



Community
Sports
Trust

Impact Report

2025

Include · Innovate · Inspire



MOTORS

Premier League
Kicks

Premier League
Kicks

Premier League
Kicks

mo
Premier League
Kicks
Certificate of Appreciation
Awarded to the following player(s) for their contribution to the Premier League Kicks programme during the 2008/09 season.

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Lee Doyle

CEO and Founder, Brentford FC Community Sports Trust

2025 was a special one, with significant moments that mark the journey of the Trust, and developments that will set the future path. After 20 years of voluntary service, Chairman Ian Dobie stepped down at the September Board meeting. Ian was an enthusiastic supporter from the day I met him in the St George West London PLC offices in Twickenham, we were introduced by St George Chairman, Tony Carey, an avid Bees supporter. At the time Brentford FC had a Target 10,000 campaign with the primary aim to engage new supporters. I pitched an idea of coaching 10,000 local children free of charge. Ian loved the idea of free coaching, St George provided £10,000 funding and we were able to double it through the Department for Culture Media and Sport Sportsmatch scheme. After 2 years and further support from St George we had coached 10,000 children and built relationships with over 60 schools.

A central figure in coordinating the schools project was Luke Skelhorn. We were able to employ Luke through a three-year grant from the John Lyon Foundation. With increased staff we took on some challenging work across 20 housing estates with encouraging results. These early expansion programmes increased our reach and built new relationships and confidence with partners, and this has been key throughout our development. Following roles across the Trust and at the Centre of Excellence Luke was promoted to Chief Operating Officer in 2025 in response to the increasing complexity and size of the Trust. Luke has experience, a sharp intellect and is a very good relationship builder. There have been some twists and turns, but we have always been able to navigate them with tenacity and humour. Congratulations to Luke for his long service and continued progression.

Early foundations enabled the establishment of a multi-sport Trust, one of the first in either the English Football or Premier League. Ian became one of the founder Trustees and was voted as Chairperson by his peers. We went on to win several awards for innovation and carefully built a team of staff. Ian brought structure to the Board and had an eye for safety, honed through his career in construction. We have been on an amazing journey that had some big challenges along the way and some fantastic outcomes, none greater than being part of the development of the Gtech Community Stadium and an emotional day as Brentford FC was promoted to the Premier League.

Ian leaves us in great shape to take on the challenges ahead; he is succeeded by Professor Graeme Atherton, Associate Pro-Vice Chancellor for Regional Engagement at the University of West London; Vice-Principal Ruskin College, Oxford; and Director of the World Access to Higher Education Network (WAHEN). Graeme applied and was selected after a rigorous process and joins three new Trustees, Dr. Sharon Wright, Modi Abdoul and Iain Preston. They are specialists in Social Mobility, Education and Strategy, Inclusion and Youth, Communications and Branding. This brings our Trustee line up to 12, a formidable team. As we move forward, we have clearly defined themes. Education, Training and Employment are central to our mission, as working with Club partners and Community supporters we know that we can help to create new and exciting opportunities.

In this report you will see the diversity that we offer and the impact that our activities create. Examples are highlighted, such as the launch of our Premier League and PFA funded Clubhouse Project at Gunnersbury Park and the new Changing the Game apprenticeship, supporting Community Development Professionals. The Clubhouse, set in the fantastic Gunnersbury Park Sports Hub, provides a social space where we create sessions for our community as part of an extended campus between our Stadium Hub and the park. When we state 'community', we mean the broadest sense of the word. Through working with individuals and groups in a range of settings, across an increasing number of locations, we collaborate with a range of partners with a collective sense of togetherness and drive towards a common purpose of improving life chances.

Ambitious plans and a team of over 200 require increased resource, consequently, our income is spread between a range of sources to create balance. Thank you to our new Community Supporters Club Partners as well as the Club, the Club partners, the Premier League and a collection of funders for their continuing support.

2025 was certainly a year to reflect on progress and one to set a course for the future. You will see a summary of our strategy for increased and deeper community engagement and we invite you to join us, as the journey continues.



Scan here to watch Charlie's Story

Charlie Rowley, 2025 Community Captain.

