

*[Handwritten signatures in black ink]*

**BRENTFORD**  
COMMUNITY SPORTS TRUST



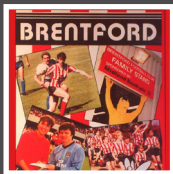
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“I am always impressed by the depth and scope of Brentford FC Community Sports Trust projects, but the real impact of the work they do only hits home when you begin to understand the positive effect they have on the lives of the participants.”

Greg Dyke  
Chairman, Brentford FC



1987  
Launch of  
Brentford FC  
Football in the  
Community



1991  
Brentford FC  
named National  
Community  
Club of the Year



1993  
Brentford FC  
named National  
Community  
Club of the Year



1998  
Inaugural West  
Country Cup



2001  
BFC host first  
free to attend  
professional  
football match



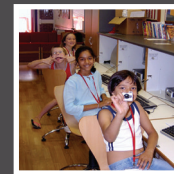
2001  
Launch of  
Target 10,000  
Schools  
Coaching  
Programme



2002  
Hounslow  
Summer  
Street Soccer  
launched



2003  
Positive Futures  
Ealing launched



2004  
Griffin Park  
Learning Zone  
Opens

# Chair of Trustees Foreword

On behalf of the Board of Trustees, it is my great privilege to introduce the 25th Anniversary Review for the Brentford FC Community Sports Trust - celebrating a quarter of a century of Community Engagement.

In this review we have highlighted the wide range of work carried out by the team. We have also captured the evolution of the national Football in the Community Programme, as described by PFA Chief Executive Gordon Taylor.

What makes our Trust so special is the people involved; the staff, volunteers, our partners and, most importantly, our participants. Read on and you will be inspired by some of the extraordinary people and their stories, which are celebrated in this Review.

Ian Dobie  
Chair of Trustees



Clr. Julian Bell, Leader of Ealing Council, Jonathan Douglas, Captain BFC, Clr. Ruth Cadbury (Brentford Ward), Ian Dobie, Chair of Trustees, Lee Doyle CEO Brentford FC CST.

Trust Partners Day, Griffin Park, September 2012



2005  
Achieved  
Charitable  
Status



2006  
KICKZ  
Programme  
launched



2006  
Brentford FC  
named National  
Community  
Club Of The  
Year



2007  
Brentford  
Boating Arch  
opens



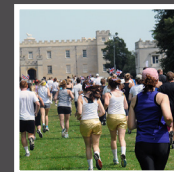
2008  
Extreme Ability  
Programme  
Launched



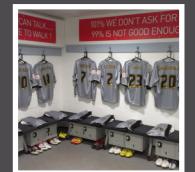
2009  
Brentford FC  
named National  
Community  
Club of the Year  
(League 1)



2010  
Brentford  
FC awarded  
Business In The  
Community  
Mark



2012  
Inaugural  
ISIS Challenge



2012  
BFC Silver Kit  
Celebrating  
25 Years



## Uwe Rosler

Manager, Brentford Football Club

I have been Manager of Brentford Football Club for almost 2 years and in that comparatively short space of time I have seen the Club, and all that it involves, make tremendous strides both on and off the field and just as importantly within the community it serves.

I believe that each and every one of our players, in representing our Club, is a role model to youngsters within our local area. It gives us the best chance of establishing a fan base for the future and a Club to which the local community can relate.

At Brentford Football Club we believe that we are as important to the well-being of the community as a whole as they are to us. Whilst we can provide the opportunities and facilities to watch or participate in football and other sporting and social ventures, the community itself can feel very much part of what we are trying to achieve. Long may that continue.

Uwe Rosler



## Mary Macleod MP

Member of Parliament for Brentford & Isleworth

I am delighted to be able to take this opportunity to congratulate Brentford Football Club Community Sports Trust on their 25th anniversary.

Chief Executive Lee Doyle and his team have demonstrated over the years just how much can be achieved when you bring together sport, business and young people.

The commitment and enthusiasm from everyone I've met at Brentford FC and The Community Sports Trust is amazing. This energy and drive has enabled them to expand their range of services beyond sport, to include education, health and volunteering, reaching out to people from all backgrounds and abilities.

Many thousands of young people have benefited from their involvement with The Trust over the last quarter of a century.

Well done to everyone involved and very best wishes for the future.

Mary Macleod MP



## Mark Devlin

Chief Executive, Brentford Football Club

All professional football clubs should be at the centre of the community which they serve and represent. Brentford Football Club enjoys a very positive relationship with our fantastically diverse community.

The role Brentford FC Community Sports Trust has played in ensuring that the football club is fully engaged with local people is immeasurable. Over the past 25 years, Lee Doyle and his team have worked tirelessly with people from all walks of life, not only from the London Borough of Hounslow but also neighbouring boroughs.

The Trust adds so much value to the football club and has demonstrably helped build our local support and given so many people the opportunity to participate in activities to which they previously would not have had access.

The professionalism of the Trust can be seen by the achievement of the coveted Business in the Community Mark, something only a handful of companies within England have achieved.

I look forward to the Club and Trust continuing to enjoy a very positive relationship for the next 25 years, which will only be of benefit to our community and mutual partners.

Mark Devlin

## Chief Executive's Review

The challenge with this review was to convey the work we are currently involved with, while at the same time, explaining the journey we have taken over the last 25 years. We decided that the best way to do this was to focus on people and projects.

In this review you will find an interview with Gordon Taylor, Chief Executive of The Professional Footballers Association, who explains the foundation of Football in the Community across professional football clubs. While the origins were in the North, Brentford Football Club was an early advocate, taking the innovative approach of working with two local authorities, Hounslow and Ealing.

Equipped with footballs, bibs, cones and the Brentford FC brand, the brief was to engage with the community. The picture featured was taken at Havelock estate, Southall, at a Saturday morning club in 1988. Work on the estate is an example of how we have played our part in increasing leisure and life chances for young people, assisting in the development of a £1m Football Foundation facility to build a new third generation all weather pitch.

During the past 10 years we have delivered a Home Office and Local Authority backed programme called Positive Futures at Havelock, which offers lifestyle as well as sports coaching for young people on the estate. We are currently working with Housing Association 'A2 Dominion' to improve facilities and opportunities for the local Youth centre. This is a typical example of the Trust acting as a catalyst to assist regeneration. In this review, you will find other projects such as Brentford Boating Arch where we have created an innovative Boating and Stand-Up Paddleboard Centre, increasing access to the River Thames for the local community.

With the ability to monitor and assess impact through systems such as 'VIEWS', developed by 'Substance' an experienced social research co-operative, we have been able to demonstrate the impact of our programmes. This includes reduced anti-social behaviour, increased educational attainment, increased employability and raised self-esteem. As a result the Trust is being commissioned for increasingly sophisticated projects, such as working with Ealing Young Carers and with male and female young offenders through our Sport for Change and Volunteer Mentoring projects.

The Trust played a part in the establishment of the Griffin Park Learning Zone in 2004 and under Jo Emmerson's leadership many new and innovative education, media and art projects were introduced. Following funding cuts in 2011 the Trust took the Griffin Park Learning Zone under its



“Vision without action is a dream. Action without vision is simply passing the time. Action with Vision is making a positive difference.”

Joel Barker

management. Working with minimal funding but a wealth of experience and enthusiasm, a range of services are being developed in education and training that will ensure the future viability of the centre.

You will see from our breakdown of income that we ensure there is a balance between commissioned work and income generation. A major part of the challenge has been to build sustainability into our programmes. We encourage an entrepreneurial approach to project development, always thinking about how a project will develop beyond initial support.

Historically many organisations have failed by diversifying too far away from their core business. We are acutely aware that we must maintain quality of provision in every session that we deliver. Utilising funding from the Football League Trust and local charity Pathways, we have appointed a Quality Assurance Manager to work across all Trust projects, linking staff and best practice.

Our staff, volunteers, Trustees and partners are the key to our growth and success. In the early days, based under the stand at Griffin Park, there was a crazy gang mentality 'all for one and one for all.' While our staff base and resources have increased significantly, at our core we still have the same approach to go the extra mile to achieve a goal, being creative and having fun as a team.

On reflection it is amazing that some of the participants in the photograph will now be in their late 30's. The longevity of staff has enabled us to see progress in young people across our projects, such as Josh Beacham, who began as a participant at Feltham Bees, plays in the Great Britain Cerebral Palsy Football Team and is also a coach for the Trust.

2012 was a remarkable year for sport with the London 2012 Olympic and Paralympic Games inspiring us all. We are proud to have played our part on a local level by being part of the Brentford Torch relay, delivering Urban Athletics for Hounslow and developing the new ISIS Challenge at Syon Park. In this review you will find a summary of the year's activities, in addition, we hope that you get a sense of the journey that has taken place since it all began back in 1987.

This review is a celebration of the efforts and commitment of our staff, Trustees, partners, volunteers and participants. We have built a team with a vision and together we are making a positive difference.

Lee Doyle



## Pushing the boundaries

There can be little doubt that our Community Sports Trust has been one of the Club's greatest assets, from the moment of its inception as Football in the Community through to its much wider scope of activities 25 years later.

The contact it provides us to tens of thousands of local children and families across the neighbouring boroughs, and the partnerships it has formed with other local companies and associations help to give real meaning to our claim to be a community club. But, possibly even more valuable than its work alone is the reputation it has gained within its peer group as a leading and innovative organisation, pushing the boundaries of what we originally thought the appeal of sport might achieve.

The profile of the Brentford FC Community Sports Trust, inside and outside football, has raised the profile of the Club itself, and the fact that we are one of only a handful of

Community Mark companies in the UK is largely due to the Trust. The reputation of the Club and the high regard locally for its contribution to our community has helped enormously towards achieving our own ambitions for our new stadium, which in turn will strengthen and extend the Trust's impact.

Seen in this light, it is impossible to put a value on the contribution to the Club of the Trust's work. But that was never the reason for having a community sports arm in the first place. The real value of the Trust, particularly in its current form, is the positive impact that it has on the young people it comes into contact with every day. That's what really counts.

Donald Kerr,  
Director, Brentford FC

Brentford FC Community Sports Trust's relationship with property developers, St. George PLC, began in 2001 following the West London property developers joint sponsorship (with trade union GMB) of the first ever free Football League match, when the Bees played at home against Peterborough United. The ground was full, the sun shone and the Bees won...not a bad start to a partnership that has blossomed ever since. Ian Dobie, St. George Managing Director, explains:

"It soon became evident that Brentford FC was a true family club – whether you were a fan watching from the terraces, a Board member, a player out on the pitch, or working on a Football in the Community project, you all had one thing in common, which was the love of a club that united and supported the community.

