

Committee	Dated:
City Bridge Trust Committee	11 th May 2017
Subject: Wembley National Stadium Trust (WNST)	Public
Report of: The Chief Grants Officer	For Information
Report author: Stewart Goshawk, Chief Executive Officer, WNST	

Summary

This paper provides members with an annual update on the work of the Wembley National Stadium Trust, which is run under contract by City Bridge Trust (CBT).

Recommendation

Members are asked to:

- To note the report and the on-going successful partnership between CBT and the Wembley National Stadium Trust.

Main Report

Introduction

1. Members will recall that for several years, CBT has operated a contract for the management and administration of the Wembley National Stadium Trust (WNST).
2. WNST is an independent charitable grant-making trust, with its own board of trustees, income, policies and programmes around the theme of community-based grassroots sport and physical recreation. One of CBT's senior staff, Stewart Goshawk, is seconded to act as its Chief Executive Officer. Some members may not be aware that the City of London Corporation and Wembley Stadium have a shared connection going back to the mid-1990s when the Corporation was a leading signatory to the competitive tender to rebuild the national stadium at Wembley (other leading cities across England bid unsuccessfully for this).
3. The charitable grant-making trust was established as a condition of the £120m lottery contribution that went into the building of the new stadium – under which the stadium management company has to donate 1% of its annual turnover to charity for a period of 50 years (approximately £1m per annum). In WNST's earliest days, the City Corporation provided a range of professional services *pro bono*. Once it was planned to start the grant-making in earnest, the WNST trustees sought out an experienced partner to manage

and administer its business. CBT successfully bid for the tender, which began in April 2012. The contract is paid on a carefully itemised, full cost recovery basis, so there is no question of CBT underwriting any WNST costs.

4. The rationale for doing so has been to demonstrate how two charitable trusts could work independently but together, using shared experiences and resources to inform and improve the work of both. The results have been very successful with WNST establishing itself as a key funder in the sports field, using the backing of CBT's in-house systems and knowledge; with CBT being able to draw on WNST's experience of running differently-focused and structured grants programmes, to inform its own activities and development. It has also, additionally, proved invaluable on many occasions to have Stewart's long-standing knowledge of CBT's history retained within the office, whether for example, for advice on previous grant awards or to help inform the current quinquennial review.
5. This model of co-operation between funders is one that has been of real interest across the grant-making community and has featured in an article in the Association of Charitable Foundations' journal – which highlighted the desire by CBT to use its accumulated knowledge and experience for the benefit of the sector more widely.

WNST programmes

6. WNST runs three distinct programmes, each of which receives one-third of the distributable income:

London Borough of Brent

7. This programme funds any community sports activity taking place for the benefit of the residents of LB Brent (the stadium's "home" borough). Since 2012, WNST has distributed more than £1.5m to 150 local sports providers, benefiting thousands of local people. Around 40% of funding goes to football projects, with the remainder split amongst a wide variety of other activities, from tennis, cricket, athletics and rugby, to Gaelic football, canoeing, volleyball, cycling and many more besides. Grants range from around £1,000 for new kit and equipment to larger sums of up to £25,000 for coaching programmes, building works and more significant capital items.
8. This locally-targeted, open-ended commitment is incrementally delivering a real impact for the borough and its residents, through successive grants rounds building on each other and developing the quality and availability of sporting opportunities within the area.

London-wide programmes

9. WNST's first three year London-wide programme delivered an innovative programme of funding for disability sport, working with recognised providers to help them establish new ways of working that can be replicated elsewhere. For example, WNST helped the Lord's Taverners to establish the capital's first

competitive cricket championships for young disabled adults – which started in just four boroughs and is now planned to go London-wide; and supported Panathlon (themselves a CBT grant recipient) to develop its sports activities days for multiply disabled primary school-age children – a programme it now delivers around the country.

10. WNST also partnered with the Football Association to fund a major programme of disability football delivered by the community trusts of London's professional clubs. This worked with over 3,000 individuals and has left a legacy of more than 80 new disability football teams and trained cohort of community coaches across the capital able to deliver quality sports activities for disabled Londoners.
11. WNST's next, recently-launched, London-wide programme is focusing on girls' sport, seeking to address the dramatic fall off in sports participation during their teenage years, especially in team sports. Working in partnership with the national governing bodies of England Netball, England Hockey and the England & Wales Cricket Board, WNST will be funding a major programme across London to help link primary schools with the three sports' networks of local clubs, to help bring about a step-change in the number of girls playing sport outside school. These three sports are each hosting their respective world cups over the coming three years and this profile, along with the success that the three England / GB teams are delivering at present, will be used to inspire the next generation of sportswomen.

England-wide programme

12. WNST was always aware that it must expand its presence across the county, given that Wembley is the English national stadium. However, with the limitations of funding, it was clear that a very targeted approach was required to ensure that any programme had a definable impact. To this end, we have partnered with the EFL Trust (the body co-ordinating the community activities of professional football clubs below the Premier League) to fund 25 of the clubs up and down the country to deliver a programme of disability football activities. This includes projects for amputees, wheelchair users, young people with autism, adults with enduring mental ill health and people with sensory impairments. The scheme was launched at an event at Wembley Stadium in November 2016.
13. The early success of the programme and demand for this type of activity is evidenced by the fact that in the first four months, around 2,000 different individuals have taken part in one of the sessions, double the target number.

Conclusion

14. The WNST trustees are clear that the multiple successes of their work to date is in no small part due to the management and administration partnership with CBT and the City of London Corporation. Having the ability to draw on the experience and workings of an active and high-profile funder gave WNST clear advantages from day one. From the opposite view point, CBT has, for

example, been able to draw on different in-house grant-making perspectives to help inform the current quinquennial review. The WNST / CBT partnership remains therefore an active and vibrant one, of benefit to both parties.

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