



Community  
Sports  
Trust



Impact report  
2018 - 19

It is a privilege to write the introduction to this year's Impact Report, which provides an insight into the scope and diversity of the Trust's impact in the local community.

Whether it is supporting young carers to develop a passion for photography or empowering young girls to unleash their footballing talent, the Trust continues to encourage countless people to realise their potential.

With Brentford's new stadium on the horizon, I cannot think of a more exciting time to be part of Brentford FC Community Sports Trust.

Most recently, we expanded into Hillingdon – offering sports sessions at Uxbridge High School's state-of-the-art-sports facility. We also began running education and sports sessions at Gunnersbury Park's new sports hub – within a stone's throw of Brentford's new stadium.

These 21st century facilities will help us build on the existing success of our community projects; between 2018-2019 we delivered more than 11,000 sessions.

Yet our impact in the local community would simply not be possible without our inspirational workforce, who work tirelessly to deliver an array of educational and sporting activities. I would like to thank them personally for their contribution: they are the backbone of our charity.

Since Brentford FC established its community scheme in 1987, our Trust has been considered pioneers in utilising sport for a social purpose. By reading this impact report, I hope you can see how we continue to offer cutting-edge community projects that weave sport into the fabric of our community.

Pictured: After school session at Griffin Park Learning Zone.

Since our last impact report entitled 'Playing the Long Game' (2016), we have increased the number of activities and opportunities that Brentford FC Community Sports Trust offers. We are particularly interested in the individual stories of our participants and staff which are told in this report.

Our projects now combine health, education and social care. They will be further enhanced by the new Community Hub adjacent to Brentford's new stadium and inspiring new sports facilities at Gunnersbury Park, both of which are due to be launched in 2020. Our team has now increased to 98 and we welcome three new Trustees to the Board, Anita Ralli (Community Engagement), Chris Gammon (Finance) and Marcella Phelan (Children and Families).

The photograph on the front cover depicts the Haverfield estate, situated between Griffin Park and the new Brentford Community Stadium. Plans are currently being finalised to significantly improve the play area, working in collaboration with Hounslow Housing and The Cruyff Foundation. It is one of many community settings across the London Boroughs of Ealing and Hounslow where we organise regular activities. With the recent award of the Youth Services and Young Carers provision by The London Borough of Hounslow we will increase opportunities for young people across the Borough. Our commitment in the local area culminated with us winning 'Best Charity of the Year' at the Hounslow Business Awards in March 2019.

On behalf of the Trust, thank you to our supporters and funding partners. Our new partnership with the University of West London exemplifies our values in practice. With support from University of West London we commissioned their students to produce a film project to accompany our annual report launch. The students went the extra mile and the result is exceptional.

There is a tangible energy around the exciting journey of Brentford FC and working together we can make a lasting difference.





## Our Projects

-  School Sport Provision
-  Girls' Football
-  Football Development Programmes
-  Youth Projects
-  Mental Health Support
-  Support For Young Carers
-  Disability Projects
-  Adult Health And Fitness
-  Griffin Park Learning Zone
-  Post-16 Education Programme






*"It makes me very proud to read about all the work being done in the name of Brentford FC in the local community. We have some amazing people working for the Trust and they are doing some superb work. The impact they are having is clear to see and I am sure this will continue to grow as we move in to our new stadium."*

**Cliff Crown, Chairman of Brentford FC**

## Our Values

Realising potential through inspiration, innovation and inclusion.

### Work themes

-  Safer communities
-  Empowering women and girls
-  Creating space to change lives
-  Promoting active and healthy lifestyles
-  Inspiring career pathways through participation



Pictured: Premier League Primary Stars session at Chase Bridge Primary School.



98

Number of staff and volunteers



11,614

Number of sessions delivered



20,738

Overall number of hours delivered



17,420\*

Number of unique participants attending



31.40

Average contact hours per participant

\*Joy of Moving project recorded separately, which includes additional 4,000 participants.

Data: Between April 2018 and March 2019.

*“Since 2010, Hounslow Housing has been proud to work closely with Brentford FC Community Sports Trust to provide safe spaces for young people to enjoy sport and stay active. The fact that over 750 young people are accessing the project every year is testament to the strength and breadth of the provision across the borough.”*

**Elliott Brooks, Director of Resident Services for Hounslow Council**

*“Sustainability is at the heart of our youth projects and the new sports facility illustrates our long-term commitment to supporting young people who live on Haverfield estate.”*

**Luke Skelhorn,  
Operations Director at Brentford FC  
Community Sports Trust**

Nestled between Griffin Park and Brentford Community Stadium at Lionel Road, Haverfield Estate is integral to the DNA of Brentford. With the iconic towers overlooking the River Thames, our community work on the estate spans more than thirty years.

