



**BRENTFORD FC**   
COMMUNITY SPORTS TRUST

# First Annual Report

25.10.05 - 31.03.07

Second Edition

abseiling accessible achieve **achievement** breaking down barriers cricket  
**commitment** community competition DJING estate league edale  
education engagement enjoy fishing **friends** group parents  
healthy opportunity **fun** independence integration YOUTH regular  
havelock organised role models rules **enjoyment** informing  
**involvement** london tape-ball cricket progress referrals **VOLUNTEER**  
residential NEW EXPERIENCE **SAFE** residents association support  
**represent** music lyrics university structured **matchday** LEAGUE  
video youth group routine **outdoor** partnership pool role  
**TRUST** **participant** football trip tennis HAND SHAKES **NEW**



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The words within the picture form a tag cloud generated from hard data uploaded using substance software. The software is used to monitor both our Positive Futures and Kickz programmes.

Mission Statement

To create exciting, progressive and socially inclusive multi-sports participation, coach education and facility development programmes, enabling participants, coaches and volunteers to realise their potential



Participants from Brentford FCCST Positive Futures programme relax with a game of football after a hard day playing football at the West Country Cup, Watergate Bay, Newquay, April 2007

# Foreword



It gives me great pleasure to report on a very successful first year for Brentford Football Club Community Sports Trust. Before you read about our achievements this past year and our plans for the future, I feel it is important to talk about the history behind the Trust, which is the bedrock of this community-based organisation.

The Brentford FC Football in the Community Programme established in 1987 was amongst the pioneering programmes aimed at engaging club and community. The scheme's first Community Officer, Martyn Spong, created an innovative programme with a range of activities from football coaching to over 50's lunch and dance clubs. Lee Doyle joined the scheme in 1988 and together they built a programme that helped Brentford FC win 2 national awards for best practice, The Football Trust Community Club of the Year 1990-91 (shared with Sunderland) and Jewson Family Club of the Year 1992-93. Martyn moved into Academy Football and facility management in 1994 and Lee took over and developed a vision of creating a Community Sports Trust.

I became involved with the Trust when asked to become a Trustee of the new Charity. I am thoroughly enjoying working with my fellow Trustees all of whom are taking an active role to help in the development of this exciting programme. Lee is now our Chief Executive and the Trust offers thousands of boys and girls coaching in 10 different sports across the London Boroughs of Hounslow, Ealing and Richmond upon Thames.

One of the Trust's great strengths is the quality of the staff. Today we employ more than 25 full-time staff and 50 part-time coaches, all with a variety of skills and expertise, to deliver sport to the local community.

In this foreword, I will not attempt to cover every aspect of the Trust's work, as you will find this comprehensively covered in this exciting first report. However, I would like to mention a programme that the Board of Trustees identified as an area to place particular emphasis on, in the coming years.

### Bees Ability Counts Programme

This year, we appointed our Ability Counts Officer, Pete Shears, as part of our commitment to give every child the opportunity to participate in sport. As a result we have increased the coverage of the programme such that each month up to 250 children with disabilities now benefit from coaching sessions. This is a fantastic achievement by the team and one which we fully expect to develop. We plan to expand further the range of sports offered to children with disabilities. This will include kayaking and rowing activities on the River Thames and the Grand Union Canal.

We are particularly grateful to our regular sponsors The Andy Fuller Marathon Appeal, the Football Association Ability Counts programme and the John Lyons Trust. The significant contribution of the Football Foundation, who have made £108,000 of funds available over the course of 3 years has enabled this important programme to move forward with pace.

**Statement of Financial Activities**  
Through a creative partnership strategy, investment in community sport via the Trust between October 2005 and March 2007 was £1,019,984.

None of the work that is highlighted in this report would be possible without the financial and physical support of a multitude of private, public and voluntary organisations with which positive partnerships have been created.

Matching funding streams has been a successful way of ensuring that our inclusion strategy can be delivered. An excellent example of this is the Floodlit Street Soccer programme funded by the Football Foundation and matched by Hounslow Homes and the Children's Fund.

We will continue to look for innovative ways of funding to ensure that new and existing programmes are sustainable and that we continue to offer a high quality service to the community.

When you have read this report, I hope that you, like me, will feel excited by the partnerships and programmes that are alive in our community.

It has been an exciting first year for the Community Sports Trust and the year ahead is one where we will continue to build on the wonderful foundations of the first twenty years of community involvement, bringing more sports to more people in more locations.

We look forward to the year ahead with great confidence.



Ian Dobie  
Chairman

Board of Trustees (from left to right)  
Ian Dobie, Brian Burgess, Stephen Callen, John Cudmore  
Dave Palmer, Brian Fuller, Prof. Steve Hodkinson, Eileen D'Souza



Our first annual report aims to introduce you to the staff, volunteers and participants of the Trust and to explain the background to our projects. Whilst it records the first 15 months of activities within Brentford FC Community Sports Trust, the work is underpinned by 20 years of community engagement.

There are many analogies that we can draw with football. It feels as though we have completed our first season in a new league. We have developed a team of talented, enthusiastic people with a passion for sport and working with young people. The team possess the ability to deliver community sport projects from creation to completion. Where skill gaps exist, staff are keen to learn and are assisted by local and national training opportunities. Our aim has been to establish an organisation that is 'fit for purpose.' Achieving charitable status provides an infrastructure that encourages and rewards investment, and has enabled us to appoint Trustees who have become part of the team and contribute a wealth of knowledge to the organisation.

Our supporter base has grown and provided encouragement at key moments in our campaign. The founder partners, Brentford Football Club working in conjunction with Ealing and Hounslow councils, have been ever-present members of the team throughout our history.

Later they were joined by the National Football in the Community programme, completing a strong 'back four'. The formation of the Trust has encouraged new organisations to join the squad of funding partners such as Ealing and Brentford Consolidated Charity whose contribution to core costs enables us to focus on the delivery of sport. St. George West London Ltd has committed long term funding for new projects and staff development as well as providing human resources to the Trust. They have also introduced us to new partners such as Signature Technologies and The London Communications Agency who add significant value through 'in kind' contributions and support.

On the field of play our new team are delivering 5000 coaching sessions across 10 sports at 60 schools and 50 housing estates per annum in Ealing, Hounslow and Richmond & Twickenham. In addition we work closely with The Griffin Park Learning Zone and together have recently developed an exciting new Young Apprenticeship programme in partnership with Hounslow Education Business Partnership. Pathways to progression are an essential feature within this and all of our projects. As a result many young people are crossing the line in a process of transition from participant to coach through education and volunteering programmes.

Our remit now extends to improving local sports facilities. An example of work in this area is the recent development of the Brentford Boating Arch situated under Kew Bridge. The project is the result of a private, public and voluntary partnership, funded by St. George West London Ltd and the B&Q 'You Can Do It' awards. Pupils from Green Dragon School, Brentford were the first school to visit the arch and take to the water. Canoeist Campbell Walsh, silver medallist at the Athens Olympics, took part in the training session and spent time discussing his training regime with the children. The launch was a day they will never forget and demonstrated the motivational power of the Olympic movement.

In summary, the exciting feature about the Trust is the potential it possesses to make a difference to people's lives through engagement in sport, and its scope and flexibility to create positive change. This report is a snapshot of our journey, a journey that has only just begun.

Lee Doyle  
Chief Executive

"It's raining but we don't care!"  
A Green Dragon pupil and Lee at the launch of the Brentford Boating Arch, October 2007





Brentford Football in the Community (BFitC) was established in 1987 as part of a joint initiative between Brentford Football Club and two Local Authorities, Ealing (LBE) and Hounslow (LBH). The aim was to create a partnership that fulfilled a number of sport and community activity participation aims for all partners including making the Brentford Football Club stadium more accessible and taking the club out into schools and sports centres to promote junior football sessions.

BFitC became part of the national Football in the Community Programme, developed in 1986 by the Footballers Further Education and Vocational Training Society. Football was in turmoil throughout the 1970s and 1980s. Hooliganism and decaying stadia took the headlines as football crowds declined.