I've always had a keen interest in grassroots football, so our partnership with Brentford had to be more than just writing cheques. The ability for my company to become involved in some of the projects that we helped fund was vital as we wanted to be known as a property company that really put something back into the community. So, as part of Brentford's Target 10,000 project, we agreed to part fund football coaching for 10,000 local children, which was an outstanding first venture together.

I was also hugely impressed with the vision of Lee Doyle, not just in terms of his delivery of projects and the way he engages with his staff and the participants, but Lee has got a real entrepreneurial flair. I knew that for every pound that St. George injected, Lee had the ability to match it from other sources and that was important to us."

The continually developing relationship helped to secure a shirt sponsorship deal agreement between St. George and the Football Club in 2002, which emerged as one of the most popular in the Club's history. The design combined the Bees red and white stripes, the St. George cross and the sponsor's logo – it was a perfect example of business, community and creativity coming together. In fact, the partnership was recognised nationally, with Brentford FC and St. George winning Best Sponsorship at the Football League Awards in 2007.

"Winning the Football League award in 2007 was a hugely proud moment – recognition is never the driving force for either the Trust or St. George, but for the partnership to be acknowledged was magical and a great reward for the staff who deliver such outstanding work."

## Participation Through Partnership

Trust Chairman Ian Dobie describes how Brentford FC, The Trust and St. George PLC have built an award-winning partnership, uniting the public and private sector



With Ian becoming part of the Trust's first Board of Trustees, plus the announcement of a new four-year financial partnership, the relationship with St. George went from strength to strength. The new financial backing allowed the expansion of the Trust's Disability and Girls section, whilst also supporting the Trust's infrastructure. Further funding streams were secured as a result of committing part of the St. George investment to the Extreme Ability projects in Ealing and Hounslow.

"I love attending sessions that the Trust organise and seeing the enjoyment on the faces of the participants, particularly on the Learning or Physical Disabilities projects, where it is clear that the Trust's work is really illuminating a person's life and helping them achieve things they maybe thought they were not capable of."

The regeneration of disused arches under Kew Bridge, beside one of St. George's latest Thameside developments, into a fully functioning boating facility and educational centre, typifies the expansion of Trust activities, creating new opportunities and using natural local community resources. St. George's funding acted as a catalyst for the project and in gaining further support from B&Q, Sport Relief and the London Marathon Trust.

"The Boating Arch is a further example of the private sector, the public sector and the voluntary sector working in harmony and the power of sport. It's great that local children can now get out on the Thames and actively enjoy themselves in groups or individually. We'll be adding a pontoon on the Brentford side of the bridge that will further improve access, with the area becoming a vibrant public space next to the River for residents and the whole community to enjoy."

The Trust has been successful because of the energy, drive and ambition of all its members, staff, Trustees and commercial partners – but St. George has enabled the Trust to build momentum and given it a real chance to achieve its potential. But as Ian concludes, it is clear that mutual respect and appreciation is shared.

"One of the best things about being Chairman of the Trust is the knowledge that one day in the future I will look back at my life and think, 'What's the best thing I've ever achieved?' I think my involvement with the Trust will be right up there with the best of them. The Trust is part of the DNA of St. George's Corporate Social Responsibility policy. I would encourage other companies to get involved, too."

Few people could ever have envisaged how successful the Football in the Community movement would become, and the thriving programmes up and down the country are a lesson to us all about what we all should aspire to. Aiming to do the very best we can and then exceeding expectations is something we should all strive for.

Football was at its lowest point during the mid-1980s. We had a government that blamed sport for almost all of society's ills, with the football hooligan problem and health and safety issues at grounds still a major concern to anyone who loved the game.

They were dark days, with then Sports Minister Colin Moynihan pushing for the introduction of a compulsory identity card scheme for entry into football grounds. The bleak backdrop was of course worsened by the terrible tragedies at Heysel, Valley Parade and Hillsborough.

It was clear to everyone that something had to be done or risk the game being irretrievably damaged. It was also clear that politicians and footballing authorities had to stop pointing the finger of blame at one another.

I remember having a meeting with my PFA colleagues around that time to look at ways of helping football clubs, in conjunction with the local authorities and police forces. To become more than just 'football clubs' we needed to find a pathway along which they could become the focal point of their communities and a place where everybody could come together rather than be a focus for hooliganism and anti-social behaviour.

From the PFA's perspective, I wanted to establish what the players could do. One suggestion was that players would start to commit five hours per week for community activities as part of their contracts. Many people thought our objectives would be unachievable but eventually we began a pilot project in the North West. We were clear in our aims: to promote social inclusion, education, sporting activities and anti-racism whilst encouraging players to visit local schools.

We knew that no matter how big or small the clubs were, the players were role models and they bought into that responsibility. Before long, we had six clubs – Manchester City, Oldham, Bury, Manchester United, Bolton and Preston – headed up by ex-players including Brian Kidd, Alex Williams and the late Mickey Baxter.

## Achieving the Unachievable

Professional Footballers Association  
Chief Executive Gordon Taylor describes  
how football became a catalyst for change



Looking back, the last 25 years or so years have been a remarkable success story, one that is the perfect demonstration of Corporate Social Responsibility. It became a huge source of pride when we started receiving letters from the local police, or from teachers, thanking us for the contribution that our players were making.

Because we had used football as a vehicle for change, we were reaching areas and affecting behaviour in a way the authorities were simply unable to do. I remember one police chief telling me that we should never underestimate the role that community schemes were having in helping their fight against hooliganism.

From very early on it became clear that Brentford was emerging as the perfect example of football clubs reaching out, embracing their communities. We should be proud of what we've got in England – the heritage and the footballing tapestry that weaves through our towns and cities. Who would imagine that a small island like ours could employ the most professional footballers, support the most full-time football clubs, boast the highest aggregate attendances and provide the sort of community programmes that are unique in the world.

Witnessing the enthusiasm and professionalism of the people who run the community programmes all over the country is always a source of inspiration. It really shouldn't surprise us how Brentford's scheme has flourished over the past quarter-century and become a multi-faceted charity arm of the football club. Community programmes really are focal points, with the ability to attract and bind people from all walks of life like almost nothing else.

Once football grounds had become safer places to visit and started to attract more women and children to attend matches, the game's transformation could be taken to the next level.

Although the schemes were the idea of organisations like the PFA, if it hadn't been for the willingness of the football clubs to embrace the idea and develop the schemes themselves, not to mention the match-funding from commercial partners and local authorities, the level of success would not have been achieved.

Football clubs have developed truly outstanding schemes and ideas over the years, but every club has a different emphasis depending on its local issues. Projects that stand out for me





“From very early on it became clear that Brentford were emerging as the perfect example of football clubs reaching out, embracing their communities.”

Image left: Steve Perryman signs an autograph at the Brentford FC Christmas Festival of Football, 1989

Image above: Meet the Players, 2001 - Brentford FC provide the Trust with the use of the Griffin Park for community events at the end of each season

include collaborations with the Prince's Trust or similar organisations, where clubs engage with youngsters who have been written off elsewhere as 'not having a chance in life' and through the schemes discover people who believe in them and provide opportunities.

The Olympics and Paralympics showed how culturally diverse our nation is and how multicultural and inclusive we are. The Games highlighted to the world the contribution that so many people have made – the power of volunteering really did provide a shared belief in humanity. Just as London 2012 demonstrated, Brentford FC Community Sports Trust has embodied the same spirit, running a huge number of varied projects, uniting people of all abilities. Brentford has proved there is a place for everyone.

It is so uplifting to be involved with sport and to be part of a movement that is reaching out, providing opportunities that may not have been there otherwise. I always tell the young players I meet about the benefits of community involvement – how it makes them more rounded people, helps them keep their feet on the ground and appreciate how fortunate they are to be given an opportunity so many others can't share.

After 26 years it would be too easy to lose the drive and keep trying the same ideas, or to look at the state of the economy and give in because match-funding has become so difficult to find. All community programmes have had to adapt to the contemporary economic landscape and monitor how they engage. They also have to hand the baton on to the next generation of coaches and visionaries, to people who can take the movement forward through the next 25 years.

I would like to take this opportunity to congratulate Brentford Football Club and the Community Sports Trust on reaching their landmark anniversary.

Gordon Taylor OBE  
Chief Executive  
Professional Footballers' Association

## Brentford's Dynamic Duo

It really is no exaggeration to say that Brentford FC Community Sports Trust feels like one big family – the warmth and friendly nature of the staff has clearly been one of the biggest factors in succeeding to connect with the community and in attracting new business and funding partners.

For father and daughter Roger and Amy Crook, the family tie is a real one. As well as both being lifelong Brentford fans, there's a lifetime's work that has been dedicated to the Trust between the two, as well.

Amy joined the fledgling Football in the Community project as a YTS office trainee after her brother had completed work experience at the Club, and there has been no looking back. FITC's founding manager, Martyn Spong, helped Amy develop a broad and diverse set of skills, ranging from office administration and filing to running (and playing for) the Brentford FC Women & Girls' football teams. She now manages the Trust offices along with the match day activities and the children's mascot experience.

Running the Women's teams has been an all-consuming commitment for over two decades. In that time the dedicated duo have been responsible for administration, scouting, recruitment, coaching, management and until injury curtailed Amy's career, actually playing as well! But all that hard work has paid off – the first team have progressed steadily from Division Seven of the Greater London League all the way up to Division One – two levels away from the top national division. Roger readily admits to dreaming about leading the first team to the top flight, but there is also a reluctance to believe that

this will happen due to the funding levels that would be needed to attract international quality players.

Even if Roger doesn't achieve that particular dream, he remains proud of the fact that the Brentford Ladies have won the Middlesex County Cup under the Crooks' management, as well as each season played one of their matches at Griffin Park, straight after the men's first team!

Both agree that they would do anything and everything to help the Club, Roger adding: "I get so much enjoyment from giving something back to the community. There is a real buzz and spirit about working for the

Trust – every single person puts so much hard work into what they do, so for me, winning the Football League Community Club of the Year trophy was a really fitting tribute – a very proud day for us all."

Amy also organises an Over 55's club at Griffin Park called Extra Time:

"It's a scheme where local people can visit the Club during the week to socialise and take part in a variety of physical and not so physical activities, using funding initially secured from the Football Foundation and Sport Relief and now supported by the Trust." Amy adds, "They're not all Brentford fans... but it won't take long to turn them into Bees!"

As for Roger – well, there's one further string to his bow on match days – but that's top secret!