Our most successful project on the estate is Hounslow Street Sports, which is run in partnership with Hounslow Housing. Established in 2010, Hounslow Street Sports has been credited with promoting healthy lifestyles and reducing anti-social behaviour amongst young people.

At Haverfield Estate, the project offers children and young people a safe place to enjoy sport. Isis, 11, has enjoyed many benefits from attending the project on a weekly basis.

Her mum also believes the sessions have helped her daughter with her overall personal development.

She said:

*“My daughter loves coming here and playing football with the coaches. She’s improved so much not just as a player but with her attitude too.”*

Most recently, the Trust was commissioned by Hounslow Council to run Hounslow’s Youth Service, which includes delivering free youth activities across the borough. The Trust is also working on developing a new facility on the site, in partnership with the Cruyff Foundation and Hounslow Housing.

Pictured: Children from Haverfield Estate taking part in a football session.



## What youth projects do we run?

Our youth projects aim to inspire young people through weekly sports and education sessions.

Our initiatives include:

- Weekly multi-sport sessions within local communities.
- Mentoring for young people who are at risk of negative influences – such as gangs or drugs.
- Volunteering and training opportunities for young people.



Last year, our youth projects engaged with more than 1,500 young people across the boroughs of Ealing, Hounslow, Hillingdon, Richmond and Spelthorne. Of those engaged, 250 of those participants are female.

Inspiring the next generation of female footballers

## Nicole

*"I love that at every training session I learn something new, and nothing beats the excitement of matchday."*

*"What I have learnt throughout my journey in football is pass your skills and expertise on to the next generation. It has a ripple effect: more girls playing football means more women's teams and then more people generally follow women's football."*

Nicole

Brentford player Nicole fell in love with football long before the excitement of the Women's World Cup last summer. Aged 14, she started taking part in the Trust's after-school football club at Elthorne Park High School. Fast-forward three years and now Nicole is inspiring girls across west London to play football as a coach for the Trust.

After recognising her talent at the after-school sessions, Nicole was asked to join our girls' football development centre, which operates across three locations on a weekly basis. Aged 16, she took part in a trial for Brentford women's team and has now progressed into the First Team.

Along with football, Nicole has set herself a number of other goals. In October 2018, she completed her Level One FA coaching badge and is now supporting girls to develop their football skills – helping to inspire the next generation of female footballers.

*"Nicole is a great role model to all young female sports players, not just footballers. She has shown hard work and dedication – already reaching the women's team aged 17."*

*"I think Nicole represents how there is a pathway for women to get involved with football in both a coaching and playing capacity."*

Amber Lloyd, Lead Female Football Coach at Brentford FC Community Sports Trust

Pictured: Nicole coaching a football session at Gunnersbury Park's new sports hub.




### Why do we want more girls playing football?

With Brentford FC set to host a number of matches for the UEFA European Women's Championship in 2021, we are committed to encourage more girls and young women to play football. By mentoring and supporting women like Nicole, we can generate a wide range of female coaches, who, in turn, become role models for girls playing football.

### What girls' football programmes do we run?

- The Premier League girls' football programme, working with girls aged 11 and over.
- Our Girls' Football Development programme, which runs on a weekly basis across three locations.
- The Wildcats programme in partnership with the FA. This offers free football activities for girls aged 5-11.
- Our women's football programme in partnership with West London NHS Trust; this project supports women who might be suffering from a mental health condition.

 Over the past year, these projects have engaged with more than 500 girls and women in the local area. Many of the girls involved, including Nicole, progressed into volunteering opportunities and obtained coaching qualifications.

Using his platform as a professional footballer  
**Sergi Canós**

*“I have always had a personal passion for community initiatives – particularly supporting young people.*

*Coming over to England at a young age, I know first-hand the difficulties of adapting to a new environment. Working with Brentford FC Community Sports Trust, and through the power of football, I want to help young people achieve their potential.”*

**Sergi Canós**

Using his platform as a professional footballer, Sergi Canós - Brentford’s Spanish winger and Health Ambassador - is promoting community initiatives he feels most passionate about. Mental Health has been a cornerstone of Sergi’s involvement in the community. Last year, he ran a unique football coaching session for adults with mental health problems at Brentford’s training ground. This year, for World Mental Health Day, he took part in a wellbeing workshop for young carers with Brentford FC’s psychologist.