Piloted at five clubs in the North West of England in 1986, by 1992 there were 80 BFitC programmes running at professional football clubs. The initial programmes were established with the aim of self-sufficiency for each scheme and as a result many activities were based around income generation. The operation of Saturday morning and holiday camps, match day and birthday parties focused on the provision of organised football activities for children aged 5-14 years. BFitC was innovative from the outset combining the strategic networking power of two London Borough authorities with the brand of a professional football club. The first Brentford Community Officer, Martyn Spong, recruited a group of coaches including many students from nearby Borough Road College. Assistant Community Officer, Lee Doyle, joined Martyn in 1988. The innovative programme received national recognition through The Football Trust National Community Award in season 1990-1991 and the Jewson Family Club of the Year in season 1992-1993.

### An Inclusive Strategy

When Labour came to power in 1997 they chose to focus on the issues of social exclusion and how sport could be used to promote social inclusion. Football had a surge of new interest with the advent of the Premier League, significant TV revenues, and new purpose built stadia for the modern supporter. Football was prominent in popular culture again.

The Policy Action Team 10 (PAT10) report in 1999 detailed ways in which sport and sports bodies could begin to make a difference. This, in particular, applied to the football industry. The report opened with a series of assertions. These included:

1. Arts and sport are inclusive and can contribute to neighbourhood renewal;
2. Arts and sport bodies should acknowledge that social inclusion is part of their business;
3. Arts and sport are not just an add-on to regeneration work.

In his foreword, Chris Smith (then Secretary of State for the DCMS) considered how:

“... Arts and sport [initiatives] can not only make valuable key outcomes of lower long-term unemployment, less crime, qualifications, but can also help to develop the individual responsibility ...”

Youth, social and urban policy began to echo the PAT 10 report on a national scale, reflected through grassroots delivery. The Positive Futures project established in 2000 was one of the first government funded projects to use sport and arts to tackle social exclusion in the form of young people who are at risk of becoming involved with anti-social behaviour, drug misuse and youth crime.

### Positive Futures, Street Soccer & Kickz

From the outset, the BFitC scheme had operated estates based programmes but new approaches to working with young people through a range of sport, art and cultural themes increased the potential to expand. BFitC was successful with an application for a Positive Futures project in partnership with Ealing Council and Ealing Drug and Alcohol Action Team (DAAT) in 2003. This was also BFitC's chance to provide evidence to the case supporting the use of sport as a means to promote social inclusion. Coupled with the development of The Football Foundation in 2000 (a charity managing a fund created by 5% of professional football television rights revenue) there was an opportunity for sport-based programmes in particular to use football as a means of involving marginalised young people.

With the successful implementation of the Positive Futures project, BFitC was able to attract partners interested in contributing to innovative and dynamic ways to tackle problems such as anti-social behaviour and obesity. As a result, within 2 years the Ealing Positive Futures grew from one project targeting 3 wards in Ealing to 4 major youth inclusion programmes, all with their own aims and objectives, targeting over 12 Wards in 3 London boroughs. Significant sources of funding that aided this growth include those from the Neighbourhood Renewal Fund, Connexions, Ealing Community Safety Team, Awards for All and Sport England. BFitC learned from experience and worked with local housing providers with the aim of providing year round provision instead of traditional holiday programmes. Sport participation programmes were developed with partners including Catalyst Housing, Notting Hill Housing, Richmond Housing Partnership and Dominion Housing Group as well as Arms Length Management Organisations such as Ealing Homes and Hounslow Homes. In many cases, financial support from these organisations was matched with Football Foundation funding to increase provision and participation.

The number of youth inclusion projects managed by Brentford continues to expand. This is emphasised by the introduction of Kickz, a youth inclusion project similar in essence to Positive Futures, but backed financially by the football industry and Metropolitan Police. There is also a core funded disabilities programme through the John Lyons Charity, AFMA, Ability Counts, Middlesex F.A. and the Football Foundation.

### Influencing Local Strategy

As understanding of our work increases, so has our influence at the local policy level. We have fed into the local Ealing Play Strategy and the Children and Young Peoples Strategies. We also sit on the Community Sport and Physical Activity Network (CSPAN) board for Ealing, Hounslow, Richmond and are a member of Ealing's Culture and Sport Board.



These initiatives have been driven by central government policy using sport and its governing bodies to make a difference. The government's focus on children and young people has extended to the Every Child Matters agenda that set out a new approach to the well-being of children and young people from birth to age 19. Every child, regardless of background or circumstances, should have the support they need to

- Be healthy
- Stay safe
- Enjoy and achieve
- Make a positive contribution
- Achieve economic well-being

The Trust is well positioned to tackle the issues raised in the Respect agenda while also building on Sport England's strategy to increase participation in sport. Government are now driving towards more youth consultation and volunteering programmes, as their search to tackle social exclusion continues through building social capital and bringing about civic responsibility among our young people.

#### The Griffin Park Learning Zone

Initiatives such as Playing for Success created educational hubs at sporting venues. BFitC worked in partnership with Jo Emmerson at Hounslow Study Support Service, the Football Foundation and Department for Education and Skills to transform a lounge at the stadium into a fully equipped classroom through the Playing for Success initiative. Core objectives of this initiative are to raise achievement in literacy, numeracy and information communication technology using football and the branding of a professional football club to do so. This has developed further at Brentford FC with the introduction of an extended Learning Zone called 'The Hive' funded by the Learning Skills Council.

#### Creating a 'Fit for Purpose' Organisation

In October 2005, Brentford Football in the Community became Brentford FC Community Sports Trust (BFCCST). This was a natural progression for the organisation as it sought to provide a stronger legal and business framework opening more opportunities to receive funding including donations. This evolution allowed us to re-brand as we moved away from the old Football in the Community model to a more inclusive organisation that encompasses the delivery of a wide range of sports within different settings but is also immersed in projects away from direct delivery including community development, improving skills, capacity building and regeneration. The strategy within the Brentford FC Community Sports Trust is based on partnerships with the public, private and voluntary sector in the realisation that a programme must be balanced to be sustainable.

#### Mission Statement

'To create exciting, progressive and socially inclusive multi-sports participation, coach education and facility development programmes, enabling participants, coaches and volunteers to realise their potential.'

An indication of the expansion of BFCCST is the increase in full-time staff from 3 in 2003 to over 25 in 2007. This is partly due to employing a number of new Community Sport Coaches part-funded by Sport England. This scheme aims to professionalise the coaching structure in England and enabled BFitC to develop and expand its sports coaching delivery in school, after school and on estates. The introduction of Planning, Preparation and Assessment time (PPA) for primary school teachers has also aided the development of coaching practices in schools. Our CSC's now deliver a programme of sports coaching and teaching linked to the National Curriculum working with School Sport Partnerships to raise the participation levels of primary school children in sport. Combating the growing obesity problem within young people forms part of the strategy to ensure that 80% of school children have access to at least 2 hours per week of school sport in 2007.

#### A Club & Community Partnership

Brentford Football Club's values can be summarised as 'our club in the heart of our community'. The vision is one of a community owned club who are in touch with and can positively affect the needs of the many surrounding communities. In January of 2006, the majority shareholding in Brentford FC was taken over by Bees United, a Supporters Trust set up in 2001 under the government's Supporters Direct initiative. Bees United is a democratic Industrial & Provident Society set up for community benefit with a vision to transform Brentford FC into a pioneering example of a community owned football club, operated on sound commercial principles for the benefit of stakeholders. A key strand of the Bees United strategy is based around the development of a modern multi-purpose stadium that will also be a community hub. The idea of the hub is to link sport with health and social care, education, enterprise and cultural and leisure facilities.

Twenty years of investment in community activities in partnership with key agencies demonstrates that there is a genuine commitment to creating a 'community facing' football club. The club is recognised as a model of good practice through its engagement with surrounding communities and partnership with local business. Awards include the inaugural Football League Community Club of the Year in 2006, Best Sponsorship in 2007 for an innovative alliance with St. George West London Ltd. and recently a GlaxoSmithKline Health Award. Steve Cumming, sponsorship Manager at Coca Cola, a judge on the Best Club sponsorship strategy, said:

"Brentford are an excellent example of a club recognising the need to develop a real partnership to deliver local community aspirations. A partnership that delivers real community value and responds to a key objective of the football club - to be at the heart of the community."

A strategy encompassing 'participation through partnership' demonstrates the benefit of working together. It also ensures that each partner can contribute to the direction of the project. The launch of this first Annual Report is a time for all partners to celebrate the progress we have made and look forward to future challenges.

