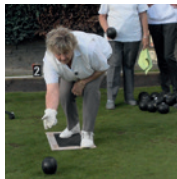




WEMBLEY NATIONAL STADIUM TRUST
Annual Review
2014/15



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Introduction by Melvin Benn

Chairman, Wembley National Stadium Ltd.



On and off the field of play, 2015 has been an incredible season for the stadium with huge FA Cup success, Rugby World Cup records and a glittering music

calendar, we are very proud that Wembley Stadium continues to lead the way as the global benchmark for multi-purpose venues.

Now in its third year, it has been a great pleasure to witness Wembley National Stadium Trust continuing to go from strength to strength, expanding from its excellent work in the London Borough of Brent to a wider London focus.

Wembley Stadium is the iconic sporting location, hosting England home football internationals, as well as all of the domestic showpiece games, including the FA Cup Final and the climax of the Football League. Wembley is known throughout the world.

We are proud of the diversity of events we host, from record breaking Rugby World Cup 2015 pool matches to sold out concerts.

We enjoyed three International Series fixtures with the NFL and a Breast Cancer Care fixture against France. The Challenge Cup enjoyed its 120th year and marked it by unveiling a statue commemorating five of the game's greatest sons. Saracens enjoyed another world record breaking fixture defeating Harlequins in front of 84,068 fans. Our rich music heritage is there for all to see and this summer we welcomed AC/DC, Ed Sheeran and the Capital Summertime Ball.

We are a globally renowned brand, but recognise our responsibility within the wider community. The work of WNST, which we are proud to fund, helps fulfil this remit.

At the bi-annual receptions, which we host at the stadium, I have enjoyed the opportunity to meet leaders of local groups, many being our close neighbours, all delivering such excellent community projects and inspiring a diverse array of people.

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

Melvin Benn
WNSTL Chairman

Foreword by Lord Toby Harris

Chairman, Wembley National Stadium Trust



It is my privilege, once again, to introduce the WNST annual review.

2014-15 has been our third year of full operation as a grant-making charity, during

which time we have continued to widen our network of local, regional and national sports development bodies.

At a time when statutory funding is becoming increasingly difficult to secure, support from charitable sources, such as ours, is critical. Importantly though, in the London Borough of Brent, where one of our main programmes is focused, we continue to work closely with the local authority, voluntary sector infrastructure organisations and sports governing bodies to ensure that our funds are well targeted.

We continue to receive requests from Brent groups to fund a wide variety of sports and recreational activities. For adults and young people alike, football remains the most popular pastime with, encouragingly, an ever-growing number of girls and young women taking part. This year, for the first time, we also funded equestrian activities, American Football and BMX biking, as well as more regular beneficiary sports including cricket, basketball and bowls. We are also pleased to have supported sports sessions for specific

interest groups including older people, female survivors of domestic violence and young people with learning difficulties.

Our London-wide disability sports programme goes from strength-to-strength. We are delighted that across the various projects, thousands of disabled Londoners have had the opportunity to give sport a try. It is also clear that in many cases, the lessons learned by the organisations we fund, are being used to improve both the quantity and quality of provision in other parts of the country – providing an even greater return on our original investment.

Towards the end of the year, we welcomed Pete Ackerley, the FA's Head of National Game Development, onto our board of trustees. His appointment will be of real value as we extend our grant-making beyond London over the coming year.

We understand only too well the challenges faced these days in keeping a local sports club active and financially viable. The time, energy and skills contributed by so many local volunteers are greatly appreciated and we hope our funding helps to bring about the success you deserve.

Lord Toby Harris
Chairman, WNST



Wembley National Stadium Trust

A key strength of the Wembley National Stadium Trust is that, even though we are an independent charitable foundation, there remains a close working relationship between the Trust and the Stadium. Wembley National Stadium Ltd is required to donate 1% of its annual turnover to charitable good causes, in recognition of the lottery contribution to the funding package that rebuilt the Stadium. The Trust's sole objective is to receive this donation and to distribute the funds as it sees fit.