With Sergi expressing a keen interest in working with young people, he has also helped run grassroots football sessions and taught secondary school pupils Spanish. All of this culminated in Sergi Canós winning the PFA’s Community Champion award last season. He was presented with the trophy by local MPs Ruth Cadbury and Rupa Huq.

Speaking about Sergi’s involvement in the community, Ruth Cadbury, MP for Brentford and Isleworth, said:

*“Sergi has gone above and beyond this season – encouraging and supporting youngsters to get involved with sport. He is a great ambassador for Brentford FC.”*



Pictured: Sergi Canós chatting to young Brentford fans.

## How do Brentford players get involved in our community projects?

With Brentford FC always priding itself on a community ethos, its players have been integral in cementing this community-led reputation. Their involvement in the community includes:

- Helping teenage boys see the benefit of learning a foreign language.
- Supporting children with disabilities at our disability projects.
- Taking part in journalism workshops and helping local pupils improve their literacy.
- Reducing the stigma surrounding mental health.
- Working in schools to promote a more active and healthy lifestyle.

 Last season, Brentford players took part in 336 community projects and events.

In January 2019, five Brentford players, who were Community Ambassadors, were shortlisted for ‘Community Project of the Year’ at the London Football Awards.

Transforming the way school sport is delivered

## St Anselm's Catholic Primary School

*"Since we started our partnership with the Trust, our P.E. provision has significantly improved; the coaches have been a real asset to the school and ensured that the pupils have enjoyed good-quality P.E. lessons throughout the year.*

*Before the Trust got involved with our school, P.E. wasn't high up on their list of favourite subjects. The coaches are fantastic at inspiring the children of all abilities to take part and feel good about keeping active and fit."*

**Tito Pereira, Deputy Headteacher of St Anselm's Catholic Primary School**

Along with delivering sports sessions, a number of Brentford coaches are teaching children the importance of hydration and a balanced diet.

This is part of our school sport provision, which encourages primary school pupils to become more active and live healthier lifestyles.

St Anselm's Catholic Primary School in Southall are certainly benefiting from the Trust's activities. We deliver the school's P.E. provision along with a number of after-school clubs.

We are also delivering the English Football League Trust's Joy of Moving programme in partnership with Ferrero. The programme encourages physical activity, promotes nutritional education and builds awareness of the importance of a healthy diet and active lifestyle.

Virendra Sharma, the MP for Southall, attended a Joy of Moving session in July 2019 and highlighted the difference the project was making.

*"It is fantastic that organisations such as Ferrero, the English Football League Trust and Brentford FC Community Sports Trust are providing support and resources to inspire children to live healthy lifestyles."*

**Virendra Sharma, Southall MP**

Pictured: Students taking part in the Joy of Moving Project at St Anselm's School.



### What is our school sport provision?

Delivered by our experienced coaches, we support more than 100 primary schools with their P.E. curriculum and extra-curricular activities.

Our sporting activities are linked directly to the national curriculum – helping thousands more children get active and enjoy sport.

#### Key projects include:

- Delivering primary schools' P.E. provision, which includes delivering quality assured sport, education and personal development programmes.
- Extra-curricular clubs during breakfast, lunch and after-school. This can be based at the school or at our Learning Zone at Griffin Park.
- The Joy of Moving project, a national school-based educational project for children aged between 9-10.
- The Premier League's Primary Stars initiative, which uses the appeal of the Premier League and professional football clubs to inspire children to learn, be active and develop important life skills.



Last year, we engaged with more than 8,000 pupils through our school provision.



*“I joined the Trust so that I could break down the barriers I faced as a child and to ensure that sport can be enjoyed by all deaf people.”*

*Growing up, I had to fit in and adapt to the sports sessions – rather than the sessions being adapted to me.*

*Sometimes, I think there is a misconception about deaf people because of their communication needs. If deaf people can achieve great things in sport, we can change this perception.*

*It means a lot to me to inspire and coach the younger generation.”*

**Ben Lampert, Deaf Sports Plus Project Coordinator**

Ben Lampert, one of the country’s only full-time deaf coaches, has a number of accolades to his name, yet his proudest achievement is the way he has transformed how deaf sport is delivered across west London.

Ben has been working for our Community Sports Trust for nine years and he oversees our deaf coaching programme, which is funded by City Bridge Trust. The project encourages children and adults to get involved with sport and tackle the existing obstacles they face.

Last year, the project engaged with more than 180 deaf children and adults.

Not only has Ben been recognised for engaging with deaf people, the NCS project with the English Football League Trust was applauded for fostering greater integration amongst deaf and hearing children.

As part of the programme, deaf and hearing youngsters taught Brentford fans sign language at Brentford’s west London derby against QPR in March 2019.