The Brentford FC Community Sports Trust Team  
2007

# Sports Provision for Young People

## Schools Multi-Sport Programme

in partnership with



From its inception Brentford FC Community Sports Trust has built its foundation upon school sports provision. Delivering extra-curricular activities for the last 20 years and now expanding into curriculum time multi-sports Physical Education provision, we are proud of the sporting opportunities that we have provided for thousands of young people over the past two decades. With activities ranging from breakfast clubs to lunch-time and after-school sports activities, we aim to provide the young people in our local community with high quality affordable and accessible provision.

Holiday provision remains an integral part of the Trust's programme. At a dozen venues across our three boroughs we provide a high standard of child care for families. With an Ofsted inspected Child Care Centre at Elthorne Sports Centre in Ealing, our first ever multi-sports camp taking place this year at St. Gregory's Primary School and a team of coaching staff with a range of qualifications in various sports, our holiday programme has been built over the last 20 years on a reputation of diverse and creative activities, affordability and inclusion.

Greg Hardman  
Schools & Coaches Coordinator

Area Leaders  
Adam Fisher: Ealing  
Lee Coleman: Hounslow  
Aaron Downes: Richmond

Multi-Sport Coaches  
Jack Power-Smith  
Matt Edwards  
Bradley Smith

Covering the three core boroughs of Hounslow, Ealing and Richmond and with licence to expand into south Hillingdon, we currently deliver more than 1500 sports activities throughout the year in our local schools community. In addition we offer young people the chance to participate in competitions. These include the Football League Community Cup and St. George 6s for primary schools, the Andy Fuller Marathon Appeal Disabilities Tournament at Griffin Park and the Football League u13s secondary girls competition.

In partnership with the Middlesex Football Association, we also provide the support and guidance required to provide our local schools with the opportunity to achieve The F.A. Charter Standard. Aiming to raise standards and provide an nationally recognised quality control kite mark, improve the quality of provision for boys and girls and sustain participation for players over a longer period of time, 49 schools in Ealing and Hounslow completed their Charter Standard this year. With benefits including access to tickets for international matches and free football equipment for the schools, Trust coaches and the Middlesex F.A. provide the expertise and support primary school teachers need to achieve this important benchmark.

'It's all in the balance'  
Pupils from Dairy Meadow Primary School in Southall enjoy a P.E Lesson. October 2007





in partnership with



**BRENTFORD FC**  
COMMUNITY SPORTS TRUST

## Community Sports Coaches

Initiated in 2004, the Community Sports Coach Scheme has proved to be a great success with London communities benefiting hugely from the employment of more than 400 local community sport & physical activity coaches. Funded nationally by the Department for Culture, Media and Sport, the scheme is managed by Sport England and Sports Coach UK via a network of County Sports Partnerships. Within the capital region, the Partnership Services Team that forms part of London South Bank University's Academy of Sport coordinates the scheme. To date, more than £20 million has been invested in London alone, helping to provide quality coaching opportunities for people wanting to become involved in sport and ensuring that young people aged 6-16 can access high quality sports coaching on a regular basis.

The Trust played an active role in the recruitment of some of these new coaches by acting as a hub to help other sports providers in the local community to source funding and assist with the writing of their respective bids. Organisations that benefited from the Trust's expertise and assistance include:

- Cardinal Wiseman Secondary School 1 x P/T Basketball Coach
- Brunel University 1 x F/T Athletics Coach
- Hayes Manor (now Rosedale College) 1 x F/T Multisport Coach
- Kayakojacko 2 x F/T Kayaking Coaches
- London Progress Table Tennis 1 x F/T Table Tennis Coach
- The Watermans Arts Centre 1 x F/T Dance Coach
- Triplets Community Tennis Centre 1 x F/T Tennis Coach

In 2006, the Trust initially employed 9 full-time and 6 part-time community sports coaches of our own. That figure has now risen to 12 full-time and 10 part-time staff forming part of the Community Sports Coach network. With the Trust match funding the contribution from Sport England for a guaranteed two years with an option of a third, these staff brought youthful enthusiasm, new ideas and expertise to our coaching programme. Their employment has allowed us to expand and develop whilst also improving the quality of the coaching that we provide for young people in our local community.

With the Olympics on the horizon and the issue of achievement in Britain discussed in the media, the government has invested a large amount in Physical Education, School Sport and Club Links (PESSCL) strategy. This is aimed at ensuring that all young people aged 5-16 years with a minimum of two hours per week of Physical Education. Our community sports coaches have been vital in working closely with local schools to achieve that goal.

With training, support and continuous professional development from Featherstone High School Partnership Development Manager Nicky Mead and PE Advisor Pete Lammas, we are now delivering sports 'lessons' as part of Preparation & Assessment (PPA) time in schools across all of our boroughs. In helping pupils to achieve attainment targets and ensuring that local schools have access to high quality support for the delivery of physical education.

The Community Sports Coaches also play a crucial part in the delivery of other aspects of the Trust programme:

- Saturday morning and school holiday sports provision
- Boys and girls Advanced Training Programme
- Sports activities for people with disabilities
- Social inclusion sports activities
- Organisation of sports events and tournaments throughout the year
- Liaison with school teachers, school sports coordinators and sports development teams

'On my head son'  
Matt Edwards entertains the participants  
at the Richmond Schools Tournament.  
January 2007

Qualified in a wide variety of sports from football, rugby, cricket and basketball to health & fitness, gymnastics, hockey, dance and netball our Community Sports Coaches have contributed to the Trust's evolution from a football based programme to a large multi-sports provider that ensures a varied programme of activities throughout the year for our community.

Chris Edwards  
Funding & Monitoring Manager



# Bees Ability Counts

The last 12 months have been exciting for our disability project. In February 2007 we received a major grant from the Football Foundation for £108,000 over 3 years. In addition to the £18,000 (£6,000 per annum for 3 years) from the John Lyons Trust and the monies contributed by our long term supporter the Andy Fuller Marathon Appeal (AFMA) and the Football Association Ability Counts, we have been able to employ an Officer for 3 days per week.

The additional time and specific expertise has allowed the project to grow rapidly. From 9 weekly sessions with 70 participants in July 2006, today we deliver 21 weekly sessions with over 240 weekly participants. Between April 2006 and March 2007, 200 boys and 50 girls had attended more than 400 coaching sessions, a huge increase in the levels of opportunity and participation.

At the official launch in May 2007, 70 young people were presented with the opportunity to participate in sports on the pitch at Griffin Park. Attended by Brentford FC Manager Terry Butcher, the event was a huge success and a fitting celebration of our new programme and funding.

Pete Shears  
Ability Counts Officer

## New for 2007

- 12 x new weekly school/college lessons
- Sports week delivered at Lindon Bennett School
- 3 x Kayaking sessions in July for young people with Social and Communication difficulties at Springhallow Primary School
- 2 x local Ability Counts competitions in May and July with participants from 3 Saturday clubs
- 1 x Adult Day Centre Competition in May 2007
- 3 x Feltham Bees and 2 x Further Education College teams representing Brentford FC regularly in 2007
- 1 x summer holiday course delivered at Belvue High School
- 9 Trust staff completed F.A. Coaching Disabled Footballers Course
- Delivery of new golf programme

## Coming Soon

- New PMA (Positive Mental Attitude) coaching session for adults with Mental Health issues
- 4 x coaches trained in coaching Blind Footballers with the aim of starting a West London regional centre for blind/visually impaired players



"At Brentford FC Community Sports Trust, we are committed to ensuring that every young person has the opportunity to play sport. As Ability Counts Officer, I am proud to see that many young people with additional support needs are choosing to take part in our activities. For some the competitions drive them as they constantly try to improve their skills. For others it is simply the opportunity to take part and spend time with their friends."