Graeme Atherton

Chair, Brentford FC Community Sports Trust

As anyone in football knows, taking over from someone who has been in charge for over 20 years and has led a club to the heights of success is fraught with risk. Ian Dobie stepped down as chair in September 2025 having chaired the Trust since its beginning. Ian left as his legacy one of the best performing football trusts in the country, rooted in its community and pushing the barriers of how football and sport can be a force for good. I have now taken on the role of chair from Ian, and if I can achieve only a fraction of what he managed to do then I will be happy.

Looking at the Trust now the numbers on this report speak for itself. There were over 20,500 participants across our programmes in 2025 with over £70m of social impact value. But when in one of our major target areas such as Hounslow over a third of children are in poverty, there is still so much to do. Going forward our challenge is to reach those whom we have yet to offer opportunities to in our target areas, particularly those from communities who are experiencing the most intensive pressures in their daily lives.

We are living through turbulent times as events across the world exacerbate the inequalities that are so deeply embedded in our society for so many in our local community. We have a unique role to play in this context offering not just hope and a safe place to enjoy sport, but routes into education, employment and healthier lives. To play this role though we need to work hard to capture the impact of what we do. Capturing and communicating impact is not for self-aggrandisement but to help us lever in further support from policymakers and funders so we can pursue our mission. It is essential that we bring to a wide audience and to the right audience the evidence of our impact if we are to have the tools to scale up our work supporting as many in our target communities as we can.

Evidence and advocacy are not the only things required to enable the Trust to move forward. Our staff are the foundation upon which the success of the Trust has been built. We need to offer them better opportunities to build their careers in the community football sector though. The Changing the Game initiative described later in the report offers staff not just from our Trust but others across the country the ability to develop their skills and progress within the sector. Changing the Game embodies our ambition to make a difference on the national stage. The full potential of football

as a force for social good in England has yet to be realised. We want to take an active role working with other clubs to see this potential realised over the coming years.

Ambition on the national stage is a goal shared of course with Brentford Football Club. In my short tenure as Chair so far the strength of this relationship has been clear as the club continues to support the Trust, while the Trust embodies the club's values and amplifies the impact it can have in its local community. None of our ambitions can be achieved without a strong partnership between club and Trust. The world we are living in at present will create new challenges for charities such as ours, and it is only through strong partnerships that we will be able to navigate them.

This report gives only a glimpse of what the Trust does. While the numbers of participants, hours and sessions are impressive it is the hundreds of individual stories of change, progress and growth that really measure the value of our work. As we strive to extend our reach pursuing our mission in new and innovative ways we hope that the next year will see these stories told to all who will listen.



Scan here to
watch the full
video

Highlights from the Year



JANUARY

Yogesh Modi said goodbye to his wife and kids to go for a run. 2km in, he collapsed, and CPR saved his life. Performing CPR can more than double the chance of surviving an out-of-hospital cardiac arrest. Everyone should have the skills to save a life.



FEBRUARY

Bee A Hero, a campaign raising awareness about the importance of blood donation, won Community Project of the Year at the London Football Awards.



MARCH

We welcomed local young people, employers and professionals to the Building Connections event at the Gtech Community Stadium, bringing together young people aged 16- 25 with employers and industry experts to find opportunities to support their future.



APRIL

Our All Ability Bees programme for students with special educational needs and disabilities supported local children to shine inside and outside the classroom.



MAY

Keane Lewis-Potter, Fabio Carvalho and Marley Tavaziva starred in the Trust's Match of the Day Community Feature which highlighted our new Post-16 Football Education Academy.



JUNE

Josh Dasilva was named Brentford's Professional Footballers' Association Community Champion 2024/25, recognising his positive engagement in the community.



JULY

The Trust-supported PAN Disability League received the League of the Year Award at Middlesex FA Awards.



AUGUST

We celebrated South Asian Heritage month at the Gtech Community Stadium.



SEPTEMBER

Six players from our FA Emerging Talent Centre visited Downing Street, celebrating women's and girls' football.



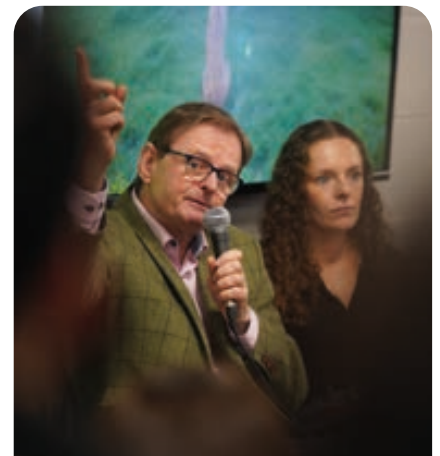
OCTOBER

Brentford FC defender Michael Kayode highlighted the power of education in tackling discrimination with a local school visit ahead of the club's dedicated No Room For Racism fixture.



