

Realising Potential

A young Black man is shown in profile, looking towards the left. He is wearing a red football jersey with the Brentford club crest visible on the chest. The background is dark with wisps of white smoke or steam rising behind him, creating a dramatic and focused atmosphere.

2020-23 Social Impact Study
substance.

Include
Innovate
Inspire



Pictured:
Christian Nørgaard engaging with a Football for Thought participant.

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Thank you partners 30

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Glossary of Terms

Absence from school

School attendance below 90% in any defined period.

Educational attainment

The highest level of education completed.

Indices of deprivation

A measure of relative deprivation in small areas in England called lower-layer super output areas.

National Citizen Service (NCS)

Designed for 16 and 17 year olds, the NCS is a national initiative that has a vision to engage, unite and empower young people, building confidence so that they can achieve their dreams.

Not in Education, Employment or Training (NEET)

An acronym for Not in Education, Employment or Training which refers to a person who is unemployed and not receiving any education or vocational training.

Participation Programme

BFC CST programmes that are primarily focused on engaging people in sport and physical activity.

Physical activity

Movement that is seen to contribute to the Chief Medical Officers guidelines for recommended levels of physical activity.

Risk and Protective Factors

Risk factors are the biological, psychological, family, community, or cultural aspects that precede and are associated with a higher likelihood of negative outcomes. Protective factors are characteristics associated with a lower likelihood of negative outcomes or that reduce a risk factor's impact.

Social capital

The networks of relationships among people who live and work in a particular society, enabling that society to function effectively.

Social Return on Investment (SROI)

A method for measuring and assigning monetary values to outcomes that are not traditionally reflected in financial statements, including social, economic, and environmental benefits.

SROI Ratio

A ratio determined by dividing the identified social, economic and environmental value by the financial cost of the investment to identify the return generated for every unit of currency invested.

Subjective Wellbeing

The scientific term for levels of happiness and life satisfaction.

Targeted Programme

BFC CST programmes that are primarily focused on addressing a defined social problem or issue, for example, employability.

Unique Participant

An individual that has taken part in any BFC CST programme.

Ian Dobie

Chair of Trustees, Brentford FC
Community Sports Trust

Ten years ago the Gtech Community Stadium was approved by the London Borough of Hounslow. Fundamental to the consent was to increase activity by 30% within three years of being in the new stadium or by 50% if gates averaged 10,000 or more during the period. With Brentford playing in the Premier League and gates regularly hitting over 17,000 people, The Trust surpassed the original targets outlined by the London Borough of Hounslow by 454%, with a social impact value of £70.6m for the year 2022/23. On behalf of the Trustees, I thank the staff for this superb performance, so let's see how they have delivered it.

Lee Doyle

CEO, Brentford FC
Community Sports Trust

This report is testament to the efforts of our staff and volunteers, including our team of Trustees who provide constant support and encouragement. Many Trust partners have been with us throughout the journey and many new ones are joining; together we are beginning to realise the profound effect that positive engagement in sport and activity can have on the wellbeing of individuals and the creation of strong communities.

We are incredibly proud of the results of our latest social value report which, in many ways were triggered by the ambition of the stadium project and the belief and commitment of all individuals involved. An exciting story is unfolding both on and off the field and working together we can create a bright future.

Tim Crabbe

Chief Executive,
Substance

Following on from the Community Benefits report produced by Substance in 2013, Brentford FC and the Community Sports Trust commissioned us to provide an updated assessment for the three years following the Club's move to the Gtech Community Stadium and Hub.

The approach adopted represents an evolution and refinement of the methods employed in the original study, drawing on advancements in the field of social valuation as applied in studies completed by Substance for UEFA and more than 40 of its member national football associations, the English Football League and English Football League Trust, the Premier League Charitable Fund, the NFL Salute to Service programme, the Irish Rugby Football Union and a host of other football club community organisations.

The work has also benefited from BFC CST's ceaseless commitment to learning and reflection and the collection, management and presentation of engagement and performance data. Alongside the frontline delivery reflected in this report they have brought enthusiastic attention and focus to the process of learning how to capture and tell the story of their work. This report represents a robust and reliable account of those efforts, whilst also remaining a staging point on a journey of continuous improvement that will enable them to further enhance their impact and demonstrate the difference that they make.

substance.



Pictured: Two young competitors prepare to compete at the inaugural Summer Estates Olympics - 2007.

Executive Summary

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

The Trust's aim is to use the power of sport to engage, inspire and empower people in west London. More specifically, Hounslow, Ealing, Hillingdon and Richmond, by providing opportunities for inactive people to take part in programmes and activity, thereby improving physical wellbeing, improving mental wellbeing and increased engagement in education for disengaged pupils.

In 2013, the Club and Trust commissioned Substance to produce a valuation of Community Benefits report in support of the planning application for the Club's proposed move to a new community stadium at Lionel Road. At the time, it was estimated that the Trust's activities in the financial year 2012/13 would have a minimum **social value of £8.48m**.

Three years on from the opening of the Gtech Community Stadium and Community Stadium Hub, the Trust commissioned Substance to produce a new social impact and valuation report. In part this is in fulfilment of the requirement in the stadium planning application approval to provide community benefits as part of the stadium development.

Across the three-year period of delivery from **1 April 2020 to 31 March 2023**, a range of impacts were recorded relating to each of our core pillars: 1) Football and Sports Participation, 2) Health and Wellbeing, 3) Youth and Community, 4) Education, Employability and Training, and 5) Specialist Support.

Our work across these core pillars enabled a headline valuation for Brentford FC and its Community Sports Trust to be established for the 3-year reporting period from 1 April 2020 – 31 March 2023 of **£143,076,836**. In the most recent annual reporting period up to the 31 March 2023 the valuation was **£70,568,658**.

