



# Brentford Football Club

# Equity, Diversity & Inclusion

Annual Report • 2024/25





## Welcome to our 2024/25 Equity, Diversity and Inclusion (EDI) Report.

This annual report highlights the progress we have made against Brentford FC's EDI agenda over the past season.

I am proud that our club continues to place inclusivity at the heart of everything we do, and this season has seen further progress. Building on the strong foundation we put in place in 2023/24, we have deepened our commitment to embedding equity, diversity and inclusion across every part of the club. This has been a deliberate and sustained effort, ensuring our staff, players, supporters, and community understand, embrace, and champion the value of inclusivity.

We want to ensure that more people from all backgrounds can access football and thrive within it. We endeavour to focus our inclusion efforts at all levels of our organisation and have introduced a series of policies and programmes to help us achieve this, whether that be our dedicated steward learning programme, inclusive communications policy or our grassroots and schools-based community engagement programme to find the future generation of supporters. Our senior leaders are also undertaking a two-year inclusive leadership training programme, helping us grow not only as a football club but as an organisation that reflects and serves its community.

Last season, our dedication was recognised when we achieved the intermediate level in the Premier League Equality, Diversity and Inclusion Standard (PLEDIS). We were also honoured to win silver in the Equality, Diversity and Inclusion category at the Football Business Awards, as well as being named Club of the Year. Another highlight for me was seeing 30,000 people attend the Gtech across three days to enjoy the vibrancy and excitement of the Unity Cup. This Afro-Caribbean international football tournament was a fantastic event that saw football unite communities and cultures.

We know this work can never stop and together, we will keep pushing forward—**because a more inclusive Brentford is a stronger Brentford.**

Jon Varney  
Chief Executive



# BeeTogether: Equity, Diversity & Inclusion at Brentford FC

**Football is for everyone**, it belongs to and should be enjoyed by anyone who wants to participate in it, whether a player, official, staff member or spectator. We aim, therefore, to bring people together in a way that supports positive change, makes people feel valued and improves the lives and inclusive experience of our fans and wider community.

Our Bee Together initiative represents all our work in this area. We aim to promote equity, diversity, and inclusion (EDI) across all aspects of our club, whether that is our workplace, community, and fan engagement or matchday experiences.

Our equity & inclusion director sits on the club's Executive Committee, and our EDI team supports all areas of the club, providing guidance and ensuring policies and programmes are developed and implemented.

Our longstanding EDI Mental Health and Wellbeing (MH&W) Steering Committee includes members of the Brentford FC Board and both on-field and off-field leadership, who are responsible for the oversight of the club's delivery outcomes in this area. They are in place to check, challenge and provide strategic support in the club's aims in this area.

To further support the club in this work, last season, Brentford FC launched its first external EDI Advisory Board, bringing together a group of individuals with expertise across equity, diversity and inclusion, and representing different sectors and communities. Chaired by Brentford FC's non-executive director Preeti Shetty, the Advisory Board plays an important role offering guidance, cross-industry insight and robust challenge to shape and inform our work. In addition, members played an active role in monitoring and evaluating our progress in EDI. The Advisory Board was established to support Brentford's long-term commitment to fostering an inclusive environment on and off the pitch and will continue to provide counsel and consultation throughout the 2025/26 season.



# EDI Strategy 2023-2026

The EDI Strategy for 2023-2026 was developed to drive impact, utilising evidence, existing commitments (such as the Premier League Equality, Diversity & Inclusion Standard), best practice and ensuring alignment with our values.

The strategy has been developed to engage the following key stakeholders:



**Staff:** On-field and off-field



**Players:** Men's and women's teams (First Team, B Team & Academy)



**Fans & Community:** Season ticket holders, members & matchday fans, local community



**Partners:** Including sponsors & suppliers

We have defined four key outcomes for the club:



**Belonging:** An environment where everyone feels a sense of belonging and can be themselves



**Safety:** A safer environment (both physically and psychologically) for all



**Fairness:** Fair systems and processes which provide equal opportunity



**Representation:** An environment more representative of our population

To meet these outcomes, we have four core pillars:

1

Data & compliance

2

Learning & development

3

Policies & processes

4

Culture

This report will provide updates against each of these pillars.



