



Community Sports Trust

Connecting Communities

South Asian Voices in Football and the Community



← Fire exit →

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 **Brentford FC Women**
(First & B Team)
Ages 16 to adult

brentfordfc.com @brentfordFCW

For more details contact: enquiries@brentfordfc.com @brentfordfcwomen



In Partnership with:



**Premier League
Fans Fund**

Include, Innovate, Inspire

Project Data

116

Community Members engaged

6

Interviews

2

BFC Fan Groups Activated

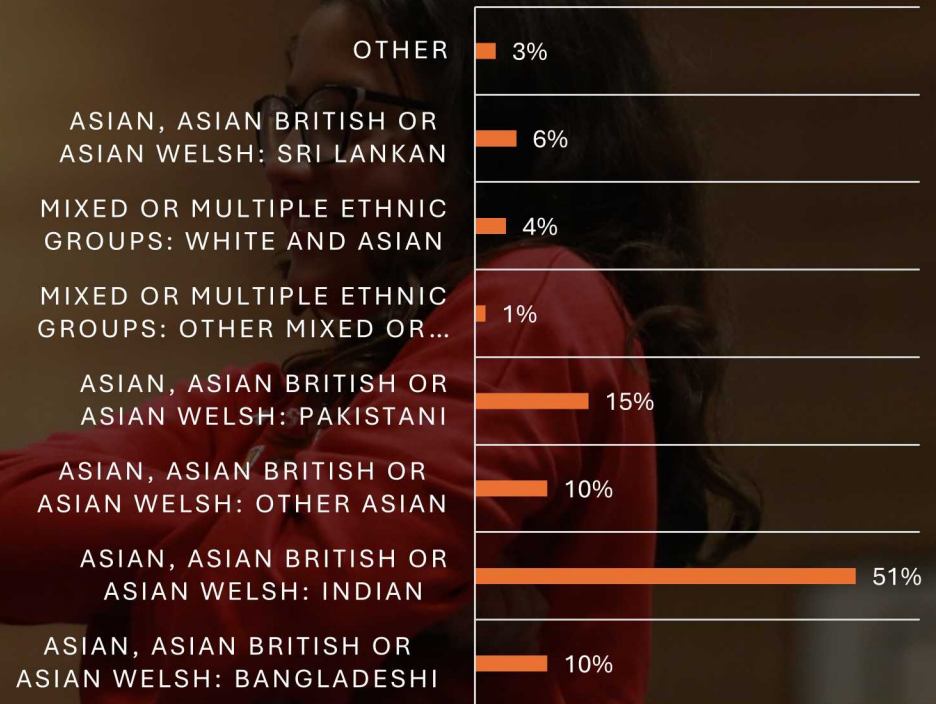
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Focus Groups

