



FOR ALL

COMMUNITIES TOGETHER

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

1. CONNECT

We will 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

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

3. INSPIRE

We will 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 have the most accessible sporting venues in the UK

Measures of Success:

- Give 1% (approximately 50,000) of our Wembley tickets to the local community and good causes each year
- Offer complimentary tours of Wembley Stadium to local schools and community groups
- Provide community and charity access to our Sensory Boxes and Community Box for every FA event at Wembley
- Host an annual community event – for example, playing or picnic on the pitch for Brent residents at Wembley and Community Days at St. George's Park
- Offer 3,200 sessions at St. George's Park to local grassroots teams annually
- Provide 10 'Play like the Pride' experience to SEN schools at St. George's Park annually
- Deliver a year-on-year increase in employee volunteering in Brent and Burton – starting with 200 days of volunteering in 2023/24 – Additionally hold an annual volunteering day for Wembley Stadium and St. George's Park employees to volunteer in the local community

Vision:

To empower the community

Measures of Success:

- Give 1% (approximately £1 million per annum) of annual event-day revenue to charity via the Wembley National Stadium Ltd Trust
- Provide grant support to a local Brent community legacy programme, which will be designed by the community in 2023/24
- Work with 15 charities and community projects in Burton and provide them with small grants in 2023/24
- Work with our local councils on non-sport related projects to ensure we are supporting specific local community needs
- Support local initiatives, such as recycling football boots and distributing to the community
- Provide space at Wembley Stadium annually for local community events
- Raise over £250,000 per year for our Charity Partner

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
- Provide 15 apprenticeships on average each year, focusing on more apprentices coming from Brent and Burton areas
- Launch a new Work Experience Programme, that will include mentoring opportunities for our employees
- Increase our engagement with local schools in Brent and Burton – for example in Brent, an educational project with Global Learning London aims to increase girls' participation in football
- Deliver pilots of new inspiring programmes – for example, exchange visits between Wembley Stadium and St. George's Park