**“There is a real buzz and spirit about working for the Trust – every single person puts so much work into what they do”**

Image:  
Dynamic Duo Amy & Roger at a Brentford FC Women & Girls Training Session, 2013





## Cause and Effect

It has long been hoped that the use of carefully distributed, free match tickets will lead to potential new ‘fans’ returning to Griffin Park at a later date, and one vital tool in attracting the next generation of loyal supporters. Countless new Bees have been captivated using the complimentary ticket scheme, and tens of thousands of children have been gifted their first taste of League football, or live sport played beyond the confines of the TV in their front room, thanks to Brentford Football Club and the Trust.

There is no better example demonstrating the positive effect of a single free ticket than the one handed to Mark Chapman in 1985 – not only did it trigger a life-time’s support, but in the quarter of a century that has passed, Mark has also served as the club’s match-day programme editor as well as a spell as the Bees United fans’ representative on the Football Club’s Board of Directors.

Mark explains; “It’s so difficult for Brentford to compete with the other three West London teams, especially as they are all currently in the Premier League, which is why I have so much admiration for the work the Community Trust do.

### There is no better example demonstrating the positive effect of a single free ticket

Getting the ‘Brentford message’ over to the younger generation has become increasingly more difficult over the years: the Bees not only have to compete with top flight neighbours, the internet, PlayStation and parents now being more reluctant to let their children out in the evenings, but the amplification of coverage regarding ‘all things Premiership’ is almost overwhelming.

The fact that Brentford can target children who would otherwise never see a live football match, coupled with the Trust’s brilliant coaching work, really does encourage local kids to support their local team.”

## A New Chapter

Over the past ten years the Griffin Park Learning Zone (GPLZ) has built a highly respected reputation as an outstanding educational Study Support Centre, situated within the main stand at Griffin Park.

In that time the GPLZ has focused on raising attainment for young people between the ages of 8 and 19, using programmes designed to both supplement and complement the teaching curriculum, by taking advantage of the inspirational setting the football stadium provides, as well as by utilising Brentford FC players and staff.

The evolution of the Learning Zone has been an ongoing process and 2012 saw another significant development when it was taken under the Trust's wing.

Learning Zone manager, Chris Barrett, is looking forward to opening what he sees as a new, exciting chapter: "The Trust have worked with a huge number of schools over the past 25 years, and ultimately, I'm hoping the educational programmes the Learning Zone delivers will grow to be of a similar size to the Trust's sporting output."

Out of hours learning, literacy, numeracy and ITC classes for under-achieving students, enterprise workshops, multi-media training, programmes for children at risk of exclusion, as well as volunteering opportunities, are just a small snap-shot of what the GPLZ has to offer schools and college. Having such a hive of activity buzzing around the club can only be good for Brentford FC and the wider community it serves.

With the Learning Zone's well equipped classroom inside Griffin Park itself, and another down by the river at Kew Bridge, it means the Trust's ability to deliver stimulating learning is increasing year on year.



Image: Griffin Parks walkways become a playing area and film set during GPLZ sessions, 2012



## Ryan Peters

I've been involved with Brentford Football Club since the age of nine, when I was spotted playing for Larkspur Rovers in Greenford and was invited to join the Club's Centre of Excellence. Then, after six years rising through the ranks, I was eventually signed as a professional player, which is every boy's dream!

I'll never forget making my debut for the Club in a Carling Cup game against an Ipswich Town team that included future England star Darren Bent. To top that, I scored during my full League debut, helping the Bees fight back from 3-1 down against Sheffield Wednesday!

Because I had been playing for Brentford from such a young age, I had to get used to making lots of long away trip coach journeys. I preferred reading to computer games and the GPLZ asked me if I would like to become the Club's Reading Champion. I was a big fan of the Harry Potter books, so I jumped at the chance of representing the Club during the school visits. I have seen first hand the amazing work they do in transforming young people's lives.

I loved being involved in representing the players whenever I

was needed. I think the fact that I am a West London lad made me appreciate the work they were doing even more.

Chris Barrett, Ghausia Amin and Kieran Gilbert are a great team and it is a tribute to them that everybody speaks so highly of the work they do at the Learning Zone.



**"I loved being involved in representing the players whenever I was needed"**

Although I am no longer a Brentford player, I am still very much involved with the Club working as a full-time coach for the Trust. The technical ability of the young players has definitely improved in recent years, even in the short time since I was spotted as a schoolboy.

I'd love to be involved with helping to develop the next generation of local Brentford players, as well as helping out at the Learning Zone – long may it continue.

# Ability Counts

In 2002, Brentford Football in the Community was offered a grant of £1000 by the Football Association to deliver football sessions for local children under the banner 'Ability Counts.'

This initial funding enabled us to work in two local schools, Castlebar in Ealing and Feltham Community College in Hounslow and develop football sessions for them. Castlebar asked Brentford to deliver further sessions in the school, and the children at Feltham school enjoyed the sessions so much they encouraged their parents to start the Feltham Bees Disabled Sports Club!

From this initial programme, a local charity, The Andrew Fuller Marathon Appeal (AFMA) began funding disability sport with a further £6000 per annum. This additional support enabled us to run competitions and two other Saturday morning clubs in Ealing and Richmond.

As our coaches became more skilled and trained in working with children with disabilities, we increased our range of work to support adults with disabilities. A 3 year Sport England grant of £150,000 was achieved.



Image left: Hounslow Councillor Michael Hunt, Barbara Cole and Martyn Spong at a local festival, 1989  
Image right: Ray Coleman and the Feltham Bees Saturday Morning Club, 2005

By 2008 our disability programme had expanded its project portfolio with income rising from £1000 per annum to over £80,000 per annum and the employment of a full time Project Co-ordinator.

Our latest grant in 2013 of £185,000 from Sport England will support five West London Boroughs to deliver beginner sports lessons to adults with disabilities. We are now able to offer sports activities in the holiday periods whilst at our Boating Arch we have invested in purpose built katakanus that provide disabled people with access to water sports on the River Thames.

By 2008 our disability programme had expanded its project portfolio with income rising from £1000 per annum to over £80,000 per annum

The programme has grown so much that we are now able to offer career opportunities to people with disabilities. Our coaching staff include two Team GB Footballers, Ben Lampert with the deaf squad and Josh Beacham with the cerebral palsy squad.

We also have a disability ambassador in World Number 3 Wheelchair Tennis quad player, Andrew Laphorne. Coaching staff and ambassadors that have been able to overcome their own disabilities offer tremendous value as role models and inspirational figures to all our participants.





## Great Britain's Feltham Bee

The Trust's work can transform lives and Josh Beacham's story encapsulates it. Diagnosed with cerebral palsy at birth and attending mainstream schools, Josh felt that he was never really given a chance to participate fully in sport.

Any involvement with the school football team was limited to a token five minutes at the end of the match. However, in 2003, Josh's mother found a local disability club run in partnership with Brentford FC Community Sports Trust, a discovery that was to change her son's life.

Josh is the first to admit that he was completely disillusioned at that stage, but as he explains, things certainly were about to take a big turn for the better: "The coaches we found at Feltham Bees were so helpful and understanding when I first joined. They are the ones responsible for helping me become a footballer. Not only did they give me the encouragement, support and training that I needed to develop, but they also gave me a broader insight into the opportunities available to a player with a disability.

Things progressed so well that two years ago I was selected by an FA scout to take part in an England youth development squad trial. Shortly afterwards, I was drafted into the senior squad. I made my full England debut, aged 17, during the European Championships that were held in Scotland, then played in the 2011 World Cup in Holland."

If it hadn't have been for a cruel knee injury sustained on the eve of the London 2012 Paralympics, Josh would have been selected for the Great Britain squad.

Josh is clearly emerging as an inspirational role model, not just to the local primary school children that he coaches two days a week, but also to children born with cerebral palsy or other disabilities who are faced with similar obstacles in their own lives. Josh explains: "At times when I was growing up it was very frustrating and I never thought I'd get anywhere as a footballer. Hard as I tried, I seemed to get further and further from my dreams. Now it seems that almost anything is possible."

**"I made my full England debut aged 17, during the European Championships"**

Brentford Football Club was founded in 1889 when, at a monthly meeting of the Brentford Rowing Club, the question of starting a Football Club was raised as an alternative sport for members to participate in during the winter months.

A meeting was held at Oxford and Cambridge Hotel at Kew Bridge, where it was proposed that the new club be called the Brentford Rowing and Football Club. It was also decided that the new football team's playing colours should be the same as the Rowing Club: salmon, claret and light blue. The garish colour combination may not have been set to stay, but the Football Club certainly was, and almost 125 years later, history has repeated itself...but this time in reverse.

The unique relationship between Brentford FC CST and key funding partners has been responsible for many projects over the years; however, one of the most historically poignant and adventurous ones is housed in two renovated arches, tucked under Kew Bridge. Remarkably, the opening of the Brentford Boating Arch in 2008 has seen a Brentford Football Club presence return to a location a short goal-kick away from the boathouse where the football club was first conceived back in 1889.

The Brentford riverside, with its new array of cosmopolitan apartment blocks, is unrecognisable from how it would have looked back in the Victorian era. However, even if the skyline and architecture have changed, the same sense of innovation and adventure lives on.

The Brentford Boating Arch is also a place where a vibrant and diverse programme of river-based activities, skills and environmental awareness courses are run together with a resident kayak and canoe club, stand-up paddleboarding and the Thames Explorer Trust. The project incorporates a classroom and showers/changing facilities and aims to encourage people of every age and ability to experience sport, leisure and education on the Thames. There really is something on offer for everyone.

A team of coaches and enthusiastic business partners provide a range of exciting programmes, which are enjoyed by schools, community and disabled groups, business and local residents alike. In fact, they are even receiving bookings from hen parties - so word about their paddleboards, kayaks and canoes must be spreading downstream fast.

Boating Arch Manager Hila Coggans explains: "There is so much we can offer down at the Arch - whether you are a school, a local business, a club or a group of friends, this part

## Turning the Tide

In 2007, the Trust launched Brentford Boating Arch - a community boating facility at Kew Bridge - taking Brentford FC back to its roots as a boating club



of the River Thames offers some great sport and a lot of fun. As more organisations discover us and we expand, something very special will become established. Having a classroom right on the river is also such a valuable resource - who wouldn't want to learn or teach in such a unique and stimulating environment?"

Indeed, the combination of physical activity and a stunning educational facility is what really makes the Boating Arch such a wonderful place for schools and colleges to make the most of. Lorraine Contario, Education Officer at the Thames Explorer Trust notes: "It is an excellent site for river education and fieldwork taking place on the river's foreshore and along the local riverside at Strand on the Green."

The Arch has been in operation since 2008 but underwent a £69,000 refurbishment programme funded by the London Marathon Trust and the Veolia Environmental Trust in 2011. In addition, St. George West London has invested a further £15,000 into new drainage systems. Since its launch, over 5000 participants have taken part in sessions operated by Brentford Boating Arch.

