





**Brentford FC Community Sports Trust**

Half Acre House, 37 Half Acre, Brentford, Middlesex, TW8 8BH  
Tel: 0844 247 1889 Fax: 020 8326 7031 [www.brentfordfcst.com](http://www.brentfordfcst.com)  
Charity Number: 1112784 Company Number: 5602833





**18744 coaching hours**

**27 Sports**

**9693 sessions**

**27872 participants**

**18811 boys**

**9061 girls**

**178 projects across 4 key areas:**

**health, social inclusion, education and sports participation**

**Working in Hounslow, Ealing, Richmond,  
Hillingdon and Spelthorne**

Source: Football League Participation Statistics - August 2008 to September 2009

I love sport because I love life,  
and sport is one of the basic joys of life.

Yevgeny Yevtushenko - Russian poet



#### Contents

Chairman's Foreword	1
Chief Executive's Review	2
One Brentford	3-4
i-Sports Projects (Disabilities Programme)	5-6
Advanced Training Programme & Futsal	7-8
Brentford FC Women & Girls	9-10
Social Inclusion Programme	11-12
Brentford FC CST 2009	13-14
Brentford Boating Arch	15-16
Bees in the Community	17-18
Schools Multi-Skills Programme	19-20
Future Projects	21-22
Private Sector Partnerships	23
Public & Third Sector Partnerships	24
Organisational Structure	25
Statement of Financial Activity	26
Mission Statement	27-28



## A passion for sport, a passion for people

If success is measured by the positive difference an organisation makes to other people's lives, then this has been the most successful year of the Trust so far.

This year, twenty eight thousand young people have been given the opportunity to enjoy twenty seven sports across forty housing estates, one hundred schools and five local boroughs: a direct result of the Trust's work.

But it is much more than just sport. As a Trust, we are now entering our fifth year and I congratulate Lee Doyle and his team for their superb efforts and particularly the positive manner in which they have addressed the challenges of a year when the financial climate and funding sources have been uncertain, to say the least.

I would like also to pass my thanks to the Trustees. We have established active sub-committees in Health & Safety, Human Resources and Finance, and the whole Board has worked tirelessly, in their free time, to ensure we have a robust Governance structure, and that the staff are well supported and guided where required.

I joined the Trust because I could see, first hand, the difference that Sport makes to the lives of young people of all age groups, abilities, gender and social backgrounds. In my day job, as Managing Director of St. George West London Ltd, we have placed the Community Sports Trust at the centre of our Corporate Social Responsibility Strategy, because of the passion and ability of the team to develop and deliver innovative projects. We are delighted at the diverse range of activities that are benefiting West London and we are proud of the projects that we work together on, particularly the girl's football, schools and disabilities projects.

We understand how important it is to put something back into the community and the Trust is the vehicle by which St George choose to achieve this. We can also see, first hand, the positive change to people's lives due to our funding.

I will close my foreword and open the report with a quote by the Inventor, Thomas Edison, who said:

**"If we did the things we are capable of, we would astound ourselves."**

Over twenty eight thousand young people now understand what this means and astonish those around them too, by realising their potential.

I am very proud to be Chairman of this Trust and to see the positive legacy that is being created each day.

Ian Dobie  
Chairman  
Brentford FC Community Sports Trust  
December 2009

Street Athletics, Southall  
Summer 2009



"It was great to see first-hand the excellent Brentford FC, Bees United, the Community in pushing sports participation up. This can Paralympic games. The stadium project  
**Andy Burnham, Secretary of State for**

"...at Brentford, football and Less crime, less children going



work going on in community sport in Brentford. The strong partnerships between Sports Trust and Griffin Park Learning Zone have been key to the area's success help us deliver a strong legacy from the London 2012 Olympic and shows great vision for a club at the heart of its community."

**Culture, Media and Sport, January 2009**

sport connects with young people in a way politicians never can. The result? off the rails and stronger communities."

**Jeremy Hunt, MP Shadow Culture Secretary, October 2009**



This report was designed and written by Trust staff. Staff and participants also took many of the photographs. This is indicative of the ethos of the Trust, which is to work as a team in a dynamic, creative way.

The street athletics photograph on this page evokes strong memories, not just because it was an inspirational collaborative event, but also because I spent many of my formative years living on the estate behind the participants. There is no doubt that my experiences have shaped my beliefs and ambition.

Our team now offer a range of activities within forty similar housing estates across four London Boroughs. We are particularly grateful to our partner organisations and agencies with whom we work to create new opportunities.

There is so much potential in our community; the combined energy of a united approach can help to realise this potential. This is the theme of our two-year impact report. I am extremely proud of our team and the partnerships we have created; a team of people who are inspired by a passion for sport, who in turn inspire others.

Lee Doyle  
Chief Executive  
Brentford FC Community Sports Trust  
December 2009



"Brentford offer an amazing broad range of activities with a strong focus on disability programmes. The new boating centre is a real asset and is right up there with the best."

Liz Lowe, Citizenship Manager at Coca-Cola, March 2009



## We Are One Brentford

The idea of One Brentford was conceived to capture the many and varied facets of our unique club, each engaging with the local community in its own way, but all pulling in the same direction, all representing Brentford FC.

The football itself is naturally at the heart of One Brentford but is only the catalyst for so much more. Under the same umbrella, we have a multi-award winning Community Sports Trust. We also boast an educational facility matched by few other clubs, which constantly breaks new ground in its reach and provision to local children. There's Bees United too, often cited as a model for Supporters' Trusts, BIAS, our independent supporters voice, and Lifeline, whose support has been vital for so many years. One Brentford sums us up. It binds us all together.

It helps make Brentford FC what it is – so much more than just a football club.

