and fundraising campaigns have seen England players wearing nameless shirts to raise awareness of memory loss as a common symptom, the introduction of dementia

friendly measures at Wembley Stadium, connected by EE, and the development of referral pathways at County FAs across the country.

Campaigns have driven fans towards crucial Alzheimer's Society services. Our work with clubs across the football pyramid through the Support the Supporters campaign inspired a 98% increase in downloads of the Alzheimer's Society symptoms checklist. Meanwhile, our nameless shirts stunt in the third of our annual Alzheimer's Society Internationals led to a 125% increase in total website traffic for the charity. Those aware of the partnership are more confident they could recognise symptoms of dementia in a loved one, with 57% saying so, compared to 46% of the general population.



2. SUPPORT

Our charity partner

Spotlight on Alzheimer's Society, UK (cont'd)

Employees at The FA, many of whom have a personal connection to the cause, have been raising money and taking part in their own fundraising challenges for the charity, with many more exciting plans ahead to continue their support.

The £1 million raised through the partnership has gone towards crucial Alzheimer's Society services and research that will help transform the future of dementia diagnosis. To put that figure into context, it could fund a year's worth

of services provided by 33 Dementia Advisors, or around 76,000 minutes of support from Alzheimer's Society's Dementia Support Line.

The power of the partnership is undeniable, and we're eager to continue the momentum and strive for a future where football is unforgettable.

3. INSPIRE

Vision:

To deliver unique learning opportunities.

Measures of Success:

- Provide 8,000 learning opportunities per year to young people in The Learning Zone at Wembley Stadium.
- Launch a new Employability Programme, that will help local young people become 'work-ready' through workshops and training.
- Provide exchange visits between Wembley Stadium and St. George's Park.

To inspire our communities, delivering unique learning, education and opportunities in and around our iconic venues, which help our local residents reach their aspirations.



3. INSPIRE

Providing educational opportunities

Deliver educational opportunities for the young people of Brent in Wembley Stadium's Learning Zone

Since the new Wembley Stadium was opened in 2007, over 60,000 young people have taken part in education programmes, workshops, and fun days at the Wembley Stadium Learning Zone.

The Learning Zone is a dedicated space that The FA provides, which is run in partnership with Brent Council, as an educational hub in the Stadium. It delivers a range of programmes covering subjects from algebra to wellbeing. It also provides bespoke educational content and learning events for different clients, as well as a space for celebrations.

The Learning Zone has provided a venue for over 200 hours of meetings, trainings and conferences to local authorities, charities and other youth or community centred organisations.

Priority is always given to Brent groups to use this space for their community needs and we aim to deliver 8,000 opportunities annually, working with 250 different educational organisations across Brent.

This joint collaboration with Brent Council and The FA ensures we are more accessible to the local young people of Brent and engaged on issues that are important to them.



3. INSPIRE

Providing educational opportunities

Provide work experience for local young people in the Stadium and St. George's Park

Employment and employability are key issues in Brent and Burton and we provide various opportunities for entry into work for the young community of Brent and Burton.

In 2023/24, we partnered with Spark! to provide a mentorship and work experience programme. Our colleagues mentored students from local Brent schools and provided them with a 5-10 day work experience opportunity. Our HR Team provided guidance toolkits for departments on managing work experience placements, work shadowing opportunities and internships.

We will be providing new look work employability programmes which will be launched this year.

Target young Brent and Burton residents for our apprenticeship programme

Our apprenticeship programme has provided opportunities in Business Administration for approximately 30 young people. In 2022/23, we took our third cohort of apprentices, based at both Wembley Stadium and St. George's Park.



3. INSPIRE

Providing inspirational experiences

Deliver inspirational visits to Wembley and St. George's Park for young local residents

We provide inspirational opportunities for local residents in Brent and Burton, through our exchange programme. This allows people in Brent with limited opportunities, to visit St. George's Park as well as providing opportunities for those in the Midlands to visit Wembley Stadium. This programme was piloted in 2023/24 with the support of the Grenfell Foundation, who played their annual Memorial Charity Match at St. George's Park.



FOR ALL