When considered in relation to the Trust's expenditure over the same period of **£7,918,535**, we can identify an overall **Social Return on Investment (SROI) Ratio of £1:18**. Our

immediate communities remain a priority and over 38% of the total value can be attributed to work in the Trust's host London Borough of Hounslow where over 55% of the work is delivered and almost 88% across our four partner London Boroughs.

As the report details, all of these pillars represent work done in association and with the support of a range of partners and sponsors, including the local authorities, housing associations, national and local companies and, more significantly over the last two years, the Premier League. Many of the projects are prescribed by partners, like the Premier League or National Citizen Service (NCS), but several are developed between ourselves and the sponsor, like those with the NHS West London Trust Wellbeing and Recovery College or Worley, all with the overall objective of enhancing the lives of local people and helping them realise their full potential. Overall in the last year, across all our pillars and projects we interacted with **20,067 individual participants**.

In the area of sports participation, the opening of Gunnersbury Park Sports Hub has enabled us to increase the number of young people we coach each week from **454 (March 2021) to 1,262 (March 2023)**, and to greatly increase the proportion of women and girls in that total. But of equal importance, the indoor sports hall hosts mini bees and tumble bees, enabling us to have activities catering to all ages from 18 months to older members of the community.

Some key highlights from this period include **483 young people** taking part in our NCS programme and completing over **13,000 hours of social action preparation and 1,500 hours of volunteering**.

Following funding from the Mercers' Company in h, we focused on growing our employability offer with a key achievement being the Summer Start Up (SSU) programme, an eight day employability initiative which offered young people who were not in education, employment or training (NEET) the chance to **meet new people, develop confidence and learn new skills**.

Through our frontline delivery, consistent learning and reflection, this report tells the story of the Trust's work and impact.



Inspire and engage - a Girls Emerging Talent Centre participant receives some encouragement.

A Community Car

Through our Gunnersbury Park site, Community Stadium Hub, and the Gtech Community Stadium, we now operate across a campus which is equipped to deliver football training sessions, community engagement activities, and health and wellbeing programmes. The campus space positions Brentford FC and the Community Sports Trust as a visible and central player within the community.

This is reflected in the number of sessions that we have delivered in 2022/23 with 13,479 sessions for a minimum of 12,235 unique participants.

13,479

sessions delivered

12,235

unique participants*

Community Stadium Hub

At our Community Stadium Hub (CSH), we have established a range of impactful programmes such as a chair-based exercise group for older participants, a women's exercise group, pilates, and many other projects. We also share the CSH space

with the West London NHS Trust's Wellbeing and Recovery College, with whom we co-delivered "Your Physical Wellbeing", a 6-week course exploring lifestyle choices and their impact on physical and mental health.

Gunnersbury Park Sports Hub

Since opening in 2021, our Gunnersbury Park Sports Hub has been home to a wide range of programmes for boys and girls from young children to adulthood. This includes multi-sports camps, MiniBees sessions, and our football development centre. The

site itself is a state-of-the-art multi-sports facility with six grass football pitches, eight tennis courts, two astro turf pitches, and an indoor sports hall. This will soon be joined by a new Clubhouse and Social Café which is currently in development.