Donald Kerr  
Director, Bees United

"The Trust is an integral part of the club. You can't separate one from the other - this is a community club...we will never lose the connection with the community that we get through the Trust."

Greg Dyke, Chairman Brentford FC, December 2009

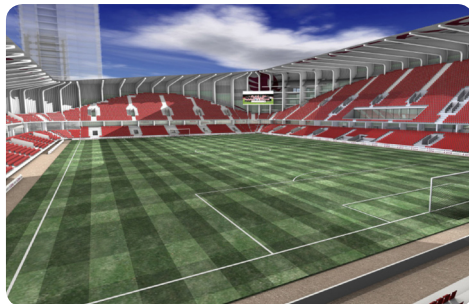
"The Learning Zone are proud to be so closely associated with Brentford FC CST. Since our arrival at Griffin Park in 2005 – we have worked together on a number of innovative projects, which have seen BFC CST coaches trained as story-tellers, delivering literacy sessions to Hounslow primary children; the delivery of the Sports Diploma; media projects for young people with disabilities; a community cohesion film project with KICKZ – to name but a few. Together we actively seek creative opportunities to raise young peoples self-esteem and achievements. We look forward to the future and our continued partnership work, which in 2010 will see families and young people in a combined boating and photography project."

Jo Emmerson, Education Manager, London Borough of Hounslow

## Brentford Community Stadium

Brentford Football Club is working in partnership with Barratt Homes, with a view to moving from its existing home at Griffin Park to a brand new 20,000 seater community stadium at Lionel Road in Brentford. The vision for the new stadium is to create a vibrant community hub that will provide a focal point for people of all ages, abilities and backgrounds and enable the One Brentford family to develop further our work linking sport, health, education and training, social inclusion and well-being.

Brian Burgess  
Director, Brentford FC (Lionel Road) Ltd.



**BRENTFORD FC**  
COMMUNITY SPORTS TRUST

**BRENTFORD COMMUNITY STADIUM**  
More than just a football club

the **GRIFFIN PARK**  
learning zone

**BEES UNITED**  
The Brentford Supporters' Trust



## i-Sports Projects...inclusive and inspirational

For many children, young people and adults with disabilities, sport can be a great way of creating bridges between themselves and the rest of society. At Brentford FC Community Sports Trust we aim to provide and support everyone with additional support needs and disabilities in as many sporting opportunities as possible.

Significant developments have taken place in our programme in the last few years. From an initial investment of £6000 by two partners (The FA and the Andy Fuller Marathon Appeal - a Disability Charity) we have built a £200,000 plus programme over 3 years part funded by The Football Foundation, Sport England and John Lyon's charity. This funding has enabled us to increase participation rates from 70 regular attendees in 2006 to over 450 regular attendees in 2009.

Our participants are involved in three main projects:

- Ability Counts: a school sport programme including football, tennis and kurling
- Extreme Ability: a 16+ programme which includes challenging sports such as kayaking, climbing and wheelchair football
- Panathlon Challenge: a borough school competition for participants in specialised adapted sports including Polybat, boccia and adapted indoor athletics.

Partners:

£200,000 plus programme over 3 years part funded by The Football Foundation, Sport England and John Lyon's charity.

"Carefully adapted sessions have gently increased in complexity and now children play with their dads, have fun together and see sport as a central part of their lives."

Sam Silver, Managing Director, The Bridge Charity, November 2009

**2006 - 70 regular attendees**  
**2009 - 450 regular attendees**

"Many children are able to get a real sense of achievement from sport for perhaps the first time."

John Crocker, parent of Saturday club participant, November 2009

**From an initial investment of £6000 by two partners,  
 we have built a £200,000 plus  
 programme over 3 years**

• Sports include kayaking, climbing, wheelchair football, swimming, dance and table tennis

Ability Counts

• Football and Multi Sports coaching for young people in school, after school and Saturday morning clubs

Sport for all  
Competitive and fun

Ade Adepitan MBE proving an inspiration at the i-Sports day in Southall, June 2009



Ade Adepitan was a member of the Great Britain team that won the bronze medal at the 2004 Summer Paralympics in Athens and the gold medal at the 2005 Paralympic World Cup in Manchester. Ade was made a Member of the British Empire for services to disability sport in 2005.

George Naylor, ATP under 8s  
Newquay, West Country Cup 2008



## Nurturing Local Talent

The Advanced Training Programme provides a clear pathway for young players to receive a high quality football education, enabling them to achieve their potential. The programme is self sustaining through participant fees and has been in operation for over a decade. Players are recruited from across all aspects of the Trust including local schools, estates and holiday provision. Mixing mainstream football with indoor futsal, the ATP aims to nurture the talent within our community.

A 3 year financial donation of £15,000 from the Energy Efficient Homes Group has enabled players from within our social inclusion programme to make the transition from estates football to structured coaching sessions and teams. 400 boys and girls attend across 4 development centres, 36 weeks of the year. The highlight of the year is our participation in the West Country Cup in Cornwall, where our young players have the opportunity to represent the Trust in a competitive football tournament.

The introduction of Futsal over the past four years demonstrates our commitment to encouraging creativity, imagination and good technique in young players. Used for many years in Europe and South America, Futsal is an exciting version of 5-a-side football that uses a heavier ball and imposes strict rules designed to encourage skill. The Brentford Community Sports Trust FC Futsal squad has competed several times in France and won the FA Futsal National Championships in 2007. Our girl's squad have also been national finalists. The quality of the programme has been recognised by The FA with several invitations to demonstrate the benefits of Futsal prior to England Futsal internationals.

Examples of success include Ryan Peters who started out as an ATP player before eventually breaking into the Brentford first team squad. Multi-sports coach Jack Power-Smith was at the ATP for 5 years before opting for a career in coaching and obtaining a full-time position with the Trust. Max Heward is now the captain of the Trust u17s youth side having been at the ATP since primary school. Current Brentford FC youth team players James McCluskey, Ricky Valentine, Adam Cole and Bilal Butt all started out as ATP players.