Pete Shears  
Ability Counts Officer  
Brentford FC Community Sports Trust



in partnership with



'Going for Gold'

Great Britain Athlete Jade Johnson plays Boccia with participants at our Summer of Sport Disability Family Funday. September 2007



# Football Development

## Advanced Training Programme and FUTSAL

### Advanced Training Programme (ATP)

A decade ago, Football in the Community Officers Mike Carpenter and Paul Levitt opened our first football development centre at Cranford Community College. Establishing a strong relationship with Brentford FC Head of Youth Barry Quin, many of our players have progressed to represent the football club at the elite level. Some have even gone all the way to the first team - recent additions to Brentford's first team squad that began their football education within the Trust before progressing to the Centre of Excellence are Matthew Somner, Ryan Peters, Darius Charles and Karle Carder-Andrews. Many others that have received a high quality 'football education' from within our football development programme. Full-time Community Sports Coach, Jack Power-Smith, who specialises in working with our younger players was an ATP player himself before deciding upon a career in coaching.

With players as young as 4 up to 15 years of age, we have developed a comprehensive high quality football programme that meets the needs of aspiring young football players and gives them every opportunity to achieve their potential. The highlight of the year is the West Country Cup at Easter. This year was the 9<sup>th</sup> time that we have participated with more than 300 players and parents making the journey to Newquay.

The last 12 months has seen further improvement in terms of both the programme and funding. We now have a coaching programme that finds a balance between Brazilian style football coaching/ Futsal and traditional main stream football coaching. 200 boys attend two football centres across three different evenings. Our u15s squad train twice a week with one session totally dedicated to Futsal.

The ATP has never received any form of financial support and had to be self-sufficient through training fees and fund-raising events. A major development this year has been the securing of external financial support from local business. The Window Centre in Harrow agreed to invest £5,000 per annum for the next three years in our football development programme, allowing us to subsidise families on low income and invest in high quality provision, facilities and equipment for our players.

External support such as this is a huge step forward and will improve the opportunities that our players have to enhance their football education and experiences.

Luke Skelhorn  
General Manager

### FUTSAL

With much debate in the media as to why English football is failing to produce young and exciting players to rival those of South America and Europe, Brentford FC Community Sports Trust initiated a Futsal Development Programme in early 2007. The only version of 5-a-side football that is approved by FIFA, UEFA and the English F.A., this skilful and exciting game is primarily played indoors with its own specific set of rules designed to encourage positive and skilful football. A smaller, heavier, low bounce ball played on a basketball-sized court with hockey-sized goals is a million miles away from traditional 5-a-side football.

Most South American players do not play 11-a-side until 14 years of age preferring to hone their silky skills on the Futsal court. This may explain why so many gifted players come from that region. Players such as Brazilian superstar Ronaldinho attribute their skills to the game of Futsal.

With this in mind, a Futsal initiative was introduced to the boys ATP aimed at the under 14s (now u15s). The target was to prepare the boys for The National Junior F.A. Futsal Championships during the summer at the prestigious English Institute of Sport in Sheffield. Prior to the national championships, the squad was invited to play an exhibition match at Coventry City's Ricoh Indoor Arena as part of the Grass Roots Football Show before a full England Futsal International. Encouraging performances against well established Futsal teams proved that the boys had the capability to adapt to the demands of the game and in Sheffield the team became National Futsal Champions at the first attempt. European opposition is now being sought for our under 15s as they look to build on their summer experience.

Futsal is now an integral part of the ATP curriculum and a point of delivery for all our other projects. This compliments The F.A.'s National Development Plan at grass roots level to introduce Futsal training. We are now delivering Futsal in a variety of projects with children as young as 5 years benefiting from this skill and ball-centered programme.

The Football Association are planning to introduce a Men's National Futsal League in 2008. The Trust is currently in discussions with a top-level men's team to integrate our youth programme with the long term aim of players graduating to senior Futsal.

The Trust has invested in qualifying 2 staff as F.A. Futsal tutors and a further 25 Trust staff have qualified as Level One Futsal coaches. We are now in a strong position to deliver Futsal to as wide a range of participants as possible.

Futsal in England has a long way to go before rivalling countries such as Spain (current FIFA World & UEFA European Champions) and Brazil. However, the aim is to make Brentford FCCST one of the leading Futsal providers in the country as the game fast gathers momentum.

Further funding is being sought to roll out the Futsal programme to as many of our projects as possible from our schools to our disability project to our social inclusion programmes. This new and exciting game will unleash a wave of creative and exciting young players whilst also offering officials and coaches new opportunities in a game that captivates and excites South America, Asia and Europe.

Luis Melville  
Futsal Coordinator

in partnership with



Montell Moore (age 11)  
From the Green Dragon Estate in Brentford, Montell started training with Brentford FCCST Advanced Training Programme and has now progressed to become a Brentford FC Centre of Excellence footballer.

## Women & Girls

### Girls Development Programme & Brentford Women's FC

With specific girls only football sessions taking place every day and talented players being recruited for our development centre, the opportunity for girls to participate in football with the Trust is improving all of the time. With funding from the John Lyons Trust and Sport England's Community Sports Coach scheme, we have developed and sustained a programme of activities designed to ensure young female footballers have access to high quality football provision.

Participants from a wide range of ages, backgrounds and ethnicity prove that the girls programme is inclusive and appealing to all. Working closely with School Sports Partnership Development Managers, Sports Coordinators and Primary School Teachers, we aim to develop our girls programme further so that we can achieve the goal of establishing a Centre of Excellence. In the last quarter alone, 58 girls only sessions were delivered reaching 251 young females, 112 of which were from Black & Ethnic Minority groups.

With very limited opportunity to secure extensive long-term funding for this area of our work, the Trust is always searching for new ways to promote, improve and enhance girls football. In January 2007 the Brentford FC Community Sports Trust Girls Futsal and Football Development Centre opened its doors at Featherstone Sports Centre to girls u12. Designed to provide promising players with a chance to improve their skills, players were selected via trials and coach recommendations. Success was achieved at The F.A. National Junior Futsal Finals 2007 in Sheffield with the girls finishing runners-up to Sheffield Wednesday.

The Girls Development Centre is already expanding. Now extended to two nights coaching two different age groups (u11/12 and u14/15) talent identification is on-going as we seek to recruit new players to attend training with the aim of making the squads for The F.A. National Junior Futsal Finals 2008. In an exciting partnership with Middlesex Football Association we will coach six local primary schools to participate in a new Futsal League.

There are opportunities for girls to represent their school or borough throughout the year via events organised by the Trust. Tournaments such as the Richmond mini-games, the Football League Community Cup and the London Youth Games squads ensure that young women have every chance to participate in competitive football.

Liz Foster  
Girls & Youth Community Coach

Brentford Women & Girls Football Club (Est. 1991)

As one of the pioneers of women's football in this area, Brentford Women & Girls Football Club has been competing for more than 15 years. Initially a girls u14 team, Chairman Roger Crook and Team Coordinator Amy Crook have worked continuously to create a women and girls football club that offers opportunities and development routes to female footballers. Achieving Charter Standard in 2004, the club is viewed as a model of good practice, winning the award of Most Competently Administered Club in 2001.

Currently managed by Middlesex County Development Manager Stuart Allen, the senior team achieved promotion again in 2006/07 and are now competing in Division 1 of the London & South East League. With teams at u11, u12 and u16 level, the infrastructure is now in place for female players of all ages to play competitive football on a regular basis.

**Ladies Day**  
Brentford Football Club has always been supportive of women's football and is proud to have a ladies team representing the club. The football club and the Trust are committed to seeing the women's game flourish, illustrated by the annual Ladies Day celebrating and promoting women and girls football. Immediately following on the first team matches at Griffin Park, the event includes free tickets for all female spectators, exhibition matches and information on our girls and women's football programme.

Amy Crook  
Community Links Coordinator &  
Office Manager

"Women's football is the fastest-growing sport in England, with over 160,000 women now involved in a team, an overwhelming increase from ten years ago, but this still represents only 1% of the female adult population."

Pro-active Central London  
Oct 2007

BWFC Honours

Winners  
Division 1 Greater London League 2002  
Women's Middlesex Cup 2002

Winners 2005  
U14s Middlesex Cup

Winners 2007  
U11s Middlesex League  
U12s Middlesex League  
U12s West Country Cup  
U16s Middlesex Cup



in partnership with



"The West Country Cup was exciting from start to finish, the games were exciting and the overall support from all involved with the club made it a success. The joy on the players faces after winning will stay with me forever".