3,015

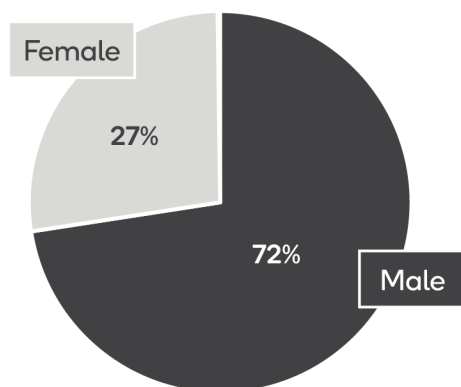
sessions delivered

4,526

unique participants

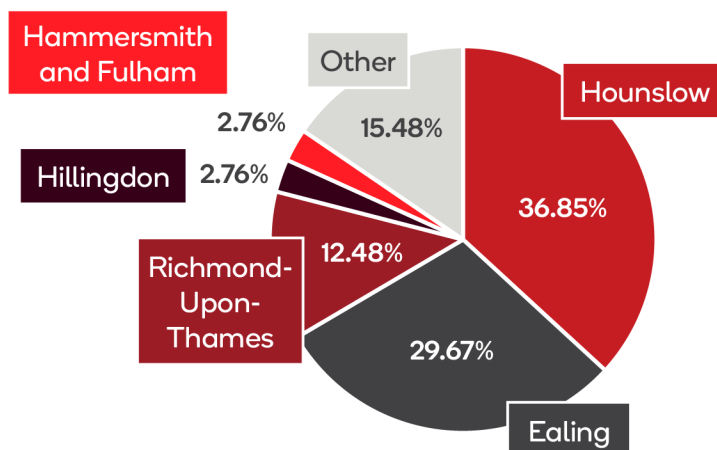
230

session groups



0.02% Other Gender Identity

0.2% PNTS

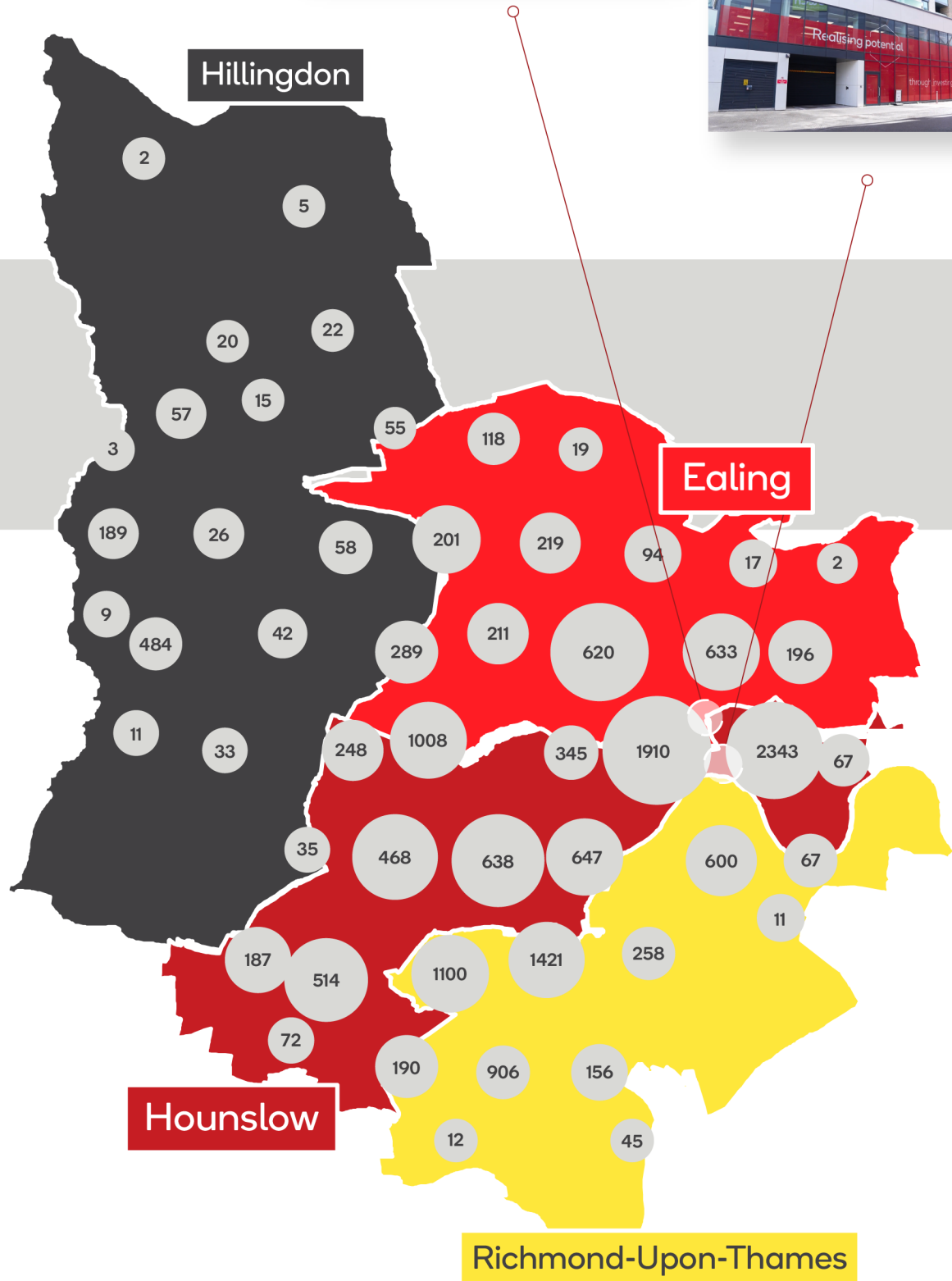


*Based on number of participants for whom we have full demographic data.

Gunnersbury Park Sports Hub



Community Stadium Hub



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

£8.48m

“”

Since our promotion to the Premier League, not only has the club evolved but so too the work of the Community Sports Trust. Moving to the Gtech Community Stadium has been a driving force in this development, and the Trust has continued to grow and build purposeful partnerships in new and innovative ways to support people across west London.

Jon Varney
Brentford FC Chief Executive

“”

I am continually impressed by the scope and scale of the Trust's work and impact across west London. It is important for us to engage with our communities, and we are very proud of our Trust and their achievements in respect of the social impact target and outcomes in this report. I would like to congratulate all the staff, coaches and volunteers involved who have made this possible.