# 4 development centres, 400 boys & girls, 36 weeks of the year

"My experience with Brentford FC Community Sports Trust is, not only is it professionally run, it's a whole load of fun! Our trip to the West Country Cup was simply incredible. The matches, the mud, the beach and the bar were all brilliant. In fact I don't know who was sadder to leave, me or my son!"

**Rob Wotton, Sky Sports Presenter and father of Joe Wotton, ATP under 8s**

"The impact social inclusion has with young footballers from our estate programmes cannot go unnoticed. These players are now getting involved on a regular basis enjoying football for all the right reasons. It has created an understanding between young people who have made numerous friends in the process."

**Alan Barber, Director, The Energy Efficient Homes Group**

## ...embarking upon its 18th year

Brentford Women & Girls FC is a Chartered Standard Club embarking upon its 18<sup>th</sup> year. The team illustrates how the partnership between Brentford Football Club and the Trust has been able to provide girls and women with the opportunity to play competitive football. A structured coaching programme with teams at u13s and u15s, feeds into the established senior team. The girls' teams also participate in the annual West Country Cup in Newquay and are currently u13 champions.

£7,500 of support from key partners over the last two years including St. George West London, Access Sport and the London Development Agency has provided the club with the financial support to expand and develop, enabling 66 players to participate twice a week.

In season 2008 - 09 the Trust provided coaching and management for the Richmond College Women's Development Programme, with the team competing in the English Colleges League.

BWFC has encouraged many young women to get involved. A good example is 17-year-old Shukri Abdi. Shukri has been playing football for 5 years and started at our Positive Futures project in Hounslow. In 2008, Shukri became a volunteer and has now achieved a number of qualifications including her FA Football Level 1 and ABA Boxing Level 1. Now established in the BWFC first team, Shukri is a positive role model for many girls, highlighting how sport can have a positive impact upon a young person's life.

'It gives me great pleasure to run the club alongside my daughter and together we have pushed the club forward with more young women in the programme than ever before. BWFC has made a difference to many young girls and women's lives through positive engagement in sport.'

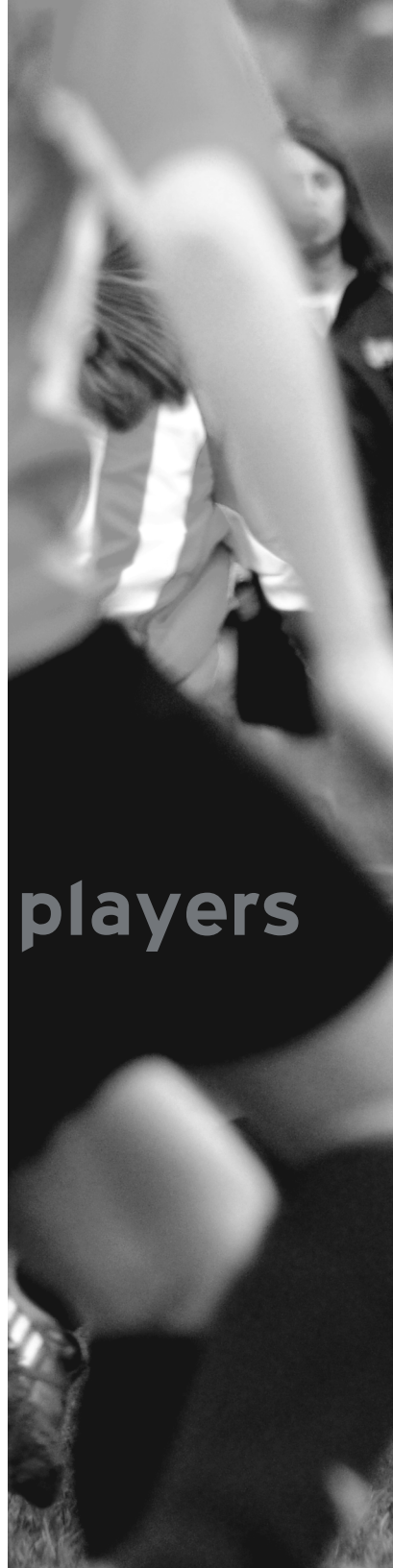
**Roger Crook, Chairman, Brentford Women's & Girls FC**

## Brentford Women and Girls FC

# enabling 66 players to participate twice a week

"We are delighted at the diverse range of activities that are benefiting West London and we are proud of the projects that we work together on, particularly the girl's football, schools and disabilities projects."

**Ian Dobie, Managing Director, St. George West London Ltd.**



"I had a great time playing against other teams in Newquay and also spending time with my team mates. I would recommend the tour to everyone."  
Isabelle Harvey, Brentford Girls FC under 15s



"Positive Futures works flexibly and delivers good quality youth provision. They have built a really good working knowledge of the excellent relationships with young people and the local community. They respond to the immediate need for positive activities for important contribution to the long term aims of community cohesion and capacity building by involving parents and promoting and work experience for local young people."

Debbie Squires, Isleworth Extended Schools Co-ordinator, London Borough of Hounslow



"Having a number of KICKZ sessions has played a part in reducing... whilst also raising the self-esteem...  
Sgt. Steve Driscoll, Cleveland Ward Safer Neighbourhood Team,

KICKZ participants in Edale, The Peak District, March 2009



Hounslow area and young people, making an volunteering, mentoring

## Investing in the future

The Social Inclusion team delivers a wide range of youth inclusion projects that enable young people to participate in a diverse collection of sport and educational activities within the most deprived wards in Ealing, Hounslow and Richmond.