So, when the Trust's grant awards get publicity, this also recognises the contribution that the Stadium is making to advance community sports activities. This is particularly valuable in LB Brent, the Stadium's home borough, where the Wembley logo is now proudly emblazoned



on shirts, bibs, tracksuits and cycling jerseys, in acknowledgement of funding received – strengthening the links between the Stadium and the surrounding neighbourhoods.

Across the capital, on our disability sports programme, we fund the community schemes of London's Premier League and Football League clubs to deliver a range of disability football activities. They see a real benefit from being part of the wider football family through funding linked to the Stadium. Perhaps more interesting, is that sports outside of football are just as keen to "buy into" the Wembley brand, highlighting the kudos that comes with the receipt of support derived from such an iconic venue.

As we look to expand our grant-making outside of London, we know that Wembley retains its legendary status, for people from all four corners of the country and we look forward to building new relationships across England as our grants programme develops.

The partnership between the Stadium and the Trust is therefore delivering real benefits for community sport and will continue to do so for years to come.

Future plans

Since we received our first payment from the Stadium in 2012, we have worked quickly to establish our reputation both within the LB Brent sports community and with organisations across London delivering sport for disabled people. During the coming year, we will continue to work to strengthen sport and recreation in our "home borough", particularly as statutory sources of support continue to tighten. 2015/16 will also be the third and final year of our London-wide disability sports programme. We selected the organisations on this initiative for their potential to cement their learning for the

longer-term benefit of disabled sportsmen and women. We look forward to seeing more of this best practice disseminated to a wide audience.

The year ahead will also see the launch of our third grants programme, looking to support the further development of disability football in towns and cities across England. We know that there are some excellent projects already taking place but that demand continues to grow. We are therefore consulting on how to ensure our funding reaches deep into communities and has the greatest impact.

LB Brent Grants Programme

During 2014/15, we have continued our support for community sports activities in LB Brent. This programme remains a cornerstone of our work and we are pleased that we receive a wide range of applications from clubs delivering different sports across the borough.

The work has two strands – **community grants** of up to **£2,500** for smaller local groups and **strategic grants** of up to **£25,000** for larger projects.

We know that many sports clubs run on a very tight budget and that costs continue to rise. The main source of income is usually from their own members and whatever they can raise from friends and family. Even a small injection of funds from an external

source such as ours can therefore make a huge difference. We want to ensure that our funding has a real impact, helping clubs make their activities more sustainable, whilst offering their participants an enjoyable and rewarding experience. This can mean, for example, improving facilities, buying new kit or improving coaching standards. We ask every grant recipient to report back to us at the end of their project, so we know what has been achieved.

In 2014/15, we made **46 grants** in Brent, worth in total **£297,790**. So, during our first three years, we have awarded **£902,030** in **127 grants** to **95 different local organisations**.

Some examples of this year's grants are below.

Community case study 1

Wembley Stallions

£1,000 towards the cost of new equipment

Wembley Stallions were formed only in 2013 but have made great strides towards providing the borough with its first fully accredited American Football team. Enthusiasm for the sport has been generated through the NFL games hosted by Wembley Stadium and the Stallions have quickly attracted a large number of people interested to learn more about playing the game. The club runs both men's and ladies' squads, together with several age-group teams for juniors. From these beginnings, the aim is for the sides to climb through the league structures, whilst ensuring that the club continues to provide an environment that is competitive but also inclusive, safe and enjoyable.

Our grant helped the club increase its stock of helmets, pads and other equipment, so that new players can start to play without having to buy their own kit.



Community case study 2

Preston Park Bowls Club

£1,380 towards the costs of new equipment

There has been a bowls club in Preston Park since the 1940s. Today, this volunteer-run club provides opportunities for people to play bowls both socially and competitively within local leagues.