Cliff Crown
Brentford FC Chairman

2012/13

1.26%

116

Hillingdon

33.51%

3,081

Ealing

39.76%

3,656

Hounslow

Richmond-Upon-Thames

25.47%

2,342

Regional Breakdown
of Participants

Social Impact Value

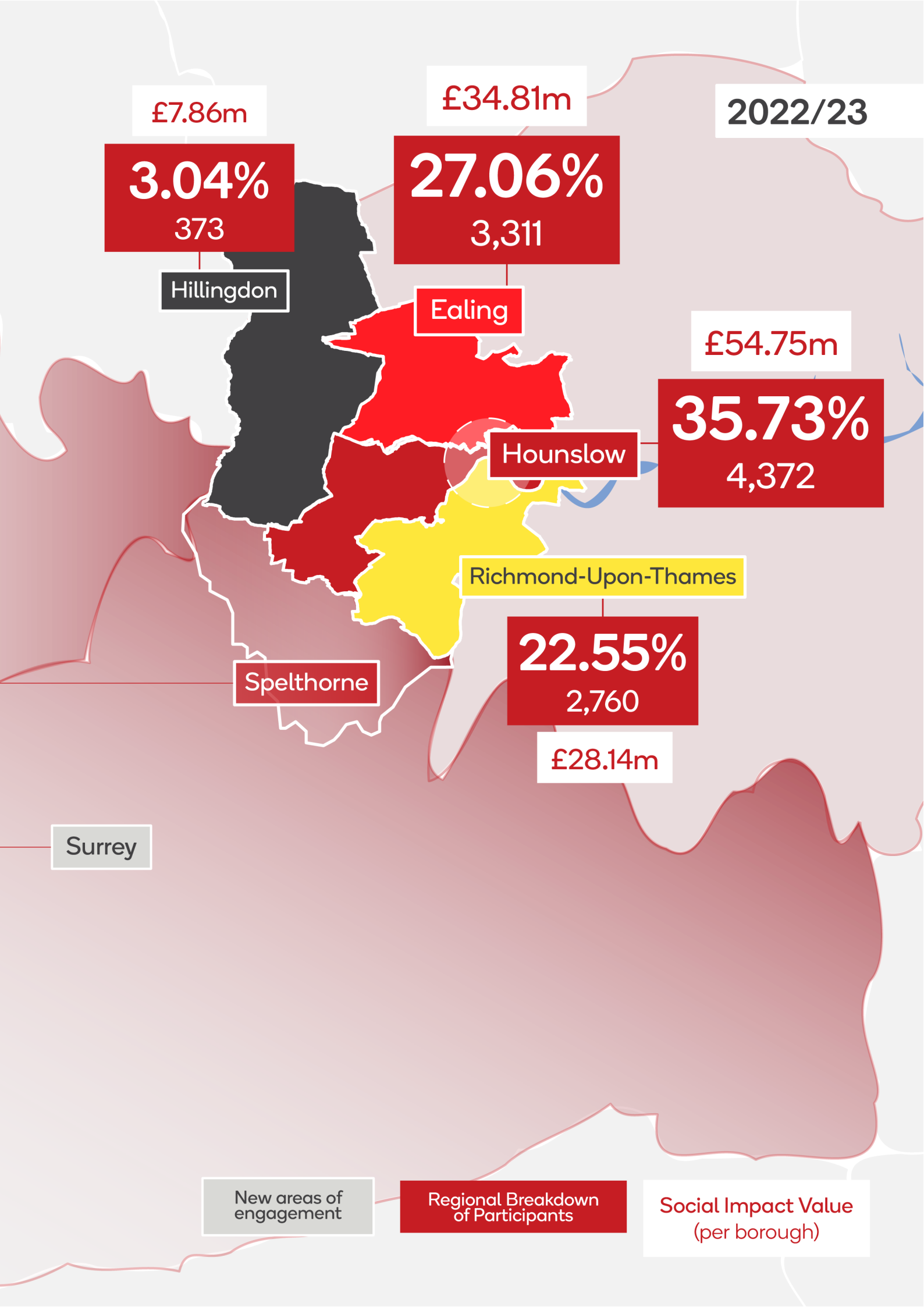
£70.6m

Berkshire

11.59%

1,419

£17.52m



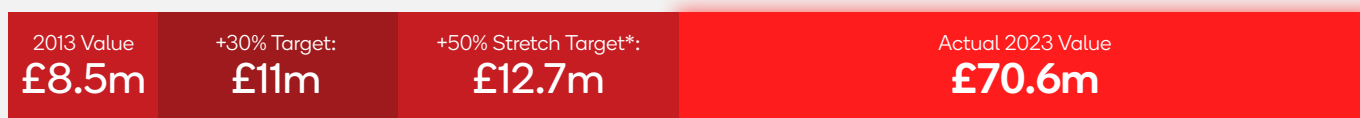
£143m

£22.5m
2020/21

£50m
2021/22

£70.6m
2022/23

Social Impact Value vs Target (post-stadium build)

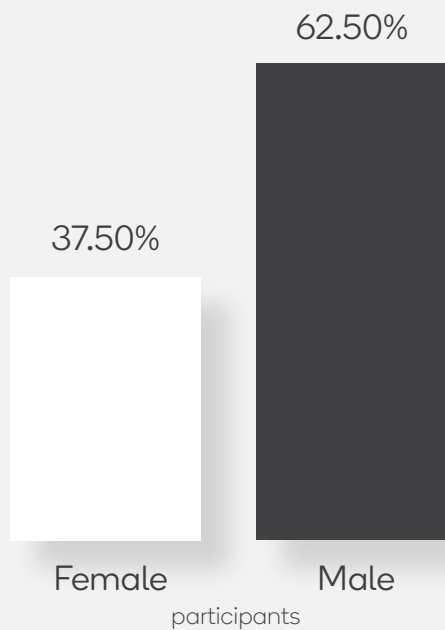


*Social Value Target if BFC exceed 10,000 avg. gate attendance

Social Impact Value per Trust Pillar



We delivered 526,105 hours worth of sessions across 2022-23.
Here's how it breaks down.



35%

of participants were from the 30% most deprived wards in the country.

43hrs

avg. hours of engagement
per participant.

2012/13

2,134

Women
& Girls
Engagement

2015/16

3,845

2022/23

4,588

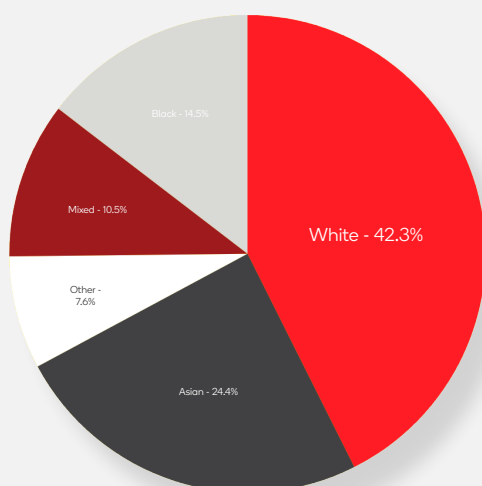
for who we have demographic data

7,525

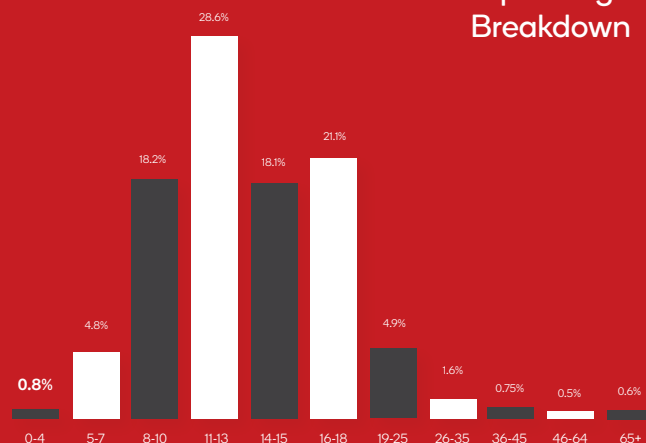
estimated total

Female participants

Participant
Ethnicity
Breakdown



Participant Age
Breakdown





Pictured:
PLPS football tournament, hosted at Gunnersbury Park.