Key Partnerships

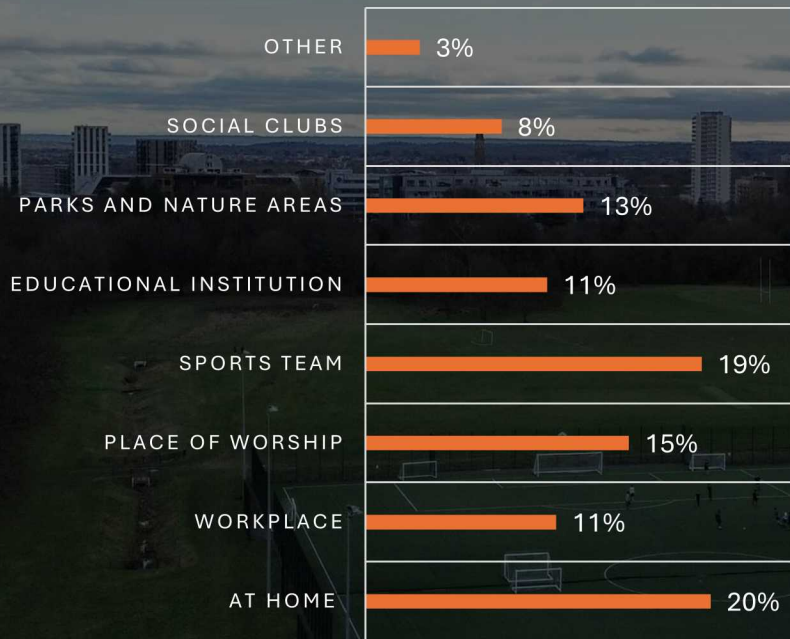
Brunel and Kingston University

ETHNICITY

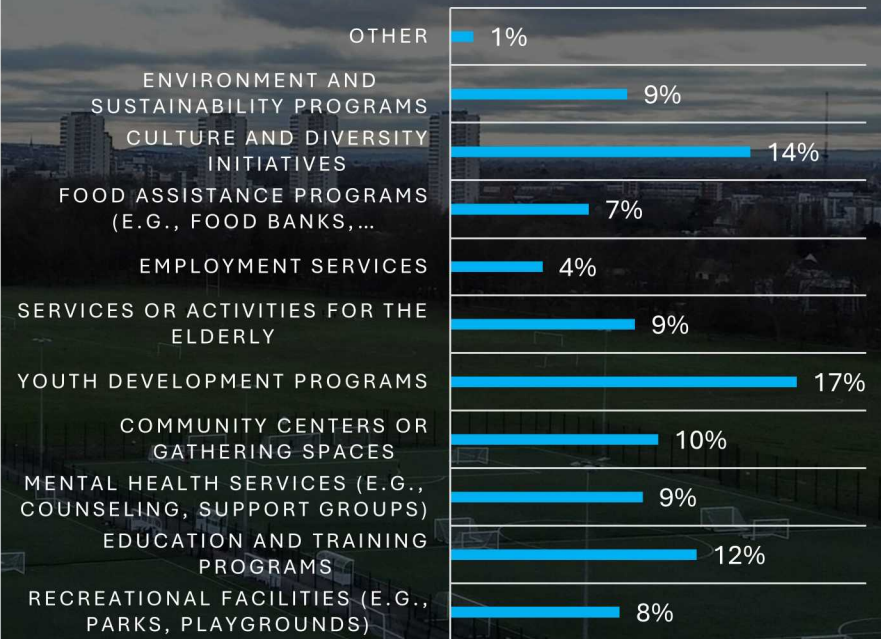


Key Results

WHERE IN THE LOCAL AREA DO YOU ENGAGE MOST WITH YOUR COMMUNITY?



WHAT TYPES OF SERVICES DO YOU BELIEVE ARE LACKING IN YOUR LOCAL AREA?



Key Results

83% of respondents currently engage with football. Engagement patterns include:

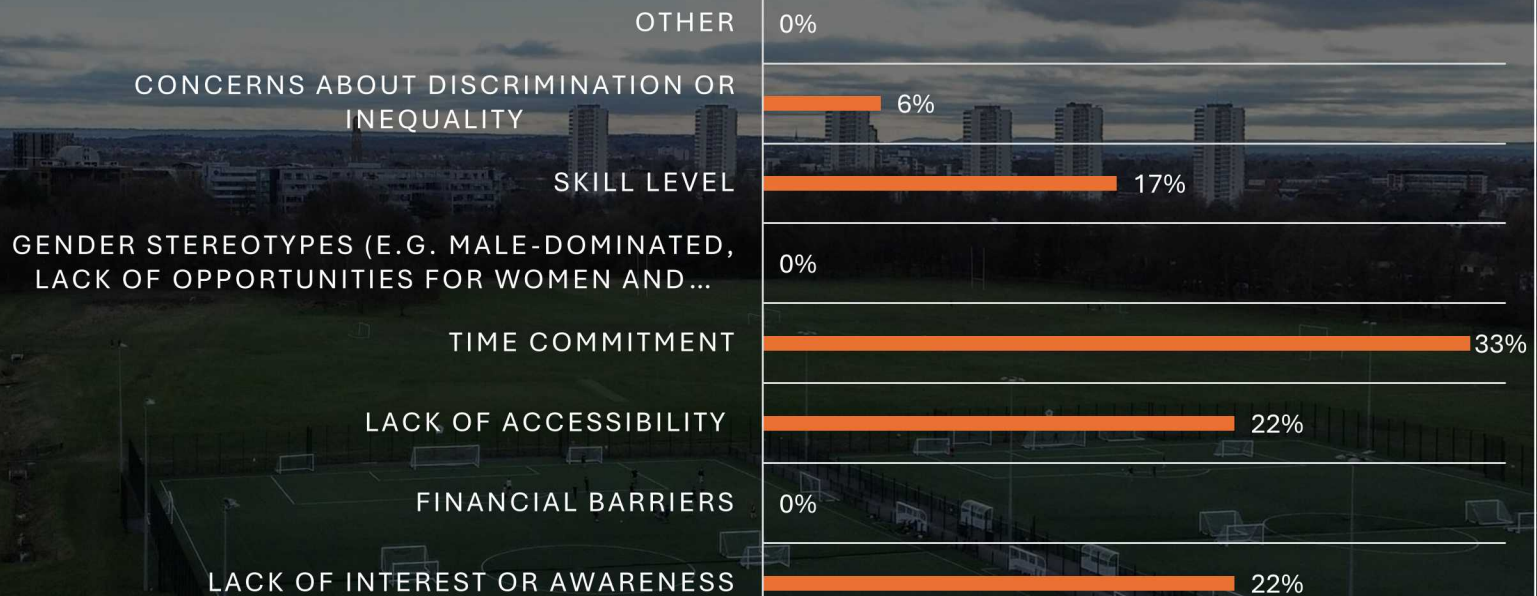
- Watching on TV (25%)
- Attending live matches (22%)
- Following online (16%)
- Engagement through friends and family (19%)

Of the 17% who do not currently engage, the most cited barriers were:

- **Time commitment (33%)**
- **Lack of interest or awareness (22%)**
- **Lack of accessibility (22%)**
- **Skill Level (17%)**

Key Results

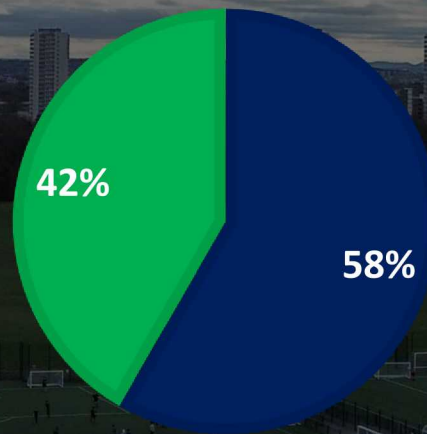
WHICH OF THE FOLLOWING REASONS APPLY FOR WHY YOU DON'T ENGAGE WITH FOOTBALL?



Key Results

DO YOU THINK FOOTBALL IS INCLUSIVE?

■ Yes ■ No



Key Results

94% expressed interest in attending a Brentford FC match, a powerful signal of potential fanbase growth.

Current engagement includes:

- Watching matches on TV (25%)
- Matchday attendance (22%)
- Following on social media (16%)

HOW DO YOU ENGAGE WITH FOOTBALL?