Preston Park is also working hard to show that bowls is no longer just an “old man’s game”. Juniors are encouraged to take up the sport and the club is home to the local ladies’ Under 25s squad, which participates successfully in national and regional tournaments.



Like many local sports clubs, members’ own subscriptions and fees are the main source of income. Larger, one-off expenses can therefore be difficult to meet. The Trust’s grant has helped Preston Park to purchase new mats and bowls collectors – which are of particular value to older club members – and to help improve the irrigation system for the green.

Community case study 3

Willesden Cycling Club

£2,000 towards the costs of the Under 18s club



With all of the country’s recent Olympic and Paralympic success, cycling seems never to have been more popular. However, Willesden Cycling Club has been around for almost 90 years, providing both competitive and social opportunities. With over 200 members, it is now one of the largest clubs in the UK. WCC has an illustrious history, with members having achieved national and international recognition.

A team of coaches is available to help those who want to ride competitively, to improve their level of performance. However, the principal concern is that everyone enjoys their cycling, whatever their motivation or level of ability. This is particularly important amongst younger members, who are encouraged to get into cycling as a fun and healthy activity. Our grant is helping to kit out the U18 squad.

Strategic case study 1

Hendon FC Supporters Trust

£20,000 towards the cost of providing football training with local schools



Since leaving their long-time home in 2008, Hendon FC, one of London's senior non-league football clubs, has lived a nomadic existence but is now looking at a much brighter future. The re-development of the former Kingsbury Town FC ground in Silver Jubilee Park, including the installation of a 3G pitch will provide a home not only for the first XI but also for a host of junior and other teams which Hendon will run.

An important element of these plans is the development of a wide-ranging community involvement programme, which will include providing facilities and coaching for local schools, many of which do not have suitable outdoor space. This represents a real boost for young people's sport, particularly in the north of the borough. Over twenty schools have already used the facility, as have several of the borough's youth representative teams. The ground has also hosted inter-school's tournaments and sports days.

The WNST grant is helping to get the schools programme firmly established.

Strategic case study 2

Kinja FC

£17,000 towards a programme of girls' football across LB Brent

Women's and girls' football is one of the fastest growing sports in the country, with a rapid increase in teams and leagues starting up in the past couple of years. However, for some time Kinja FC has been encouraging all young people to get involved in the game, and currently runs over a dozen age-group teams. With this knowledge and experience, they are ideally placed to accommodate the number of girls who now want to join in. They have also been successful in addressing many of the stereotyping issues that can easily deter girls from playing the game.



Kinja's philosophy is that football can be used to teach young people a whole range of skills, both sporting and personal – but that above all football is fun! Having previously provided Kinja with small grants towards their running costs, helping them grow sustainably, we were pleased to offer the club greater support to run a comprehensive football coaching programme for local girls and young women.

London-wide Disability Sports Programme

This is the second year of our three-year programme to increase the opportunities available to disabled Londoners to get involved in sport. Through a limited number of tightly-focused grant awards, we have used our funding to enable organisations, already experienced in the field, to move their work into new areas and to learn lessons that can be replicated elsewhere.

Last year, for example, we reported on the sports sessions that Saracens Sports Foundation run for people with autism.

This programme is now delivering a range of different projects and spreading out beyond London. We are also pleased this year, to have provided further funding to Panathlon, to continue the London expansion of their multi-sports days for profoundly disabled primary school-age children. These are now being replicated successfully in locations across the country.

Some of our other grants on this programme are described below.

London Youth

£80,000 over two years towards the costs of supporting youth clubs to deliver inclusive sports provision



London Youth supports a network of over 400 youth clubs across the capital, helping them to deliver services that encourage young Londoners to fulfil their potential and achieve their personal goals. This can be through employment support, leadership training or activities to keep young people fit, active and engaged. London Youth helps the clubs develop deliverable strategic plans, ensuring that staff have access to best practice in youth work and encouraging member clubs to share experiences and support one another.