Mike Atkins  
Manager, Brentford Girls U12s  
West Country Cup, April 2007



Brentford FCCST Girls, winners of the West Country Cup U12 tournament. April 2007



The Russell School from Petersham won the Richmond Boys Small Schools Primary Football Tournament, having lost two matches prior to the competition 8-0 and 4-1! January 2007



“...something **just happened** that day which was very **special** and it is captured in their faces...”

Susannah Rose-Doyle  
Primary Link Teacher, The Russell School



# Social Inclusion

## Positive Futures: Ealing & Hounslow

Positive Futures is a sport and activities based social inclusion programme funded by the Home Office and Football Foundation and managed nationally by Crime Concern. The programme engages with socially marginalised young people between 10-19 years in the top 20% most deprived wards in the country. The project is managed by Brentford FC Community Sports Trust in partnership with Active Ealing and Hounslow Community Initiatives Partnership. It has been running for 3½ years and has grown from delivering in 3 targeted wards in the borough of Ealing to now also delivering in the borough of Hounslow in a total of 9 wards.

Positive Futures aims to engage with young people by providing accessible quality sports and activity based sessions throughout the year. In order to achieve this, the project works closely with a number of local agencies including the Local Councils, Safer Neighbourhood Teams and Housing Associations to meet the needs of the communities in the targeted areas.

There are a wide range of activities delivered from football, basketball and boxercise to fishing and kayaking. A group of multi-skilled, multi-talented staff deliver these activities and this year we have expanded to include sessions such as music production and street dance. Today the programme engages with over 400 young people at 25 sessions per week.

The Positive Futures ethos is a relationship building strategy to provide young people with development routes through informed life choices building self esteem and confidence. There are opportunities for young people to access training, accredited courses and volunteer on the project. Since it began, 8 young people have progressed from participation to employment within the project.

"Brentford FC Community Sports Trust's application was well received by the judging panel who all agreed that they really make a difference in the local community. Their focus on providing sporting opportunities for young people covers many areas including a street soccer programme, a club for children with disabilities as well as providing career path opportunities. Their ability to partner successfully with other organisations and their reputation within the borough ensured they became one of GlaxoSmithKline's 2007 Local Health Award winners." Rae McDonald

Global Community Partnerships, GlaxoSmithKline

Monitoring the impact of Positive Futures upon a young person's life is an important part of how we gauge the effect of our programme. Using the latest software developed by Substance (a leading social research company) we are able to input quantitative and qualitative data in the form of an engagement matrix, where a young person's journey through the project is measured periodically. The use of the Substance monitoring and evaluation tool also allows the project to measure against the Governments Every Child Matters Outcomes Framework.

Future plans include working closely with the National Positive Futures Team and V (an independent charity working to provide volunteering opportunities for young people) to provide a nationally recognised qualification for all the volunteers on the project.

Mo Jama  
Positive Futures Manager

Jen Emeny  
Assistant Positive Futures Manager

Andy Faulds  
Head Youth Worker

Nigel Kumar  
Positive Futures CSC  
(Hounslow)



in partnership with



"I really enjoy tape-ball cricket. The coaches are friendly and the sessions are fun and by going to the sessions I have seen my first live cricket game and met my idol Monty Panesar"  
Rohit (age 14)  
Southall



Positive Futures tape-ball cricket tournament, Featherstone Sports Centre, Southall, April 2007

## Floodlit Street Soccer: Hounslow



Now embarking on its 3<sup>rd</sup> year, the Floodlit Street Soccer programme is an excellent example of what can be achieved through partnership working. A three-year programme was secured through funding from the Football Foundation, matched by Hounslow Homes, the Children's Fund, Hounslow Federation of Tenants and Residents Association (HFTRA) and the Youth Service with support from the Metropolitan Police.

Having originally started as a summer programme, the project aims to use football as a medium to interact with young people across 22 Hounslow Homes managed housing estates. In place now is an infrastructure of year round provision satisfying a need through factors such as a lack of current provision, lack of space or facilities combined with incidences of anti-social behaviour.

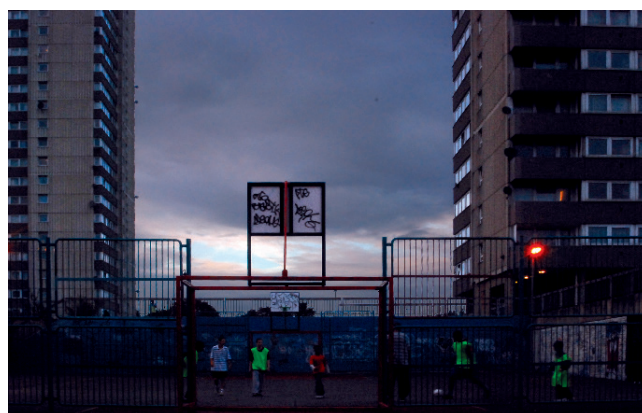
Previous research has indicated that anti-social behaviour may in some cases be a result of boredom or disaffection possibly created as a result of perceived lack of opportunity. The scheme provides sporting and educational opportunities in areas that previously lacked this provision.

The project has developed to offer young people growing too old for the activities opportunities to gain Level One Coaching Qualifications in Football. Other sports are now also offered in the form of Basketball and Tape-ball Cricket.

Linking in with the work of the other Trust inclusion projects has been a regular occurrence. In August 2007, young people from the Street Soccer project took part in a tournament at Gunnersbury Park with their peers from the Positive Futures, Kickz and Urban Academy programmes.

- Over 800 Hounslow young people aged 8-15 registered with the project
- Street Soccer sessions take place in Hounslow 168 days per year
- Two tournaments in the summer of 2007 both attracted over 250 young people
- Over 1000 participations during 4 week summer programme
- 608 hours of Street Soccer sessions annually complimented by 24 hours of tournament time
- Use of portable floodlights ensuring year round provision

Nick Rundell  
Marketing & Street Soccer Manager



"It's about loads of us getting together, being friendly and playing sport."  
Sam (age 14)  
Highfields Estate, Feltham



Above: Street Soccer on Green Dragon Estate. September 2007  
Main Picture: Summer Street Soccer Tournament, Redlees Park, Isleworth. August 2007

in partnership with



## Social Inclusion

### Urban Academy: Richmond

Urban Academy is an award winning lifestyle social inclusion sports coaching and activities programme. Targeting 8-18 year olds, the project provides opportunities for young people by developing their skills and confidence through sport.

Initially a pilot programme launched in 2004 by housing management company Richmond Housing Partnership (RHP) in conjunction with Brentford FC Community Sports Trust, Urban Academy has now received funding of more than £150,000 from the Football Foundation until 2009. With Richmond Housing Partnership committing £120,000 and a further £7,500 from social housing repairs and maintenance provider Mears, the initial pilot is now a large 3 year sports social inclusion programme with a budget in the region of £300,000.

Specifically targeting seven areas of deprivation where anti-social behaviour, crime and vandalism are a common occurrence, free activities are offered throughout the year ranging from football, rugby and basketball to street/break dance and boxercise. Aiming to improve the lifestyle and opportunities of the young people in these areas, more than 250 participants attend each week from a variety of ethnic backgrounds.

The appointment of a full-time project manager in spring 2006 ensured that Urban Academy was rapidly able to develop and highlights include:

- Regular inter-estate football and multi-sport tournaments
- "The Urban Festival" – a free 'taster session' day offering residents and Urban Academy participants from the local community a variety of activities
- Basketball taster sessions for young people with disabilities in conjunction with The Croft Centre
- The Richmond Housing Partnership 'Fun Day' at Marble Hill Park, Twickenham attended by more than 300 Urban Academy participants
- The Street Dance participants from Hounslow Heath performing a showcase at RHP's Annual Resident Involvement Conference to an audience of resident representatives, RHP executive staff, Local Councillors and 80 other local residents

Complementing other social inclusion projects in the local community such as Positive Futures in Ealing and Street Soccer in Hounslow, Urban Academy has contributed to the promotion of social cohesion. Based on selection criteria of outstanding effort and behaviour, participants from Urban Academy joined members of Ealing and Hounslow's Positive Futures programme for an outward bound trip to the Edale Centre in the Peak District in February 2007.

Among the activities they participated in were rock climbing, abseiling, orienteering, night hiking and pot holing.