NOVEMBER

Trust coach Ahmed Mettioui was named Community Icon of the Month for over 25 years delivering community sports coaching and football.



DECEMBER

The recently opened Clubhouse Café hosted numerous events including an evening with Brentford FC Club Psychologist Michael Caulfield as part of Talking is the Best Tactic, our suicide prevention campaign.

The Year at a Glance



13,126

unique participants
across all programmes



20,500+

participants across all
programmes



18,939

total sessions delivered



26,842

total hours



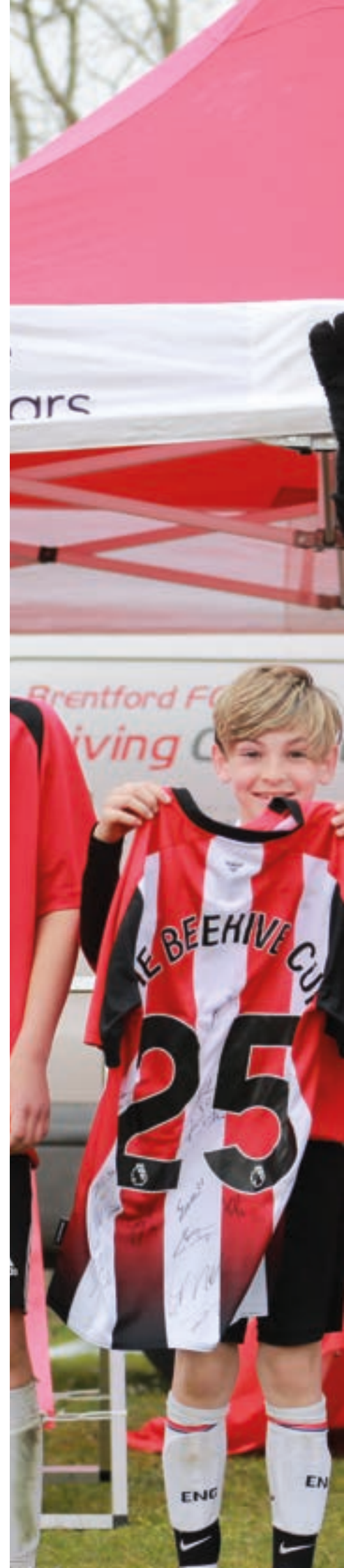
36

average contact hours
per participant



36%

of participants were
women and girls





Commur
Sports
Trust

primarystars.co



2025-28 Strategy

Brentford FC Community Sports Trust is an independent charity which operates in partnership with Brentford Football Club and a range of other local, regional and national organisations. We use the power of sport and education to inspire people, raise the aspirations of our local community, develop community facilities and to give local people the confidence and skills to reach their full potential.



Our Vision

We are a catalyst for communities to realise their potential.



Our Mission

We bring our expertise in sports, education and health to improve people's lives.

In 2025 we launched our new three-year strategy, centred around **five strategic priorities**:

1. RESPOND TO LOCAL NEED

Ensuring our programmes are evidence-based, inclusive, and tailored to meet the evolving needs of our communities.

2. STRONG CLUB PARTNERSHIP

Continuation of our partnership agreement with Brentford FC to enhance community impact, and shared strategic goals whilst maintaining Trust independence.

3. INVEST IN PEOPLE

Build a quality team, creating a culture of excellence, and ensuring long-term staff development.

4. ENSURE FINANCIAL SUSTAINABILITY

Strengthening funding streams, diversifying income, and ensuring long-term viability of the Trust.

5. EXPAND OUR DELIVERY HUBS

Scaling impact by reaching new communities and enhancing facility provision for long-term growth.

Pillars

Delivery Areas

Impact



PATHWAYS

Providing pathways for people to develop skills and transition into education, employment or training.

Improved skills, education and employment for the people in our community



ACCESS TO SPORT

Creating inclusive opportunities for people of all backgrounds, ages, and abilities to engage in sport and physical activity.

