

<b>Committee:</b>	<b>Date:</b>
City Bridge Trust	15 <sup>th</sup> May 2014
<b>Subject:</b> Wembley National Stadium Trust - Update	<b>Public</b>
<b>Report of:</b> Chief Grants Officer	<b>For Information</b>
<b>Summary</b>	
This report brings members up to date with the work of the Wembley National Stadium Trust.	
<b>Recommendation</b>	
Members are asked to note the report.	

## Main Report

### **Introduction**

1. At the last meeting of your Committee Members requested an update on the work of the Wembley National Stadium Trust (WNST).
2. WNST is an independent charitable trust, with its own board of trustees and grant-making policies, administered under contract by the City Bridge Trust. One of the Trust's senior officers is seconded to WNST as its Chief Executive, with other members of the CBT staff team assisting with administrative duties. CBT charges WNST a fee on a full cost recovery basis for the service. Alderman Gordon Haines is one of WNST's seven trustees.
3. This is the first occasion on which CBT has undertaken work on this kind of arrangement but the venture has been mutually beneficial. WNST benefitting from CBT's renowned experience for high-quality grant-making, whilst CBT has been able to use systems piloted by WNST to develop its own working methods.
4. More generally within the grant-making community, there has been real interest and commendation for the City Corporation and CBT using its skills and experience to contribute to the wider charitable good. The work also helps to fulfil one of the City's key objectives in supporting the development of quality activities across Greater London.

### **Grant-making activities**

5. WNST receives an annual payment from Wembley National Stadium Ltd (WNSL) equivalent to 1% of the stadium's turnover. This equates to around £1m per annum and is in recognition of the lottery contribution of £120m provided by Sport England towards the construction of the new stadium. The

payment is covered by a legal agreement between WNST and WNSL which lasts for fifty years.

6. WNST's objectives concern the promotion of community sport and assisting those who through age, disability, poverty or other reason require help to participate. There is an expectation within the grants programmes that there will be a sizeable contribution towards football, but all sports are covered in principle.
7. The £1m income is split into three equal shares:

#### **Community sport in LB Brent**

8. This supports grassroots sports activities in the stadium's home borough. Each year there are two grants 'rounds', both offering small "community grants" of up to £2,500 for more local groups and larger "strategic grants" of up to £25,000 for more well-established organisations. Grants can be for either capital or revenue.
9. Since the first round of grants in January 2013, WNST has awarded 81 grants in the borough (51 community and 30 strategic awards) worth in excess of £600,000. These grants, especially the smaller awards, are received with great enthusiasm and make a real and quantifiable difference to the service that the groups can provide. Funds have been used for a wide range of purposes including:
  - Hall or pitch hire costs
  - Referees expenses
  - Volunteer, coaching and training costs
  - Purchase of new sailing craft, cricket nets or football equipment
  - Premises re-wiring and re-roofing
10. The range of sports covered includes not just football, cricket, tennis and rugby but also table tennis, volleyball, basketball, climbing, netball and many more. The aim is to ensure that sport really is for all. An example grants round list is at Annex A.

#### **London-wide disability sport**

11. WNST is funding 11 high-profile projects working to improve the opportunities available to disabled Londoners to take part in and compete in sport. The projects chosen for inclusion in the programme were selected for their potential to take an aspect of disability sport onto a new level or into a new arena, to learn lessons and then to disseminate these widely. A full list of the projects is at Annex B. A good example of the work is Panathlon, which offers sports activities for severely or multiply disabled young people. Previously they had only worked in secondary school environments. WNST funding has enabled them to adapt the sessions for primary school children, which is now being rolled out at locations across the country.
12. WNST's signature project on this programme is partnering with the Football Association to deliver the Greater London Disability Football Scheme. This is run through the community schemes associated with each of the 15

professional football clubs in the capital. These schemes have different specialisms in delivering football sessions for young people with for example a visual impairment, cerebral palsy, learning difficulties or autism. A recent session of Powerchair football run by Crystal Palace in the Community, funded by the Trust, was featured in an article on Sky Sports News.

