



NATIONAL STADIUM TRUST



WEMBLEY NATIONAL STADIUM TRUST  
Annual Review  
2012/13



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## Introduction by Roger Maslin

Managing Director of Wembley National Stadium Ltd

As I look back on a fantastic year at Wembley, I am delighted to introduce this first annual review of the work of the Wembley National Stadium Trust.



The new Wembley Stadium is the iconic sporting location, just like the much-loved original twin towers that preceded it. We are proud to be the host venue for England home football internationals, as well as for all of The FA's domestic showpiece games, including The FA Cup Final and the climax of the Football League.

We are proud of the diversity of events we host, from two NFL matches in 2013 to rugby in both its guises, with Rugby Challenge Cup Final and the home away from home for Saracens FC. We are also proud of our rich musical heritage.

Whilst we are a globally renowned brand, we recognise our responsibility as part of the wider community, in its growth and in its success. The work of the Wembley National Stadium Trust (WNST), which we are proud to fund, helps us to fulfil this remit.

At a reception for WNST's Brent grant recipients in January 2013, which was hosted at the Stadium, I talked to the leaders of many of the groups delivering such excellent community sports projects, right on our doorstep. Much of this work is led by committed volunteers and is making a real difference to the quality of life for local people, both young and old.

I congratulate you all and look forward to seeing the Trust grow and develop the lives of many.

**Roger Maslin**  
Managing Director  
Wembley National Stadium Limited

# Foreword by Lord Toby Harris

Chairman of Wembley National Stadium Trust (WNST)



On behalf of the WNST trustees, I am delighted to present our first annual review. During 2012/13, the Trust became fully operational and our grant-making activities began in earnest.

Our principal aim is to support grassroots and community sport, increasing the opportunities for local people to get involved. The Trust's income derives from a share of Wembley Stadium's annual takings and our task is to distribute it wisely (more details of our history can be found elsewhere in this report). After a wide-ranging consultation exercise, we chose to focus our giving in three areas: within the London Borough of Brent, where the Stadium is based; on a London-wide themed programme; and an England-wide scheme, recognising that Wembley Stadium is the home of English football.

In this first year, we focused our grant-making on the Brent programme, which we launched with a photo opportunity at the Stadium in October 2012 with Olympic gold

medal-winning boxer James DeGale MBE and England's most capped footballer, Rachel Yankey MBE.

We take the widest possible definition of 'sport' to ensure that there is something for everyone. This year, we made 37 awards to groups in LB Brent worth £304,650. Football plays an important part in our giving, but we have funded everything from cricket, tennis and basketball to swimming, yoga and roller skating!

My thanks go to my fellow trustees, the Trust's small staff team and to colleagues at Wembley Stadium. We are also grateful to the many individuals, especially those at Sport England and in the LB Brent Sports Development Team, who have contributed their time and thoughts to help us shape our programmes and deliver a successful launch.



**Lord Toby Harris**  
Chairman  
Wembley National Stadium Trust



# History of the Wembley National Stadium Trust

Wembley Stadium holds a special place in the heart of the sporting nation. The new 90,000 seat Stadium opened in 2007, built at a cost of some £798m, is a magnificent successor to the 1920s original. The 134m high steel arch – the largest such structure in the world – is now as much an iconic sight as were the famous Wembley Twin Towers.

Included within the funding for the new stadium was a significant donation of lottery money through the then English Sports Council (now Sport England) to Wembley National Stadium Ltd (WNSL). In recognition of this, a long-term legal agreement was settled whereby, after a five year grace period following the completion of the new stadium in March 2007, WNSL donates 1% of its gross annual turnover to charitable causes.

Wembley National Stadium Trust is established wholly independently of WNSL, the Football Association or any other part of the 'football family'. Our job is to receive the annual donation from WNSL and distribute it for the benefit of grassroots sport. We consulted widely on how to achieve maximum impact with the funds we have available and how best to administer our work. Our initial aim has been to start to develop a lasting relationship with the sporting community in LB Brent, on the doorstep of the Stadium itself. This is progressing well. In future years, we will be looking to develop other grants programmes in London and elsewhere in England.





# LB Brent Grants Programme

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WNST's first grants round in January 2013 was a major distribution of funds to support community sports activities in LB Brent – Wembley Stadium's home borough. The board has agreed that one-third of the Trust's annual income should be spent here each year. We consulted widely with local representatives about how the Brent programme should be delivered and they welcomed our proposal for two schemes –

**Community Grants** of up to **£2,500** for smaller local groups and **Strategic Grants** of up to **£25,000** for more significant projects delivered by larger, more established organisations.