Access to sport for all regardless of background



IMPROVING HEALTH

Empowering communities to 'start well', 'live well' and 'age well' through physical and mental wellbeing initiatives.

Healthier lifestyle for our local community

Impact: Pathways

Across our Pathways pillar, programmes included education, employability and training. Below is a selection of outcomes and impact we achieved in 2025.

100%

of our **Changing the Game** participants positively rated the programme.

95%

of **Turnaround Mentoring** participants positively engaged with the programme, and all participants did not re-offend 3 months after completion.

87%

of our **Post-16** participants felt the programme has had a positive impact on their lives, with 84% reporting improved confidence and self esteem.

81%

of **Training Ground** participants were supported to access employment opportunities.

22%

of **Training Ground** participants went on to further employment, training or education within weeks of completing the programme.

Case Study: **Post-16 Education**

As part of our latest Match of the Day segment, we showcased the Trust's new Post-16 Football Education Academy, which launched in September 2025. Featuring appearances from players Keane Lewis-Potter, Fábio Carvalho and Marley Tavaziva, and Principal of West Thames College Tracy Aust, the segment focused on the importance of supporting young people to prepare for life beyond the pitch.



Scan here to
watch the full
video



Case Study: **Changing the Game**

Brentford FC Community Sports Trust has collaborated with Football Club Charities and sport-for-development organisations to launch this forward-thinking initiative which invests in the community workforce, by upskilling professionals who are using sport for social change. Supported by the Premier League Foundation and The PFA, the aim of Changing the Game is to develop a workforce that is equipped with skills to tackle community projects and investing in the next generation of sports leaders, giving them confidence to make a difference.



Scan here to
watch the full
video



Impact: **Access to Sport**

Our Access to Sport pillar encompasses our school sports, community engagement and disability programmes.

96%

of disability programme participants reported improved physical and mental health.

5,407

school children took part in our Schools Programme activities.

3,370

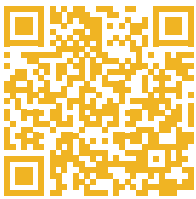
school children took part in Joy of Moving.

1,082

participants took part in our disability programme.

Case Study: **PL Kicks at the Eclipse**

Before Christmas Lisa Townsend, Surrey Police and Crime Commissioner attended one of our Premier League Kicks sessions at the Eclipse Leisure Centre in Staines. Lisa spoke about the importance of programmes like Premier League Kicks providing young people in the community with opportunities to take part in team activities and meet new people.



Scan here to
watch the full
video

Case Study: **Winter Gymnastics Display**

2025 was rounded off by an incredible performance from our Tumble Bees gymnasts, Boogie Bees dancers and Sting Cheer participants at Gunnersbury Park Sports Centre. With 120 participants, and over 200 people in the audience, the performance was a huge success and showcased the incredible work across our gymnastics, dance and cheer programmes.



Scan here to
watch the full
video

Impact: **Improving Health**

Across the Improving Health pillar in 2025, we offered a range of programmes designed to improve mental and physical wellbeing, including the launch of our new Clubhouse venue in Gunnersbury Park, hosting initiatives supporting people with Alzheimer's, Suicide Prevention and community engagement events.

100%

of Memory Hive participants improved confidence and self-esteem.

100%

of BeeActive Football participants reported improved confidence and self-esteem.

95%

of students in the Active Minds programme reported improved physical and mental wellbeing.

88%

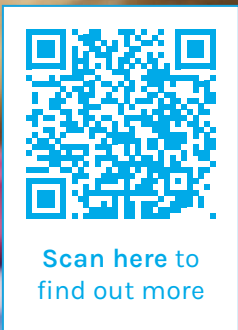
of students in the BeeComing You programme reported improved self-esteem, confidence and inter-personal skills.

85%

of Comedy for Thought participants reported improved mental wellbeing.

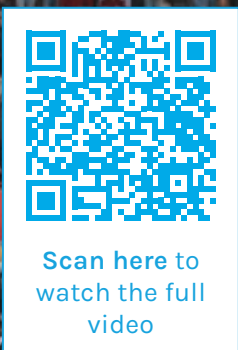
Case Study: **Clubhouse Café**

The Clubhouse Café opened its doors to the public in September 2025. Part of the new Community Sports Hub at the site, the café also doubles as a social and community space linking into community projects for all ages. Brentford players Kristoffer Ajer, Mathias Jensen and Romelle Donovan visited the Clubhouse Café to meet participants from the Trust's Health programmes for a cuppa and a chat.



