



FOR ALL

COMMUNITIES TOGETHER

THE FA, WEMBLEY STADIUM & ST. GEORGE'S PARK'S CSR ACTION PLAN
2023/24

**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:
TO UNITE THE GAME
AND INSPIRE THE NATION.

THE FA 2022-2023

Wembley Stadium:



complimentary
tickets given to the local
community

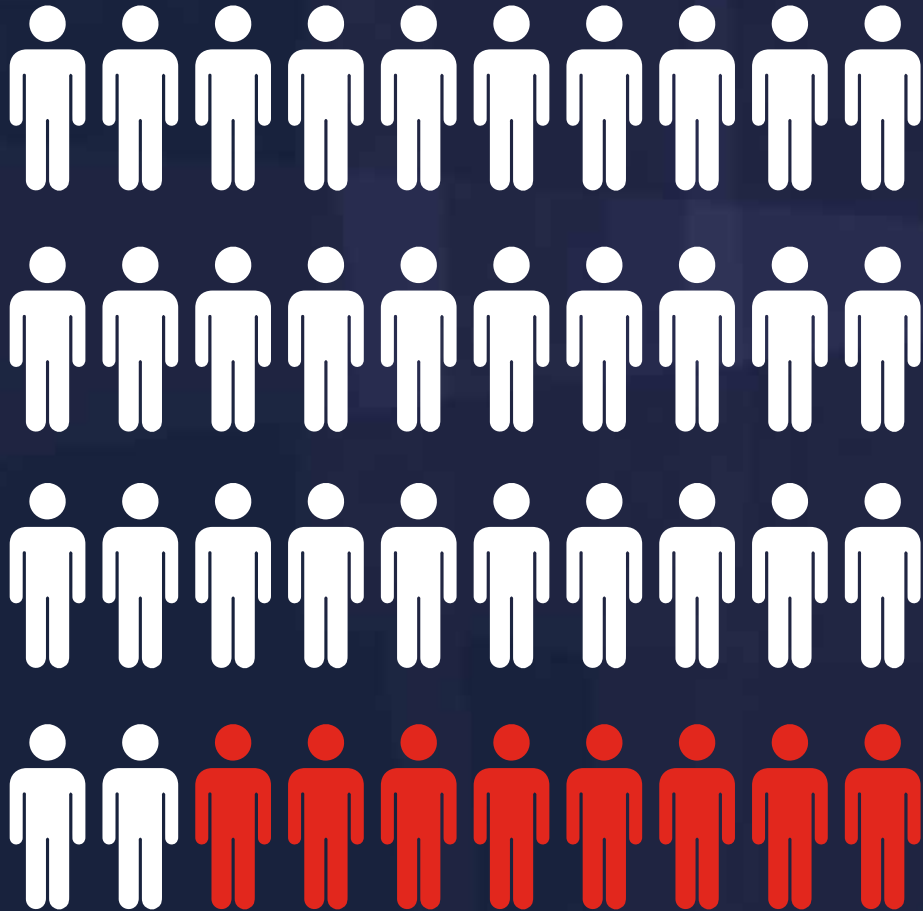
St. George's Park:



3,200
sessions

provided to local grassroots
teams annually

Wembley Stadium:



8,000

students
welcomed to
The Learning Zone annually

Wembley Stadium:



donation to charity
from event day revenue. Funds are
allocated via the Wembley National
Stadium Trust Ltd

The FA:



raised
for Official Charity Partner,
Alzheimer's Society

OUR THREE STRATEGIC PRIORITIES

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.

1. CONNECT

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 staff 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.

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.



1. CONNECT

Accessibility

Open our doors to our communities

We want to ensure our communities and those who may not have access to Wembley Stadium, get the opportunity to enjoy our events. We will distribute 1% of Wembley Stadium's annual tickets to communities and charities. In 2021/22, we gave away over 50,000 Wembley event tickets to good causes.

