
The FA
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:

Over
20,000

complimentary tickets
given to the local community

Wembley Stadium:

Felix
THE FELIX PROJECT
GOOD FOOD FOR GOOD CAUSES

300
hours
volunteered at the local
Felix Project food depot

Wembley Stadium:

Over
£1M

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

St. George's Park:



1,000
hourly sessions
provided to local grassroots
teams annually

Wembley Stadium:



WEMBLEY

Over
1,000
free Stadium Tours offered
to the local community

The FA:



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

OUR THREE STRATEGIC PRIORITIES

1. CONNECT

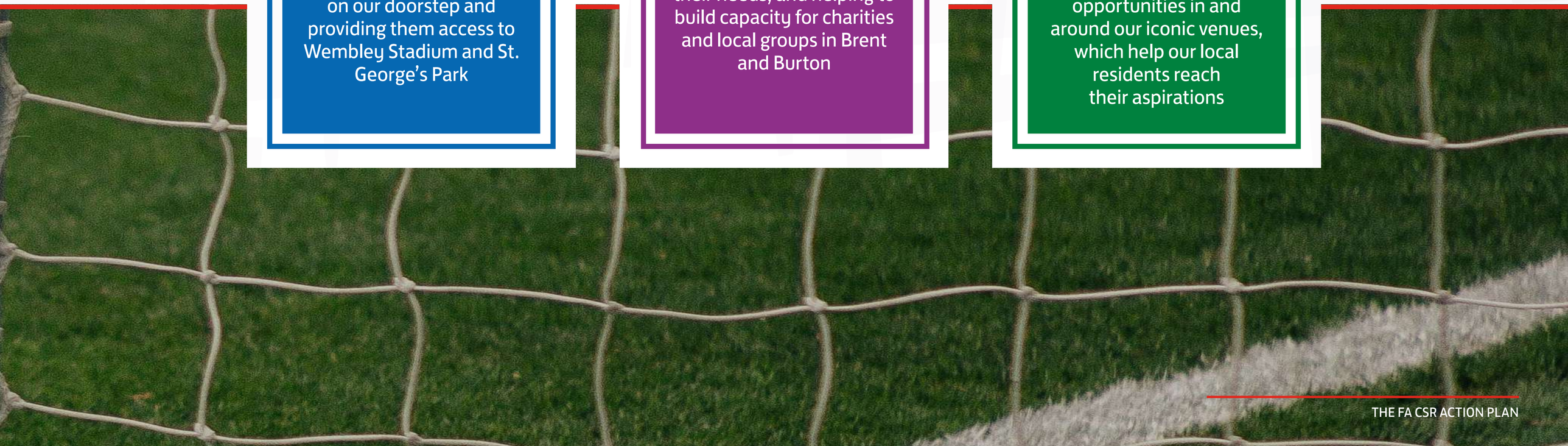
To connect with our communities, actively engaging with those on our doorstep and providing them access to Wembley Stadium and St. George's Park

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

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

Vision:

To have the most accessible sporting venues in the UK.

Measures of Success:

- Give over 20,000 complimentary tickets to Community Club members, local residents, and good causes each year.
- Through our Community Club, we:
  - Offer 1,000 complimentary tours of Wembley Stadium to local schools and community groups.
  - Deliver hospitality experiences for community groups and schools in our Community Box at every FA event at Wembley.
  - Enable community and charity groups to use the Community Box as a meeting space on non-event days.
  - Offer player mascot and flagbearer places, matchday pitch side tours, and opportunities to attend open training sessions.
- Offer our Sensory Box at Wembley to organisations who work with children and adults with SEND.
- Host annual community events, for example, Brent children playing on the pitch at Wembley and Community Days at St. George's Park.
- Offer a thousand hours of pitch time at St. George's Park to local grassroots teams each season.



1. CONNECT

Accessibility

Open our doors to our communities through our Community Clubs

We want to ensure that our communities, particularly those who may not otherwise have the opportunity to visit Wembley Stadium or St. George's Park, can access and enjoy the events and experiences we offer.