Many youth clubs have disabled members but do not know how to deliver sports opportunities suitable to their needs. London Youth is working with a number of clubs that already have some experience of disability sport but want to do more – for example WAC Arts in Camden and Vallance Sports in Tower Hamlets. Our grant is supporting London Youth to develop the skill levels of the staff at these and other projects, to demonstrate what can be achieved and to provide mentoring support to other local clubs.

London Playing Fields Foundation

£36,900 over three years towards the expansion of “Coping Through Football”

Coping Through Football transforms the lives of people experiencing enduring mental ill health, enabling them to recover in a sustainable way that improves their all-round sense of well-being. The project uses football as a tool to engage with participants, helping them to get fitter and to increase their levels of confidence and self-esteem, as well as improving their personal (and footballing) skills.



The programme is a unique partnership between London Playing Fields Foundation, Leyton Orient Trust (the community scheme linked to the professional football club) and the North East London Mental Health Trust. Leyton Orient provides regular coaching sessions, whilst a project worker is available to help resolve housing, employment, college or other personal issues. The scheme has been recognised by the Department of Health as a model of best practice. It also received a silver medal from UEFA in its 2014 grassroots awards. Our grant is enabling the programme to accommodate a younger age group and to expand into more London boroughs.

Lord's Taverners

£80,000 over three years towards the costs of the London Disability Cricket Championships



The Lord's Taverners are world-renowned as a major supporter of work providing young people with “a sporting chance” both at home and abroad. For more than sixty years, with the help of celebrities and sporting stars, the Taverners have raised significant funds to help young disadvantaged and disabled people to get involved in sport. Although mostly commonly identified with cricket, they have links with many other sports including rugby, tennis and basketball.

The Taverners recognised that they could use their respected position to bring together cricket organisations at various levels and channel their collective efforts to better ends. One outcome of this initiative is the London Disability Cricket Championships – involving the county boards, local clubs and disability organisations to offer young disabled cricketers the chance to compete through club and inter-borough competitions. Finals days have been held at the iconic Oval Indoor Cricket School and are fiercely fought out. WNST is one of several funding partners enabling an ever increasing number of young people to participate.

Inclusive United – Taking disability football to the next level

The community schemes of London's professional football clubs provide a host of sporting activities in their respective localities. Working together under the "London United" banner, they are starting to share their expertise and co-ordinate provision across the capital. Inclusive United is their first major initiative, helping to deliver the FA's Disability Football Development Fund, which WNST is jointly funding in London.

By the end of the first year of this three year initiative, eight clubs had received funding to deliver 20-week disability football projects, with more clubs due to join the programme in year 2. We are delighted that in this first twelve months around 800 individuals took part in one of the schemes and around 25 new teams had either been created or were in formation. Hopefully, these numbers will increase, as more activities come on stream.



We have funded projects for people with visual impairment, learning difficulties, cerebral palsy, Down's syndrome, or mental ill health, for those who are deaf or who are wheelchair users. Some projects are "pan-disability" and cater for all who turn up.

In last year's report, we showcased some of the work we are funding. Further examples are showcased opposite, demonstrating the power of football to deliver social outcomes.



Arsenal in The Community – Challenging mental ill health

The stigma around mental ill health is one that is only slowly being broken down within mainstream society. It is though recognised that taking part in regular sporting activity improves an individual's physical fitness and social well-being, all of which can contribute to better mental health. Working closely with staff at Camden & Islington NHS Foundation Trust, Arsenal in the Community has run a football coaching programme for adults living with a mental health diagnosis, who are resident either on hospital wards or supported out in the community.

Each session had some very specific rules that the participants have to adhere to which some can find difficult, such as no smoking or drinking, mutual respect and being fully committed to the activities. Furthermore, the venue, whilst self-contained, is a public pitch which could also present a challenge for those who are less confident. However, these aspects are all part of the learning experience, and participants are carefully supported throughout. Invariably though, the coaching drills and football banter win the day.

