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| <b>Committee:</b>                                                                                                                                                                                                                                                                                   | <b>Date:</b>                  |
| The City Bridge Trust                                                                                                                                                                                                                                                                               | 30 <sup>th</sup> October 2013 |
| <b>Subject:</b>                                                                                                                                                                                                                                                                                     | <b>Public</b>                 |
| Wembley National Stadium Trust                                                                                                                                                                                                                                                                      |                               |
| <b>Report of:</b>                                                                                                                                                                                                                                                                                   | <b>For Information</b>        |
| Chief Grants Officer                                                                                                                                                                                                                                                                                |                               |
| <p><b><u>Summary</u></b></p> <p>This report advises Members of progress and activities undertaken by the Wembley National Stadium Trust, which is administered under contract by City Bridge Trust.</p> <p><b>Recommendation</b></p> <p>That Members receive this report and note its contents.</p> |                               |

## **Main Report**

### **1 Background**

- 1.1 Newer Members of the Committee may be unfamiliar with the Trust's role in the management and administration of the Wembley National Stadium Trust (WNST). As part of the deal which committed £120m of lottery money towards the budget of the building of the new Wembley Stadium, a legal agreement was concluded whereby the Stadium has to covenant 1% of its annual gross revenue to charitable causes (a five year grace period was allowed before the duty to pay began).
- 1.2 WNST was established as an independent charitable trust, to receive and distribute these funds – which amount to around £1m per annum. The charitable objects of WNST are to promote and facilitate grassroots and community sport for young people and anyone in need of help and support in taking part in sporting activities. Not surprisingly, WNST works closely with the senior management of Wembley Stadium and the Trust's activities help to fulfil the Stadium's corporate social responsibility ambitions.
- 1.3 Historically, the City Corporation has a long-standing connection with WNST, having provided it with pro bono legal, financial and company secretarial services.

## 2. **City Bridge Trust involvement**

- 2.1 The grace period expired on 9<sup>th</sup> March 2012, prior to which the WNST trustees consulted with a number of leading trusts and foundations, including CBT, on the nature and scope of their grant making strategy. One of the trustees' initial decisions was to contract with a third party for the management and administration of the Trust's business – but one which would keep WNST's work independent and distinct. A number of potential providers were invited to bid, including CBT. This was submitted - with the support of the then Town Clerk and Chairman on the basis that the work was charged on a full cost recovery basis – and was successful. CBT therefore took over this responsibility on 1<sup>st</sup> April 2012. The end of September 2013 therefore represents the mid-point of the initial three year contract.
- 2.2 This is the first occasion on which the Trust has administered wholesale another Trust's activities. The award of the contract reflects well upon the City Corporation and the City Bridge Trust. Undertaking this work helps the Corporation to fulfil its remit of supporting the Capital and the nation, using its skills and expertise to develop and enhance a valuable initiative for local communities. It is also recognition of the City Bridge Trust's place amongst the leading charitable trusts and foundations. The WNST trustees were clear that they wanted to partner with a well-respected, robust and experienced funder to take care of it business. The contract therefore enhances the reputation of both CBT and the City Corporation.
- 2.3 There are also practical benefits for CBT. For example, in planning for the Trust's new grants programmes, it was agreed that funding applications and monitoring reports should be submitted wholly on line. This is already the practice at WNST, which uses the same in-house systems as CBT. This experience has been valuable in helping CBT establish its new procedures.

## 3 **WNST activities**

- 3.1 The contract is delivered by one of CBT's experienced senior members of staff seconded to work for WNST three days a week, as the Trust's Chief Executive Officer, with dedicated administration support from within the CBT team. The CEO works directly to the WNST board, chaired by Lord Harris of Haringey, with other members including: Sir Rodney Walker, one of the country's leading sport's administrators; former Paralympian Baroness Tanni Grey-Thompson; the Chair of Sport England, Nick Bitel; and from the City Corporation, Alderman Gordon Haines.