Hila is working hard to continue to increase those numbers and as well as building upon the Trust's educational, corporate and disability network links, she is also hoping to attract Brentford FC fans down to the Arch by offering a unique match day experience: kayaking and canoeing in the morning, lunch down by the river, the match in the afternoon - how many football clubs can offer that amazing combination? She adds: "It would be great to have the fans and their families down to see our fantastic venue, too - the Arch is a place for everyone to enjoy. Come along and find out for yourselves!"

Brentford Boating Arch is also used by Thames Explorers Trust, an educational charity that has been running for over 23 years. The Arch is one of nine locations along the Thames used by the Explorers for riverside education. The facility has enabled the Trust to increase the number of schools that have visited the site to complete Key Stage One-Four environmental and historical courses. Access to Brentford Boating Arch ensures that education visits are a memorable and rewarding experience for all whilst the public foreshore walks allow the whole community to have a chance to explore the history, ecology and wildlife of the Thames.

Above: Exploring the foreshore as part of a Thames Explorers session  
Left: school paddling session at Brentford Lock, 2009  
Right: 'The Adult Paddle' proved super popular during the long hot summer of 2008







## Moments in time

Peter Gilham is a Brentford fan known to all Bees supporters and is often dubbed Mr. Brentford because of the amazing amount of work he's undertaken on behalf of the Club over the last 50 years.

Peter, who has been the match day announcer for much of that time, is entwined within the Club's DNA and is a genuine red and white ambassador. Here he highlights the pivotal moments that have forged Brentford Football Club's community-focussed outlook.

### 19th January 1967

News that QPR were looking to take over Brentford saw Bees fans Peter Pond-Jones and George Hutchinson rally supporters to save the Club. Four days later over 3,500 fans attended a meeting at Griffin Park that ultimately saved the Club.

### 16th January 1986

Brentford Chief Executive Keith Loring called a meeting of Bees fans at Hounslow's Civic Centre. A thousand fans witnessed the launch of the Brentford Lifeline Society, which has since raised over £2m in direct and indirect donations.



### 27th January 1987

Brentford FC link with Ealing and Hounslow Councils to create BFC Football in the Community. Community Officer Martyn Spong launches the project, creating new sports activity and football club based social activities for all ages. The project quickly gains a reputation for innovation.

### 26th April 2001

Bees United (the Brentford Supporters Trust) was launched at a meeting at the Hounslow Civic Centre, enabling Bees fans greater involvement in the future of the Football Club and bringing the Club closer to the whole community.

### 14th October 2001

Brentford FC, in partnership with GMB and St. George PLC, host the first ever FREE to enter professional football match. Brentford beat Peterborough United 1-0 in front of a capacity crowd at Griffin Park.

### 17th November 2004

The ABeeC campaign was launched by supporters group BIAS, aimed at providing a voice for Bees fans in the local community. This was achieved when one of the candidates, Luke Kirton, was duly elected Councillor for the Brentford ward in May 2005.



### 9th December 2005

The Griffin Park Learning Zone is officially opened by Lord Adonis. The Learning Zone forms part of the national Playing for Success initiative aimed at using spaces within stadia as education centres.

### 20th January 2006

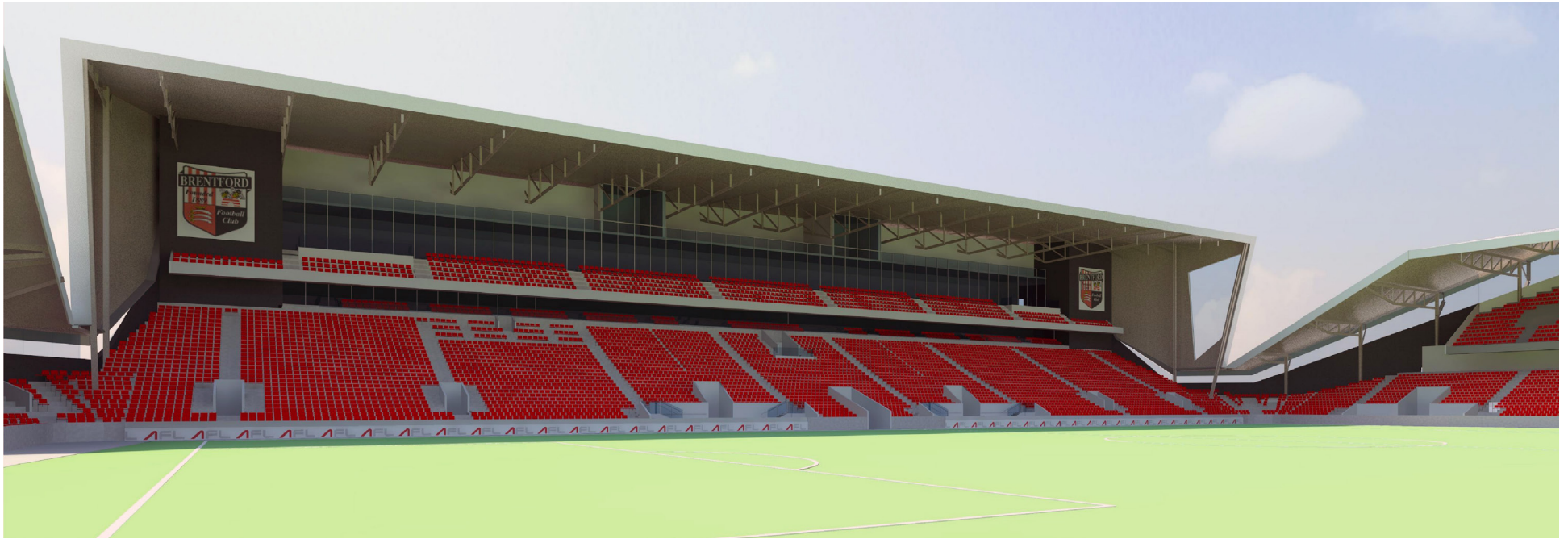
On this day Bees United acquired 60% of the Club's shareholding, thus giving Bees fans a sense of ownership in the Football Club.

### 27th February 2006

Brentford FC Football in the Community is re-launched as a Charitable Sports Trust at the House of Commons. The community scheme is renamed Brentford FC Community Sports Trust. 2006 also saw Brentford FC named the Football League Community Club of the Year.

### 22nd September 2012

Brentford FC takes to the field wearing a specially commissioned silver kit. The kit celebrates the 25th Anniversary of the Community Sports Trust and is made available on general sale.



## The Future

The long term strengths of the Trust's partnership activities are an integral part of an imaginative and exciting project to develop the purpose-built Brentford Community Stadium on a site at Lionel Road South in Brentford.

Construction of the new stadium will bring back together under one roof the Community Sports Trust, the Football Club and the Griffin Park Learning Zone, with modern facilities designed to enable our community activities to prosper and flourish. It will provide a vibrant focal point for partnership work that will see improved facilities for the Club and the communities it serves.

The Brentford Community Stadium will be much more than just a 20,000 seat venue for football and rugby.

The Project Vision is to:

- Provide a modern, high quality 20,000 seat stadium for first class, professional football and rugby with income growth potential in order to secure the long term sustainability of Brentford Football Club;

- Provide a social focal point with a buzz of activity;

- Enable Brentford FC Community Sports Trust to offer a range of activities that will attract all age groups from all sections of the local communities and promote sport, health, education, employment and training, social enterprise and social inclusion;

- Assist in the regeneration of the area and build close links with local businesses and residents.

The new site, which is currently occupied by industrial tenants, is located between Kew Bridge station and the elevated M4 motorway close to the North Circular and Chiswick roundabout.

The Club is developing a bold and imaginative scheme to build a stadium complemented by residential enabling development, to generate funding and act as a catalyst for the wider regeneration of this rundown area and create an attractive link from the River Thames to Gunnersbury Park.

Based in the stadium, the Trust's new offices will be a short walk from its water sports hub, the Brentford Boating Arch at Kew Bridge, where it delivers a range of activities on

the Thames. The Trust is also continuing to promote the regeneration of the sports facilities in Gunnersbury Park.

Also within the stadium, the facilities for the Trust will include a state of the art classroom space to enable the existing activities of the Griffin Park Learning Zone to continue, expand and promote a wide range of education and training initiatives.

The impressive array of facilities that will be available for the Club's hospitality on match days will be used on non-match days as a conference and banqueting centre available to local businesses and communities.

The Club is currently preparing a planning application for the scheme and aiming to open the stadium in July 2016.

Brian Burgess

Director, Lionel Road Developments Ltd.

& Trustee, Brentford FC Community Sports Trust

# Project Feature: Sport For Change

The Sport for Change project works to increase the sense of inclusion and well-being of 'at risk' females through engaging in those aged 13-18 years in a community sport and intervention programme, with the intention of reducing offending and re-offending rates.

Using sport as part of a wider programme of development, the project brings about positive changes in the lives of at risk females, and through work with local partners, ensures a holistic and integrated approach, which can provide them with pathways and opportunities to long-term education, training and employment.

Funded by Comic Relief and launched in September 2011, Sport for Change is a joint intervention programme between Brentford FC Community Sports Trust and the Ealing Youth Offending Service, to identify young females that are offending, at risk of offending, excluded from mainstream school or have gang links.

The programme has three cohorts running for ten weeks of the year and is comprised of three strands: Sport & Fitness, Volunteering and Educational workshops. With consideration given to the target group and their needs, Sport for Change is bespoke and adaptive to individual circumstances.

The volunteering aspect of the programme has been very successful, with each participant taking part in some form of volunteering opportunity in the community including:

- Extra Time project for people over aged 55
- Match day activities at Brentford FC
- Office work at Brentford FC CST
- Brentford Boating Arch
- After-school arts club
- Gardening

These volunteering opportunities have given the girls the chance to gain confidence, learn new skills and potentially identify future career paths.

The project has engaged a total of 29 young females in a variety of sports and fitness sessions including kayaking, football, gymnastics, zumba, boxing, circuit training and fitness.

Other activities include trips to outdoor activity centres, attending Brentford FC matches and a visit to the 2012 London Olympics. To complement these activities, educational workshops have been delivered focusing on important issues such as drugs and alcohol, gangs, healthy eating, personal relationships and gun and knife crime.

The project has achieved important outcomes for the participants in attaining sporting and non-sporting qualifications. Six participants are currently exploring apprenticeship opportunities, and two others have been offered full-time apprenticeships. Three participants have achieved an AQA in fitness and another participant is attending an FA level 1 coaching course.

On hearing about Sport for Change, Sky Sports News presenter Natalie Sawyer agreed to become an Ambassador for the programme. Natalie's involvement as a positive female role model has increased the profile of the programme and provided encouragement for the participants. It opens the girls' minds to the different opportunities that are available to females within the sports industry.