*Pictured:
Isla takes part
in a Primary
Stars session.*



Premier League Primary Stars

Providing interventions and support to help children develop essential skills.

The power of sport and the Brentford badge is often the hook required to engage with young people. The Premier League Primary Stars programme epitomises this, using the appeal of football to inspire children aged five to 11 to be active and develop essential skills.

Brentford FC CST Primary Stars Coordinator Bevan Vincent experienced first-hand how influential the programme can be working with Year 6 student Isla over a 12-month period.

Through weekly one-to-one mentoring sessions Bevan saw Isla grow as an individual in the classroom which helped to open up new passions and hobbies outside of school.

Bevan reflects: "When I started working with Isla she really struggled with her social interactions at school, she struggled in groups as well and how to articulate her emotions and feelings.

"Gradually as we started doing one-to-ones she got a little bit better at expressing herself, sharing her emotions and thoughts and feelings within those sessions."

By providing Isla with the opportunity to learn new approaches to building relationships, her confidence and performance in school began to improve. Isla's newfound confidence enabled her to participate in group activities across the school as she became more comfortable expressing her feelings with fellow pupils and teachers alike.

Bevan adds, "Over the course of a year Isla's emotional intelligence developed which had a massive impact on her behaviour in the classroom but also opened up opportunities to participate on school football and cricket teams which was a huge confidence boost for her."

Callum Donnelly, Year 6 Teacher at Heathfield Primary School recognises the value of the interventions, "Primary Stars enables us to provide interventions for key children like Isla to ensure they get extra support and help to understand social interactions and how to build relationships with others. The programme is taking the most disadvantaged children within our school and giving them a chance."

“”

Primary Stars talk to me about everything, like how my week has been, and the sessions help me to let it all out so that I can focus on positive feelings.

Isla
Year 6 Student, Heathfield Primary School

Comedy For Thought

Developing Innovative Programmes



The success of Brentford on the pitch is now enabling the Trust to build purposeful and innovative partnerships. This is none more evident than in our health department which has diversified to broaden its reach through programmes such as Comedy for Thought.

The six-week stand-up comedy course for men focuses on personal empowerment, listening, performance skills, and finding your unique comedic voice in a safe environment.

Working for Twinning Enterprise who provide free employment support to people with mental health conditions, Frank initially came across Comedy for Thought through his day job.

"There's the stigma around men talking and it's important to have a safe space for men to talk. I was drawn in by the comedy aspect of the course and I liked the idea of having a safe space whilst also learning about comedy and doing something I might enjoy," Frank said.

"I felt inspired by the different individuals in the group sharing their stories. My partner had recently given birth to twins, which was unexpected due to male infertility factor and going through IVF. It was the winter months and I was living day-to-day but hadn't really shared for a while. After initially thinking the course would be interesting for clients, I realised very quickly that it would be helpful for me."

Pictured:
Patrick Monahan hosted the Comedy for Thought showcase event.

As the sessions progressed week on week, Frank found that the comedic performing techniques he was learning enabled him to process and speak about things that he was struggling with through stand-up performance.

"The thing that stands out to me with comedy is that it can be on absolutely anything. My experience through the infertility piece and mental health was that if people don't ask you 'how are you?', then you have to say that you're struggling and you might not have the confidence to do that. I could see that the course was empowering the group and we were sharing our feelings as comedic story tellers without even realising it."

