



ONE BRICK AT A TIME.

WWW.AFCWEMBLEY.COM/BLOCKPROJECT



HISTORY



In 2011 AFC Wembley introduced The Corner League. A concept originating in Jamaica, a league was formed with each team represented by either a council estate or 'deprived' area in the London Borough of Brent. Within a 4-year period, over 10 areas in Brent participated in The Corner League.

Northwest London is the smallest yet one of the most prideful sides of the nation's capital, yet community divide has plagued Brent for many years. Integration outside of the school environment is non-existent which is a state of play which is predicted to only get worse. We took pride in using football to bring our communities together. Areas who would otherwise be deemed as enemies found themselves competing in friendly competition on a weekly basis. The age range of The Corner League was 16+ years old. An age range we deem as vital yet very reactive from an intervention standpoint.

The Block Project was created as part of the evolution of The Corner League, targeting ages 7 -12 years old. The Block Project will take more of a pro active approach to tackling this specific community issue.

KEY THEMES

PARTICIPATION

To increase weekly participation amongst young people aged 7-12 years old.

ACCESSIBILITY

Provide provision to make organised sports more accessible for the local community

COMMUNITY

Contribute to a culture of community cohesion across the London Borough of Brent.



PARTICIPATION

To increase weekly participation amongst young people aged 7-12 years old.

At the AFC Wembley Foundation, we prioritise the physical and mental wellbeing of Brent residents. We believe in providing consistent opportunity to participate in weekly physical activity to assure not only the health benefits that accompanies regular exercise, but also the social benefits that can help young people become the best version of themselves.



ACCESSIBILITY

Provide provision to make organised sports more accessible for the local community

Organised football should be accessible to everyone. Both economically and geographically. There are so many external factors that can have an impact on a household. Without acting on facts or assumptions, accessibility should be unconditional. Block Project sessions will be free to assure we are serving lower income households, and all sessions will be delivered on their respective council estates, in a safe, controlled and monitored environment to assure we are serving parents/guardians who may have concerns regarding travel.



COMMUNITY

Contribute to a culture of community cohesion across the London Borough of Brent

The foundations of the Block Project is The Corner League. Using football as a tool to bring communities together will always be at the heart of what we do. Quarterly we will bring all 3 Brent areas together in the same environment. We aim to use this to breed familiarity, social cohesion and ultimately reintroduce a culture of togetherness that once existed in Northwest London.



OUR AUDIENCE

COACHES

All coaches delivering Block Project sessions will be either from or currently live in their respective estates/areas. AFC Wembley Foundation will support them with their coaching CPD to assure their continuous upskilling. There is a two-fold benefit system through this:

1. Coaches will develop their football coaching prospects through the gaining of qualifications and experience. This will aid coaches should they want to pursue a career in the football industry.
2. Coaches who are constantly up skilled will only benefit those who they are solving. We believe free football sessions in our community should be delivered by highly competent coaches the same as if they were paying a premium price.

PARTICIPANTS

There is an unfortunate stigma that has made high quality coaching synonymous with premium prices. We're proud to offer high quality coaching in a safe environment free of charge, Young people will be given the opportunity to participate in weekly sessions that places emphasis on fun and development with a clear and accessible pathway for a more competitive experience.