



The FA Group Statement of purpose and values

2021

Statement of purpose and values

Scope

The scope of the event sustainability policy relates to the management of ‘major events’ within the bowl at Wembley Stadium. Major events are defined as events involving 12,000+ spectators, which use the main interior bowl of the stadium and pitch. This excludes any events held behind closed doors (BCD). It covers all activities from the conception and planning to the implementation, review and post-event activities.

Our Purpose

Wembley National Stadium Limited (WNSL) is one of three companies within The FA Group. WNSL is an events business, facilitating events on behalf of event owners across a wide variety of sporting and entertainment activities.

WNSL’s overarching vision is to deliver the best stadium experience in the world. This requires us to attract world-class events, develop first-class facilities and deliver an outstanding service to our event owners, their patrons and our Club Wembley members. This vision underpins The FA Group’s ambition to provide a world leading, inspirational venue.

Our Values

Sustainability is integral to our ambition to provide a world leading, inspirational venue. Through our sustainable event management system, which has been awarded ISO 20121 certification, we aim to demonstrate leadership in the field of event sustainability management.

We aim to align our event-related activities and subsequent communication to our PRIDE values, which reflect The FA Group’s wider 2024 strategic plan.

- **Progressive** – We embrace new thinking in the pursuit of continuous improvement
- **Respectful** – We operate with respect for people and planet
- **Inclusive** – We are ‘For All’ and aim to be accessible, inclusive and open to feedback
- **Determined** – We take responsibility for managing the impacts of our event-related activities
- **Excellent** – We aim to lead by example and to share our learnings

Signed:



Mark Bullingham
Chief Executive Office
April 2021