# 1 Data & compliance

Our first EDI pillar concentrates on data to ensure our focus is data-led and evidence-based. We have focused on collecting and analysing data both internally and externally and utilising this data to make decisions. This approach helps us to understand our club better, reduce bias in our decision-making and measure impact.

## Workforce data

### FA Rule N

As part of our ongoing commitment to transparency and inclusion around staff diversity, in April 2025 we published our workforce data. For the first time, we submitted it in line with the new FA Rule N requirement alongside the other 92 professional football clubs.

With a 95% response rate across 297 staff, the data provides a clear picture of where we are and where improvements are needed.

We have been proactive in using inclusion as a vehicle for change, developing a workforce diversity data action plan focused on attraction, recruitment, development, and retention.

**In February 2025, we reported that out of 108 new starters this season:**

# 11%

WERE ASIAN

# 7%

WERE BLACK

# 27%

WERE FEMALE

Gender	Total	Sexual and/or romantic orientation	Total
Men	72%	Bi (Bisexual)	<5
Women	23%	Gay or lesbian	<5
Other specified	0%	Heterosexual / straight	84%
Prefer not to say (PNTS)	<5	Other specified	<5
Total	96%	PNTS	4%
		Total	91%

Ethnic group	Total	Age	Total
White	72%	16-24	13%
Mixed or multiple ethnic groups	6%	25-34	42%
Asian or Asian British	8%	35-44	27%
Black, Black British, Caribbean or African	7%	45-54	11%
Other ethnic groups	<5	55-64	6%
PNTS	<5	65-74	<5
Total	95%	75+	<5
		PNTS	<5
		Total	100%

Disability	Total
Yes	6%
No	80%
PNTS	7%
Total	93%

While progress has been made, we recognise there is more to do. We continue to prioritise increasing representation of women, ethnically diverse staff, disabled people, and LGBTQ+ communities across all areas of the club. Our action plan guides ongoing improvements in our recruitment processes ensuring Brentford FC is a place where everyone feels they belong.

To view our full diversity data breakdown, see our FA Rule N Report here: [https://res.cloudinary.com/brentford-fc/image/upload/Brentford\\_FC\\_-\\_FARuleN-2025\\_wjfq3.pdf](https://res.cloudinary.com/brentford-fc/image/upload/Brentford_FC_-_FARuleN-2025_wjfq3.pdf)

## Spotlight

# PLEDIS

In March 2025, Brentford FC was awarded the intermediate level of the Premier League Equality, Diversity and Inclusion Standard (PLEDIS). This follows the club's achievement of the preliminary level in January 2023, recognising sustained and strategic progress in embedding EDI across the organisation.

The accreditation was formally presented to Brentford's EDI team by the Premier League's head of diversity and inclusion strategy, Kuljit Randhawa, and PLEDIS panel chair, Professor David Reubain, ahead of our home fixture against Chelsea.

The PLEDIS panel commended Brentford's proactive use of data, strong governance structures, and innovative, values-led initiatives such as our anti-racism inclusive leadership programme. The club was also recognised for authentic fan engagement, community connection, and a clear commitment to inclusive leadership from the boardroom to the training ground.

Receiving the intermediate award reflects our continued commitment to equity and inclusion and marks an important milestone in our long-term EDI strategy. EDI director Kaammini Chanrai noted:

**While this award marks an important milestone, our work in this space continues. We remain dedicated to making our club and this sport accessible, inclusive, and supportive for everyone.**







Our first-ever dedicated EDI engagement session for fans, hosted at Gtech Community Stadium • September 2024

## Premier League mid-season survey

How welcome are you made to feel when you arrive at Gtech Community Stadium?

**4.4/5**

3.7/5 LEAGUE AVERAGE

## EDI Fan Engagement sessions

**17**

### FAN ENGAGEMENT MEETINGS WITH AN EDI FOCUS

including Disability Supporters Association meetings, Women & Girls fan forums and LGBeeT engagement sessions

Qualitative data is just as important as quantitative data and in September 2024, Brentford FC hosted its first-ever dedicated EDI engagement session for fans who had shown an interest in equity, diversity, and inclusion. The event brought together around 20 supporters, including a mix of season ticket holders, members, and some fans we had not previously connected with, reflecting a good level of diversity within the group.