We are constantly addressing and adapting to the needs of our young people, allowing them to participate in activities they have requested on their doorstep. We support them to forge their own training and career pathways through enterprising behaviour and informed lifestyle decision-making within the fields of sport, youth and community work.

Our first project was Ealing Positive Futures, which began in 2003 with 1 full time staff member and a handful of casual coaches. In its first year, Ealing Positive Futures engaged with 350 individual young people delivering football and kayaking as its main activities. In 2009, the Social Inclusion team consists of 55 full time, part time and casual members of staff who deliver 11 main youth inclusion projects across our 3 targeted boroughs, as well as smaller session-based projects, engaging with over 2500 individual young people and delivering a wide range of multi-sport and youth work based activities. Our main projects are:

Ealing Positive Futures; Ealing Homes Positive Futures Plus; Hounslow Extreme Football Plus; Ealing KICKZ (x2); Hounslow Kickz (x2); Richmond KICKZ (x1); Acton Vale Street Games; Southall Saathee CSPAN Cricket Project; and the Villiers Youth Inclusion Project

Every single project that the Social Inclusion team delivers is done so in partnership with the young people, the local community and our statutory and non-statutory partners. Our ethos is partnership working and we do this in the belief that our projects achieve more for the young people when joined with others rather than operating independently.

# attended 2500 individual young people a social inclusion project during 2009

"Every week I am excited to go to dance. I wish we could have more Positive Futures sessions every week!"  
Jodie, Ivybridge participant, aged 13

### Partners

We have various key partners ranging from national organisations to more regional groups who support our many projects through funding, strategic guidance, in-kind support, help and advice and as sounding boards for new ideas. The Social Inclusion team works with partners across a wide range of disciplines, covering many aspects of society including sports coaching, youth work, community safety, youth offending, policing, community cohesion, social exclusion, volunteering, training and education, employment and welfare.

- 85 hours of weekly sessions delivered 50 weeks of the year
- 14 hours of sessions delivered per day
- 12% girls participation in 2009
- 4250 hours of sessions delivered each year
- 40 young people volunteered on the project in the last year
- 25 young people progressed from volunteering into regular paid employment on our youth inclusion project in 2009
- Winners of the 2009 KICKZ Award for London Practical Police support through partnership working with Ealing Police

Social Inclusion staff were recognised at the 2008 KICKZ Awards. Perry Avery (18) was recognised for outstanding personal achievement alongside Volunteer of the Year 2008 winner Usman Jamil (18). Aaron Snares (17) was nominated as our KICKZ Volunteer of the Year 2009. Inderraj Sandhu's Street Games sessions were awarded the National Street Mark for quality of content and delivery.

crime and anti-social behaviour of the young people involved."  
December 2009

**Good teams become great ones when the members trust  
each other enough to surrender the 'me' for the 'we.'**

**Phil Jackson, Coach, LA Lakers**





#### Awards

##### **Brentford FC Community Sports Trust**

- 2009 Football League Community Club of the Year League 2
- 2008 Pro-Active West London Best Partnership Award
- 2007 GlaxoSmithKline 2007 Local Health Award
- 2007 Football League Best Club Sponsorship Award
- 2006 Football League Community Club of the Year

##### **Brentford Football in the Community**

- 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 FC)
- 1989-90 Football Trust Commendation

Stirling Road Day Care Centre take to the water at Brentford Boating Arch.  
Kew Bridge, Summer 2009



## Engaging our community with its heritage, ecology and waterways

Introducing local people to kayaking and canoeing is our primary aim and in doing so maximising access to the Thames. Brentford Boating Arch delivers sessions at four venues: Kew Bridge Arches, Brentford Lock, Isleworth Pool & Acton Pool. Regular sessions include adult beginners, after school clubs, youth groups and family paddles.

We have expanded our provision to include kayaking for groups with supported needs and these include local charities, special need school groups, college supported learning units and local authority holiday provision. All our coaches are British Canoe Union (BCU) qualified. Thames Explorer Trust continues to use the Arch to it's full potential, getting their feet wet and muddy by delivering 79 educational classes to 2200 children and 376 adults per year.

**240 sessions -  
2800 participations  
season 2008/09**

Our varied programme is financially supported by Sport England and Access Sport and has recently received funding from the Department of Business Innovation and Skills, through Pro-Active West London. St. George West London continues its invaluable support for the Boating Arch project by leasing both arches and bearing many of the running costs.

A £40,000 grant has been secured from the London Marathon Trust to develop the Boating Arch. Work is due to begin in January 2010 on new shower and changing facilities. The future looks even brighter with London Youth Rowing confirming their interest in becoming partners in the second arch.

Part of the aims and objectives was to establish a new club within BBA for advanced paddlers. Edge Progressive Paddling have embarked upon a winter season of trips and pool sessions, providing a development pathway into discipline specific areas of the sport such as surf, white water and slalom.

## Thames Explorers Trust have reached over 2200 children and 376 adults

"I never dreamt I'd learn to actually roll a kayak. Being taught by experts certainly makes a difference, and you're never too old!"

BBA participant Angus Pyke (aged 65)

## A club in the heart of its community

"Brentford is not only a football club, it's involved in the community; we are as one, and all of the facets of Brentford Football Club are joining the community together. We are stronger together, the players are aware of what is going on at the Trust and the local community is important to us. I encourage the players to get involved and make sure they recognise what is going on behind the scenes.

Andy Scott, First Team Manager, Brentford FC, December 2009

Brentford Football Club is unique in that the majority shareholder is the Supporters Trust. We know we're a special Club, we're a Community Club and it was just reward for the amazing effort and work put in by all concerned to have been rewarded with the 2008-09 League Two Community Club of the Year Award at the Football League Awards Dinner earlier this year.