Key to long-term sustainability of the programme is the recruitment of coaches from within the targeted areas. In March, Urban Academy achieved a major milestone with the first of its participants Chloe Greene achieving her Royal Academy of Dance Level One qualification and delivering her first dance lesson at Edgar Road estate. In addition, 3 other participants have been sponsored by Urban Academy to undertake their F.A. Level One football coaching qualifications.

Continuing with the theme of learning new skills, Urban Academy has also offered participants access to educational opportunities. Eight young people took part in a Video Diary Project at Brentford FC's Griffin Park Learning Zone. The young people acquired skills in the use of high-tech video equipment and worked in small groups to record and edit events at Griffin Park on match day. These included interviewing fans at the stadium, filming parts of the match and post-match interviews with players and club staff.

A benchmark of Urban Academy's success was its short listing for an award from the Academy for Sustainable Communities. Nominated in the category of 'Engaging with Young People' the awards, previously managed through the Office of the Deputy Prime Minister, recognise projects that contribute towards the building of thriving and successful communities.

Bertie Morse  
Urban Academy Manager



Bertie, with members of the Butts Farm team at this year's Summer Street Soccer 'Super' Tournament at Gunnersbury Park. August 2007

# Social Inclusion

## Kickz Project: Ealing, Hounslow & Richmond

Kickz is a national sport based social inclusion project that aims to engage young people aged 13-18 years in sporting activity through the power and appeal of football. The project has been developed through working partnerships between the Metropolitan Police, the football industry and the Government. The project is undertaken by 25 clubs nationwide with Brentford being the only Football League club initially selected to pilot the scheme, alongside Premiership clubs Fulham and Tottenham Hotspur.

In May 2006, Brentford FC Community Sports Trust launched its Kickz project targeting Copley Close in Hanwell, selected because it has one of the highest crime rates in the London Borough of Ealing. Following its launch at local secondary school Brentside High, the project has rapidly expanded in terms of opportunity, capacity and participation. Initially 2 sessions per week within Copley Close, Kickz Ealing rapidly expanded to 3 sessions at Copley and a further 2 sessions at neighbouring Drayton Bridge Estate.

In January 2007 Kickz also launched a new table tennis session at Copley Community Centre with newly trained staff. This has now developed into an informal youth group with opportunities for participants to play pool, table football and listen to music.

Throughout the year participants have the opportunity to attend matches at Brentford FC and to represent their project by participating in the annual Kickz Cup tournament hosted at Griffin Park. A team representing the Copley Close Kickz project has also participated regularly in the Brentford FCCST managed Saturday Estates League competition.

Consultation forms an important part in the process of the development of our Kickz programme. A selection of the young people attended a consultation evening to share their views on the project. The young people now have the opportunity to contribute their views by writing an article for the bi-monthly Kickz newsletter. This newsletter is mailed out to all of the homes on the Copley Close Estate informing all of the residents of new developments and opportunities.

Pathways into employment are an important part of the long term aims of Kickz. We are very proud that two of our participants have now achieved sporting qualifications and form part of the Kickz staff. Initially volunteers but now both in paid employment, Aaron Hahnenfeld and Perry Avery are carving careers for themselves in sport as part of Kickz and the Trust. In addition, Tyrone Scotland has achieved his football coaching Level One qualification whilst Ram and Shyam Tanna have completed their Level One cricket coaching qualifications.

Partnerships have proven integral to our Kickz project. Having gained the trust of the local young people we now find ourselves in a strong position to help agencies such as the Safer Neighbourhood Team build relationships with the young people on their estates. We have a strong partnership with local community group E.A.S.E (Empowering Action & Social Esteem) and have delivered their Easter and summer football schemes this year.

As with any social inclusion programme, monitoring and evaluation of the project is central in assessing impact, initiating new and innovative ideas and strategy. Through the use of Substance software, the progress of each young person is closely monitored. July to August 2007 alone engaged 458 young people in positive activity. The current delivery of 8 sports sessions per week from football to table tennis, music to street dance ensures that we have a modern dynamic approach to sporting opportunities for young people.

Two new projects started in October 2007 targeting the Highfields estate in Hounslow and the Ham Close estate in Richmond. A further 3 projects due to commence across Ealing, Hounslow and Richmond in spring 2008, prove that Kickz is going from strength to strength in its goal to engage young people in regular positive healthy activity.

Krishan Puran  
Natalie Arbuckle  
Kickz Coordinators



"My name is Kyle Todd. I'm 9 years old, I live on Copley Close. I like going to Kickz because I like playing football with my friends. It's very fun and every Monday when I wake up I feel happy as I know I am playing football later. I have been to three Brentford matches with Kickz. I enjoy watching professionals and the food at the stadium. I got to meet the players last time and got their autographs. All my brothers got me into Kickz, they all go to Kickz as well. It's made me better, I'm getting faster at running because Kickz gives me a chance to play with all my friends."

Kyle Todd (age 9)  
Copley Close



'Eyeing up the opposition'  
2 young competitors prepare to compete at this years inaugural Summer Estates Olympics at Perivale track, August 2007

With a full-time officer now employed by the Trust, our health & fitness programme has seen rapid expansion. The project is split into four main areas of work:

#### Bee TEC

Further strengthening our partnership with the Griffin Park Learning Zone, we now offer a BTEC First Diploma in Sport to 32 secondary school pupils from across our three core boroughs. Forming part of the Young Apprenticeship programme in Sports Management, Leadership and Coaching run by Hounslow Education Business Partnership and the Local Authority, the Griffin Park Learning Zone (GPLZ) and Trust are in position to deliver the BTEC qualification and other sports related course programmes.

#### BeeFIT

This campaign has proven extremely popular, offering teachers fitness sessions at local primary school Dairy Meadow in Ealing. The sessions are designed to provide the teachers with the opportunity and skills to improve their fitness and act as healthy role models for their pupils.

In Richmond as part of the SETS (Self Esteem Through Sport) programme, candidates on the Junior Football organisers course have been provided with a 4-week programme covering all aspects of football fitness. We have also teamed up with Richmond School Sports Partnership to deliver the sports element of the Gifted and Talented programme working with Year 5/6 at three secondary schools starting October 2007.

#### Bee ACTIVE

Complimenting our schools programme during breakfast clubs, lunch-time and PPA (Planning, Preparation & Assessment) lessons this programme aims to ensure further provision is available to increase physical activity for young children. Pilot sessions were delivered at local primary schools - St. Mary's Chiswick (Year 1/2/3/4) and Blair Peach Southall (Year 6). Delivery includes written work with pupils asked to design their own lunch-time meal plans based on healthy eating and nutrition.

A scheme of work has been delivered to children with disabilities focusing upon basic FUNDamentals and physical skills. We now provide 3 lunchtime disabilities multi-skills sessions at special schools that run throughout the academic year. A major success has been our work with Lindon Bennett School where the students have severe learning and physical disabilities.

With provision for subsidised lunch-time multi-skills sessions and innovative 'homework cards' promoting physical literacy at home, the highlight of the year was a Trust assisted games week. Providing sporting opportunities every day, the week culminated in a highly successful sports day. Testament to the pupils progress was their achievement in reaching the quarter-finals in the sport of Boccia at the London Youth Games.

#### Bee HEALTHY

The Bee Healthy programme aims to improve the health and well-being of the wider community. With the nation's health being high on the government's agenda, the Trust is in a strong position to influence its local community and encourage people of all ages to improve their general health and well-being. In partnership with the Hounslow Primary Care Trust and Brentford Football Club, the Trust aims to raise awareness through themed events and activities on the dangers of smoking, excess alcohol, obesity (weight management) and unsafe sexual behaviour.

Martyn Hall  
Education & Training Manager



in partnership with



## Tennis Outreach

In partnership with The Lawn Tennis Association (LTA) and The Esporta Riverside Club (Chiswick) the Trust has been working on a Tennis Outreach Program in Ealing and Hounslow, offering free curriculum time tennis coaching. Funded by the Middlesex Lawn Tennis Association and Esporta - the first commercial racquets club to attain LTA High Performance Centre accreditation, being a centre of excellence for the development of leading young tennis players - the programme was launched with the intention of providing tennis opportunities to young people who might otherwise have been unable to access the sport.