As a high profile presenter, Natalie portrays the message that an interest in sport can lead to a career in the field – challenging stereotypes that exist around females in sport.

Natalie's support has also created opportunities for the participants to tour the Sky Sports Studios, interview the presenters, shadow the makeup artist and explore potential careers. At the end of each cohort Natalie also presents the girls with their certificates of participation at a Brentford FC home match.

Natalie says, "I am delighted to be involved in this innovative programme and as an Ambassador for the Sport for Change programme, I fully endorse the work being done to engage this target group. I look forward to seeing the girls taking advantage of the opportunity available to them and make a positive change in their lives. Brentford FC Community Sports Trust is to be applauded for taking on the challenge of delivering such a pioneering programme."

On 20.02.2012 I Successfully Completed Sport For Change Programme. Coming out of Custody and Signing Programme with Natalie Arbuckle was best decision I made.

The programme did not only engage and activities moreover gave me the work aspect of a team. We did all activities such as cooking. My Personal of the Programme was the trip to did rock climbing, team building games drive the big car/trucks in the mud. The programme Natalie invited us to football game, and at half time we received Certificates on the pitch! I also enjoyed

Natalie also supported me in finding programmes that would suit me. At first I was not sure of what I wanted to do and a course was not for me. As I really enjoyed the fitness side of Sport for Change Natalie invited me into a boxing group which was on then found me some volunteering opportunities at a local park, where I helped planting and keeping the garden fresh.

Not long after I applied for an apprenticeship with Ealing Council. I was successful and I am now a Pre apprentice on the Pathways Programme working with the Forward Steps Project. Thank you so much for all your support. The Programme is fantastic!

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## Volunteer Mentoring Programme

Established in April 2012 and commissioned by Ealing Council, the 'Realising Potential' Volunteer Mentoring Programme is for young people aged 10-17 who are at risk of offending or re-offending and are currently involved with the Ealing Youth Offending Service.

The project aims to provide young people with a consistent positive role model on a weekly basis to reduce their risk of offending or re-offending by supporting them to make changes in their lives. Local volunteers are recruited to mentor young people and we encourage people from a broad range of backgrounds to apply for a role. By the end of 2013 we aim to have 20 regular volunteers working with 20-25 young people on a weekly basis throughout the year. A Volunteer Mentor could help a young person in the following areas:

- Meeting new people and pursuing a new interest
- Finding accommodation
- Employment, training and education

- Support with drug and alcohol programmes
- Reading and writing skills

The 3 main outcomes of the programme are:

- Reduced risk of offending or re-offending
- Improved confidence and self-esteem
- Increased motivation to lead a positive way of life by encouraging the young people to participate in sports sessions, volunteering, attending school/college/job centre or finding new employment.

Although still in the implementation stage with mentors being matched to young people, we have already established 6 weekly partnerships. In March 2013 a further 11 mentor volunteers are booked in to attend training. These partnerships work on areas such as anger management challenges, supporting young people into employment or constructive activity. Further matches are in process.

The Football League Trust is the umbrella body that brings together all of the League Football Clubs to create a national network. There are four key themes of activity within the programme: Health, Social Inclusion, Education, and Sports Participation.

## EDUCATION

### National Citizen Programme

The National Citizen Programme is a national partnership project with the Football League Trust and Cabinet Office that helps young people by giving them fresh experiences, leadership and team building skills. The project is divided into three sections: Residential, Skills and Social Action.

### Work Experience & University Placements

A large work experience programme in partnership with local secondary schools, the Prince's Trust and universities. Office and administration skills and sports coaching form part of the Work Experience programme. University placements are encouraged to utilise some of their learning/expertise within the Trust's portfolio of projects.

### Football League: NPOWER – Respect

A school-based interactive workshop aimed at year 6 pupils to look at the various aspects of the 'Respect' campaign and how this can also relate to pupils' everyday life. The project is delivered by Brentford FC CST's coaching staff in London Boroughs of Ealing, Hounslow and Richmond. 'Respect' complements the Trust's schools sport provision as the message is continued within our curricular and extra-curricular sports activity.

### What's Your Goal

A project that provides young people in secondary school with the chance to experience the world of football and develop their skills by spending a day shadowing a football expert or doing a work experience placement in a range of roles within their local football club.

## Apprenticeships

Utilising funding from Richmond Community Voluntary Service and Richmond Way to Work, the Trust employs two [female] business apprentices and one [female] business administration and sports apprentice. Skill sets include administration and office skills, project co-ordination, data monitoring/input and sports coaching.

## HEALTH

### Extra Time Project

The Extra Time Project is a health project targeting people over the age of 55 years that was initially funded by the Football Foundation, Sport Relief and Age UK. The project is now self-sustaining and hosted 40 weeks per annum at Griffin Park. Activities include health & fitness, table tennis and a social club.

### Bike Hub & Office Disability Access

The Trust offices host a bike hub that is utilised by Trust staff and volunteers. A disabled toilet and shower has been installed whilst ground floor accessibility has been improved for disabled staff, volunteers and participants.

## INCLUSION

A large inclusion based programme designed to engage young people in positive sports activity and to provide training and employment opportunities, delivered across all three of our core London boroughs. Projects include Kickz, Positive Futures, Street Sports and Street Games take place throughout the year.

We are now seeing the benefits of the longevity of our inclusion programme with a number of our staff initially having been engaged with the Trust as participants. Statistics also demonstrate that sports opportunities and activities significantly reduce anti-social behaviour in these areas.

### Young Carers

The progress we have made around intervention is best demonstrated by our





Young Carers project. The Trust was commissioned to provide a Statutory Service for Ealing Council to identify hidden Young Carers in Ealing aged 6 to 18 years and provide innovative support services.

The project aims to provide Young Carers with respite from their caring role and offer the opportunity to meet others in a similar situation. At home they may support parents with alcohol, drug or mental health issues or parents and siblings that are disabled.

70 Young Carers are now involved in the programme demonstrating a 200% participant increase since we were commissioned to deliver this in November 2011.

Commenting on progress to date, Daniel Grant-Vest from the Ealing Children's Commissioning Service said "Management and work on the programme has been excellent. BFC CST have raised the profile of Young Carers by working in partnership with statutory and other services to identify and increase referrals, leading to a significant increase in the number attending the programme. Feedback from the young people and parents is very positive – requesting more. They have proved that a Trust linked to a football club is able to deliver statutory services on behalf of the Council. It's great to see a Football Club that is in touch with the needs of its community."

## SPORTS PARTICIPATION

### Advanced Training Programme

The ATP is a year round football development programme that hosts 230 players aged 5-16 years for 40 weeks per annum. The ATP includes a dedicated home and away match programme against other professional clubs' football development centres for five fixtures per annum. The Trust also enters teams in a competitive annual football tournament in Cornwall.

### Girls & Primary Cup Competitions

Two annual football tournaments supported by the Football League & NPOWER.

Competitions include a mixed primary schools competition and a girls secondary school competition. Collis Primary School represented Brentford FC in the primary competition and were crowned national champions in 2012.

### Quality Assurance

A Football League Trust Innovation funded quality assurance mechanism designed to provide comprehensive CPD for all coaching staff across all projects. A designated manager is tasked with staff training, monitoring, evaluation and assessment of all coaching staff. A partnership with education specialist, Sport Impact, has been established to quality assure all schools' curricular delivery.

### Volunteering

The Trust has a designated officer to manage the recruitment and deployment of volunteers. A quarterly volunteer meeting introduces new volunteers to the Trust, explains opportunities and formalises the induction process. The Trust currently has 41 inducted volunteers listed across all projects.

### Schools & Community Group Sessions

A multi-sport programme including football, netball, rugby, gymnastics, athletics, handball, cricket and water sports. In the calendar year 2012, we delivered 158,910 contact hours of sports activity within 62 schools and community settings. School sports provision is complemented by the delivery of NPOWER & Football League Trust funded Respect and What's Your Goal workshops.

### ISIS Challenge

The ISIS Challenge is a local large scale athletics and water sports event in the grounds of Syon Park, developed in partnership with Isis Waterside Regeneration, Syon Park Management and British Waterways. The event includes a 5 km run, paddle boarding race, multi-sports and family activities.

# Third Generation Bees

## Brendan & Tony Ryan look back upon a lifetime's support

Tony and I inherited our love of sport and football in particular from our dad, (definitely not from our Mum.) Arriving in London in 1961 from Dublin, dad a lifelong Shelbourne fan searched for a club to support, visiting several clubs in London, including Fulham. Fortunately a move to Chiswick prompted a visit to nearby Brentford FC. Dad was immediately smitten, Brentford was on a similar scale to his beloved Shelbourne and Griffin Park had the virtues of a family club reminding him of home.

Regular visits were made to home matches with dad being joined by Tony (the elder son) and by me in the 1971/72 season. I do not recall my first match but I know my favourite player as a young kid was John Docherty or "Twinkle Toes" as he became known in our household. I recall being excited on a Saturday morning when the three of us would discuss who would be playing that afternoon and the regular walks from home to the sacred ground. Family folklore tells me I was lifted up and kissed by Frank Blunstone, the then Manager at the end of the 71 /72 season during our promotion celebrations.

Over the years the three of us shared some very special days supporting the Bees that live on in the memory. Our dad passed away in 1993, three weeks after our last away game together, a long trip to Yorkshire to see the Bees play Rotherham. I've just checked the result and we lost 2-0, not too much of a surprise. The trip culminated with a few pints of Guinness following our journey home.

Things have moved full circle now - our love of Brentford has passed to our own children. Not for them the bright lights of the Premiership! Our four sons (two each) share our passion for the Bees. We are lucky to be able to sit together in the Paddock at Braemar Road and share special emotional moments together only a few feet away from our kids'

idols. The recent goals against Chelsea rank highly in that respect. My daughter Orla aged four, recently attended her first game to see what all the fuss was about.

My two boys Conaill and Oisín aged nine and seven started their football careers on a Saturday morning at a Brentford FC CST football session in Whitton. Having seen how my sons develop their skills and how much they enjoyed the sessions, I took greater interest in the regular articles in the programme in respect of the Trust's work. Through reading the programmes over the years I was aware of their long history and the fact that they had won awards for their work in the community.

Four years ago the company I work for, Lovell Partnerships Ltd. started working with Hounslow Homes to regenerate several housing estates in the Heston area. Lovell takes pride in the fact that wherever we work we get involved with the community to leave a lasting legacy. With this in mind and following a discussion with my Director I approached the Trust to see if Lovell could help provide a legacy in Heston. This culminated with an agreement to sponsor the Street Sports scheme with fellow partners Hounslow Homes and British Airways.