The award was mainly down the incredible energy shown by Lee Doyle and his team at the Brentford FC Community Sports Trust who continue to amaze all who follow the incredible success story of the Trust. We also include Jo Emerson and her team from the Griffin Park Learning Zone in such acclamation.

The involvement of Football Clubs with their local community is extremely important but the BFC CST isn't just involved in football - the launch and development of the excellent Boating Arch at Kew Bridge adds yet another activity to a long list where the local communities can be involved in something that they would normally consider or have available to them.

Brentford FC needs to support and work even closer with the BFC CST and we look forward to doing just that as we move forward in to the New Year.

David Heath, Acting Chief Executive Officer, Brentford FC

"It has been a privilege to see the impact being made in local communities from the dedicated work of the Football Clubs and its players; through participation raised aspirations, improved standards and opportunities to succeed."

Gordon Taylor OBE, PFA- Chief Executive & Chairman of the Community Fund

"I have been blind since birth and ever since I was 5 years old I fell in love with football. I was born a 'Gooner' but when my work brought me to Ashford in Middlesex in 1974 one of my fellow teachers said there is a wonderful commentary for blind people at Brentford. I have been a Bee ever since! The commentators at Brentford, particularly Mark Burridge and his team, are our eyes and ears. To have somebody describing the game kick for kick is superlative...it makes it for us."

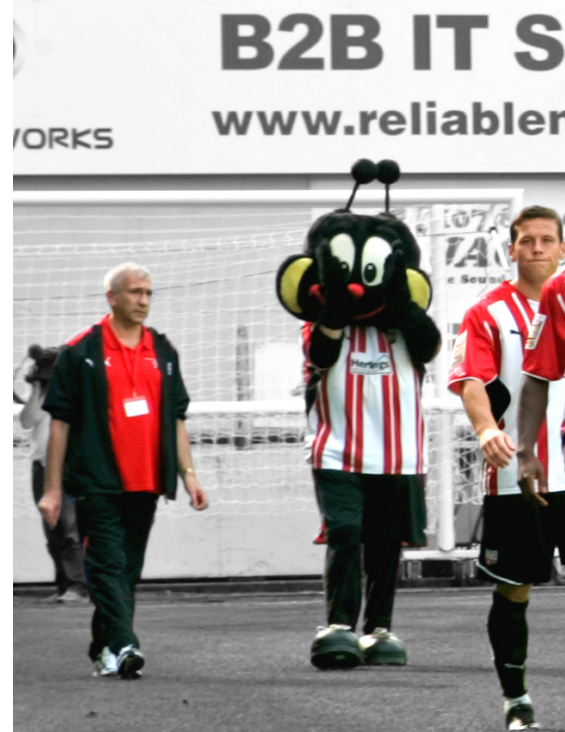
Andy Godfrey, Brentford Fan, November 2009

The partnership between Brentford FC CST and WESTSIDE 89.6FM is the very essence of two organisations working for the benefit of the local community. Now in its second year the relationship has grown where both work closely together so Brentford FC CST has a platform to publicise and promote its projects to a very local audience. It also supplies programming content to WESTSIDE 89.6FM which includes interviews with Brentford FC players, manager Andy Scott and match day reports. WESTSIDE 89.6FM in turn has been on hand to actively promote many Trust events such as Sports Jam and The Community Cup, bringing its distinctive sound to the heart of the community.

Amar Chadar, Station Manager, WESTSIDE 89.6FM, November 2009

"There are some fantastic examples of collective approach with the support of Managers, players will continue to und... to serve."

John Hudson



Community Development Manager Luis Melville interviews Andy Scott for the club and WESTSIDE 89.6 FMs weekly round-up of the latest BFC news.



of player participation across the 92 Clubs around the country and through a  
ort of Chief Executives, Press Officers, Community Managers and the First Team  
understand the dynamics of what's going on in the communities they continue

son, Director of Community Liaison, The Professional Footballers Association

SERVICES  
enetworks.co.uk



ST. GEORGE



"Brentford Football Club is my passion, I have been going to Griffin Park since I was six. In my work I have to be sensible, considered and focused. Brentford gives me an escape route where I can be reckless and irrational, and I love it!"

Natalie Sawyer, SKY Sports News Presenter, December 2009

"ESP works in partnership with Brentford FC CST to develop 'Communities of Practice'. Communities of Practice occur when groups of people who share a passion for what they do get better at doing it by interacting regularly; that passion is providing stimulating and developmentally appropriate physical activity for all children. It is clearly evident in the relationships we have had with Brentford FC CST that they are a considerable 'Agent of Change' within their community of practice and this has meant that in partnership we have made a difference to children's lives."

**Dr David Morley, Head of Education, ESP (Education Special Projects )**





## Inspirational active learning in schools

Our schools programme offers young people the opportunity to engage in a variety of different sports with the aim of keeping them active and healthy through sport. With coaching qualification support for our staff from Pro-Active West London and Skills Active we are able to offer a variety of sports to schools including netball, rugby, cricket, basketball, football, athletics, ultimate frisbee, tennis, futsal, kayaking, boccia, tri-golf and dance. We also provide young people with a pathway to develop their skills in their favourite sports through our development programmes, boating arch and competitions in addition to our work with School Sports Partnerships on their gifted and talented programmes and sports days.

In July 2007 the Prime Minister announced the '5 Hour Offer' aiming to give young people the chance to participate in five hours of sport per week. We are committed to helping the government achieve this target, currently delivering 117 hours per week of curricular and extra curricular activities. At Chase Bridge Primary School in Richmond we deliver 15 hours of physical education per week covering teachers Planning, Preparation and Assessment time (PPA) and a range of after-school activities.