Local community groups, charities, and schools in Brent and Burton can join our Community Club programmes. Once registered, members gain access to exclusive opportunities, including tickets to England matches, concerts, and other major events at Wembley Stadium, as well as special experiences at St. George's Park. Through Community Clubs, we aim to make our venues more accessible and ensure that a wider range of people can benefit from the inspirational power of football and live events.

Provide special spaces on event days and non-event days

Throughout the year, we provide access to our Sensory Boxes at Wembley Stadium during events, offering a safe and inclusive viewing environment with dedicated sensory-friendly spaces for children and adults with special educational needs and disabilities (SEND). Working with charities, community groups and schools, we allocate these spaces to ensure that individuals who might otherwise miss out on live events can attend and enjoy them in a supportive setting.

Our Community Box delivers special matchday experiences, including hospitality, for individuals and groups who may not otherwise have access to Wembley Stadium. By welcoming Community Club members and charitable organisations, we create meaningful opportunities that strengthen their connection to the venue and its events.

On non-event days, the Community Box is available free of charge as an accessible space for community groups to host meetings and 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 launched our first Community Pitch Day in December 2023, welcoming over 100 Brent primary school students to experience playing at Wembley Stadium. Participants can step onto the iconic pitch, take penalties against England mascot Paws, and explore the England dressing rooms. They also have the special chance to meet football legends and influencers, creating a truly memorable day. This annual event continues to grow, and we look forward to welcoming more students in the years ahead.

At St. George's Park, the Community Days "Special Event/Connection Days" are organised and run by SGP Operations, inviting local students to take part in a range of activities on the pitch, a tour of the venue, and often linked to other activities, such as a player's 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

St. George's Park subsidises grassroots football when providing access to high-quality facilities that help local clubs and communities participate in the game year-round. We have special community rates for clubs within a 20-mile radius of our facility. During the winter months, when access to floodlit training facilities can be limited, local grassroots clubs can also use the outdoor 3G pitch for evening training sessions. Each week, 18 clubs consisting of around 50 teams benefit from subsidised access to the facility, enabling hundreds of players to continue training throughout the season. Several clubs also make use of the facilities throughout the year, helping to sustain participation and development opportunities within the local football community.

We are committed to making football more accessible and inclusive through our partnership with Staffordshire FA's Ability Counts League. Throughout the season, St. George's Park hosts dedicated matchday opportunities for players with a wide range of disabilities, providing a safe, welcoming and high-quality environment in which to participate in competitive football and enjoy the benefits of the game.

Through the Play Like the Pride experience, school groups and grassroots teams have the opportunity to train at the home of England Football, creating memorable experiences and inspiring the next generation of players. In particular, we work with schools and groups facing financial barriers to participation by providing discounted access, helping to ensure that more young people can benefit from the experience regardless of their circumstances.

We also invite children and young people facing serious illnesses to our training sessions with our England teams, working alongside wish-granting charities to create unforgettable moments. These sessions provide a unique opportunity to watch England's elite teams train at close quarters, meet players and coaching staff, and experience the inspiring environment of St. George's Park.



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

Expand opportunities for FA staff to positively impact communities through volunteering

We are working with Felix, a leading national food distribution charity, to support communities while tackling food waste. FA staff volunteer in a variety of impactful roles, including supporting depot operations, assisting with sorting and quality checking food, and helping with deliveries to community organisations and schools. Every hour volunteered helps Felix to redistribute up to 200 meals.

FA staff also volunteer at the dementia Memory Café hosted at Wembley Stadium in partnership with Alzheimer's Society. This service provides a safe and supportive environment for people living with dementia to socialise, connect with others, and enhance their physical and mental wellbeing. Through this regular volunteering opportunity, staff support individuals from the local Brent community, helping to reduce social isolation and deliver meaningful experiences.

In addition, FA staff give their time alongside Wembley Stadium contractors to support local schools, helping to improve environments through activities such as tidying up spaces, gardening, painting and removing unwanted furniture.

We remain committed to creating meaningful volunteering opportunities that enable staff to make a tangible difference. By building on existing relationships and developing new opportunities, we will continue to harness the commitment of our people to creating positive social impact.

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 use these 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.
- Support ‘Brent Giving’, in partnership with other Brent organisations, to enable £80,000 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.