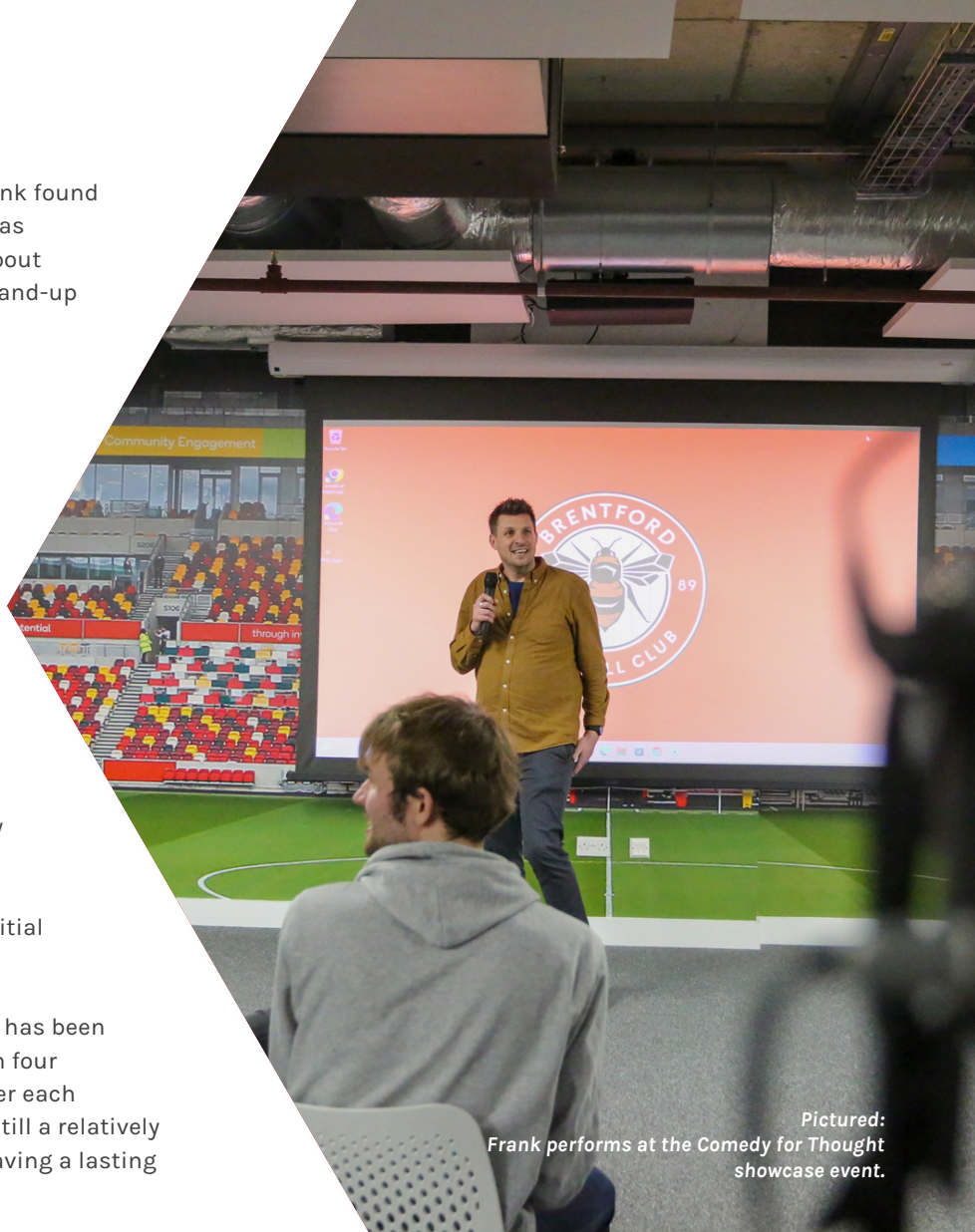
"From attending those sessions I'm now talking about my personal story and infertility with more confidence. I've been on podcasts about infertility, taken part in comedy and open-mic nights and it's all led on from the initial course."

Since the 2020 pandemic, poor mental health has been on the rise. It's now suggested that over one in four people will experience a mental health disorder each year in the UK. Whilst Comedy for Thought is still a relatively new programme for the Trust, it is certainly having a lasting impact for the future.

"More people are talking about mental health but I believe there is still a stigma and taboo in the workplace, and depending on what sector you work in you might not necessarily get the right support. I believe in trying to normalise conversations and I think mental health is becoming spoken about more, but there are so many people out there who are still struggling and aren't seeking help.

"Using football, comedy and other areas of interest for men is providing another avenue to hit target audiences. For me personally Comedy for Thought helped me to feel good about myself, it challenged me and gave me the confidence to talk about a serious topic in multiple forums and if you put a joke or one liner in there it makes it a little bit easier for people to respond."

Frank concludes, "Ultimately the course opened up another opportunity for me to talk to more people and share my journey which I hope will support and inspire others in the future."



Pictured:
Frank performs at the Comedy for Thought
showcase event.

“ ”

There's the stigma around men talking and it's important to have a safe space for men to talk. I was drawn in by the comedy aspect of the course and I liked the idea of having a safe space whilst also learning about comedy and doing something I might enjoy.

Frank
Comedy for Thought
participant

Specialist Support

Thomas Ahadzi: Participant to Coach



The Trust makes a wide variety of sporting activities accessible and inclusive to people of all ages and abilities, supporting groups or individuals using a personalised approach.

Our specialist coaches deliver activities to young people who are Deaf/Hard of Hearing, who have Neurodiverse needs (Autism, Social or Communication Difficulties) or who have Learning Disabilities - helping them to tackle any existing obstacles they face playing sport.

Tommy has been on a 10-year journey with the Trust from participant to an FA Level 1 Qualified Coach and is in the process of obtaining paid coaching work with us. Tommy has a learning disability, and whilst his sporting skills and ability were at a very high level compared to his peers, he initially struggled to interact with other participants or coaches when he first joined our Short Breaks programme in 2012.

Tommy reflects, "I first started to take part in Multi-Sports camps when I was 12-years-old. I enjoyed meeting other children who were like me, individuals with disabilities taking part in fun activities through sports. Multi-Sports through Short Breaks gave me the opportunity to interact with others, this was very important as I had no friends to interact with outside of school.

"After my GCSEs, I went on to take up a BTEC in sport science where I got a Triple Distinction grade. From that course I got to learn about sport from new and interesting perspectives. I now know from this that sport is not just a physical activity that is good for our health, but is also a

way to bring people together for enjoyment no matter their backgrounds, ability or any other differences."

Upon turning 18 later that year and becoming too old to be a participant on Short Breaks, Tommy signed up as a volunteer with the Trust, and has been volunteering on our Short Breaks sessions ever since. He adds: "I offered to volunteer at Multi-Sports camps with the Trust when I turned 18 as a way of giving back for all the support I received from them. I plan to go on living by their example of always supporting other people no matter their differences or difficulties faced."

Tommy has recently obtained his FA Level 1 Coaching Badges and is now looking ahead to paid work with the Trust, "Obtaining my Coaching Badging has enabled me to develop as an individual in different areas of my life, and using those skills to benefit others. In the future I would like to take up a paid role with Brentford FC Community Sports Trust, as I have experienced the great opportunity the Trust has given to me, and I would like to be a part of that so that I can share that unique experience with others."