### **England-wide project**

13. The WNST trustees also recognise that Wembley is the English national football stadium and that, in due course, its grant-making needs to reflect this. However, to ensure a sufficiently sizeable pot is available to ensure a meaningful programme is feasible, money is being set aside annually, to accrue a fund of around £1m. This will be achieved by late 2015. Work will start this summer to scope the nature of what this programme might contain.

### **Partnership working**

14. With the limited management and administrative resources available, it is vital that WNST works actively in partnership with outside bodies to achieve its objectives. The valuable working relationship with City Bridge Trust and the City Corporation is the clearest manifestation of this but there are many more.
15. Locally in LB Brent, WNST works closely with the council for voluntary service, which has been very helpful in supporting potential applicants to complete fundable applications; whilst the council's Sports Development Team promotes WNST funding widely across the borough and has encouraged many good applications.
16. On the London-wide programme, WNST has partnered with Interactive (itself a recipient of City Bridge Trust funding) to ensure that all of the work being funded is delivered to the highest specification and meets the needs of the disabled participants. All of the organisations funded have received Interactive's quality kitemark.

### **Reputation**

17. The work undertaken by WNST has quickly built up a strong reputation within its areas of interest. This is reflected in feedback from a wide range of people and from the contacts seeking the Trust's advice. For example, the Chief Executive Officer recently met with the All England Lawn Tennis Club at Wimbledon to help them develop a more formal community programme. Many of WNST's more significant beneficiaries are also aware of the work undertaken by City Bridge Trust (some have been funded by you) and appreciate the partnership between the two organisations.
18. WNST also maintains excellent working relationships with the management at Wembley Stadium. They recognise the real value of supporting a wide array of local groups, many of whom boast of being able to see the stadium's arch from their pitch or venue! Many funded organisations also proudly display the Trust's logo, which incorporates the Wembley emblem, on their kit and equipment.

## **For the future**

19. The partnership between WNST and CBT represents a good collaborative model for other trusts and foundations to consider. It is cost-effective and an excellent opportunity for CBT to share its grant-making expertise and systems; and for some CBT staff to further develop their skills through supporting the WNST work.
20. The current CBT contract for the management and administration of WNST is for three years and expires in March 2015. A meeting has been scheduled in May between your Chief Grants Officer and the WNST Chief Executive, to discuss future arrangements. The outcome of the meeting will be reported to you at your next Committee meeting with a recommendation as to your future engagement.

## **Recommendation**

**Members are asked to note this report.**

Stewart Goshawk,  
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Report written: 29<sup>th</sup> April 2014

Grants Approved in January 2014

Annex A

Reference	Organisation	Purpose of Grant
<b>COMMUNITY GRANTS</b>		
12032	AC Carrera	£2,500 towards the costs of pitch hire, new kit / equipment and other costs.
12031	Brent Storm Basketball Club	£1,800 towards the cost of venue hire.
12095	Capital City Partnership	£2,500 towards the costs of an Irish dance schools programme
12089	Coles Green Tennis Club	£1,700 towards the costs of mini-tennis, support for the junior squad and other club equipment.
12075	First Impressions Performing Arts	£2,000 towards the costs of street dance classes - costumes, tutors and other running costs.
12064	Garryowen GFC	£1,700 towards the costs of equipment, pitch hire and running costs.
12044	Iraqi Centre for Integration & Cohesion	£1,500 as a final contribution towards the costs of yoga classes.
12052	Kinja Football Club	£2,500 towards the costs of coaches, pitch hire and equipment.
12049	Middlesex County Football Association	£2,400 towards the pitch hire, coaching and other costs of social football sessions at Vale Farm.
12091	Somali International Youth Development	£2,500 towards the costs of a football tournament.
12081	Special Olympics Wembley	£1,750 towards the costs of a football coaching scheme for people with learning difficulties.
12063	St Andrew's Youth Football Club	£2,000 towards the costs of pitch hire, new kit and equipment.
12076	St Mark's Church, Kensal Rise	£2,500 towards the coaching costs and equipment for a pilates course for older people and new mums.
12070	St Mary Magdalen's Catholic Junior School	£2,500 towards the coaching and equipment costs of a multi-sports activity programme for underachieving boys.
12054	Tamil Association of Brent	£1,900 towards the costs of netball venue hire and coaching.
12080	Wembley Crime Prevention Panel	£2,440 towards the costs of a kick-boxing tutor.
12037	Wembley Sailing Club	£2,500 towards the cost of one Laser Pico boat.