Leyton Orient Trust – Overcoming visual impairment

It can be very difficult for young people who are either blind or have a visual impairment (VI) to find inclusive mainstream sports activities that meet their needs. Equally, it is recognised that coaching VI football requires very specialist skills, to ensure that everyone is able to participate fully.

Leyton Orient Trust, one of the most long-established "football in the community" schemes is fortunate to have staff trained in coaching VI football. It has teamed up with Joseph Clarke School in Walthamstow –

a centre of excellence for young people with a visual impairment and additional or complex needs – to provide weekly coaching sessions, improving fitness, confidence and teamwork. Unusually for our programme, these take place during the school day, the only time that attendance can be guaranteed. However, the sessions offer a quality of coaching beyond what the normal school curriculum could provide. Some of the older pupils are also involved in helping to deliver the project, an added but important bonus.

West Ham United Foundation – The importance of inclusion

In running a wide range of coaching programmes across East London, the West Ham United Foundation recognises the importance of offering, wherever possible, provision that is fully inclusive - adapting the content of sessions where necessary to ensure that everyone can take part. This provides an important learning element for all participants, understanding each person's contribution and working as a team.

West Ham's Saturday morning club offers structured coaching for a large group of

young people with lower levels of learning disability or physical impairment, helping develop their personal as well as footballing skills. Additionally however, the project has integrated some of those taking part in West Ham's Kickz programme. This works with young people from deprived neighbourhoods to address anti-social behaviour and create routes into education and training. The mix of participants is carefully managed but offers a valuable and successful additional dimension to both programmes.

Community Grants

In 2014/15, we awarded **26 Community Grants totalling £49,830**

Organisation	Grant awarded
78 Squadron (Wembley) Air Cadets	£2,500 towards the costs of new sports equipment and related costs.
Access Sport	£2,500 towards the purchase of new BMX bikes.
AFC Wembley	£950 towards the costs of new youth kit and equipment.
Brent Football Partnership	£2,500 towards the costs of a football tournament in memory of Trevor Hutton.
Brent Punjabi Association	£1,500 towards the hire of dance and exercise tutors.
First Impressions Performing Arts	£1,200 towards the organisation's running costs.
Harrow and Wembley Sea Cadets	£2,350 towards the provision of new waterproof clothing.
Just Sports Youth FC	£1,500 towards the costs of new kit, equipment and other running costs.
Kingsbury High School	£2,500 towards the costs of a new tennis court and associated equipment.
Lohana Cricket Club	£2,500 towards the costs of an artificial cricket strip.
London Basketball Association	£1,000 towards the costs of a social basketball project.
Middlesex FA	£2,400 towards the costs of drop-in football sessions for men and women.
North West London Jewish Day School	£2,500 towards the costs of extra-curricular sports coaching.
Preston Park Bowls Club	£1,380 towards the costs of new equipment.
RollaDome All Skate	£2,500 towards the costs of a roller skating festival in Wembley Park.
Sport at the Heart	£1,200 towards the costs of sports activities for young children.
St Andrew's Youth Football Club	£1,000 towards the costs of pitch hire and equipment.
SWAY	£2,500 towards the costs of a holiday football project.
Tamil Association of Brent	£1,800 towards the costs of a youth cricket coach and new equipment.
Tokyngton FC	£2,000 towards the costs of Saturday training sessions.
Wembley Crime Prevention Panel	£2,450 towards the costs of a young women's boxing programme.
Wembley Park FC	£1,250 towards the club's running costs.
Wembley Stallions AFC	£1,000 towards the costs of new equipment.
West London Community Riding Centre	£2,350 towards the costs of horse riding sessions for young carers.
Willesden Cycling Club	£2,000 towards the costs of the under-18's club.
Woodcock Park Bowling Club	£2,500 towards the costs of a new scarifier.
Total Community Grants	£49,830