3.2 The CEO is responsible for all aspects of both the strategic development and day-to-day running of the Trust. This has included undertaking wide-ranging consultation exercises to inform the Trust's grants initiatives; developing the content and procedures for the programmes; assessing all applications and monitoring the grants awarded; establishing and maintaining the WNST web site ([www.wnst.org.uk](http://www.wnst.org.uk)); devising and maintaining financial and banking procedures; drawing up the annual accounts and working with the appointed external auditors; writing the WNST annual review; and generally acting as an ambassador for the Trust to promote its work.

#### 4 **WNST grants programmes**

4.1 WNST currently operates, or has plans for, three grants programmes. Each receives approximately one-third of the available annual income:

#### 5 Community sport in LB Brent

5.1 It is self-evident that those living in the immediate vicinity of the Stadium are those most affected by its activities. It is therefore right that the Trust should put something back into these communities.

5.2 Within the Brent programme, there are two schemes:

*Community awards* – grants of up to £2,500 for smaller local groups, towards the costs of equipment, pitch hire, coaching or other running costs.

*Strategic awards* – grants of up to £25,000 to more established organisations for larger capital purchases or more in-depth projects.

5.3 Two grants rounds are run each year (summer and winter). This year, we have supported around 60 local groups with grants worth in excess of £450,000. There is an expectation that there will be a good proportion of football projects within the overall portfolio, but we have funded a diverse range of sports from cricket, rugby and tennis to athletics, volleyball, cycling and even roller skating.

#### 6 Disability Sport in London

6.1 The trustees were keen to support some activity across the capital and after consideration of a number of options, alighted on the desire of many disabled people to give sport a try. The London 2012 Paralympics inspired many disabled people to see that sport could be for them – especially after most have been dissuaded from proper participation, whether at school or elsewhere. What is often lacking is the availability of quality inclusive or disability specific opportunities in which to take part. There is also very little organised competitive sport for disabled Londoners.

- 6.2 WNST is supporting 11 high-profile projects across London over the next three years, with grants totalling £800,000 to help address these issues. To ensure the quality of the provision, all funded organisations must adopt 'Inclusive & Active 2', the kitemark for best practice, overseen by Interactive (themselves a CBT grant recipient). All the projects must also either be expanding provision, piloting a new approach or developing work that can be replicated.
- 6.3 WNST's signature project is a funding partnership with The Football Association to deliver the London element of the national Disability Football Plan. This involves the community projects associated with each of the Capital's 15 professional football clubs, together with the four regional FAs covering London, and several major national disability charities. This programme has the potential to make a real impact on the delivery of disability sport across the capital.
- 6.4 Other projects funded include: multi-sport activities for severely disabled primary school-age children; a programme to develop and mentor young disabled cricketers as role models for others; football coaching for people with enduring mental ill health; a project to give young wheelchair users the chance to try different activities; and weekly sports sessions for people with autism.

## 7 England-wide programme

- 7.1 Wembley Stadium is the home of the many English national football teams. It is therefore appropriate to support some sporting activity across the country. However, the trustees are mindful that the annual funds available would have only a very limited impact. The intention is therefore to accumulate funds for several years, with which to fund a major, yet-to-be-decided, initiative. Initial scoping work for this programme will start later in 2013/14.

## 8 **Conclusion**

- 8.1 The first 18 months of the contract to run WNST has been very successful. It is an excellent model for the sector as a whole, how two charitable foundations – each with their own governance arrangements, objectives and programmes – can work together, for their mutual benefit, pooling their expertise and experience.
- 8.2 A considerable amount of work has been undertaken to position the Trust within the sports funding world. This is now starting to pay dividends, with WNST seen as an important partner in a number of key sports initiatives. The "Wembley" brand is one that is recognised universally and its association with CBT and the City Corporation is proving to be a very positive partnership.

**Recommendation**

**It is recommended that Members receive this report and note its contents.**

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Date report written: 03/10/2013