The tennis lessons have been delivered by an LTA licensed Esporta coach and Sam Sawhney, Tennis & Multi-sport Coach at the Trust. Piloted during the summer and following a fun and exciting format, the lessons were held at 8 local primary schools in playgrounds and school halls over a 4-week period targeting 5 to 8 year olds. This new development has ensured that almost 700 young people have been introduced to the sport.

Following positive feedback from both the schools and young people, we intend to provide further opportunities via after-school clubs and through our links with both Middlesex Lawn Tennis Association and The Esporta Club.

Talented players will be identified and encouraged to pursue their interest in the sport whilst pathways will also be created for the young people to become involved in coaching and further education. Existing staff within the Trust will be encouraged to attain their UK Coaching Course Level One certificate whilst a new community coach employed by Esporta will assist in the implementation of the programme.

The creation of a teacher-training programme initiated by County Development Officer John Love will encourage school teachers to acquire the skills required for tennis delivery with young people. Utilising the existing model of participation established through Brentford FC Community Sports Trust's football development strategy, we envisage that this strong partnership will create a comprehensive, socially inclusive, local grass-roots tennis programme.

Sam Sawhney  
Tennis & Multi-Sports Coach

"Working in partnership with Brentford FC Community Sports Trust and The Esporta Club (Chiswick) has provided excellent grass roots opportunities for new players to develop lifelong tennis skills and to take the first step on to the LTA winning pathway."

John Love  
Middlesex Tennis - Community Development Officer



Year 4 pupils at Cavendish Primary School focus on a tennis challenge during a curriculum time lesson. Oct 2007



Sport for Communities is a programme that aims to promote sport within ethnic minority, refugee and migrant communities. With government funding of £2 million managed by Sporting Equals for the implementation of nationwide projects, Brentford FC Community Sports Trust received £30,000 for an 18-month programme.

Our project has 2 key focuses:

- To engage young people aged 14-16 years from Black & Minority Ethnic communities who attend Villiers High School in central Southall, developing their skills in sports by providing curricular sports qualifications and through volunteering opportunities
- To work closely with a small number of Black & Minority Ethnic community groups from Southall, assisting and supporting them in establishing a sports-based project for the young people that attend their groups

A year into the project, key partners include Villiers High School, London Progress Table Tennis Club, London United Basketball Club, Sports Leaders UK, Somali Family Learning and Regeneration Project and Ealing Community & Voluntary Service. The project has already seen 40 young people complete their Table Tennis Networking and Umpiring Junior Sport Leaders Award and the Basketball Level One Coaching Award. A Junior Football Organisers Award and another Table Tennis Networking and Umpiring course are currently being delivered targeting over 70 young people.

The project has also assisted the Somali Family Learning Centre and Regeneration Project in a successful application to the Local Network Fund to run their own sports project as well as a Football Foundation Coaching Pack. A volunteer has qualified as an F.A. Level One football coach and can now lead the football sessions with Trust staff assisting. The new coach will also work at the Trust delivering sports on the Villiers Courts in Southall Park.

The Trust is hopeful that funding will continue for this project after March 2008. Our work with Black & Minority Ethnic groups and refugee grass roots community organisations in Southall has highlighted the need for community development work within the sports arena if young people are to have access to quality sports provision away from the statutory, club and mainstream community and voluntary sector.

Gurpal Sahota  
Graduate Trainee

“Anyone for Table Tennis?”

A picture of concentration at the Trust's Community Day, October 2006



in partnership with



Brentford FC Community Sports Trust started discussing this Project with Active Ealing and St. George Ltd in October 2004 when St. George suggested the potential availability of an arch at Kew Bridge to run canoeing. Detailed negotiations with Transport for London (who own the Arches) followed and as a result St. George secured the lease of 2 arches. Three years on we have received funding - around £30,000 from St. George, £10,000 from Sport England, £3,000 from Active Ealing and £5,000 from B&Q to secure equipment, building costs and project management. Stage one of the building work is complete and the arch is ready for use - subject to having an adjacent toilet block refurbished. It has changing rooms, storage for around 50 canoes and other kit and a small teaching and meeting area.

Meanwhile, over the spring and summer we established a very successful Wednesday night session with the help of British Waterways (who lent us an office rent free for 6 months) on the Grand Union Canal at Brentford Lock. Even without advertising and promotion this attracted 30 young people, mainly from local estates, every week. Its success demonstrated high demand for the activity. As a result around 15 young people have achieved canoeing qualifications and 4 are ready to train as British Canoe Union coaches this coming winter. Several whitewater trips to Hurley Weir near Marlow and the Nene Whitewater Centre in Northants have also been organised. In June we ran some very successful sessions at the canal with children from Springhall Special School in Ealing and a number of primary schools in Hounslow.

We also trained Ealing and Hounslow's canoe slalom teams for the London Youth Games. Both teams did well, with Hounslow achieving an unprecedented 4th place in this event. Local voluntary coaches have given their time to run sessions and courses along with coordination and input from Mo Jama, Dan Hyman and Karol Kirschling from the Trust.

We are now putting together an exciting programme for Kew Bridge and hope also to retain canoe polo and coaching for people with special needs at Brentford Lock (subject to identifying equipment storage). A bid has been submitted to the London Marathon Trust for funding to further develop the Arch by adding showers and toilets to the changing rooms.

Within 2 years we aim to have established one of London's most progressive and active canoeing clubs with 100+ members. The club will focus on whitewater kayaking and working with people with special needs, but will also offer the chance to learn basic skills. Brentford FC Community Sports Trust is well positioned to provide canoeing opportunities to a wider population in West London including the large local ethnic minority population. We will have provided a new base for Thames Explorers Trust to teach children about the ecology and archaeology of the river. We are also discussing with London Youth Rowing the feasibility of establishing rowing coaching for beginners. This work will link into the Trust's Positive Futures and schools programmes by providing capacity to develop boating activities in Brentford.

Paul Hyman  
Head of Active Ealing

#### What have you done today to make you feel proud?

Dan Hyman, Community Sports Trust young apprentice at the first Brentford Boating Arch session. October 2007



# Statement of Financial Activities

25.10.05 to 31.03.07

INCOMING RESOURCES	Unrestricted Funds £	Restricted Funds £	Total Funds £
Incoming resources form generated funds			
Voluntary income	119,811	604,184	723,995
Investment income	4,225	-	4,225
Incoming resources from charitable activities			
Sports programmes	345,344	12,139	357,483
Other incoming resources	<u>199,789</u>	<u>-</u>	<u>199,789</u>
Total incoming resources	<u>669,169</u>	<u>616,323</u>	<u>1,285,492</u>
RESOURCES EXPENDED			
Charitable activities			
Sports programmes	421,252	570,197	991,449
Governance costs	<u>9,657</u>	<u>18,878</u>	<u>28,535</u>
Total resources expended	<u>430,909</u>	<u>589,075</u>	<u>1,019,984</u>
NET INCOMING RESOURCES	238,260	27,248	265,508
TOTAL FUNDS CARRIED FORWARD	<u>238,260</u>	<u>27,248</u>	<u>265,508</u>