Awards on both programmes can fund the costs of new kit/equipment or running costs such as coaching fees, pitch or venue hire, volunteers expenses or other general costs. Going forward, we shall run two grants rounds in Brent each year.

**In this first year, we awarded 37 grants worth £304,650.**

Some case studies follow:

## Community case study 1

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### **Forest United Youth FC:** £2,300 for pitch hire and referee costs

Forest United has been running football coaching and teams for local boys and girls for the past 40 years. Several well-known professional footballers have had their first experience of the game at Forest Youth and the club uses the badge of Nottingham Forest with the express permission of the late Brian Clough. Teams involving around 150 young people are run from U7s to U18s. Despite the help of many volunteers, the costs of running the club remain a challenge. WNST funding will contribute towards the costs of pitch hire and referees expenses.



## Community case study 2

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### **Brent Ballers:**

£2,400 for venue hire



Brent Ballers is the largest community basketball club in the borough, running several youth teams in local leagues and open sessions for adults to learn and play. They also have a programme to train young people to become qualified coaches, who then go into local schools to deliver coaching programmes and link the schools through sport. The club is the proud recipient of the “Club Mark” quality standard from England Basketball. WNST is helping meet the cost of venue hire, allowing fees to be kept at an affordable level.

## Community case study 3

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### **Queen’s Park Sharks:**

£880 for the purchase of football equipment

Queen’s Park Sharks is a relatively small youth football club running teams for children from 8-12 years old. The number of sides they run is increasing as the children get older and want to continue playing. Parents get involved both in running the club and gaining coaching qualifications to manage the teams. With evermore young people participating, the club needed to buy its own training and match equipment rather than borrowing from other teams. WNST has provided funds to help achieve this.



## Strategic case study 1

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### **Cricklewood Homeless Concern (CHC)** Now known as Ashford Place: £25,000 towards the costs of running Cricklewood Wanderers FC

CHC was established 30 years ago to provide support for local homeless people. It continues to run health, welfare, employment and other specialist services for its clients. In 2011, it established Cricklewood Wanderers as a way of engaging mainly young homeless people in sport and using football training as a means of improving health, social inclusion and positive attitude. The club has flourished. It is now registered with the Middlesex FA and competes at an increasingly high level in local leagues. The support and mentoring services available to players are as important as the sports coaching. WNST is helping to fund the project co-ordination, training and other general costs.



## Strategic case study 2

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### **South Hampstead Cricket Club (SHCC):** £14,650 towards the costs of refurbishing nets, surfacing and artificial turf.

South Hampstead CC is one of the principal senior cricket clubs in the borough. It offers a wealth of playing opportunities, including four adult league teams, recreational midweek games, a number of youth teams for boys and girls aged 8-17, as well as regular coaching and net



sessions for all players. Additional coaching groups are also held during school holidays to encourage young people to get involved. SHCC is run by a committed group of volunteers, some having given many years of service to the club. Practice is a key element of any successful club. However, SHCC's nets and artificial wicket were showing serious signs of ageing and becoming dangerous to use. WNST has provided funds to renew these essential facilities.

# Community Grants

In 2012/13, we awarded **24 Community Grants** totalling **£54,500** (each grant up to a maximum award of £2,500) to smaller, local projects:

Organisation	Grant awarded
Brent Association of Disabled People	£2,500 towards a project encouraging wider sports participation by young disabled people.
Brent Ballers Basketball Club	£2,400 towards the costs of venue hire.
Brent Punjabi Association	£2,500 towards the costs of dance, yoga and fitness classes.
Capital City Bikes	£2,500 towards the costs of a box trailer.
Capital City Partnership	£2,500 towards the costs of sports provision through the School Sports Partnership.
England Netball	£2,250 towards the costs of a series of 'Back to Netball' activities.
Forest United Youth FC	£2,300 towards pitch hire and referee costs.
Iraqi Centre for Integration & Cohesion	£2,500 towards a programme of yoga classes.
Kilburn Park Primary School	£2,500 towards the costs of a new safe 5-a-side pitch.
Kingsbury High School	£2,500 towards the costs of setting up a 'Back to Exercise' programme.
Kingsbury Somali Youth Project	£2,500 towards the costs of football and badminton coaching.
Kinja Football Club	£2,300 towards a girls football coaching programme.
LB Brent Bridge Park Community Leisure Centre	£2,500 towards the costs of a roller sports training programme.
Mandhata Youth and Community Association	£2,295 towards the costs of sports hall hire and the costs of 60 young people to attend a sports festival.
Middlesex County FA	£1,925 towards a project encouraging women's participation in football.
Mother Teresa Albanian Union	£2,450 towards the costs of a football project for young Albanians.
New Life Netball	£1,500 towards a netball tournament with local businesses and to develop links with local prisons.
Queen's Park Sharks	£880 towards the purchase of football equipment.
Somali Advice and Information Forum	£2,300 towards swimming and aqua-aerobics sessions.
Special Olympics Wembley	£1,500 towards the costs of football training for young disabled people.
St Joseph's Junior School, Wembley	£2,500 towards the costs of a cricket net, cricket coach and a tennis practice wall.
Sudbury, Wembley and Alperton Youth Project	£2,500 towards a week long football programme, coaching fees and equipment costs.
Tamil Association of Brent	£2,500 towards football pitch hire, coaching and sports equipment.
Wembley Crime Prevention Panel	£2,400 towards the costs of a boxing club.
<b>Total Community Grants</b>	<b>£54,500</b>