WEMBLEY STADIUM FOUNDATION

2. SUPPORT

Support community investment through the Wembley Stadium Foundation

The Wembley Stadium Foundation (WSF) is the charitable arm of the Wembley National Stadium Trust, established to reinvest a portion of the stadium's event-day revenues into communities. While the Foundation continues to invest significantly in Brent, home to Wembley Stadium, its reach and ambition are national, supporting projects across a wide range of locations and ensuring impact at both a local and national level.

Wembley Stadium contributes 1% of its event-day income to the Foundation, approximately £1 million each year.

Since its creation, the Foundation has awarded over £5 million in grants across England, supporting a wide range of initiatives from grassroots football to the performing arts.

Recent initiatives include a national kit giveaway providing thousands of free kits to grassroots teams, and a partnership with Brent Council to launch the Love Where You Live Fund, supporting local organisations and residents through a dedicated community grants programme.

Over the next three years, the Foundation plans to invest more than £3 million into initiatives in Brent and communities across the nation.



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.

The Community Shield raises funds for community programmes, charitable initiatives and grassroots football projects across the country. This support includes community programmes in Brent and Burton, donations to our Charity Partner and EFL in the Community, as well as funding for smaller charitable initiatives and local 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 across the country.

We provide approximately £125,000 per year 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. The research identified a fragmented voluntary sector facing challenges around capacity, infrastructure, volunteer engagement, and access to sustainable funding. This consultation enabled us to distribute £30,000 in grants through the Community Shield budget, while also highlighting the need for more coordinated support and increased long-term investment.

In response, we committed to a three-year partnership with the Social Change Agency to develop a participatory grant-making model for Brent, now known as Brent Giving. This approach brings together residents, funders and local organisations to ensure community investment is more collaborative, informed and impactful.

In partnership with Social Change Nest, Quintain and other local stakeholders, we launched the first Brent Giving funding round. For the first time, local residents led decision-making through a panel of Brent Giving Ambassadors, who assessed applications and determined which projects received funding.

The inaugural funding round awarded over £80,000 to 10 local organisations, supporting initiatives addressing key issues including food poverty, mental health, youth opportunity, housing justice, domestic abuse and social isolation.

To sustain and grow this model, The FA committed £60,000 per year over three years, strengthening Brent Giving's long-term impact and ensuring continued, community-led investment in the borough.



2. SUPPORT

Working with charities to deliver social impact

Felix

Felix is a food redistribution charity that rescues high-quality surplus food that cannot be sold and would otherwise go to waste. Across the U.K., it redistributes this food to over 8,000 community organisations and schools, helping to support people experiencing food insecurity.

The FA provides financial support to Felix through funds raised from the Community Shield, contributing to its efforts to reduce food waste and improve access to nutritious food for those affected by the cost of living. FA staff also play an active role by volunteering their time to sort, prepare and deliver food to local communities. Through our donations and volunteering, we help deliver tens of thousands of meals to people in need every year.

Rays of Sunshine

Working in partnership with Rays of Sunshine, we are proud to create unforgettable experiences for children and young people facing serious illness, using the power of football to bring moments of joy, hope and inspiration through England camps and matchdays.

At St. George's Park, we welcome children and their families to the National Football Centre for a special behind-the-scenes experience. From sharing lunch together to watching the Lionesses warm up and train, each visit culminates in an exclusive meet-and-greet, where children can collect autographs, take photographs and create lifelong memories with their England heroes.

We also extend these opportunities to Wembley Stadium, where children can enjoy unique matchday experiences, including the chance to walk out as mascots alongside the England teams. Together with Rays of Sunshine, we are committed to creating moments that families will treasure, demonstrating the positive impact football can have both on and off the pitch.

Burton Albion Community Trust

Through our donations to Burton Albion Community Trust, we support a range of community programmes, including football sessions for the deaf community and people with cerebral palsy, anti-knife crime and gang prevention workshops, and a family support service.

2. SUPPORT

Supporting local organisations in collaboration with our contractors

Our contractors at Wembley Stadium each have their own corporate social responsibility programmes in place. We work collaboratively with them on a range of projects to support our local communities.