Looking ahead to the future, Chris Tribe, Disability Project Manager said, "We are really looking forward to Tommy joining us as a paid member of staff and have already identified some potential sessions and programmes that he can work at once he is fully signed up. Due to his lived experience of having a learning disability, he is a fantastic role model for younger participants with similar needs, and will be a great asset to the team."

“”

When Tommy first joined us as a participant, his physical, sporting skills and ability were at a very high level compared to his peers, but he struggled to interact much with other participants or coaches. Regular participation at the Short Breaks sessions helped him to develop his social skills, as he became familiar with the environment, the routine of the sessions, and the other participants and coaches. As he progressed through his teenage years, he became a key member of the group and his confidence had improved to such a degree that he was keen to sign up as a volunteer.

Chris Tribe
Disability Project Manager



*Pictured:
Tommy (centre) with a group of Short Breaks participants.*



Pictured:
Girls from the Emerging Talent Centre compete for the ball.

Joy of Moving



Active children are healthier, happier and achieve more.

Ferrero UK's corporate social responsibility project, the Joy of Moving programme, which has been developed and delivered through a partnership with English Football League (EFL) Trust for over seven years, is based on methodology which is designed to inspire children to move through play and captures the fun approach, which we know is key.

The Joy Of Moving programme is a national school-based educational programme for children aged 9-10 years old, run by football community trusts across the country. It aims to encourage physical activity, promote nutritional education and build awareness of the importance of a healthy diet and active lifestyle.

The free programme is delivered weekly over six weeks to year 5 classes. Sessions are split into two 45 minutes sessions. The first being classroom based covering six different topics relating to the body, nutrition, the importance of exercise and information about food groups, in line with the recommendations outlined in the Government's Eat well Guide.

The second part of the session is practical, with children

taking part in Joy of Moving games which are tailored to develop the following key areas; Physical fitness, Motor Coordination, Cognitive Function, Creativity and Life skills.

Kalym Robertson, Year 3 & Curriculum Lead at Mount Carmel Catholic Primary School said, "Through Joy of Moving, the children learn the importance of a good diet and how to live a healthy lifestyle. The classroom based sessions educate them to make good choices about their health and the practical sessions help to develop coordination and cognitive skills which are transferable to PE lessons."

During the 2022/23 academic year Brentford FC Community Sports Trust delivered the Joy of Moving programme to 2,610 year 5 students totalling 4,095 hours of learning and activity. The EFL's latest evaluation of the programme has shown that 94% of children felt that the six weeks had given them new ideas to get active.

With the Trust delivering the programme in 36 primary schools across west London the healthy active lifestyle education on young people is going to have significant positive impact for future generations.



Pictured:
A student takes part in a Joy of Moving session.

“ ”

The programme has helped our children become more knowledgeable about how to make the right choices in regards to their health. This has led to having a healthier, more informed year group who can then influence other year groups to make positive choices as they progress through the school.

Kalym Robertson
Year 3 & Curriculum Lead, Mount Carmel Catholic Primary School

London Borough of Hounslow



Our Social Impact Obligation

As part of the Section 106 agreement with the London Borough of Hounslow to build the Gtech Community Stadium, the council put trust in Brentford Football Club and Community Sports Trust to deliver social impact in key areas of the community.

Based on the social return on investment (SROI) calculation across key outcome areas such as physical and mental health, educational attainment, crime, and social capital, a social impact value of the Trust's work of £54.75m has been identified for the Borough of Hounslow with 4,372 participants engaged in the Trust's work in the Borough in 2022/23. This highlights the extent of the social benefit the work of the Trust has delivered for local communities in Hounslow, as well as providing benefits for other communities in west London and beyond.

The London Borough of Hounslow have outlined six key priorities as part of their 2022-2026 Corporate Strategy: 1) Greener Hounslow, 2) Healthier Hounslow, 3) Cleaner Hounslow, 4) Thriving Hounslow, 5) Safer Hounslow, and 6) Liveable Hounslow.

Many of the Trust's activities, ambitions and associated social value align closely with the priorities set out in The London Borough of Hounslow's strategy, particularly in the areas of public health, education, employability, and supporting vulnerable communities.



Pictured:
Street Sports session at Cruyff Court at
Brentford Towers

Healthier Hounslow

In the last 18 months, BFC CST have established several new programmes all seeking to build healthier, active and better-connected communities.

Our Community Football Development programme, School Sports delivery, and Health and Wellbeing projects are all dedicated to improving physical wellbeing for participants in Hounslow. We have achieved key health and wellbeing outcomes in terms of prevented cases, with an estimated 1,772 mental health and 977 cardiovascular disease and diabetes cases prevented as a result of our work – based on a risk and protective factors model.

Our partnership and shared site with the West London NHS Mental Health Wellbeing and Recovery College is an excellent example of how we are focusing resource on providing community solutions to public health problems and NHS priorities.

Thriving Hounslow

Through a range of education, employability and training programmes, BFC CST provides role models, focused mentoring and bespoke approaches which seek to support young people to develop the skills and confidence they need for the future. Earlier this year, we supported over 150 young people through a skills lab programme in partnership with Indeed. In June, we welcomed over 500 local job seekers to a careers fair at the Gtech Community Stadium, with representation from over 45 employers promoting job and training opportunities.

As part of our Brighter Futures programme, Post-16 offering, National Citizen Service activities and Twinning project, we have delivered one-to-one mentoring and educational workshops to a range of young people. Through this work, we have provided an estimated £4.53m of social value in educational attainment, and £65.25m in social capital value from 2020 to 2023. Subjective wellbeing and social capital can both be linked to bringing satisfaction, greater connectedness and happiness to those who are engaged. These outcomes are tied to the Trust's core business of connecting people and communities.

Liveable Hounslow

We are committed to creating safe and inclusive spaces for all communities in Hounslow. This is demonstrated through our Warm Spaces initiative, activation of Play Zone Spaces and our Brentford Welcomes project which delivers physical health and mental wellbeing sessions for refugees and asylum seekers at St Giles Hotel.