Case Study: **Heart of West London**

As part of our ongoing partnership with Brentford FC's Heart of West London campaign and October's Restart a Heart month, our Trust staff delivered a CPR and defibrillator workshop to Brentford Academy players, teaching potentially life-saving skills to young players.



Social Value

Brentford FC was one of the first football clubs to establish a community programme when Brentford Football in the Community was launched in collaboration with the London Boroughs of Hounslow and Ealing in 1987. In 2005 a fuller range of community activity was consolidated into the Brentford FC Community Sports Trust.

In 2013, it was calculated that the Trust's Social Impact Value was

£8.48m

In 2022/23 our Social Impact Value was

£70.6m

We are due to next evaluate our Social Impact Value in Autumn 2026.



Keith Andrews meeting participants at the Clubhouse Café.

Case Study: Indeed Partnership

In 2023, the Trust launched an employability partnership with Indeed which focused on creating more opportunities to help guide young people as they seek future employment, aimed to change the picture of youth unemployment in the local area.

Following a series of successful Skills Labs, Workshops and a Job Fair at the Gtech Community Stadium, Brentford agreed a new partnership with Indeed in June 2025 as the club's official training wear partner and official recruitment partner, beginning from the 2025/26 season.

Intelligent Recruitment

Upon partnering with Indeed, Fran Jones, Brentford Commercial Director, said: "We're very proud of our track record of intelligent recruitment and smart decision-making that empowers us to compete at the highest level. Indeed has earned its place as a leading hiring platform with the same approach. It's a perfect match and we're excited to see what we can learn from each other.

"In everything we do, there's always a human element. This partnership has an incredible opportunity to uplift our community with new skills and job opportunities, as well as help Brentford players of all ages plan for life beyond their football career."

Supporting Communities

Indeed's commitment to supporting communities aligns closely with the work of the Club and Trust seeking to make a positive difference to people's lives in the local area.

Looking ahead, Indeed will be supporting fans and participants with guidance on how to progress in their professional careers, delivering career-focused projects with the Trust aimed at upskilling jobseekers in west London and matching them with employment opportunities.



Scan here to
watch the full
video



BEES FANS AGAINST
RACISM

BEETOGETHER

Gtech

Community Supporters Club

A network powering change in West London

The Community Supporters Club brings together individuals and businesses who believe in the power of sport, education and wellbeing to transform lives. Every supporter directly funds life changing programmes that reach thousands of children, young people and adults across Hounslow, Ealing, Richmond, Hillingdon and the wider west London community.

Where your support goes

Supporters champion the Trust's key strategic priorities:

PATHWAY

- supporting education, skills and progression, helping young people move from the classroom into employment, training or further education.

SPORT

- opening up inclusive sports, coaching and competitions to participants of all ages, abilities and backgrounds.

HEALTH

- backing mental and physical wellbeing programmes that build confidence, connection and a sense of belonging.



