COMMUNITIES TOGETHER

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

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.

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.

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.