To date Lovell has supported Street Sports with £28,000 of funding and I am very proud that I have been able to combine my role in my professional career with my passion for Brentford. Street Sports has proved a great success providing children in deprived areas with the opportunity to try a large variety of different sports and activities in a safe environment. Having visited a couple of sessions, including a very short spell of nervous kayaking on the Thames, I know the work the Trust do is very important to the community.





### Tony Ryan

I was four years old when I was dragged along to Griffin Park for the first time by dad, the excitement entering the ground was tangible and I still get a tingle down the spine as I walk past the stairway to the Breamar Road stand. It was all terracing below the stand in those days and I stood on a crowded terrace seeing very little but sucking up the atmosphere. I remember we won (5-1, I think) and the chant of “Olly Olly Olly...Oi Oi Oi” A reference to one of the players at the time. Dad had been to Chelsea, QPR and Fulham when he first came over from Dublin, luckily for us none of these flicked his switch and he found his way to Griffin Park the year before I was born (1962).

Memories are plentiful as we toured the country watching the Bees on a Saturday. Dad ran a pub in Chiswick, so time off during the week was rare but Saturday's were ours as we put on the red and white scarf and ventured to such far off lands as Hartlepool, Southport, Workington...places I had never heard of and had to find on a map each week. I think I have stood outside more pubs than many in the cold north with a coke and a packet of crisps!

I remember Crewe away by train. John O'Mara was playing and missed a couple that day. Dad had supped a beer or two and as the players came down on the platform (they went by train in those days), he shouted “Mary the Fairy” at him. I still remember the look on his face as Brentford's 6'4” centre forward raced towards him. The old man was only 5'7” with little legs; but he moved fast that day! Swansea away in the rain (a hole in the roof and the stewards would not let us move.) Newport where a mist descended before half time and the game was abandoned...I could go on.

When dad died the hearse was covered in red and white...Brendan still wears his scarf to matches.

My eldest (now 18) supports Spurs despite my best efforts, but still has a very soft spot for Brentford (his first game was Hampton away in his pram aged 6 months) - it was a pre-season friendly and my wife was working! Archie (now 12) is a Bee through and through, in fact I would say that he has it worse than me. We now share Saturdays as I did with his grandad.

Becoming Head at Chiswick School was (and is) very much my dream job. Mum used to clean the school when we were kids, my mates all went there and both Brendan and I played for the old boys side, Old Meadonians.

Chiswick School had lost contact with Brentford so I soon set about putting that right. All loyalties aside, I am very proud of the work that we do with the Community Sports Trust. For a club of our size the Trust makes a huge difference to so many students' lives. We have brought children's holiday football coaching back to Chiswick and last year a number of our new year 7 students worked on a very successful transition project run by the Griffin Park Learning Zone.

I am delighted with the progress that we are making together and it is so gratifying now to bump into so many Chiswick students at games and share conversations in the corridors at school. Above all though...my old man would be delighted!

“I am very proud of the work that we do with the Community Sports Trust. For a club of our size the Trust makes a huge difference to so many students' lives.”



Image:

Brendan & Tony with their children at Griffin Park following the Trust vs. Partners game, 2011

# 2012: Review of the Year



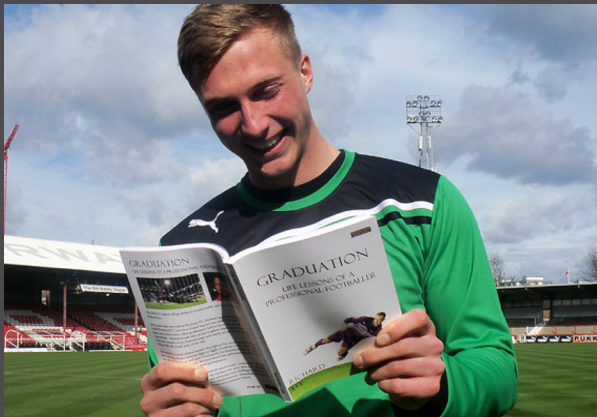
## January

The Trust kicked off 2012 with our 25th Anniversary celebrations, launched in style at the West London Audi showrooms on the Great West Road. Over 250 people, including Brentford Manager Uwe Rosler, attended the event, hosted by Bees-supporting Sky Sports News presenter and Trust Ambassador Natalie Sawyer and her Sky colleague, Rob Wotton.



## February

The Trust's Advanced Training Programme took part in friendly matches against Oxford United and MK Dons. Players from our u7s through to u16s contested fixtures over two days. ATP teams wear the special edition anniversary kit as worn by the BFC first team.



## March

The Griffin Park Learning Zone, which was taken under the Trust's wing during 2012, teamed up with Pearson Publishing to launch the Brentford Book Giveaway, ensuring that every Bees fan went home from the match against Sheffield United with something new to read.



## April

An Inspirational Disability Sports Day 2012 was held at Brunel University in Uxbridge, Middlesex. Brunel University is used as a training ground for many of our Olympic and Paralympic athletes.



## May

Brentford FC Community Sports Trust, in partnership with the London Borough of Hounslow Athletics Development Team, Hounslow Homes and Fusion Lifestyle, launched the first Summer Urban Athletics events.



## June

Dozens of local schoolchildren ventured out onto the Thames in preparation for the ISIS Challenge. Since the Brentford Boating Arch re-opened in 2011, paddleboards and kayaks have become an increasingly regular sight in this part of West London.

# 2012: Review of the Year



## July

Tuesday, 24th July saw Brentford High Street host the Olympic Torch Relay. As part of the day's celebrations, a morning of activities was complemented by the arrival of the torch. The Brentford FC Community Sports Trust stall offered free sports demonstrations and organised 60-metre sprints along the High Street!



## August

Spurred on by the Olympic Games, over 500 people from across Hounslow and the wider boroughs enjoyed a day of sporting activity and family fun by taking part in the ISIS Challenge. The event invited people to compete in paddleboarding time trials on Brentford Lock, followed by a 5 km run around the grounds of Syon Park, encouraging people of all ages to come along and get active.



## September

To mark the Trust's 25th Anniversary, Brentford FC wore a special silver kit for two of September's fixtures, with the Club sponsor agreeing to let the Trust take the shirt ad space for the Oldham fixture. Thousands of free tickets were distributed throughout the year as part of the club's Silver Ticket community fundraising offer. The Bees remain unbeaten in silver!



## October

The GPLZ introduced an exciting six-week programme to help boost young peoples' employability prospects. Great Grass is a new educational career development programme specialising in ICT and Engineering.



## November

Launched in 2006, Kickz has emerged as a working partnership between the Premier League, the Met Police and central Government, aimed at building safer, stronger, more respectful communities through the development of young peoples' potential.



## December

National Lottery funding of £185,000 was awarded to the Trust from Sport England's Inclusive Sport fund, ensuring that disabled adults in West London will have more opportunities to take part in sport. The 'On Your Marks' project offers beginner sports sessions using local club and sports coaches to create sustainable pathways from beginner to regular club involvement.



Image: "The team that plays together stays together". Annual team-building trip, orienteering in the Black Mountains Wales, 2012.

## Organisational Structure 2013

### Board Of Trustees

STEVE SLEDGER  
Business Enterprise

DONALD KERR  
Marketing

STEPHEN CALLEN  
Finance

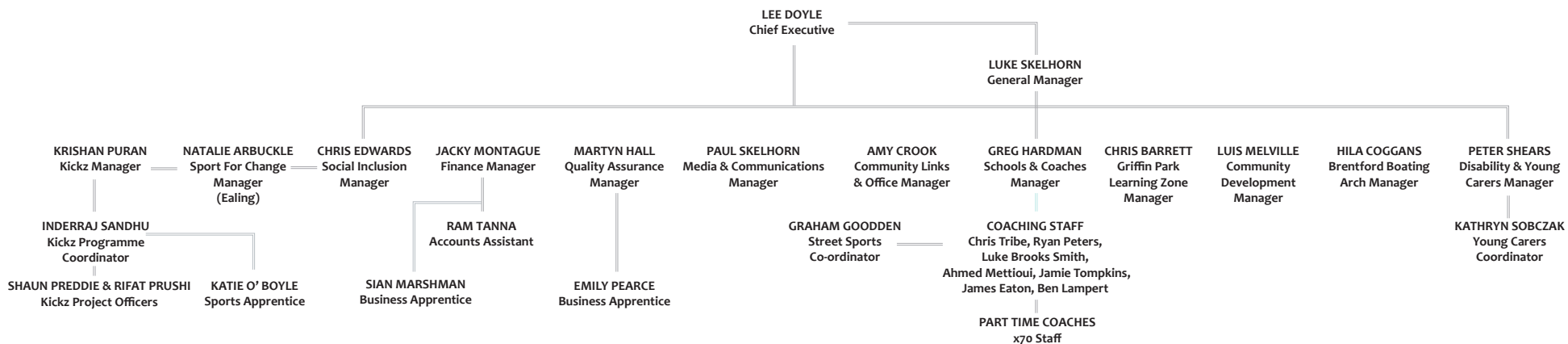
BRIAN BURGESS  
Social Enterprise

IAN DOBIE  
Business

Prof. STEVE HODKINSON  
Education

EILEEN DE SOUZA  
Legal

JOHN CUDMORE  
Human Resources



#### Brentford FC Community Sports Trust - Matchday Volunteers

Sarah Murphy, Lorna Cleveland, Malcolm Hobday,  
Amber Langston Lloyd, Dave Langston Lloyd, Dennis Millward, Roger Crook, Josh Stroud

CHARTERED ACCOUNTANTS  
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WD17 1LE

SOLICITORS  
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Time Central  
32 GallowGate  
Newcastle upon Tyne  
NE1 4BF

TECHNOLOGY PARTNERS  
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London. SE1 1NL

BANKERS  
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Ealing  
London, W5 2XL

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REGISTERED AUDITORS  
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HUMAN RESOURCES  
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Bespoke HR  
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GU2 7YB

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@brentfordfcst.com](mailto:enquiries@brentfordfcst.com)

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

# Our Partners





# Key Statistics

From 1st April 2011 to 31st March 2012 Brentford FC Community Sports Trust delivered 356,298 contact hours of activity with 153,890 participations at 7719 sessions.

