



Community Sports Trust



Chair Recruitment
Candidate Information Pack
March 2025





Welcome

Chief Executive

We are at a very exciting time of the Trust's development. 2025 celebrates 20 years as a Trust during which time we have expanded the way in which we engage with our surrounding communities with the aim of improving access and opportunity to physical activity, coaching, education, mentoring and employment. Our Community Hub model is proving to be a success in increasing activity and with the advent of a new stadium and Premier League status we have seized the opportunity to be creative in the way we invest in people and places.

Our Chair of 20 years is stepping down with our heartfelt thanks for their time and experience. We have created a supportive and positively challenging environment, enabling staff, volunteers, and participants to thrive. Our strategy has been ambitious and creative whilst building a strong governance framework. The opportunity now is to be part of the team that builds the next chapter of our community story.

Thank you for considering the role and we hope to hear from you.

Lee Doyle, CEO & Founder, Brentford FC Community Sports Trust

Outgoing Chair

On behalf of everyone at Brentford FC Community Sports Trust (BFCCST), I would like to thank you for your interest in joining us as our new Chair of Trustees.

I have been incredibly proud to be the Chair of Trustees since we formed the Trust in 2005. I hand over with the organisation in a strong and sustainable position in respect of our staff, the programmes they deliver, the safeguarding of our participants and staff, and our relationship with the Football Club.

When we formed the Trust in 2005, we had less than 10 full-time staff, a turnover of £160,000 and a team working from a small room under the Braemar Road Stand at Griffin Park. I am incredibly proud of the progress and achievements of the Trust since then.



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We now have over 150 staff, operating in 4 London Boroughs and 2 Local Authorities on the edge of West London. We deliver our services from our modern new offices, adjacent to the new Community Stadium, as well as a Hub at Gunnersbury Park and an all-weather dome in Uxbridge. In 2023, our Social Impact Value was independently measured as £70.56 million, a testament to the hard work of the staff and Trustees.

This Social Impact has been delivered across our five pillars of Football Development and Participation: Youth and Community; Health and Wellbeing; Specialist Support; Education and Employability and Training.

The Board has been recently strengthened by the appointment of three excellent new Trustees. This will add new expertise and energy to an already talented and experienced Board, who have supported our Chief Executive, Lee Doyle, our Operations Director, Luke Skelhorn and their teams through the challenges of the past 20 years.

As a Trust, benefitting from our Premier League status, and the responsibility this carries, we are in the process of adopting an exciting new Strategy, delivering innovative new programmes, to our existing partners and extending these to new partners, in new locations.

This is a rare and exciting opportunity to become Chair of what can only be described as an extraordinary Trust and help to deliver the new Strategy, using the Power of Sport to positively impact the lives of our Community.

Ian Dobie, Outgoing Chair, Brentford FC Community Sports Trust





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About us

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), making Brentford FC one of the first football clubs to expand into health, disability and education projects.

BFCCST has historically been a pioneer within football club-affiliated community charities and is held up as an exemplar for other football clubs to aspire to.

With our community work spanning more than three decades, Brentford FC Community Sports Trust has established itself as a pioneering organisation for the local community. It uses the power of sport to educate, motivate and inspire people from all backgrounds.

Working in partnership with Brentford FC, BFCCST creates and delivers a range of exciting, progressive and socially inclusive programmes that achieve outcomes in sports participation, health and wellbeing, education, employability, specialist support and community engagement. We have won the 'Football League Community Club of the Year' award four times and have cemented our reputation as a community-led Football Club. In March 2024 BFCCST won the Community Project of the Year Award at the London Football Awards.

BFCCST is led by a Chief Executive Officer, supported by a Leadership Team and over 150 full-time and part-time staff and volunteers.

Located within a purpose-built office, education and event space adjacent to the Brentford FC Community Stadium, and a sports hub and office at Gunnersbury Park, BFCCST is in an exciting period of expansion with a remit to engage more people and communities west of London, aligned with Brentford Football Club's strategic plan for growth.





Our annual income has grown to over £4 million. An independent assessment of the social impact delivered in recent years has shown a social value in the most recent annual reporting period to March 2023 of over £70 million.

We now face increasing challenges as we:

- Develop and manage a wide range of facilities
- Deepen our progressive and socially inclusive programmes in sports participation, health and well-being, education, employability, youth work and community engagement
- Widen our reach across communities to the west of London
- Establish a trading subsidiary

For further information about our work, please see our [2020-23 Social Impact Study](#). Our website also gives further information about the charity: www.brentfordfccst.com

Our Projects

Community Football Development

Brentford FC Community Sports Trust's community football sessions offer people of all ages and abilities the chance to play football.

Whether that be recreationally in our 6-a-side adult league or adult female sessions, through to our development programmes where we provide a high-quality football education experience - we believe football should be enjoyed by everyone.

Youth and Community

Each year, we engage with thousands of young people across West London. Our youth projects aim to inspire and empower young people to achieve their life goals.

Schools Provision

Our Schools programmes aim to help children get active and enjoy sport. We work with children from Reception all the way through until Sixth Form.