We recognise the need to compliment our traditional after-school activities with multi- skills extra curricular clubs that will encourage more young people to participate. Our experience over 20 years and current partners ensure that we are well placed to drive the multi-skills agenda forward over the coming years. Through our partnership work with Hounslow School Sports Partnership and Education & Special Projects (ESP) our staff now have the qualifications and training to deliver. Specific multi-skills coaches will encourage and engage more young people to participate, some of whom may have been lost to the traditional sports clubs and activities usually on offer. This will encourage school club links as we seek to encourage more and more people into life long participation with the added bonus of unlocking talent.

**2420 sessions of PPA, breakfast, lunchtime and after school clubs 2008-2009**

**2972 individual participants through our schools programme**

**117 hours per week of school sports delivery throughout Hounslow, Ealing and Richmond**

"The Trust provides a wide and varied range of extra-curricular clubs, from football and rugby to kayaking. We also have Inclusive Sports Clubs for our children with physical disabilities. The children thoroughly enjoy their PE provision; we participate in all local sporting tournaments and our range of extra-curricular clubs and participation figures continues to grow."

**Michael Dillon, Deputy Head Teacher, Chase Bridge Primary School**

## Sports Challenge 2010 - BAA supporting the new Sports Jam Challenge event

With the aim of building on the success of Sports Jam\* a new event is to be launched for 2010. The Trust aims to be a catalyst in creating a multi-sport fund-raising event for all ages and abilities providing an ongoing legacy of sport participation.

\*Sports jam is a collaborative event between the Trust, Access Sport and The London Boroughs of Ealing and Hounslow. 1200 young people were connected with 17 sports clubs through free participation sessions at the June 2009 event, held at Gunnersbury Park.

## Streetsports backed by Hounslow Homes and British Airways

Following on from Street Soccer an exciting new project is currently being developed. Aiming to build on the idea of Olympic Legacy a range of sports will be offered on local Hounslow estates. New coaches will be developed and there will be an opportunity for a trainee coach to assist at the World Streetgames event taking place in South Africa in 2010.

## Future Jobs supported by British Airways, The Football League and Premier League

10 trainees will be recruited in 2010 as part of the Government's new Future Jobs programme. The project aims to offer new opportunities for 18-24 year olds who have been seeking employment for up to a year. The initial training programme will offer the opportunity of obtaining coaching qualifications and work experience over 6 months with the aim of progressing trainees into regular paid coaching work. British Airways have supported the Trust in facilitating the management of the new programme together with the Football League and Premier League who have been awarded the training contract by the Department of Work and Pensions.

## The Football League Innovation Fund - Quality Assurance Programme

We are currently working with The Hounslow School Sport Partnership to develop a new Continuous Professional Development (CPD) Programme for Trust staff. This is part of a wider Quality Assurance programme backed by The Football League Trust's innovation fund, with match funding from Ealing & Brentford Consolidated Charity (EBCC) and Nicotinell. The Trust aims to bring in experts from a range of disciplines to underpin our Quality Assurance Programme. We aim to involve Brunel University in the facilitation of the project. The result on the ground will be further assurance of quality and innovation for Trust partners and participants.

"At EBCC we hope to spread the grants that we make to the whole of the community. BFC CST deliver exactly the type of projects that we think should be supported. We congratulate the Trust on their success to date and undoubted future successes."

Tim Lockett, Chair, Ealing & Brentford Consolidated Charity (EBCC)


## Volunteering Programme

Our Volunteering programme involving 20 young people was piloted in November 2009. The 'Bee a Volunteer' programme has been funded by the Young Volunteer Grant Scheme and Street Games. The programme offers volunteers five different pathways across the Trust, from coaching to sport administration and organisation.



"Just being at Sports Jam today amongst all of these young people and sharing in their exhilarating experiences in this beautiful surrounding is a testament to the hard work of all the organisations and volunteers that have made this day possible."

LB Ealing Deputy Mayor Councillor John Ross



Tag rugby at Sports Jam, Gunnersbury Park, June 2009

"It was great to be part of Sports Jam and see lots of kids trying a variety of sports. I hope that many of the kids go down to the free club taster sessions in the next few weeks."

Access Sport Charity Ambassador James Cracknell OBE, Double Olympic Gold Medallist, June 2009

## Sports Jam-a collaborative event introduced 1200 participants to 17 local sports clubs

"The participation of young people in sport has always been important to me and is especially important to me now as I have three young children. As was the case last year, there was a wide range of sports on offer and all of them proved to be extremely popular. Gunnersbury Park is the perfect venue for Sports Jam both in terms of location and the facility and footprint it offers."

LB Hounslow Deputy Leader Councillor Mark Bowen

**Audi**

**West London** “As part of the Sytner Group, West London Audi is keen to actively participate in local community projects and charities wherever possible. Attending the Trust’s Annual Report event in 2007, I was particularly impressed with the diversity of projects that they are involved in: not only the range of sports that they deliver first class coaching in, but also that they endeavour to work with children from a variety of backgrounds. Brentford FC Community Sports Trust are leaders in delivering this type of coaching and I have no doubt that our local children and their families appreciate the work that they do. My team at West London Audi are always keen to see their company ‘give back’ to our local community and we have already won 2 awards for our work in recent years. Our association with BFC CST is a core part of this work. I am delighted to be part of it and hope our local residents will enjoy the benefits of our affiliation.”

Ray Campbell, Head of Business, West London Audi, May 2009



**ST. GEORGE**

“From an initial ‘one off’ event we are now in our eighth year of partnership with the Community Sports Trust. We were particularly attracted to the energy and creativity of the Trust, using sport as a catalyst to create positive change. We are delighted at the diverse range of activities that are benefiting West London and we are proud of the projects that we work together on, particularly the women and girls, the communities of schools and disabilities projects. The recently formed Brentford Boating Club is a great example of the private, public and voluntary sector working together to benefit the whole community. We look forward to our continued involvement with this project.”