Join the Community Supporters Club

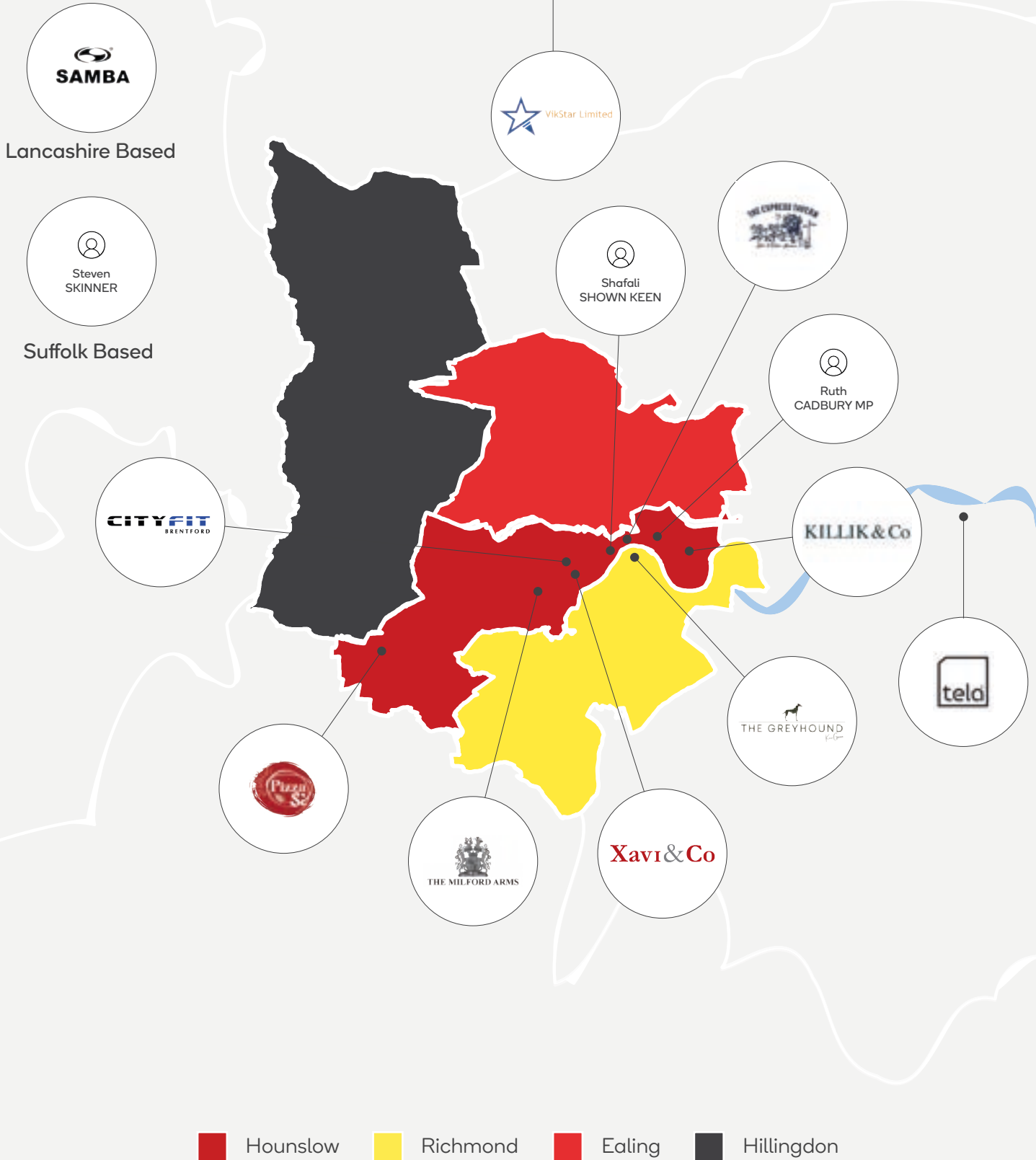
Help us transform lives through sport, health and opportunity in your local community.

Purposeful partnerships

Joining the Community Supporters Club is a meaningful way to demonstrate local commitment, deliver against ESG and social value objectives, and connect with a network of like-minded organisations. Supporters also access from brand recognition across Trust platforms, networking opportunities with fellow Supporters, and invitations to flagship events.

