



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.

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.

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 sessions at St. George's Park to local grassroots teams annually.

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 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.

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 with workshops and work experience, and employment opportunities.