We will continue to offer complimentary tours to local schools and community groups in Brent, and discounted tours to local residents on non-event days.

Provide special spaces on event days and non-event days

Our new 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 will provide national charities the opportunity to utilise our sensory boxes for vulnerable or end-of-life individuals with whom they work. On non-event days, the boxes are available for our work with local Brent SEN children and adults.

Our new Community Box will offer special matchday experiences for those who wouldn't otherwise have access, while on non-event days, the Community Box will be available for local community groups to use as free space.



1. CONNECT

Accessibility

Host community events at Wembley Stadium

The FA will host an annual community event at Wembley Stadium and St. George's Park for local residents, such as a picnic on the pitch and community pitch days, providing an opportunity to play on the pitch for Brent residents, and community days to mark calendar events at St. George's Park.

We will have a dedicated space for charities to host community events at Wembley Stadium. This will help cut costs for the charities, provide an iconic venue for their work, and help us provide better access to more local residents.

Provide access to unique opportunities – Wembley Wishes

Our Wembley Wishes programme supports those who need a wish granted, by providing incredible experiences at Wembley Stadium and St. George's Park. We will offer matchday, training and 'meet your hero' experiences to help inspire the local communities.

At Wembley Stadium, there will be an opportunity for the local Brent community to be player escorts and flag bearers. At St. George's Park, the Burton community can participate in the 'Play like the Pride' experiences and will have the opportunity to watch England training days.

“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

Let our local residents access England's training centre at St. George's Park

We will continue to provide access to our pitches at St. George's Park, which currently serves 16 local grassroots teams, 3,200 sessions per season, and 200 under-16 teams per week, plus the local adult teams.

We will also increase the number of annual community engagement programmes. These will include St. George's Park's 'Play like the Pride' experience, which allows local schools and community groups to take part in a fun-filled mini-England training camp. We will aim to provide 10 experiences to local SEN schools every year.

We will also provide opportunities for local residents to watch England Training Days; continue the 'Having a Ball' Tournament, which is our annual women and girls' tournament (16 teams in 2021/22 season); and host our disability and inclusion football festivals (four festivals in 2021/22 season).

St. George's Park has just signed a new 10-year deal with Burton College, which provides Level 1 coaching and bursaries for Level 2 coaching qualification.

The agreement also grants use of St. George's Park pitches and will support individuals into job opportunities at the on-site Hilton hotel. Support for student projects will also be provided, e.g. those focusing on education, diversity and inclusion, as well as on women's and girls' football in the local community.



1. CONNECT

Engagement

Listen to our communities

We will continue to 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 will also continue to provide our residents and businesses with event updates through our factsheets and our recently relaunched community newsletter.

We will continue our Responsible Business working group meetings at Wembley Stadium, held every other month, as well as the internal stakeholder meeting at St. George's Park. We will also continue our network meetings with local external stakeholders surrounding St. George's Park.

Speak to our communities

We will continue to share the great opportunities we are involved in through our FA platforms, internally and externally. With a new, dedicated marketing and communications team for Wembley Stadium, we have 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

We will organise an annual community volunteering day in both Brent and Burton, in which all our staff will have the opportunity to take part. Our target is to deliver 200 days of volunteering in our local communities. Working with Brent and Burton Councils, we will identify projects our staff can support and to which they can make a difference.

Promote wider volunteering among our FA colleagues

Everyone at The FA receives three additional days off each year for volunteering and in 2022/23 we will start an engagement programme to encourage our colleagues to utilise their days to volunteer in their own community. We will monitor our progress, with the target of delivering a year-on-year increase in volunteering.

Support staff in their fundraising

While we have our own official charity partner, many of our staff fundraise for causes close to their own hearts. In 2022/23, we will introduce a new staff programme to allow those fundraising to receive a financial or memorabilia donation from The FA.

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.

Vision:

To empower the community.