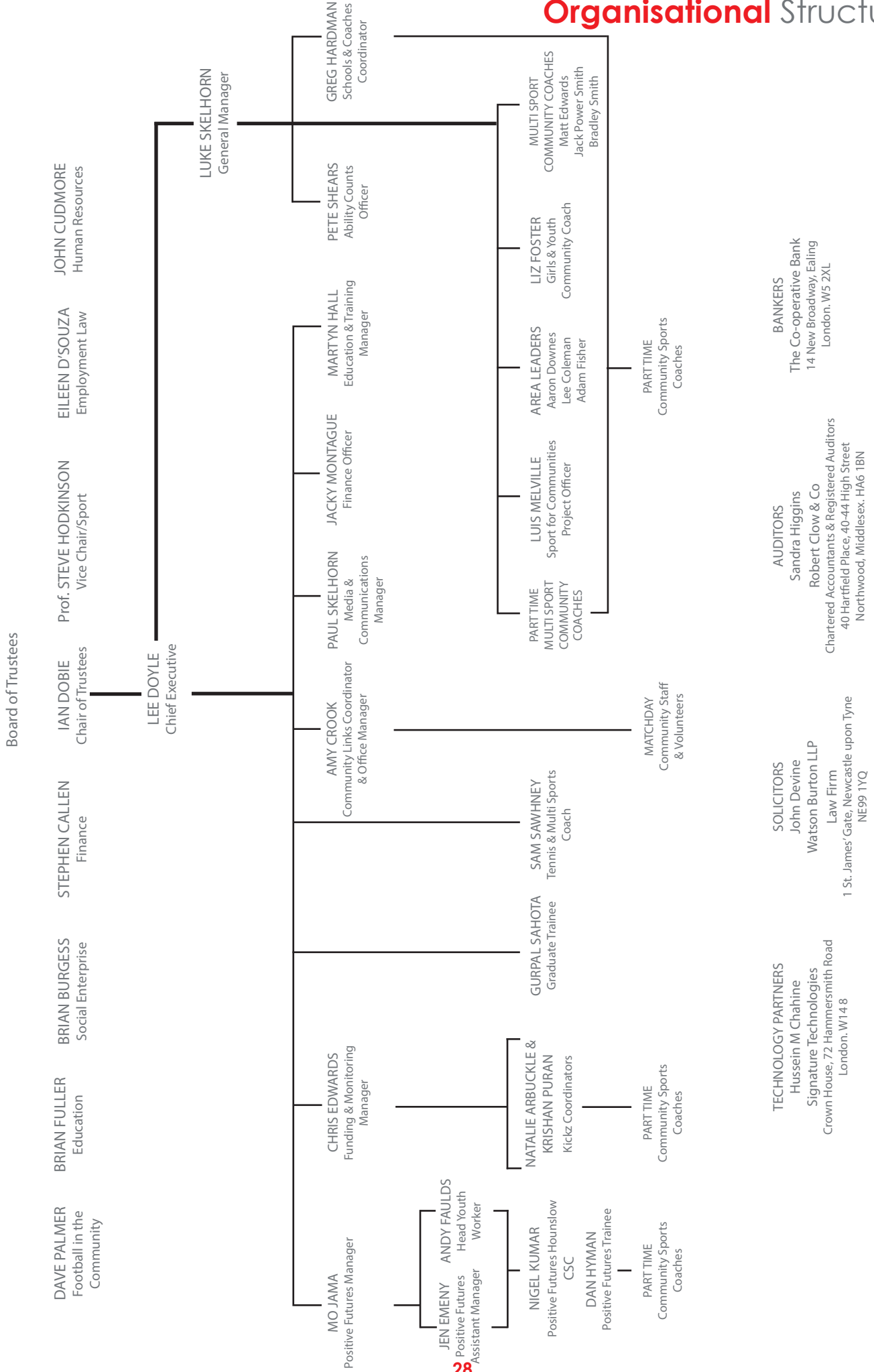
## Balance Sheet: as at 31.03.07

	Unrestricted Funds £	Restricted Funds £	Total Funds £
FIXED ASSETS			
Tangible assets	<u>64,939</u>	<u>-</u>	<u>64,939</u>
CURRENT ASSETS			
Debtors	229,618	-	229,618
Cash at bank	119,481	27,248	146,729
	<u>349,099</u>	<u>27,248</u>	<u>376,347</u>
CREDITORS			
Amounts falling due within one year	<u>(175,778)</u>	<u>-</u>	<u>(175,778)</u>
NET CURRENT ASSETS	<u>173,321</u>	<u>27,248</u>	<u>200,569</u>
TOTAL ASSETS LESS CURRENT LIABILITIES	<u>238,260</u>	<u>27,248</u>	<u>265,508</u>
NET ASSETS	<u>238,260</u>	<u>27,248</u>	<u>265,508</u>
FUNDS			
Unrestricted funds			238,260
Restricted funds			<u>27,248</u>
TOTAL FUNDS			<u>265,508</u>

Stephen Callen  
Trustee

Jacky Montague  
Finance Officer

# Organisational Structure





Awards

- 2007 GlaxoSmithKline 2007 Local Health Award winner
- 2007 Football League Best Club Sponsorship Award
- 2006 Football League Community Club of the Year
- 1994-95 Football Trust Commendation
- 1992-93 Jewson Community Club of the Year
- 1990-91 Football Trust National Community Club of the Year (Shared with Sunderland)
- 1989-90 Football Trust Commendation

# participation





through

# partnership



# First Annual Report

supported by



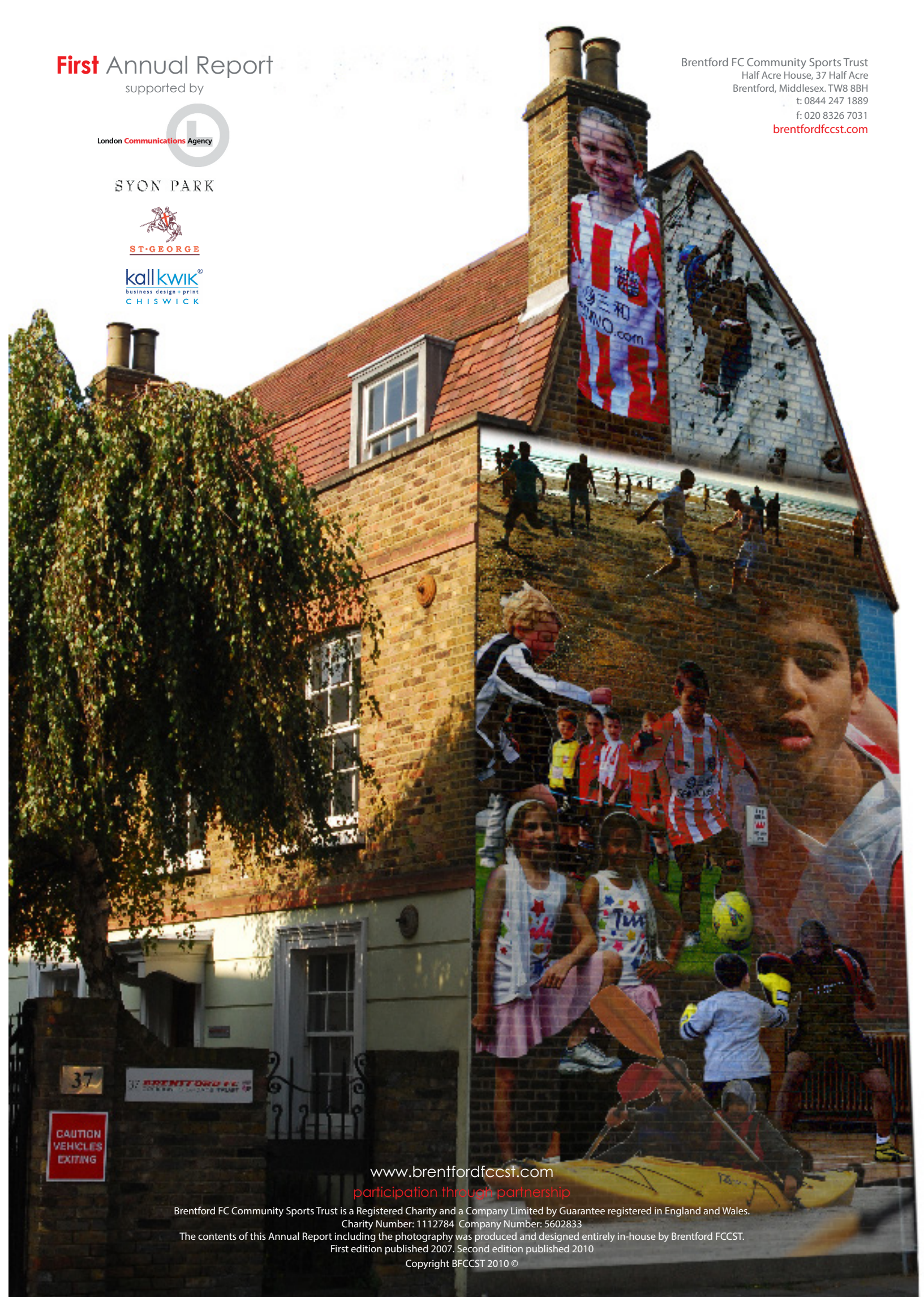
SYON PARK



ST·GEORGE

kallkwik®  
business design + print  
CHISWICK

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participation through partnership

Brentford FC Community Sports Trust is a Registered Charity and a Company Limited by Guarantee registered in England and Wales.  
Charity Number: 1112784 Company Number: 5602833

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