Ian Dobie, Managing Director, St. George West London Ltd. May 2009



**SEGA®**

The SEGA partnership was born out of a Brentford FC relationship. We have always wanted to deliver fully inclusive holiday course programmes and the funding from SEGA has enabled us to be creative when designing holiday course provision. Our SEGA Supercamps offer something for everybody from skipping to streetdance, basketball to box-fit! Themed fundays now include SEGA Wii interactive zones and the SEGA Splash water fight (friendly of course) at the end of the week. The end of the year culminates with our SEGA Christmas Party with the Brentford FC Players at the training ground. Last year the event was attended by over 200 participants.



“My association with Brentford’s Sports Trust goes way back to the days of Football in the Community, nobo boards and bringing my samba goals to sessions. Becoming one of their football coaches gave me a marvellous opportunity to experience some of the important social challenges the Trust faces as part of their sports participation programme. Britain has got talent and some of that talent lies in our local community. The EEHG donation aims to ensure that young people from all areas of the community are given equal opportunity to get involved in the Advanced Training Programme. The company’s support will hopefully make a difference to children who come from disadvantaged backgrounds. It is our intention to support the Trust for many years to come, encouraging more and more members of our community to take part and improve their lives through sport.”

Alan Barber, Director, The Energy Efficient Homes Group, December 2009



“Brentford are one of our leading clubs and have diverse programmes have showcased



"Its a two way partnership where everybody contributes. It is 100% reliable, we say we will do something for each other and it happens. A legacy of sustainable projects have resulted such as Street Sports, London Youth Games team development and Extreme Ability to name a few."



Jo Valks, Community Sports Development Manager, Fusion, December 2009



"The partnership is unique in many ways but like most successful relationships it's built on the fundamental principles of hard work, commitment and a willingness to work together to achieve a common goal. Many schemes and projects, such as Positive Futures, Kickz, Summer Uni, Extreme ability and Sportsjam, have been established through this partnership and all have had and will continue to have a positive impact on communities in Ealing."



Julia Robertson, Sports Development Manager, Active Ealing, December 2009



"Richmond Sports and Fitness Services and Brentford FC Community Sports Trust have over the years established a very strong working relationship based on trust and the knowledge that both partners are working for the benefit of sport. We have a number of projects that would not be deliverable without the support of Brentford CST. This ranges from delivery of sports centre programmes, support of borough primary school tournaments, delivery of special needs football sessions, preparation for entry into the London Youth Games and one off support for taster days."



Chris Jones, Sports Development Manager, London Borough of Richmond Upon Thames, December 2009



New Duke of Edinburgh programme at Brentford FC CST

The Duke of Edinburgh's Award and The Football League Trust launched the ground breaking national partnership last year. We are working in partnership with Hounslow Police to deliver 2 DofE programmes in Hounslow. The programmes will benefit young people who have been taking part in a series of physical and social activities to get them fit, grow in confidence, develop their passions and bring communities closer together.

The 'Fit For Football' project aims to raise awareness for participants, of the health benefits of not smoking, eating healthily and being physically active. In partnership with the Football League we have been chosen to pilot this new initiative in 10 schools.



played a crucial role in establishing the Football League Trust. Their wide ranging and excellent examples of good practice and these have helped shape the accreditation criteria required by the Football League Trust for all Club Community Schemes."

Dave Edmundson, General Manager, The Football League Trust, December 2009

### ORGANISATIONAL STRUCTURE 2010

#### Board of Trustees

**STEVE SLEDGER** Business Enterprise  
**STEPHEN CALLEN** Finance  
**BRIAN BURGESS** Social Enterprise  
**IAN DOBIE** Chair of Trustees  
**Prof. STEVE HODKINSON** Education  
**EILEEN DE SOUZA** Legal  
**JOHN CUDMORE** Human Resources

**LEE DOYLE**  
Chief Executive

**LUKE SKELHORN**  
General Manager

**CHRIS EDWARDS** Social Inclusion Manager  
**PAUL SKELHORN** Media / Communications Manager  
**AMY CROOK** Community Links & Office Manager  
**JACKY MONTAGUE** Finance Manager  
**PETE SHEARS** Disabilities Programme Manager  
**NEIL THOMAS** Brentford Boating Arch Manager  
**MARTYN HALL** Community Development Manager  
**LUIS MELVILLE** Community Development Manager  
**GREG HARDMAN** Schools & Coaches Manager

**KRISHAN PURAN** Kickz Co-ordinator (Ealing)  
**NATALIE ARBUCKLE** Kickz Co-ordinator (Hounslow)  
**SAM SAWHNEY** Kickz Co-ordinator (Richmond)  
**FARHAN RAUF** Positive Futures Co-ordinator (Ealing)  
**LUKE BROOKS-SMITH** Extreme Football Plus Co-ordinator  
**MATT EDWARDS** Panathlon Co-ordinator  
**BBA COACHES** Stephen Lenkiewicz, Darren Lewis, Karol Kirschling, Tom Cowan, Dan Hyman  
**ALLISON BENNETT** Volunteers Programme Co-ordinator (Internship)  
**GARY ANDREWS** Holiday Course Co-ordinator  
**MULTI-SKILLS COMMUNITY COACHES** Aaron Downes, Jack Power Smith, Gurpal Sahota, Richard Osei, Ryan Peters, Ahmed Mettioui, Mourad Bougouzi

**PERRY AVERY** Kickz & Villiers Project Officer  
**GRAHAM GOODDEN** Kickz Project Officer  
**AARON SNARES** Kickz Apprentice  
**INDERRAJ SANDHU** Street Sports Co-ordinator  
**CHANTEL BLAKE** Administration Officer  
**USMAN JAMIL** Community Sports Apprentice (Ealing)