Reference	Organisation	Purpose of Grant
12074	Willesden (Constantine) Football Club	£1,380 towards the costs of a set of Park Goalposts.
12067	Young's Football Coaching School	£1,250 towards the costs of venue hire.
<b>STRATEGIC GRANTS</b>		
12060	ABC Coaching	£12,500 towards the costs of football coaching projects at the Capital City Academy and Vale Farm.
12061	Brent Schools Football Association	£8,000 towards the costs of new kit, tracksuits, footballs and goals (£6,300 in total), with a contribution towards running costs (£1,700).
12078	Harp Young Sailors	£12,000 towards the purchase of 3no Feva craft, together with associated equipment.
12079	Swamibapa Cricket Club	£15,000 towards the costs of a cricket net installation at the new Shree Muktajeevan Sports Academy.
12086	Wembley & Sudbury Tennis, Squash & Social Club	£19,200 towards the costs of re-roofing the squash courts and re-wiring the club house.
12077	Wembley FC LTD	£14,000 towards the costs of a World Cup Football Festival.
12072	Wembley Sports Association	£25,000 towards the costs of: <ul style="list-style-type: none"> <li>- New changing rooms.</li> <li>- Roof repairs to the clubhouse.</li> <li>- Remedial works to the cricket nets.</li> </ul>
<b>TOTAL GRANTS APPROVED ON 14<sup>th</sup> January 2014: £145,020</b>		

**London-wide Grants Approved in June 2013**

**Annex B**

<b>Reference</b>	<b>Organisation</b>	<b>Purpose of Grant</b>
<b>LONDON-WIDE DISABILITY SPORTS GRANTS</b>		
11826	Access Sport	A grant of £30,000 over two years (2 x £15,000) towards the costs of 'Ignite'.
11822	Cricket for Change	A grant of £98,000 over three years (£49,000; £24,500; £24,500) towards the costs of 'Hit the Top' heroes.
11820	England Athletics Ltd	A grant of £35,000 to provide funding for equipment and other costs to enable the delivery of athletics activities for disabled Londoners.
11819	London United	A grant of £225,000 over three years (3 x £75,000) for a wide-ranging programme of disability football based around the 15 community schemes of London's professional football clubs.
11811	London Playing Fields Foundation	A grant of £36,900 over three years (£11,700; £12,300; £12,900) towards the expansion of 'Coping through Football' to meet the needs of younger clients.
11831	London Youth	A grant of £86,400 over two years (2 x £43,200) to increase the capacity of youth clubs to deliver sport for disabled young Londoners.
11839	Lord's Taverners	A grant of £80,000 over three years (£35,000; £30,000; £15,000) towards the costs of a London disability cricket programme.
11812	Panathlon Foundation	A grant of £20,000 to run Panathlon sessions for primary school age children in London.
11807	Saracens Sport Foundation	A grant of £64,000 (£33,000; £31,000) towards the costs of multi-sport opportunities for people with autism.
11830	South London Special League	A grant of £20,700 over three years (3 x £6,900) towards the costs of sports leagues for disabled adults.
11810	Wheelpower – British Wheelchair Sport	A grant of £102,600 over three years (£29,600; £36,200; £36,800) towards the costs of wheelchair sports activities for children of primary school age.
<b>TOTAL LONDON- WIDE GRANTS APPROVED ON 25 JUNE 2013: £798,600</b>		