Strategic Grants

In 2014/15, we awarded **20 Strategic Grants totalling £247,960**

Organisation	Grant awarded
ADVANCE	£7,500 towards the costs of sport sessions for women survivors of domestic violence.
Age UK Brent	£12,500 towards the costs of an older people's activities programme.
Ashford Place	£20,000 towards the costs of a football project with young people.
Barham Park Trust	£20,000 towards the costs of an outdoor gym.
Brent Centre for Young People	£10,000 towards the costs of a "Sport and Thought" programme.
Brent Mencap	£20,000 towards the costs of a sports project for people with learning difficulties.
Bridge Park Community Leisure Centre	£10,000 towards the costs of a football project for disabled and autistic adults.
Byron Court Primary School	£20,000 towards the costs of renovating the school playing field.
Harp Young Sailors	£8,000 towards the costs of new training vessels and other equipment.
Hendon FC Supporters Society	£20,000 towards the costs of school football sessions at Silver Jubilee Park.
Horn Stars FC	£12,000 towards the costs of a sports and life skills project.
Jason Roberts Foundation	£15,000 towards the provision of sports activities for local disabled people.
Kick it Out	£5,000 towards the costs of a 'Diversity in Football' event.
Kinja Football Club	£17,000 towards the costs of a girls football programme.
Making Communities Work & Grow	£13,200 towards the costs of portable floodlights, shared with South Kilburn FC.
Phoenix Canoe Club	£9,780 towards half the cost of two accessible boats plus other equipment.
Special Olympics Wembley	£3,200 towards the costs of schools sports coaching sessions and festivals.
Welsh Harp Sailing Club	£9,780 towards half the costs of two accessible boats and other equipment.
Wembley Sailing Club	£10,000 towards the costs of a new safety vessel.
Westside Community Foundation	£5,000 towards the costs of primary school basketball coaching sessions.
Total Strategic Grants	£247,960

London-wide Disability Sports Grants

In 2014/15, we awarded **1 additional award** on this programme

Organisation	Grant awarded
Panathlon Foundation	£48,200 over two further years to continue the roll-out of primary Panathlon and other activities across London.
Total London-wide Grants in 2014/15	£48,200

Financial summary 2014/15

Key information from the WNST Trustees Report and Accounts 2014/15

	2015	2014
	£	£
Income		
Turnover grant from WNSL	929,224	960,285
Other income	1,600	1,164
Total income	930,824	961,949
Expenditure		
Charitable activities	434,514	1,169,352
Governance costs	8,906	8,108
Total expenditure	443,420	1,177,460
Reserves		
Balance of general funds	168,232	38,064
Balance of designated funds	600,000 ¹	242,764
Total funds	768,232	280,828

Note 1 - Designated for England project

The table above is not the statutory accounts but a summary of information extracted from the 2014/15 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 9th November 2015. A copy of the full accounts, auditor's report and Trustees' Annual Report can be obtained on request by emailing info@wnst.org.uk or by post from WNST, PO Box 270, Guildhall, London EC2P 2EJ.

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

Trustees

Lord Toby Harris (Chairman)

Sir Rodney Walker (Vice Chairman)

Ann John OBE

Dinah Cox OBE

Alderman Gordon Haines

Baroness Tanni Grey-Thompson DBE

Nick Bitel

Pete Ackerley (appointed November 2014)

Staff

Stewart Goshawk, Chief Executive Officer

Martin Hall, Grants Administrator

Admin credit

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



Photo credits

- p4 Panathlon
- p5 Wembley Stallions
- p6 Preston Park Bowls Club/Willesden Cycling Club
- p7 Hendon FC/Kinja FC
- p8 London Youth
- p9 London Playing Fields Foundation/Lord's Taverners
- p10 Charlton Athletic Community Trust/Fulham FC Foundation
- p12 Ilya Fisher/Panathlon/Access Sport/Lord's Taverners
- P16 Panathlon



WEMBLEY

NATIONAL STADIUM TRUST

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