#### MATCHDAY VOLUNTEERS

Roger Crook, Den Millward, Malcolm Hobday, Neil MacNamara  
Dale Bond, Lorna Cleveland

#### TECHNOLOGY PARTNERS

Reliable Networks Limited  
Three Tuns House,  
109 Borough High Street  
London, SE1 1NL

#### SOLICITORS

John Devine  
Watson Burton LLP  
1 St. James' Gate  
Newcastle upon Tyne  
NE99 1YQ

#### REGISTERED AUDITORS

Peter Upton  
The Counting House  
7 Bridge Street, Maidenhead  
Berkshire, SL6 8PA

#### VEHICLE SUPPORT

West London Audi  
Great West Road  
Brentford, Middlesex  
TW8 9AH

#### CHARTERED ACCOUNTANTS

Sandra Higgins  
1234 Accountancy Ltd  
5a Forsyth House  
77 Clarendon Road, Watford  
WD17 1LE

#### BANKERS

The Co-operative Bank  
14 New Broadway, Ealing  
London, W5 2XL

#### BICYCLE SUPPORT

WizzBIKE  
113-114 High Street  
Brentford, Middlesex  
TW8 8AT

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: 560833

Brentford FC Community Sports Trust  
Half Acre House, 37 Half Acre  
Brentford, Middlesex, TW8 8BH  
Tel: 0844 247 1889 Fax: 020 8326 7031  
Email: [enquiries@brentfordfccst.com](mailto:enquiries@brentfordfccst.com)

[www.brentfordfccst.com](http://www.brentfordfccst.com)

	Unrestricted funds £	Restricted funds £	31.3.09 Total funds £	31.3.08 Total funds £
<b>INCOMING RESOURCES</b>				
<b>Incoming resources from generated funds</b>				
Voluntary income	244,799	727,947	972,746	742,116
Investment income	10,672	-	10,672	2,720
<b>Incoming resources from charitable activities</b>				
Sports programmes	393,302	16,332	409,634	378,858
<b>Total incoming resources</b>	<b>648,773</b>	<b>744,279</b>	<b>1,393,052</b>	<b>1,123,694</b>
<b>RESOURCES EXPENDED</b>				
<b>Charitable activities</b>				
Sports programmes	386,217	605,320	991,537	784,038
Overheads	235,904	49,395	285,299	246,975
<b>Governance costs</b>	<b>8,896</b>	<b>35,978</b>	<b>44,874</b>	<b>40,582</b>
<b>Total resources expended</b>	<b>631,017</b>	<b>690,693</b>	<b>1,321,710</b>	<b>1,071,595</b>
<b>NET INCOMING RESOURCES before transfers</b>	<b>17,756</b>	<b>53,586</b>	<b>71,342</b>	<b>52,099</b>
<b>Gross transfers between funds</b>	<b>(9,066)</b>	<b>9,066</b>	<b>-</b>	<b>-</b>
<b>Net incoming/(outgoing) resources</b>	<b>8,690</b>	<b>62,652</b>	<b>71,342</b>	<b>52,099</b>
<b>RECONCILIATION OF FUNDS</b>				
<b>Total funds brought forward</b>	<b>286,129</b>	<b>31,478</b>	<b>317,607</b>	<b>265,508</b>
<b>TOTAL FUNDS CARRIED FORWARD</b>	<b>294,819</b>	<b>94,130</b>	<b>388,949</b>	<b>317,607</b>

**BALANCE SHEET AS AT 31 MARCH 2009**

	Unrestricted funds £	Restricted funds £	31.3.09 Total funds £	31.3.08 Total funds £
<b>FIXED ASSETS</b>				
Tangible assets	84,193	-	84,193	50,358
<b>CURRENT ASSETS</b>				
Debtors: amounts falling due within one year	153,066	178,744	331,810	230,060
Cash at bank	171,556	(9,632)	161,924	143,752
	324,622	169,112	493,734	373,812
<b>CREDITORS</b>				
Amounts falling due within one year	(101,205)	(74,982)	(176,187)	(106,563)
<b>NET CURRENT ASSETS</b>	<b>223,417</b>	<b>94,130</b>	<b>317,547</b>	<b>267,249</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	<b>307,610</b>	<b>94,130</b>	<b>401,740</b>	<b>317,607</b>
<b>CREDITORS</b>				
Amounts falling due after more than one year	(12,791)	-	(12,791)	-
<b>NET ASSETS</b>	<b>294,819</b>	<b>94,130</b>	<b>388,949</b>	<b>317,607</b>
<b>FUNDS</b>				
Unrestricted funds	294,819		294,819	286,129
Restricted funds		94,130	94,130	31,478
<b>TOTAL FUNDS</b>	<b>294,819</b>	<b>94,130</b>	<b>388,949</b>	<b>317,607</b>

## Mission Statement

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

**Blind (B1) Football**

**Tri Golf**

**Boccia**

**Table Cricket**

**Athletics (inc Adapted)**

**Climbing**

**Futsal**

**Rugby**

**Basketball**

**Box-Fit**

**Cricket**

**Football**

**Kurling**

**Street Dance**

**Multi-Skills**

**Handball**





**Powerchair Football**

**White Water Kayaking**

**Sprint & Slalom Kayaking**

**Polybat**

**Soundball Tennis**

**Surf Kayaking**

**Table Tennis**

**Gymnastics**

**Netball**

**Ultimate Frisbee**

**Canoe Polo**

Realising Potential - Impact Report 2007-09. Second Edition.

This report was launched at West London Audi on Wednesday 9th December 2009

Permission granted to reproduce for personal and educational use only. Commercial copying, hiring, lending is prohibited.