Measures of Success:

- Give 1% (approximately £1million 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.
- Provide space at Wembley Stadium annually for local community events.
- Support local initiatives, such as recycling football boots and distributing to the community.
- Raise over £250,000 per year for our Charity Partner.



2. SUPPORT

Community investment through the Wembley Stadium National Trust Ltd

Fund grassroots community sport in Brent, Burton and beyond through donations to the Wembley Trust

The Wembley Stadium National Trust (WNST) reinvests funds in the communities it serves. We give 1% of event-day revenue to the WNST to invest in community programmes in Brent, London and across the country.

Since its creation 10 years ago, the Trust has invested £4.4m in community sporting projects, £2.75m of which has been in Brent. The sports receiving funding include football, cricket, basketball, tennis and many more. There are also projects for young mothers, homeless people, survivors of domestic violence and ex-offenders.

Since 2017, the Trust has supported around 40 EFL clubs around the country to deliver football sessions for over 15,000 disabled players, people with a physical or sensory impairment or an enduring mental health issue. The benefits of participation, professional coaching and socialising within a safe, welcoming environment are immense.

Looking ahead, the Trust will be investigating ways of engaging new audiences in sports participation, to help break down the barriers that stop people taking part, and finding ways to make community sport more enjoyable, affordable, and sustainable for everyone.



2. SUPPORT

Community investment through programmes

Deliver a community-led co-design programme

In 2022/23, The FA will partner with the Social Change Agency, who will work with the local community to design and develop a bespoke sustainable community project, which they would like to see implemented and supported in their community.

This will kick off initially in Brent before potentially expanding to Burton in 2023/24. The aim is to expand our current network, ensuring we are engaging with more people from the local community from different backgrounds, with different perspectives, to deliver a long-term legacy programme.

By working with the local community from the start, we can ensure that key stakeholders are involved in important decision-making and The FA deliver a project that is both impactful and meaningful to the local community.

Work with the Local Authority to deliver Community Projects

We will support Brent Council with their community engagement projects. One of the projects that the Public Health team fund is Brent Health Matters, which supports community health programmes.

Their 2022/23 project is targeting men's health and encouraging those over 40 to get a health check-up and register with their GP.

We aim to pilot a programme for the Brent Health Matters Public Health Bus, by providing support to ensure the team are able to visit the different locations. We will also provide incentives, such as complimentary match tickets and stadium tours, through a ballot system. There will also be financial support so the programme can keep running.

Next season, the aim will be to support different health initiatives such as obesity and heart conditions, aligning with Brent Council's Public Health targets.



2. SUPPORT

Community investment through programmes

Work with Brent and Burton Communities to support local projects that make a difference

We will enable small local charities to engage with our FA colleagues, creating opportunities for them to help the local community.

In 2022/23, we are piloting a programme with a small charity, which will take football boot donations from employees at Wembley Stadium and St. George's Park for upcycling, and donate them to the local community. We will also continue with our local initiatives, such as donating to our local food banks and community groups.

At St. George's Park we will pilot a small-grant-giving programme, where charities and community groups are given an opportunity to pitch their ideas to our team, to receive a small financial donation. The aim is to support 15 different community initiatives based in the Burton area.

Each year we partner with a number of local initiatives. The successful projects of 2021/22 highlight the impact The FA can have on grassroots organisations that serve different parts of the local community.

In 2022/23, we will continue to collaboratively work on micro-level community initiatives. These will range in terms of duration, support provided and target audience.



2. SUPPORT

Community investment through programmes

Spotlight on Jason Roberts Foundation (JRF), Brent

Over the years, we have supported some of JRF's events and more recently have provided Wembley Stadium tours for SEN children from local Brent schools, as well as allocated tickets for key events for the wider community to access the stadium.

We are currently working together on JRF's Heritage Project, funded by the National Lottery, providing space to share the untold stories of Brent football heroes. The exhibition celebrates 14 players who grew up in the Wembley area and how they have paved the way for younger generations and inspired the local community to celebrate their football history.

