



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

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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:



300
hours

volunteered at the local
Felix Project food depot

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 children 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 Brent Primary school children are given the chance to follow in the footsteps of their heroes and play on the pitch at Wembley Stadium. They have the opportunity to play on the hallowed turf, take penalties against England mascot Paws, and tour the England dressing rooms.

At St. George's Park, the Community Days are organised and ran by local Burton college students, inviting local school children to take part in a range of activities on the pitch, a tour of the venue, and often incorporated with another event, such as a players send-off, or an open training session.

**“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 of 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 support the Felix Project by working as an assistant at their local 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

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.
- Support 'Brent Giving', in partnership with other Brent organisations, to enable £50,000 of grants per year to the community.
- Support local charities and organisations, often in collaboration with our contractors.
- Raise over £350,000 per year for our Charity Partner.

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



**WEMBLEY
STADIUM
FOUNDATION**

2. SUPPORT

Community investment through the Wembley Stadium Foundation

Support community investment through the Wembley Stadium Foundation

The Wembley Stadium Foundation (WSF) is the charitable arm of Wembley National Stadium Trust, established to reinvest a portion of the stadium's event-day revenues back into communities.

Wembley Stadium contributes 1% of its event-day income to the Foundation. To date, over £5 million has been distributed to community organisations across London and beyond, with further funding already allocated.

While the Foundation continues to invest significantly in the London Borough of Brent, home to the stadium, our reach and ambition now reflect the national significance of Wembley itself. Funding supports projects across a range of locations, ensuring the Foundation delivers impact at both a local and national level.

Our commitment to inclusivity and community transformation remains central. More than £1.25 million has been invested in football initiatives that support people of all ages, backgrounds, and abilities, including those facing barriers to participation due to disability, mental health, homelessness, refugee status, involvement in the justice system, or the effects of poverty, social exclusion, or structural inequality.

As part of our new strategy, the Foundation has also expanded its remit to support the performing arts. This aligns with the diversity of events now hosted at Wembley Stadium and ensures our grant-making reflects how income is generated, harnessing the full power of Wembley to inspire, connect and transform communities.



**THANK YOU
TO OUR
GRASSROOTS
VOLUNTEERS
FOR MAKING
FOOTBALL HAPPEN**

THE
ENGLAND
FOOTBALL
FAMILY

THANK YOU
GRASSROOTS VOLUNTEERS



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'.

This year we have launched 'Brent Giving', in partnership with the Social Change Nest, Quintain and other Brent organisations, to raise funds for the community; with the community of Brent itself deciding which programmes and organisations to fund. We have managed to secure funding from different sources, including The City Bridge Trust. The partnership is aiming to deliver at least £50,000 of grants to the community in the next year.



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. In 2025, they were awarded €22,000 for their event 'Sunshine Strikes at Wembley' held at Wembley Stadium, to mark the 10th anniversary of the UEFA Foundation for Children.

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

Supporting local organisations in collaboration with our contractors

Our contractors working at Wembley Stadium have their own CSR plans within their organisations. We work collaboratively on different projects, to support our local communities. NG Bailey, the facilities contractor, are using their allocated Volunteer Days within the Brent community, to improve the buildings of organisations we work with. They have supported two schools near the stadium, which required different types of repair work, including lighting fixtures, painting, repairing broken equipment, and other refurbishment. Our waste management contractor, Veolia, is also supporting this project, alongside a few FA staff who were keen to get involved.





2. SUPPORT

Our charity partner

Spotlight on Alzheimer's Society, UK

Alzheimer's Society has been our official national charity partner since August 2021.

Since the partnership began, we have worked with Alzheimer's Society to use the power of football to tackle dementia, the UK's biggest killer. The partnership has raised over £1.2 million to date, 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. It is the biggest health and social care issue of our time, but too many people still think dementia is just a sign of normal ageing, are unsure of the symptoms and are too afraid to visit their GP.

A timely diagnosis can allow families more time to plan for the future and unlock the door to treatment, care and support.

The partnership has been focusing on raising awareness of dementia among football fans, the associated symptoms, and the importance of a diagnosis.

Over the last four years, joint 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 Memory Café inside Wembley itself.

Each year we have an Alzheimer's International, October's men's senior fixture being the fourth of its kind. At our last dedicated charity international in 2024, we raised an incredible £84,000. Alongside this, for the 3 hours post kick off we saw a 484% increase in visits to Alzheimer's Society homepage, with fans seeking more information or support.



2. SUPPORT

Our charity partner

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

So many of us have our own personal connection with dementia, and employees at The FA have used that as inspiration for their own money-raising efforts, taking part in personal fundraising challenges for Alzheimer's Society, and supporting charity events like our annual Charity Grassroots Tournament at St. George's Park.

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 partnership continues to show its worth towards tackling such a significant issue, and we are excited to see what comes in the year ahead as we strive for a future where football is unforgettable.

3. INSPIRE

Vision:

To deliver unique learning opportunities.

Measures of Success:

- Refurbishing The Learning Zone to make it a more interactive and welcoming space for students.
- Continue our Employability Programme with The King's Trust, providing local young residents workshops, work experience, and employment opportunities.

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.

This year, in partnership with Brent Council and the Wembley Stadium Foundation, we will be refurbishing the Learning Zone to make it a more interactive and welcoming space for students. We are now launching a new educational offer, providing accessible and engaging workshops, alongside our stadium tour.



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 2025, we partnered with The King's Trust, to create an Employability Programme. Young people, aged 16-30 years old from a NEET background, are invited to a Taster Day, where they have an opportunity to hear about the programme and the different departments that are offering work experience. From this Taster Day, a group are selected to complete 5 days of workshops, offering a range of sessions on CV/Interview training and completing tasks set by the different departments. They then complete 5 days of work experience, at the Stadium.

This year, the group had the opportunity to work over the Semi-Final FA Cup weekend. The departments from The FA that offered work experience included Crowd Safety, Health & Safety and Logistics. We also had Wembley Stadium contractors, Delaware North (catering), NG Bailey (facilities), and Veolia (waste management), involved. The programme ends with the young people attending an interview with the different teams. This year the whole group were offered employment opportunities.

Target young Brent and Burton residents for our apprenticeship programme

Our apprenticeship programme has provided opportunities in Business Administration for approximately 30 young people, with most of them going onto permanent contracts within The FA. This year, we will be welcoming a new cohort of apprentices, including within the CSR team.