Ben also taught Brentford FC’s Head Coach Thomas Frank sign language and the post-match press conference was translated into sign language for the deaf people involved.




## What other disability projects does the Trust run?

Our disability projects provide free sporting activities for children and adults with disabilities.

### Other key initiatives include:

- Hounslow Short Breaks, which supports children with disabilities through sporting and educational activities.
- On the Ball Project which helps children with their social and communication skills through sport.
- School Sport sessions for children with disabilities.

 Last year, our specialist disability projects engaged with more than 400 children and adults with disabilities.

Pictured: Ben teaching local residents sign language.

*"I really enjoy photography – it has allowed me to express myself and I was honoured to be able to photograph a team that I have supported since I was little.*

*It is only through the Ealing Young Carers Project that I have been able to develop my passion for photography.*

*Meeting other young carers has been great as they understand what it's like to be 'me'. The project has helped build my confidence and I can share experiences with other young carers."*

**Mia Lloyd**

With the noise levels escalating and a sea of red behind her, fourteen-year-old Mia Lloyd nervously took her position at the side of the pitch as Brentford FC's official photographer for their match against Blackburn Rovers in February 2019.

She took part in the football club's first Community Takeover, which saw ten children from eight of our community projects go behind the scenes and join matchday staff to learn the ropes. Mia, who is a young carer for her mum, joined our young carers project when she was eight, and credits the project with igniting her passion for photography. Her eight-year-old self could scarcely imagine that, six years later, she would be photographing Brentford's most high-profile players and have her work showcased on the football club's website.

Along with photography, meeting other young carers has proven a lifeline for Mia.

The success of the project derives from the Trust's Young Carers coordinator Kathryn Sobczak. A former young carer herself, she understands the difficulties young carers face.

She said:

*"Young carers may face many difficulties including isolation, loneliness, anxiety, limited time to socialise, their school work being impacted and bullying."*

*The project provides a safe environment where they can make friends, share their caring experiences and have some time away from their caring role."*

Pictured: Mia Lloyd taking photographs during Brentford's Community Takeover.



## What is our Young Carers programme?

Commissioned by Ealing Council and Hounslow Council, our young carers programme supports young people aged eight to 18-years-old who are currently looking after a relative in a caring capacity.

## Why do we need a Young Carers programme?

With an estimated 700,000 young carers living in the UK, the Trust's young carers programme aims to provide teenagers like Mia with much-needed respite.

## What does the project involve?

The project provides young carers with the opportunity to learn new skills and gain confidence on a weekly basis. The project includes: after-school homework clubs; lunchtime clubs; fortnightly youth clubs; fortnightly swimming clubs and day trips during the school holidays.

The project also offers pathways into the Trust's education and employment projects.



Last year, we offered 250 young carers respite through our programme.

*"Being part of a football team with a group of guys in a similar situation to me is great because I am never judged."*

*One day I might be running around energetically the next day I might be feeling down, but that doesn't matter. The guys in my football group understand: because they have days like that as well.*

*For me, by being active I get this burst of energy and fulfilment: it's the highlight of my week and it has helped me get back into a routine."*

Lino Cericola

After the death of his wife, Lino Cericola persistently had dark and suicidal thoughts that just wouldn't go away.

In 2017, Lino tried to take his own life.

After his suicide attempt, Lino became a patient at West London NHS Trust and began his road to recovery.

Part of his recovery involved joining Hounslow Hawks FC in June 2018 in partnership with our Trust. The project, which has been running for 11 years, uses football as therapy to improve the health and wellbeing of people who suffer from severe and enduring mental health problems.

Along with reducing social isolation among the adults involved, the project also provides an opportunity to play a team sport and develop sporting skills such as good team-work and communication.

Lino is a strong believer that exercise and sport have helped him overcome his mental health problems.

Other adults involved in the project have also felt the impact on their wellbeing. 100% of participants surveyed said the sessions have helped to improve their health and fitness and 75% said their confidence levels have increased since attending the football sessions.



Pictured: Lino Cericola, centre, taking part in a mental health awareness walk for World Mental Health Day.

## What other health projects do we run?

Our healthy lifestyles programmes support adults across west London with their health and fitness.

Our key activities include pilates, yoga, low-level and high-intensity fitness sessions with the aim of improving local residents' fitness.

We also support older people with our Walking Football, Extra-time and Sheltered Accommodation projects - providing retired people with social hubs to stay active.



Last year, our health projects supported 800 adults and 300 children to live healthier and more active lifestyles.