Start your journey today by reaching out to fundraising@brentfordfcst.com

Community Supporters



Brentford FC Comr

TRUSTEES

John Cudmore
Human Resources

Dr. Sharon Wright
Education and
Strategy

Marcella Phelan
Children and
Families

Modi Adboul
Children and Young
People

Anita Ralli
Community Engagement
and Policy

**Professor
Graeme Atherton**
Chair - Education
Social Mobility

CORE

BUSINESS SERVICES

Lee Doyle
CEO & Founder

Luke Skelhorn
Chief Operations Officer

Jacky Montague
Head of Business Services

Lawrence Plummer
Senior Manager Facilities and
Operation

Alex Smyth
Front of House and Facilities
Coordinator

CLUBHOUSE CAFÉ

Bethan Kavangh
Clubhouse Social Café Manager

Caoimhe Earles
Clubhouse Supervisor

Ben Tewson
Clubhouse Supervisor

HUMAN RESOURCES

Natasha Taylor-Stedman
HR Business Partner

Calum McHardy
Senior Manager
Recruitment, Training and Quality
Assurance

Freya Mackenzie
People Manager

SAFEGUARDING

Gina Coleman
Head of Safeguarding

Scott Southgate
Safeguarding Manager

Aaron Davis-Hussain
Designated Safeguarding
Officer - Schools

Ben Smyth
Designated Safeguarding
Officer - Schools

Ellie Morley
Designated Safeguarding
Officer - Schools

Will Blithing
Designated Safeguarding
Officer - Schools

Chelsey Logan
Designated Safeguarding
Officer - Football Development

Oscar Akerman
Designated Safeguarding
Officer

Shaun Preddie
Designated Safeguarding
Officer - Education

Kathryn Sobczak
Designated Safeguarding
Officer - Young Carers

Charlie Douglas
Designated Safeguarding
Officer - Youth & Employability

Craig Peters
Designated Safeguarding
Officer - Specialist Support

Emily Donovan
Designated Safeguarding
Officer - Health

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Head of Communications and
Marketing

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Content Executive

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Junior Graphic Designer

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Fundraising

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Fundraising Coordinator

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Ria Maharaj
Senior Manager
Insight and Impact

Vikrant Dogra
Views Officer

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Health and Wellbeing Manager

Izzie Johnson
Health and Wellbeing Project Officer

Georgie Bailey
Health and Wellbeing Senior Project
Co-ordinator - Physical Health

Ross Dommett
Health and Wellbeing Senior Project
Co-ordinator - Mental Health

SPECIALIST SUPPORT

DISABILITIES

Chris Tribe
Disability Manager - Specialist
Support

Craig Peters
Disability Manager - Strategy and
Participation

Ben Lampert
Deaf Sports Plus Co-ordinator

Antonion Schicchitano
Disability Sports Coach

YOUNG CARERS

Kathryn Sobczak
Young Carers Manager

Matt Thurlow
Young Carers Project Worker

Community Sports Trust



Scan here
to view our
Trustee bios

Donald Kerr
Vice Chair - Marketing
and Communications

Brian Burgess
Social Enterprise

**Christopher
Gammon**
Finance and
Commercial

Nity Raj
Legal

Karl Reynolds
Business and
Fundraising

Iain Preston
Advertising,
Marketing and
Digital

FOOTBALL DEVELOPMENT AND SPORTS PARTICIPATION

Luke Brooks-Smith
Head of Community Sports

SCHOOLS PROVISION

Ramandeep Dole
Senior Manager - School Sport

Ben Smyth
Schools Area Co-ordinator (Ealing and Hillingdon)

Aaron Davis-Hussain
Schools Area Co-ordinator (Spelthorne, Surrey and Berkshire)

Will Blithing
Schools Area Co-ordinator (Richmond and Hounslow)

SCHOOLS FOOTBALL DEVELOPMENT AND SPORTS COACH STAFF

Kyle Dowling
Max Bradley
George Heard
Josh Myers
Shania Foley

Benjamin Abrahams
Primary Star Co-ordinator

SPORTS PARTICIPATION

Ellie Morley
Gymnastics Lead

Amy Mackenzie
Gymnastics Coach

COMMUNITY FOOTBALL DEVELOPMENT

Jamie Tompkins
Senior Manager
Football Development

Chelsey Logan
Female Football Development
Manager

Kristian Wooster
Community Football
Development Co-ordinator

Tommy Ryan-Maynard
Senior Football Coach

YOUTH AND COMMUNITY

COMMUNITIES ENGAGEMENT

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Senior Manager
Communities Engagement

Jonathan Langtree
Changing Directions Project Lead

YOUNG ENGAGEMENT

Reena Silva
Senior Manager
Youth Engagement

Charlie Douglas
Senior Programme
Coordinator

EDUCATION, EMPLOYABILITY AND TRAINING

Hannah Barnett
Head of Social, Education and Health Hub

EDUCATION

Chris Barrett
Senior Manager - Education

Shaun Preddie
Education Programmes Co-ordinator

Zhane Ferguson
Education and Mentoring Co-ordinator

Hannah Colley-Elms
Programme Coordinator Mentoring and Education

POST-16

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Senior Manager Post-16 Football

Shaun Ryan
Development and Sports Coach:
Schools and Post-16 Football

Theo Theodoros
Lecturer School and Post-16
Football

Bevan Vincent
Post-16 Football Lead Coach and
Education Tutor

Thank you partners

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

Project Partners



Strategic Partners



substance.



Club and Trust Partners



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Realising Potential

Include, Innovate, Inspire



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