With a host of experienced coaches on offer, the Trust now supports 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 of children get active and enjoy sport. Plus, teachers benefit from our specialist P.E training, which complements their continuing professional development.

Education, Employability & Training

We provide opportunities for young people to develop skills, knowledge, and confidence to recognise their potential whilst helping them develop crucial life skills.

We work with mainstream and targeted groups through partnerships with Primary & Secondary schools, colleges and local authorities.

Health & Wellbeing

The Trust adopts a holistic approach to health and wellbeing. We provide one-off workshops and events, fixed-term courses, and regular activity sessions to help tackle the various public health challenges being faced within our local community.

With one in four people experiencing a mental health condition at some point in their lives, we're committed to tackling the stigma around mental health. And we believe sport can be a powerful mechanism for overcoming mental health issues.

We also offer a wide range of health and fitness sessions open to adults of all ages.

Specialist Support

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.

We offer a range of projects for children and adults with disabilities – helping them to tackle any existing obstacles they face playing sport.

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.



In addition to this, the Trust works with over 100 young carers across West London every year. Although it is hard to believe, there are 700,000 young carers living in the UK. Too often, young carers feel socially isolated and like invisible members of society. Through our Ealing & Hounslow Young Carers Project, we aim to change that, providing young carers in both boroughs with much-needed respite and support – empowering them to achieve their life goals.

Our impact

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.

Over the 3 years to 31st March 2023, the Social Impact Value was calculated at £70.6m.

“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

“Speaking about my journey and making it light-hearted in front of 40/50 people was easier than telling my dad and brother about my issue. I'll never forget it, and I'll find speaking up much easier.”

“I first got involved with the chair-based exercise class over 11 years ago at Griffin Park. It's a very enjoyable class and has benefited me a great deal. The balance work we do is great and Eszter is a very good instructor. I look forward to the class each week.”

Marie, Chair-Based Exercise participant

“The Joy of Moving 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

“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

“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

[‘Realising Potential’, the 2020-23 Social Impact Study, provides more detail on our impact.](#)



Chair opportunity

As we prepare for the future, we have recently recruited three new individuals to join our Board of Trustees. As the current Chair is planning to retire in September 2025, after 20 highly successful years of dedicated service, we are now seeking to appoint a new Chair to lead the charity and ensure it continues to deliver substantial social impact.

Our new Chair is likely to be an experienced Trustee or Board member with experience in managing meetings effectively for productive discussions. We are looking for someone with energy and drive and who will ensure robust governance, aligning the trust's strategy and operations. They will be a skilled diplomat and relationship manager and a decisive leader, capable of listening to all sides and finding compromise to make difficult decisions.

This is a rewarding role, working with a dedicated team and a talented and committed senior leadership team, including the CEO who founded the trust twenty years ago.

Sitting on a Board can be an absorbing experience, not least because it allows you to adapt and apply your skills, knowledge and experience in an entirely new setting. Even for people with previous experience of leading a Board, a Chair role can continue to provide opportunities to learn new skills. Understanding how to adapt your professional knowledge to useful and impactful ends is a good reminder of your versatility, giving you confidence in your existing abilities whilst challenging you to push the boundaries of your expertise.

The interaction between the Trust Board and the Football Club is multifaceted, involving financial support, shared governance and careful management of intellectual property. The relationship is governed by a framework agreement ensuring mutual benefits, with the club providing financial support and the trust delivering social impact value. One Director of the football club sits on the Board of the Trust.



Job description

Key information

- Job Title:** Chair of the Board of Trustees
- Remuneration:** The role of Chair is not accompanied by any financial remuneration, although reasonable expenses may be claimed.
- Time commitment:** There are 4 full Board meetings (all held in person) plus at least 4 sub-group meetings and 2 or 3 strategy days per year. The Chair is expected to have regular meetings with the Chief Executive, engage with individual Trustees on a regular basis and visit programmes in action. The overall time commitment is approx. 2 to 3 days per month.
- Trustees are appointed for an initial term of 3 years. Two further terms of three years can follow, up to a maximum of 9 years.

Main Purpose Of The Role

The Chair, with support from the Vice Chair, is responsible for ensuring the effective functioning of the Board of Trustees and, through it, the wider governance of BFCCST. The Board of Trustees has overall responsibility for the strategic direction of BFCCST and operates according to the terms laid out in the Articles of Association.

Key responsibilities

- Provide clear leadership and direction, keeping BFCCST focused on its core functions as set out in its terms of reference and the articles of the charity, which the Board will keep under review.
- Take prime responsibility for ensuring BFCCST has agreed purpose, core values, priorities, appropriate structures, processes and a productive culture and has trustees and senior staff who are able to govern well and add value to the charity.