NG Bailey, our facilities management contractor, uses its allocated volunteer days within the Brent community to improve the facilities of organisations we support. This has included projects at schools near the stadium, carrying out repairs and improvements such as upgrading lighting, painting, repairing broken equipment and undertaking refurbishment works.

Our waste management contractor, Veolia, has also contributed to these initiatives, working alongside FA staff to deliver practical improvements that help create better environments for students and the wider community.

We continue to explore opportunities to collaborate with our contractors on new community-focused initiatives, maximising our collective social impact and delivering lasting benefits for local residents and organisations.





2. SUPPORT

Our charity partner

Supporting Alzheimer's Society, The FA's Official Charity Partner

Since the partnership began in 2021, 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 £1.6 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 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, and the Memory Café inside Wembley itself.



2. SUPPORT

Our charity partner

Supporting Alzheimer's Society, The FA's Official Charity Partner continued

Each year we have an Alzheimer's International, the most recent of which saw 22 fans living with dementia walk out with the England and Wales teams as official mascots. This incredible moment drove engagement on a scale beyond all expected targets and saw a record number of people visiting Alzheimer's Society's homepage, seeking more information and support. Ticket buyers at the match were surveyed and 8 in 10 said they would visit their GP if they were concerned about dementia symptoms – a 24% increase from the last International. The match also raised an incredible £100,000.

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 a trek across the Sahara Desert!

The £1.6 million raised through the partnership has gone towards crucial Alzheimer's Society services and research that will help transform the future of dementia.

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

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

Vision:

To deliver unique learning opportunities.

Measures of Success:

- Enhance the Learning Zone to provide an interactive, inclusive and welcoming learning environment, engaging over 5,000 students annually and strengthening its position as a community asset.
- Continue our Employability Programme with The King's Trust, providing local young residents workshops, work experience, and employment opportunities.



3. INSPIRE

Providing educational opportunities

Deliver educational opportunities for young people from Brent and beyond in Wembley Stadium's Learning Zone

Since the opening of the new Wembley Stadium in 2007, more than 60,000 young people have participated in education programmes, workshops and enrichment activities delivered through the Wembley Stadium Learning Zone.

The Learning Zone is a dedicated education and community space within the stadium, designed to inspire young people, build confidence and broaden aspirations through unique, curriculum-linked experiences.

Refurbished in January 2026, the space now features enhanced technology, flexible teaching areas and vibrant design elements that celebrate Wembley's heritage, creating an engaging and inclusive environment that supports learning beyond the classroom.

Delivered in partnership with Brent Council and the Wembley Stadium Foundation, the Learning Zone provides free access to high-quality educational experiences for school children in Brent, helping to remove financial barriers for local schools and ensuring that participation is driven by need. Each session combines interactive workshops with behind-the-scenes stadium tours, using the iconic venue to bring subjects to life and create memorable learning experiences for students.



3. INSPIRE

Providing employability opportunities

Provide work experience for local young people at Wembley Stadium

Training and employment are key issues in Brent and Burton, and we provide a range of opportunities to help young people from both communities gain valuable skills and access employment opportunities.

We partner with The King's Trust to deliver an annual Employability Programme for young people aged 16-30 who are not in education, employment or training (NEET). The programme begins with a Taster Day at Wembley Stadium, where participants learn about the initiative and the departments offering work experience placements. Following this, a selected cohort completes five days of skills-based workshops, including CV development, interview preparation and department-led activities.

Participants then undertake a week of structured work experience at Wembley Stadium, including the unique opportunity to work during the Emirates FA Cup Semi-Final weekend. Placements are offered across a number of FA departments, including Groundskeeping, Crowd Safety, Grassroots Football, Health & Safety and Logistics, as well as by key stadium partners such as Delaware North (catering and hospitality), NG Bailey (facilities maintenance) and Veolia (waste management).

The programme concludes with formal interviews across participating teams. In the first two years of the programme, 25 young people were offered employment opportunities, demonstrating its tangible and lasting impact.

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 many progressing into permanent roles at The FA. We have welcomed a new cohort of apprentices, including opportunities within the CSR team.



FOR ALL

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