We are also working on a joint project with JRF and Veolia, our waste management contractor, to support their ECO Leaders programme, which empowers young people to create sustainability projects in their local communities. We fully support JRF's vision of creating legacies for communities in the Brent borough.



2. SUPPORT

Our charity partner

Spotlight on Alzheimer's Society, UK

The power of football allows us to make a real difference to our national charity partner. Alzheimer's Society is our current charity partner and has run its 'football should be unforgettable' campaign during our partnership. We aim to raise at least £750,000 with our Charity Partner over the three-year partnership.

The aim of the partnership is to change the conversation around dementia and end the stigma faced by all those it affects, breaking down barriers that prevent people from accessing the help they need, so no football player, former player or fan across the nation faces dementia alone.

The campaign has led to 81% of surveyed fans saying it 'would persuade them to contact Alzheimer's Society if they were worried about their memory' and 73% would see a GP if experiencing dementia symptoms (compared to 64% before the campaign began).

As well as the campaign, we have been working together to set up referral routes into dementia support services at grassroots level. So far, 32 of 51 County FAs have been set up as referral partners so that their staff, players, and coaches can access support.



2. SUPPORT

Our charity partner

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

Employees at The FA have been raising money to fund the vital support services and currently have raised over £400,000. Employees have been taking part in their own fundraising challenges as part of the 'Alzheimer's Society Cup' – an inter-divisional fundraising competition.

Colleagues have been running marathons, organising retro shirt days, running kit sales, and taking on 5k-a-day for a year, many with a personal connection to the cause.

In real terms, this fundraising total so far means our partnership with Alzheimer's Society has been able to fund 15 Dementia Advisors for a year. This means thousands of people have been able to access support The FA has funded, positively affecting their lives following a diagnosis.



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 and charitable initiatives.

The match normally raises around half a million pounds. Typically, this money funds community programmes in Brent and Burton, a donation to our Official Charity partner, smaller charitable donations to good causes throughout the year and donations to the foundations of clubs who have competed in the first-round proper of the Emirates FA Cup the previous year.

The donations made are solely used for the purpose of charitable donations and are not used on any salaries or profit, which allows The FA to provide larger grants to local community groups in both Brent and Burton. The clubs are able to utilise the funds for their own community engagement programmes. The Chair and CEO's Community and Charity Fund are used for charities linked to football.

3. INSPIRE

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.

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.



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 50,000 young people have taken part in education programmes, workshops and fun days at the Wembley Stadium Learning Zone.

The Learning Zone, run in partnership with Brent Council, 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.

The Learning Zone has provided a venue for over 200 hours of meetings, trainings and conferences to local authorities, charities and other youth or community centred organisations.

We aim to deliver 8,000 opportunities annually, working with 250 different educational organisations across Brent. We intend to expand the reach of the Learning Zone to deliver more school holiday and evening sessions, which tackle local issues.

This joint collaboration with Brent Council and The FA will ensure we are more accessible to the local young people of Brent and engaging on issues that are important to them.



3. INSPIRE

Providing educational opportunities

Deliver educational opportunities to young people in the community in Brent and Burton

In 2021/22, we continued our partnership with GoSketch who provide programmes to local Brent schools, encouraging creativity to celebrate the history of Wembley Stadium and football in Brent.

In 2022/23, we are partnering with Global Learning London on their pilot project 'Forward Football'. This will involve working with two primary schools and two grassroots football clubs in Brent to inspire and empower girls to get involved in football and sports. Bespoke teacher training and student workshops will be provided to explore issues such as identity and belonging, gender equality, anti-racism, mental health and wellbeing.

We will also explore creating a process to work with local colleges to encourage Black, Asian and Mixed Heritage young people to study journalism, to ensure the future of media is better represented.