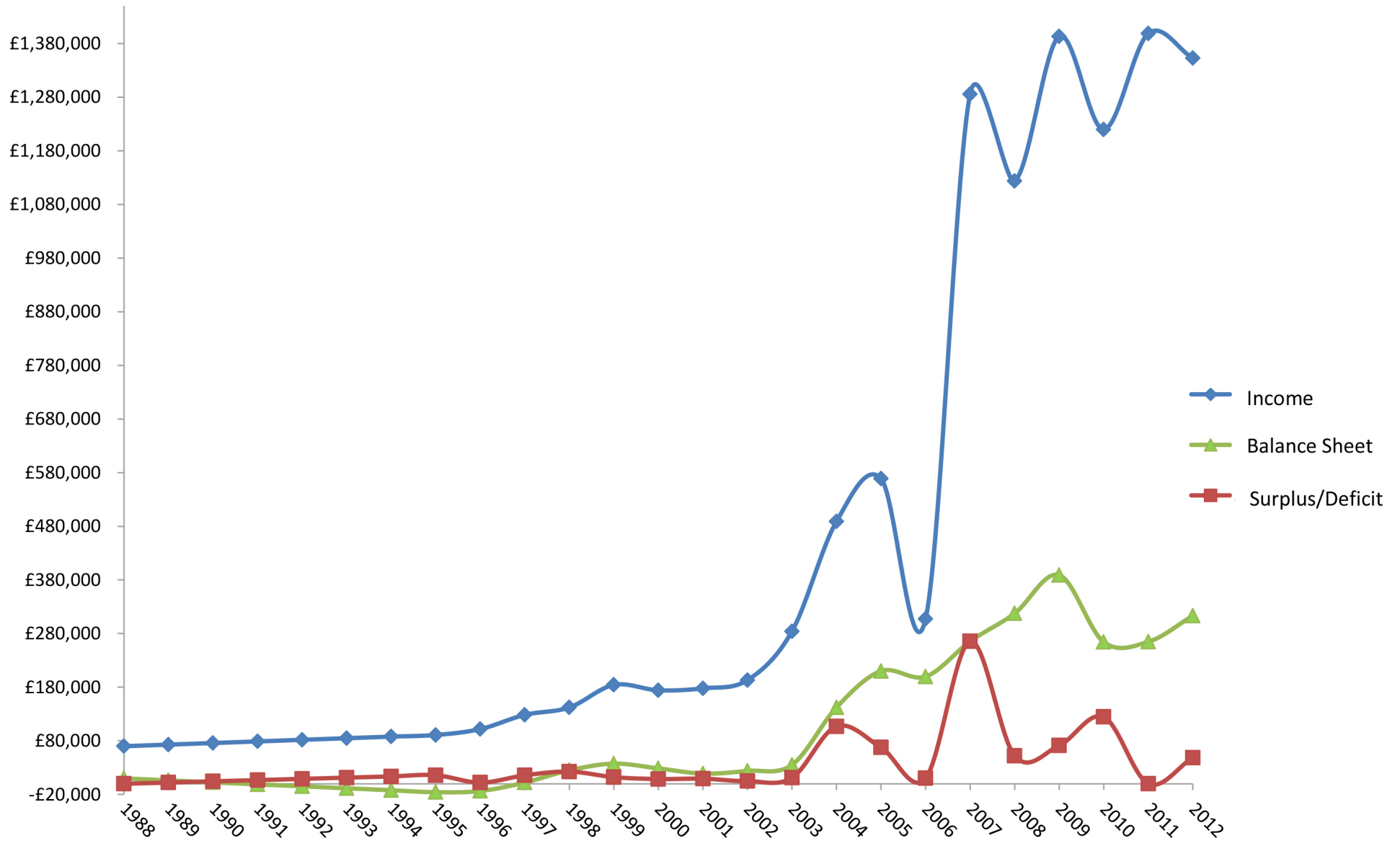
Each participant received an average of 38 hours contact time over the period.

Source: VIEWS



# Financial Overview

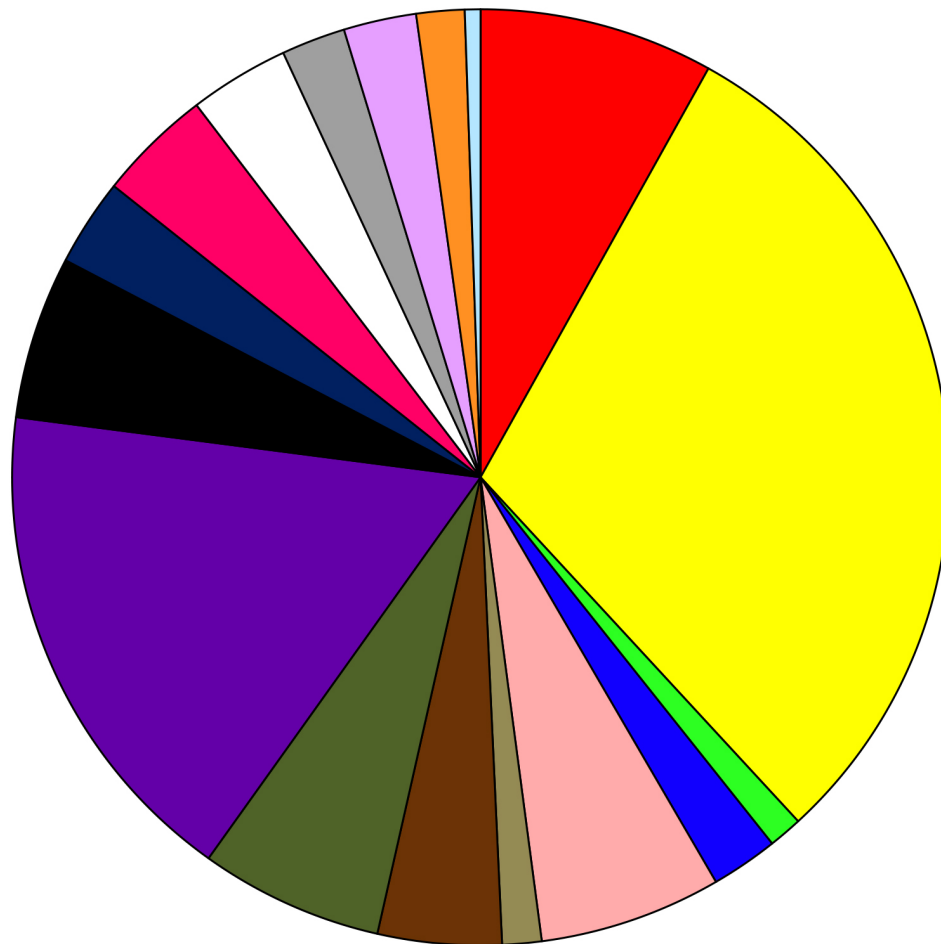
## Brentford FC CST Income, Surplus/Deficit and Balance Sheet Comparison 1988-2012





# Funding Overview

## Total Income Received Year Ending 31/03/12



**Total - £1,352,824**

- General Funds - £109,412 (Brentford Football Club £50,000 - Football League Trust £25,000 - London Borough of Ealing £15,000 - London Borough of Hounslow £12,500 - Donations £6,912)
- Income Generation - £406,580 (Schools Sport Delivery, Advance Training Programme, Holiday/Weekend Clubs/ Events)
- Matchdays - £15,746 (Brentford Football Club)
- Social Inclusion Other - £31,306 (Ealing Homes, Local Funding)
- Disabilities - £85,111 (London Borough of Hounslow, Sport England, Pro-active West London, Andy Fuller Marathon Appeal)
- Young Carers - £18,320 (London Borough of Ealing)
- Quality Assurance - £57,795 (Football League Trust Discretionary Fund, Pathways)
- Brentford Boating Arch - £85,564 (Sport England, London Marathon Trust, St George West London Ltd)
- Kickz - £232,552 (Premier League Charitable Trust, Local Funding)
- Positive Futures - Ealing - £76,069 (Home Office, Catch 22)
- Street Sports - £40,797 (Hounslow Homes , Lovell)
- Extreme Football Plus - £53,322 (Football Foundation, Local Funding)
- Street Games - £46,638 (London Borough of Ealing, Rainbow Fund, L & Q Housing, London Borough of Richmond, Local Funding)
- Sport 4 Change - £29,898 (Comic Relief)
- Sports Connect - £33,942 (London Borough of Hounslow)
- GP Learning Zone - £22,480 (London Borough of Hounslow, British & Foreign School Society)
- Extra Time - £7,292 (Football Foundation)

# Chronicle Sport

## Brentford named as the country's top family club



Brentford's team presented at the awards ceremony (clockwise from left): Keith Lewis, Lee Doyle, Gerry Parker, Martin Lane, Chris Robinson, Steve Houghton and John Clark, the Leader of Hounslow Council. (Inset photo) Mark Spang and Denise Doyle receive the award.

**By Ray Chidley**

FOOTBALL: Brentford accepted top prize at the Family Football Awards. The club was named as the country's top family club with £25,000 prize being handed to the club by the Football Federation of the Community Councils. The award was presented to the club by the Mayor of Hounslow, Councillor Martin Lane. The club was named as the country's top family club for the second year in a row. The club was named as the country's top family club for the second year in a row. The club was named as the country's top family club for the second year in a row.

# What's new in the Community

The most frequent comment made following the Clubs Success in winning the Football Trust Community Award for 1991/92 was, "how can you better what exists at present. From a personal view point the reason that the club has been voted Community Club of the year is that the scheme has not stood still, we have tried to initiate new ideas and projects each year most of which have proved successful although some have taken a long time to become popular.

With this in mind we have possibly our most ambitious schemes to date about to take place. I have briefly tried to summarise these below.

From September 1991 we will employ a full time Women's Development Officer, to develop and promote women's football at all levels in Ealing and Hounslow, as well as a greater interest in Brentford F.C. and activities organised by the Community Project. This appointment is being seen by the Sports Council, as a pilot scheme for other Football Clubs. Therefore we intend to make it a success. Details of the job advert can be found on the enclose Community Pages.

**Business in the Community:** Like any other club we need the interest of small and large com-

women of all ages and all levels of fitness, whether they wish to attend individually or as part of a corporate membership.

Finally we are already planning our very own Premier Soccer School to take place in May 1992, namely the Phil Holder Soccer School. This will not only equal, but better any of the big name Soccer Schools, providing expert coaching, fabulous give away prizes and fun and instruction for boys and girls of all abilities.

These are just three of the new schemes which I think you will agree go to prove that the Community Scheme does not intend to stand still during the 1991/92 season.

**MARTYN SPONG**  
FOOTBALL DEVELOPMENT OFFICER



Martyn Spong and Lee Doyle Receiving 'The Football Trust Community Award' and trophy.

**Disastrous start for Hounslow's women**

ATHLETICS: There was a disastrous start to the Hounslow Athletic Club's season. The club's first meeting on Saturday, Hounslow 500, was a disaster. The club's first meeting on Saturday, Hounslow 500, was a disaster. The club's first meeting on Saturday, Hounslow 500, was a disaster.