- With the board, maintain effective systems which ensure financial accountability, sustainability and resilience.
- Responsible for agreeing the agenda for each meeting proposed by the Chief Executive Officer, ensuring that the meeting is conducted in an orderly and timely fashion and that decisions made advance the purpose and values of BFCCST.
- Encourage the Board to work together as an effective team, building their skills, knowledge and experience. Work to ensure that everyone is actively contributing, participating constructively in meetings, and being actively involved in the work of any committees.
- Set and maintain the highest of expectations for professional standards of governance in accordance with the Charity Governance Code and Premier League Capability Code of Practice. It is the Chair's role, with the support of the Chief Executive, to make sure everyone understands what is expected of them and receives appropriate induction, training and development.
- Ensure that processes are in place to obtain feedback from each member of the Board at least once a year to assess their contribution and any issues they wish to raise, having honest conversations, as necessary, if anyone appears not to be committed or is ineffective in their role.
- Monitor the implementation of Board decisions, manage conflicts of interest and promote a culture of openness and debate and constructive relations between the Board and the management team
- Lead the process of recruiting members of the Board of Trustees to ensure that it has an appropriate mix of skills and experiences and that there is a healthy diversity amongst its members.

The Chair must not exercise as an individual any of the functions of the board except where this has been sanctioned by the Board. The Chair is permitted to act in cases of urgency where a delay in exercising the function would be likely to be seriously detrimental to the interests of BFCCST.

The Chair has an important role in providing guidance and a sounding board for the Chief Executive, but in doing so must be mindful of the restriction on exercising functions on behalf of the Board. The Chair will lead the Board processes for the appointment, performance management, remuneration and, if necessary, removal of the Chief Executive.



Person Specification

- **Governance focus:** Someone who knows good governance, ensuring the Trust's strategy and operations are aligned.
- **Meeting management:** The ability to manage meetings effectively and inclusively, ensuring that discussions are productive and focused.
- **Strategic vision:** Someone who is future-orientated with a clear vision for the Trust's next three to five years, focusing on legacy building, income generation, widening our reach and sustaining community impact.
- **Relationship management skills:** A diplomat and people person who inspires trust and can engage effectively with the SLT, Staff, Trustees, the Football Club, our community and other stakeholders.
- **Leadership track record:** Significant collaborative leadership experience, ideally in the role of Chair or as Senior Manager of a similar-sized organisation.
- **Financial acumen:** The ability to interpret financial reports to support and challenge the Board and ensure long-term sustainability.
- **Change management:** Comfortable seeing organisations through periods of change and managing risk/uncertainty.
- **Connection to the community:** A genuine connection and empathy for the work we do and the community we serve is key – this may be via a connection to sport or to the local community.
- **Influence:** Ability to influence internally and externally in order to pursue the charity's mission and purpose.

Our Inclusion Statement

Brentford FCCST is an organisation which values and is passionate about diversity and inclusivity. Whilst our recruitment decisions are always based on merit and suitability, we welcome and encourage applications from qualified candidates, including those from underrepresented groups, such as those from ethnically diverse backgrounds, women, those from the LGBTQI+ community and those with disabilities.



Safeguarding Statement

Brentford FCCST is committed to equality, the safeguarding and welfare of all children and adults at risk. This responsibility is shared by all staff and volunteers at the club, safeguarding is everyone's responsibility. Staff will be required to undertake regular safeguarding training to enable and reinforce a proactive approach to safeguarding. This role requires the post holder to apply all relevant policies and uphold the club's commitment to safeguarding vulnerable people to ensure a safe environment for all. This includes the timely reporting of any safeguarding concern to the safeguarding team.

Capability Code of Practice (CCOP)

BFCCST is committed to working within the governance framework set out by the Premier League Charitable Fund (PLCG) and the English Football League Trust (EFL Trust) in their Capability Code of Practice (CCOP), which requires a rigorous approach to good governance and management and the need for continuous improvement.





How to apply?

[Eastside People](#) is supporting Brentford FC Community Sports Trust in recruiting for this role. Please [click here](#) to apply by submitting your CV and a cover letter. Please use the cover letter (max 2 pages) as an opportunity to add to the information you have shared in your CV and ensure that you cover the following:

- Why is the BFCCST's work important to you and how can you contribute to the Trust as our Chair?
- What experience can you demonstrate of bringing strategic thinking to a purpose-led environment focused on creating social impact?
- How would you go about ensuring that our many stakeholders are heard and represented at Board level?

If you would like a call to discuss the role in more detail, please email John Sanger, johns@eastsidepeople.org, to arrange a convenient time. Having a call of this kind will not influence the success or otherwise of your application.

The closing date for applications is Monday 28th April. Longlisting interviews with Eastside People will take place shortly after and shortlisted candidates will have an interview with the panel at BFCCST during the week beginning 12th May.

We want you to have every opportunity to demonstrate your skills, ability and potential; please contact us if you require any assistance or adjustment so that we can help with making the application process work for you.

Brentford FC Community Sports Trust is fully committed to equality of opportunity and diversity to ensure that we reflect the full breadth of the people we aim to support. We work within an increasingly diverse area, and it is important that the Board is representative of the communities that we serve. We would particularly welcome applications from women and people from an ethnic minority background who are currently under-represented on the Board and warmly welcome applications from all suitably qualified candidates.



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