3. INSPIRE

Providing educational opportunities

Provide work experience, shadowing and internships for local young people in the Stadium and St. George's Park

We would like to provide more opportunities for entry into work for the young community of Brent and Burton. In 2023/24, we will be partnering with Spark! to provide a mentorship and work experience programme. Our colleagues will mentor 10 students from local Brent schools and provide them with a 5-10 day work experience opportunity. These students will then be given the opportunity to apply for our apprenticeship programme. We hope to expand this programme to St. George's Park.

Our HR Team will provide guidance toolkits for departments on managing work experience placements, work shadowing opportunities and internships. Each department will be set targets of hiring a number of local residents to complete an opportunity per year.

Target young Brent and Burton residents for our apprenticeship programme

Our apprenticeship programme has provided opportunities in Business Administration for approximately 30 young people. In 2022/23, we took our third cohort of apprentices, based at both Wembley Stadium and St. George's Park.

For our 2024/25 intake, we will focus on local Brent and Burton schools and colleges as part of our recruitment process, establishing relationships with sixth form leads and colleges from the outset.



3. INSPIRE

Providing inspirational experiences

Deliver inspirational visits to Wembley and St. George's Park for young local residents

We want to provide inspirational opportunities for local residents in Brent and Burton, by creating an exchange programme. This will allow people in Brent with limited opportunities, to visit St. George's Park as well as providing opportunities for those in the midlands to visit Wembley Stadium. This programme will be piloted in 2022/23 with the support of the Grenfell Foundation, who will be playing their annual Memorial Charity Match at St. George's Park.

OTHER FA STRATEGIES

The FA:

Time for Change looks to deliver a brilliant service to football and ensure that we maximise our positive impact throughout the country. It is centred around six Game Changer objectives, which are underpinned by eight Serve objectives, ensuring that we continue to serve the game and support its growing and evolving needs.

Grassroots football:

The FA's grassroots **Survive. Revive. Thrive** strategy runs from 2020-24 and looks to address the short, medium and long-term challenges to serve and lead the game for the many millions who play nationwide.

Women's & Girls' football:

The current four-year strategy, **Inspiring Positive Change**, pledges to create a sustainable future for women and girls' football in England. The strategy, published in 2020, sets out eight transformational objectives to be achieved by 2024, including: ensuring equal access to football in schools, developing an effective club-player pathway, ensuring elite domestic leagues, competitions and national team, as well as developing a diverse range of volunteers, coaches and referees who represent their communities at every level of the game.

Women's Professional Game:

Released in November 2021, the three-year women's **Professional Game** strategy sets out The FA's ambition to develop the best women's leagues in the world, focusing on: producing and attracting world-class talent; maximising and engaging audiences and growing commercial revenue.

OTHER FA STRATEGIES

Women's National League:

The FA Women's National League's strategy, **Empowering For Success** is focused across eight priority areas, each with their own strategic goal, ultimately enabling FA WNL clubs to flourish both on and off the pitch through the development of players, workforce, and infrastructure.

Equality, Diversity & Inclusion:

The FA's EDI strategy **A Game for All** covers 2021-2025 and sets out The FA's strategy highlighting how we will Lead the Change; Be the Change; and Inspire the Change.

Safeguarding:

The FA's Safeguarding strategy (2021-24), **Building an Ever-Safer Culture** reflects football's everyday work to safeguard children and adults at risk, as well as the recommendations from Clive Sheldon QC's Review. It covers leadership and governance; standards; prevention; education and empowerment; and protection.

Disability Football:

The FA's Disability Football, **Football Your Way (2021-24)**, aims to help develop, improve and raise awareness of Disability Football in England. It covers seven key areas, demonstrating The FA's commitment to ensuring that as part of the equality, diversity and inclusion strategy, disabled people have the opportunity to engage and participate in football their way, from grassroots all the way to the elite end of the game.

Mental Health:

The FA is currently in the process of creating a Mental Health strategy, which includes a community pillar. This will be launched next season.



FOR ALL