Safer Hounslow

Crime reduction and anti-social behaviour are key themes in our Twinning project, PL Kicks Targeted programmes, and MOPAC-funded mentoring project – all of which have sought to engage young people at risk of or already engaging in anti-social or criminal behaviour. 57% of our PL Kicks Targeted participants are from the most disadvantaged 20% of local authority wards, and our work has delivered an estimated value of at least £260,000 from reduced criminal activity across those programmes included in the study.

The delivery of positive activity on local estates and community venues as part of the Hounslow Youth service allows us to work with local groups and young people to build trust, belonging and positive relationships. Our youth and community projects seek to build active citizens and empowered young people.

Greener Hounslow

Our BeeGreen Initiative was a clear step towards a more environmentally sustainable practice at BFC CST. BeeGreen engaged with primary school students through social action around green space, planting and litter picking.

As part of the Gtech Community Stadium design, the Club took steps to ensure biodiversity and ecology in the immediate area, ecological enhancement around the boundary of the stadium, and external planting to expand habitat types, areas and species numbers.

Cleaner Hounslow

As a Trust, last year we participated in Planet League, an environmental action league table involving various different sports organisations taking part in climate-conscious activities such as litter picking and recycling. We finished 10th place out of 83 organisations and saved an estimated 2299kg in CO2 emissions. The Club have also taken important steps to ensuring clean and green spaces, for example, banning the use of single use plastics within the stadium and moving to digital ticketing to reduce paper wastage.

The Trust, now located in our Community Stadium Hub, has far exceeded its community value targets from 2013 and we have ambitious plans for future growth. These include a brand-new apprenticeship degree, increased provision for disability sport, extended support for refugees and those seeking asylum, development of more mental health programmes and the proposed development of 14 play zones in Hounslow and 10 play zones in Ealing, showing our continued commitment to our local community.

First social impact study commissioned – forecasting a baseline of £8.5m in social value

Brighter Futures launched

New stadium planning approved

Ride London Event
Joy of Moving launched
Second social impact study conducted – reporting £13.78m social impact value

30th Anniversary

2013

2015

2017



2014

2016

2018

Brentford FC named National Community Club of the Year

Boys Post-16 Football and Education programme launched
Premier League Primary Stars launched

Amnesty International Match – Brentford v QPR

Rainbow Laces - staff game with B-team as part of Rainbow Laces Campaign





NCS partnership launched

New contract signed with LB Hounslow Youth Service

Community Takeover Day – participants replicating jobs on a matchday

Brentford FC promoted to Premier League

BeeAtHome Covid-19 campaign

Brentford beat Arsenal in their first Premier League game

Opening of Gunnersbury Park Sports Hub

Inaugural Gunnersbury Cup

First Comedy for Thought showcase event

Trust wins Community Project of the Year at London Football Awards

Partnership with NHS West London Trust Wellbeing and Recovery College

2023 Social Impact evaluation published – outlining £147m in Social Value across the 3 year period

£70.56m social value in 2023

2019

2021

2023



2020

2022

Last game played at Griffin Park

Gtech Community Stadium opens

Girls Post-16 Football and Education programme launched

Heart of West London partnership launches

STEAM partnership launched with Worley

Trust launched Emerging Talent Centre

Community Stadium Hub opens





Pictured: Brentford Women's captain Mollie Holmes walking out with Girls Football Development Centre participants against Richmond Park FC.

The Future

After a period of significant development in our operations, a vast array of community programmes, and new partnerships across the city of London, we are extremely proud of the reach and impact that the Trust has achieved in the last three years. This social impact evaluation has demonstrated the immense value of our work across the community - from mental and physical health to education and employability - and serves as motivation to continue developing our programmes, engage with emerging local issues, and work alongside underrepresented communities across London.

As part of our next strategic period, we will seek to enhance the **environmental sustainability** of our operations through product sourcing, increasing access to low energy-transport options, and working with Brentford Football Club to help deliver on their new sustainability strategy.

We will soon be adding a state-of-the-art Clubhouse at Gunnersbury Park which acts as a new social space and community café for events, programme sessions, and public use. This will serve to enhance our growing Hub Campus across Kew Bridge and Gunnersbury and create further opportunities for engagement with the local community. Along with this growth comes **expansion into new areas**, such as Berkshire, Surrey and Spelthorne, where we will be expanding our community sports offer from 2024.

One of the key priorities for our next strategic period will be to grow our **engagement with underrepresented groups**, such as the Asian and Asian British community, who make up over 30% of the population in Hounslow and Ealing. We will do this by working with Asian community groups and organisations to raise awareness of our programmes and develop tailored provision for Asian participants as part of our community offer.

Within the sport and community development sector we will continue to act as a thought leader and commit to creating sustainable practices in employment and operations. This can be exemplified by the ongoing development of a **Community Development Apprenticeship** in partnership with industry leaders across the sport, health and charity sectors.

With our network of staff and partners growing rapidly, we will continue to harness the wealth of talent that exists in our community and support a greater, more diverse range of participants to realise their potential.



*Pictured:
Girls Football Development Centre,
Hampton.*

Thank you partners

Project Partners

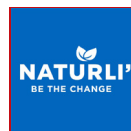
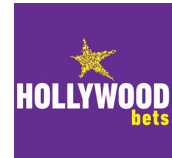
Thank you to our funders,
who make our community
projects possible.



Strategic Partners



Corporate and Fundraising Partners



Launched at:
Gunnersbury Park Sports Hub,
Popes Ln, London W3 8LQ
Wednesday 13th December 2023

Brentford FC Community Sports Trust
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For a full copy of the Substance Social Impact Report please contact our
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**Community
Sports Trust**

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