## Daniel

*“When I think back to Daniel’s journey, he has come on leaps and bounds since first joining. Generally, Daniel has low self-esteem and lacks confidence, but the staff at Griffin Park Learning Zone took him under their wing and encouraged him to try his best.*

*This project has changed his mindset and now he feels part of the Brentford family. Daniel has been extremely lucky to be invited back to support the sessions at Griffin Park Learning Zone and assist with the school holiday provision.*

*Before he joined the project, he was very angry with life and unable to express his needs. Now he is openly talking about his future – something we never thought we would see!”*

Daniel’s mum Helen

In 2016, Daniel and his mum Helen were struggling to cope. With high levels of anxiety, and a refusal to attend school, Daniel was initially referred to Project 100, a project held at Griffin Park Learning Zone – situated within the heart of Brentford’s stadium.

The project was commissioned by the London Borough of Hounslow and offered young people from the borough the opportunity to take part in an educational programme that improved their attendance at school – along with developing their confidence.

Activities were planned specifically to improve Daniel’s skillset, including communication, speaking, listening and interacting with his peers. Trust staff worked with Daniel and suggested strategies, which would then help him manage difficult situations.

Daniel, who was diagnosed with autism in 2018, now volunteers for the Trust within Griffin Park Learning Zone. He is learning to work as part of a team to support children in sessions as well as acquiring a range of skills that will help in his future education and employment.



### What is Griffin Park Learning Zone?

Established in 2004, Griffin Park Learning Zone is committed to developing life-long learners. All our projects complement what pupils are learning in school or college.

### Which projects are run at Griffin Park Learning Zone?

- Our intervention programmes, which remove barriers to learning and support young people who might be struggling at school.
- Our Focus 40 programme, which supports young people from Years 4 – 6 to improve and manage their own behaviour.
- Journalism workshops, which help primary school pupils improve their literacy skills.
- After-school programme that reinforces key Literacy, Numeracy and ICT skills.
- Our Short Breaks initiative, which provides support for children with disabilities through after-school clubs and holiday activities.



Last year, the Learning Zone engaged with over 3,500 children.

## The future

In September 2019, we launched sports activities at Gunnersbury Park and Uxbridge High School's Indoor Dome – utilising purpose-built sports hubs for our health and sports activities. In the near future, we will move into offices adjacent to Brentford FC's new stadium at Lionel Road. Along with our offices, we will run a purpose-built education, health and social hub – connecting local communities to the heart of football.

*“Brentford FC Community Sports Trust is playing a vital role in helping Ealing and Hounslow councils develop the fantastic new sports facilities at Gunnersbury Park. These are already shaping up to be a real asset for our local communities, who will benefit from access to a huge range of opportunities for all ages and abilities, along with great coaches and volunteers. We're hugely grateful for the support that the Trust is providing in bringing all this together.”*

**Councillor Julian Bell, Leader of Ealing Council**

Pictured: New sports session at Gunnersbury Park

*“The beneficial impact that Brentford FC Community Sports Trust has on our residents is incalculable. Hounslow Council has worked hand in glove with the Trust since its inception in 1987 and the relationship over this period of time has gone from strength to strength, the Trust is highly regarded not just in the Borough of Hounslow but in London and the country. They are a shining example of how a community trust working with the Council can achieve outstanding outcomes for the most disadvantaged people in our communities. They provide a focus through sport and education for young people of all ages, particularly those with disabilities. With the development of the new community stadium this will only help to support the Trust and benefit our communities further. I look forward to working with the Trust for many years to come and I want to wish them all the best and every success for the future.”*

**Councillor Steve Curran, Leader of Hounslow Council.**



# Our Partners

Brentford is, at its heart, a community Club. The Trust has been working hard in the local area for more than three decades and we are incredibly proud of what has been achieved. One of our key Club aims is supporting the community and this report shows what is being done. As we move in to our new stadium we hope to be able to do even more and help a wider range of people.

Jon Varney, Brentford FC Chief Executive Officer

## Project Partners



Hounslow Housing



## Strategic Partners



## Corporate and Fundraising Partners



Thank you to our funders, who make our community projects possible.

*"I have seen Brentford FC Community Sports Trust grow from its inception to the amazing organisation it now is - serving thousands of young people across west London."*

**Ruth Cadbury, MP for Brentford and Isleworth**

*"Both the football Club and Trust have grown and developed positively over the last few years. And there is so much potential for their close partnership to achieve more for themselves and our local community in the years to come."*

**Donald Kerr, Vice Chairman of Brentford FC and Brentford FC Community Sport Trust**



**Community  
Sports Trust**

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Ealing, London

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**Brentford FC Community Sports Trust**

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