**Hughton is confident Bees will beat the drop**

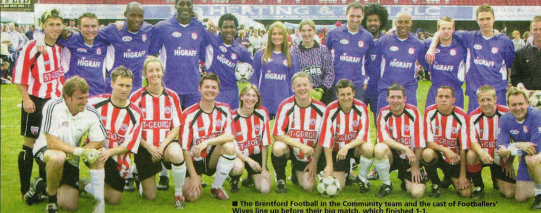
FOOTBALL: Experienced manager Steve Houghton is confident that Brentford will beat the drop. He has led the club to the top of the league for the second year in a row. He has led the club to the top of the league for the second year in a row. He has led the club to the top of the league for the second year in a row.

**Gridiron set to go!**

AMERICAN FOOTBALL: The American Football Club is set to go. The club is set to go. The club is set to go. The club is set to go. The club is set to go.

38 Thursday, June 3, 2004

page 13



The Brentford Football in the Community team and staff of Footballers' wives were before their big match, which finished 1-1.

**For time!**

FOOTBALLERS took to Griffin Park to play their first match in the Community Football in the Community team. The match was a success. The match was a success. The match was a success.



Brentford Football in the Community's football team.

Despite the blitz, Mattie's cafe continues to provide breakfast free of charge with the waters fully dressed to serve.

## Giving back to community's youngsters

Stephen Abbott looks at how Brentford FC sports trust is making positive change

If you're looking for a way to give back to the community, there's no better place than your own club. Brentford FC's Sports Trust is a shining example of how a football club can give back to the community. The trust has been set up to provide a range of activities for young people in the local area. The trust has been set up to provide a range of activities for young people in the local area.



Youngsters are off the street and on the pitch playing their football skills to good purpose.

The trust has been set up to provide a range of activities for young people in the local area. The trust has been set up to provide a range of activities for young people in the local area. The trust has been set up to provide a range of activities for young people in the local area.

# Equality through sport, it's available now!

by LEE DOYLE  
Brentford Football in the Community Officer

"I HAVE read that what the mind can conceive and believe it can achieve". This is the attitude Carl Houghton has towards his career as a professional sportsman with Brentford Football Club and life in general.

Carl appears with a host of professional sports people including stars from the England and Australian cricket team, The Wasps rugby team, and football players and coaching staff from Brentford, Wimbledon and Chelsea football clubs on the video which accompanies the curriculum resource pack 'Equality through Sport'.

The resource pack produced by The Brentford Football in the Community Scheme in partnership with the School Curriculum Industry Partnership (SCIP) aims to provide a range of useful and stimulating resources for teachers in a range of subjects including sport studies, personal and social education, leisure and tourism, and careers.

The Curriculum Resource pack will help to provide teachers with a set of paper resources and a video featuring a team of role models including famous sports stars and school children providing their views on equality issues in sport wherever required.

Thursday, November 1, 2007 41

## Community Sport



GREEN WITH ENVY: Brentford Football in the Community's football team.

**Would you Adam 'n' Eve it? Hamida does a Denis Law for Brentford!**

DENIS LAW is 57, and he's still going strong. He's still going strong. He's still going strong. He's still going strong.

News & Advertis...  
Adman...  
Pictures: 20...  
9203:20A

# A fantastic day

MORE than 2,500 people defied the poor weather to enjoy the annual Brentford Sunday Funday at Griffin Park.

Bees fans got the chance to mix with the players and take part in a wide range of activities. The funday saw the completion of an U7s and U8s seven-a-side competition in which more than 4,000 players took part in a chance to compete in the finals at Griffin Park.

The U7s final saw Hillingdon Saints take the trophy with Elthorne United runners-up. Ealing Mayor Dave Bond presented the trophies in the U8s competition. In a close final, the Brentford Football in the Community Advanced Centre team beat Weylesley Predators 1-0.

Event organiser Lee Doyle said: "Each year we try to improve the event adding more activities to appeal to a wider

audience. When we arrived this morning there were puddles on the pitch and the rain was falling. I think the turning point came when, in an act of desperation, as few of us stood in the middle of the pitch and sang "Here comes the sun" from then on everything was all right.

Other fun included penalty shoot-outs, gymnastics demonstrations, soccer wrestling and bungee running. Youngsters also had the chance to try out the new Adidas Predator boot and jump around on a selection of inflatables including a bouncy castle, human table football and gladiator jousting.

At Griffin Park on Saturday, 26 corporate teams took part in a six-a-side competition with Thames Wedding beating SFA Albatros on penalties in the vase event. Mars beat DHL Heathrow 2-0 in the cup competition.

Although the season has finished, the club's football in the community team is running a full programme of coaching courses across Ealing and Hounslow during the half-term and summer holidays. Call 8847 2511 for details.



● Action from the U8s competition (left 920311A), while Andy Scott enjoys the day with his son Lewis (right 920124A)

## Enter the Tesco 10,000

WITH the Tesco 10,000 only a few weeks away, time is running out for you to enter the 10km road race around the streets of Greenford and West Ealing.

The race, which has been organised by Ealing Swimming Club, will take place on Sunday June 18. Organisers hope a wide range of men and serious runners will take to the streets and also raise thousands of pounds for the Imperial Cancer Research Fund and Ealing Swimming Club.

The course has been measured and certified by Hugh Jones, the ast British winner of the London

Marathon, who has also agreed to start the race. Race marshals will be on hand throughout the route.

Ealing Swimming Club aims to attract 1,000 runners and raise £10,000 for Cancer Research. With Tesco as the race's principal sponsor, the chain will be publicising the race at its stores across London including the nearby branches in Hayes, Yeading, Osterley and Greenford. Tesco is also donating gift vouchers as prizes for the race.

If you want to enter, send it just fill in the form below and send it to the specified address.

# EALING TIMES

THE MAGAZINE FOR THE LONDON BOROUGH OF HOUSLLOW

www.ealingtimes.co.uk

## Try out our new sports

ANCE to try a whole host of activities on offer for the disabled in an offer at the end of month. Featuring wheelchair basketball, table tennis, badminton and table tennis. Popular player and fitness presenter will visit the centre on Friday, June 2nd.

For me this event is all about the kids. People forget that Pele and Maradona were like this. It was brilliant and I would have been in every city. The kids were run by Brentford Football Club and Hounslow

● **Trying out exercises at the Sports Jam event** Picture: 25C6201 by Diana Dymov

## Kick it out

Borough launches new campaign to tackle race crime

3000 TICKETS FOR BRENTFORD V PORT VALE UP FOR GRABS - PAGE 7

## Star turn

Athlete and television presenter Ade Adepitan

Picture continued

# Guardian

STAINES • EGHAM • ASHFORD

Thursday, February 14, 2002 www.thisisstaines.co.uk

## Would-bee footballers

CHILDREN at Brentford are being encouraged to try out the new Adidas Predator boot and jump around on a selection of inflatables including a bouncy castle, human table football and gladiator jousting.

At Griffin Park on Saturday, 26 corporate teams took part in a six-a-side competition with Thames Wedding beating SFA Albatros on penalties in the vase event. Mars beat DHL Heathrow 2-0 in the cup competition.

## Kick Off!

Local Clubs Support Disabled Football - Charlton Launch

## SPORT V STREET

POSITIVE FUTURES GET TOP SCORES

## Children's Sports Trust

Children's Sports Trust (CST) is pleased to announce that it has received the award of 'Best Community Sports Club of the Year' for the second year running.

## Sport trust's activities for young people celebrated at launch

THIS BRIDGES to a wide range of different people. From differing backgrounds, ethnicities and a wide range of projects.

It was so good to see a special reception for the launch of the Brentford Football Community Sports Trust and to hear the work and commitment of the club and the community.

Brentford Football Club and the community sports trust have been working together to provide structured sports for young people in the borough.

Richard Caborn MP was especially impressed with the work and I was pleased to be able to speak at the reception recognizing this fantastic work.

"Congratulations to the staff and I wish them all the best in their work."

The success of the launch has also seen an increase in the number of young people taking part in the club's activities.

## Pharmaceutical giant pays out £25,000 at health awards

THREE CHEERS for Brentford Football Club launched its Community Sports Trust. This week are members of the club's community sports trust, including the club's manager, Steve Perry, and the club's chairman, Steve Perry.

The club's community sports trust has been set up to provide structured sports for young people in the borough.

The trust has been working together to provide structured sports for young people in the borough.

## REAL FOOTBALL

THE COMMUNITY

# Firm pays £25,000 at healthy awards

by CHRIS BRIDSON

Five local charities have been recognised for the excellence of their community health work, sharing a £25,000 prize from the Brentford-based pharmaceutical company GlaxoSmithKline (GSK).

The winners of the 2005 GSK Health Awards are: 1. Brentford Football Club 2. Hounslow PCT 3. Hounslow Crossroads Care Scheme 4. The Malbury Centre

The awards recognise and promote the work of small to medium-sized voluntary organisations that have made a demonstrable impact on the health of those living in the Brentford and Hounslow area.

The winners of the awards are: 1. Brentford Football Club 2. Hounslow PCT 3. Hounslow Crossroads Care Scheme 4. The Malbury Centre

## CHILDREN MEET EX-ENGLAND STAR AND GET ACTIVE AT GUNNERSBURY

# FESTIVAL AT LOCAL PARK

## JAM-PACKED WITH SPORT



## Three cheers for Brentford

FOR THE first time in its 100-year history, Brentford Football Club is holding an exhibition of its century of photography, painting and recording snapshots of the club's history.

The exhibition is being held at the club's headquarters, the Griffin Park ground, and will run from June 1st to June 30th.

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# **BRENTFORD FC** **COMMUNITY SPORTS TRUST**



## HONOURS

- 1990 Awarded Football League Trust Commendation
- 1991 Winner: Football League Community Club of the Year
- 1992 Winner: Jewson Community Club of the Year
- 1995 Awarded Football League Trust Commendation
- 2005 Awarded Charitable Sports Trust Status
- 2006 Winner: Football League Community Club of the Year
- 2007 Winner: GlaxoSmithKline Local Health Award
- 2007 Winner: Football League Best Sponsorship Award (St George West London PLC)
- 2008 Winner: Pro-Active West London Best Partnership Award
- 2009 Winner: Football League Community Club of the Year (League 1)
- 2010 Brentford FC Awarded Business in the Community Mark
- 2012 **Celebrating 25 Years of Community Sport**

**25th Anniversary Review - First Edition**  
**Launched at Speaker's House**  
**House of Commons**  
**Thursday March 7th 2013**

Produced by Brentford FC Community Sports Trust  
Interviews: David Lane and Luis Melville  
Photography: Lee Doyle, Paul Skelhorn, Mark Fuller  
Editing: David Lane, Luke Skelhorn, Lee Doyle  
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Printing: Kall-Kwik Chiswick  
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Charity Number: 1112784 - Company Number: 5602833



### **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.'