# Strategic Grants

In 2012/13, we awarded **13 Strategic Grants totalling £250,150** (each grant up to a maximum award of £25,000) for larger programmes of work and equipment purchases

Organisation	Grant awarded
Asian Peoples Disability Alliance	£25,000 towards the cost of multi-sports provision for disabled people.
Brent Adolescent Centre	£19,450 towards the 'Sport and Thought' project in four schools.
Cricklewood Homeless Concern (now Ashford Place)	£25,000 towards the running costs of Cricklewood Wanderers FC.
Greenhouse Schools	£10,000 towards the costs of a table tennis project.
Horn Stars SC	£19,000 towards a football coaching project, focusing on the Chalkhill and Stonebridge Estates.
Jason Roberts Foundation	£22,400 towards the costs of multi-sports activities for young people on the Stonebridge Estate.
LB Brent Sports Development Team	£25,000 over two years towards the costs of a Brent Tennis Development Officer.
MENCAP Brent	£20,800 towards the costs of a football activities programme for people with learning difficulties.
Middlesex County FA	£9,900 towards the costs of a 9-a-side league for young adults.
Muslim Women's Sport Foundation	£24,450 towards the costs of women's futsal and basketball provision.
QPR in the Community Trust	£25,000 towards the costs of a primary schools' coaching project.
South Hampstead Cricket Club	£14,650 towards the costs of refurbishing nets, surfacing and artificial turf.
Stonebridge Boxing Club	£9,500 towards the costs of new Junior Box equipment and shower refurbishment.
<b>Total Strategic Grants</b>	<b>£250,150</b>



# Financial summary 2012/13

## Key highlights from the WNST Trustees Report and Accounts 2012/13

	2013	2012
	£	£
<b>Income</b>		
Turnover grant from WNSL	852,378	54,311
Other income	192	5,161
<b>Total Income</b>	<b>852,570</b>	<b>59,472</b>
<b>Expenditure</b>		
Charitable activities	404,341	5,000
Governance costs	6,029	2,157
<b>Total expenditure</b>	<b>410,370</b>	<b>7,157</b>
<b>Reserves</b>		
Balance of general funds	486,339	54,139
Balance of designated funds	10,000	0
<b>Total funds</b>	<b>496,339</b>	<b>54,139</b>

The table above is not the statutory accounts but a summary of information extracted from the 2013 Statement of Financial Activities and Balance Sheet. The full accounts from which this summary has been taken was subject to an external audit by Haysmacintyre and approved by the Wembley National Stadium Trust board of trustees on 1 November 2013. A copy of the full accounts, auditor's report and Trustees' Annual Report can be obtained from [info@wnst.org.uk](mailto:info@wnst.org.uk) or WNST, PO Box 270, Guildhall, London EC2P 2EJ.

Lord Toby Harris, Chairman, on behalf of the Board of Trustees

# Trustees

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Lord Toby Harris (Chairman)

Sir Rodney Walker (Vice chairman)

Cllr Ann John OBE

Alderman Gordon Haines

Dinah Cox OBE

Richard Lewis CBE (resigned 20th February 2013)

# Staff

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Stewart Goshawk, Chief Executive Officer

Becky Jacobi, Grants Administrator

# Admin credit

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Wembley National Stadium Trust is administered under contract by City Bridge Trust, the City of London Corporation's charity.



# Photo credits

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P 04 Jason Roberts Foundation

P 05 Forest United Youth FC

P 06 Brent Ballers Basketball Club

P 06 Queen's Park Sharks

P 07 Cricklewood Homeless Concern (now Ashford Place)

P 07 South Hampstead Cricket Club

P 09 Sudbury, Wembley and Alperton Youth Project

P 11 Asian Peoples Disability Alliance

P 12 Kinja Football Club





# WEMBLEY

NATIONAL STADIUM TRUST

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