Representatives from the Board and staff across multiple departments within the club joined the session, providing a space for feedback to be received at different levels. During the meeting, we shared our current EDI strategy and the work we have done so far, inviting open and honest feedback.

The fans were incredibly engaged throughout, offering valuable insights and constructive suggestions that will help shape our future initiatives. Many expressed a strong desire to become further involved, reinforcing the importance of ongoing collaboration with our supporters as we continue striving to make Brentford FC a welcoming and inclusive club for everyone. We look forward to hosting another session in the coming season to continue this important dialogue.

# 100%

OF ATTENDEES AGREED THE EVENT ALLOWED THEM TO REFLECT ON THE EVENTS OF THE HOLOCAUST AND HOW IT HAS SHAPED OUR COMMUNITY TODAY



In recognition of Holocaust Memorial Day, Brentford FC staff welcome Martin Hyman to tell the story of his mother, a holocaust survivor • January 2025

## 2 Learning & development

This season, we have provided learning opportunities to stewards, staff and players to ensure everyone at Brentford FC is aligned with our values and commitment to EDI.

### Inclusive leadership

This season, Brentford FC launched a dedicated Inclusive Leadership Programme, developed in partnership with HR Rewired.

The two-year initiative is designed for our executive committee, board, and senior football staff, ensuring that our commitment to anti-racism is embedded at the highest levels of the Club.

This programme represents a significant step in ensuring equity and inclusion are not just values we talk about – but principles we live and lead by.

The programme focuses on four key areas:



**Understanding racism** - examining how systemic and structural racism shows up in football and wider society



**Personal reflection** - encouraging leaders to identify and challenge their own biases



**Tackling discrimination** - building confidence to call out racism and support those affected



**Leading by example** - empowering leaders to be vocal, visible advocates for equity and inclusion

Club director and general counsel, Nity Raj reflected:

**For us, leadership isn't just about making decisions; it's about setting the tone and leading by example. As leaders, we play an important part in shaping our club's culture, so it's vital we know how to spot, challenge,**

**and prevent racist behaviours and structures.**

**Football is all about bringing people together, but we know there's still work to do when it comes to tackling**

**discrimination in our sport. That's why this programme goes beyond just theory - it's practical, real, and relevant. We're looking at real-world scenarios, historical context, and giving leaders practical tools to make change happen.**



## Spotlight

# Steward learning and development

At Brentford FC, ensuring our matchday stewards are well-equipped to foster a safe, inclusive, and welcoming environment for all fans is a key priority. Throughout the 2024-25 season, we delivered targeted training sessions aligned with our EDI outcomes, covering important topics such as Women & Girls Safety, anti-racism, disability inclusion, and LGBTQ+ support.

## No Room For Racism Racism and language

Stewards learned how racism can manifest through language during matches. The session also covered supporting fans to report incidents of discrimination.

## Level Playing Field Disability awareness

Stewards were trained on ways to support and engage fans with disabilities. The focus was on promoting accessibility and inclusion within the stadium.

## Creating an LGBTQ+ inclusive space

This session focused on proactive measures to ensure LGBTQ+ fans feel safe and included. Guest speaker Aubrey Crawley from the West London Queer Project supported the training.

## Welfare and vulnerability engagement (WAVE) Training

This training helped stewards identify vulnerable individuals in the stadium. It also explained procedures for the 'Ask for Angela' safe space initiative.

# 100%

AGREED IT ENHANCED THEIR  
UNDERSTANDING OF RACE AND LANGUAGE

# 100%

AGREED IT ENHANCED THEIR UNDERSTANDING  
OF CREATING A SAFE MATCHDAY EXPERIENCE



## Player learning

This season, Brentford Academy has created opportunities for EDI learning across all age groups, as well as with host families and parents—marking its first year as a Category 2 academy. Covering topics such as intersecting identities, anti-racism, and gender equality; the EDI, education, and player care teams have worked collaboratively to deliver age-appropriate sessions tailored to the needs and experiences of each group.

## Under 14s Football Remembers the Holocaust

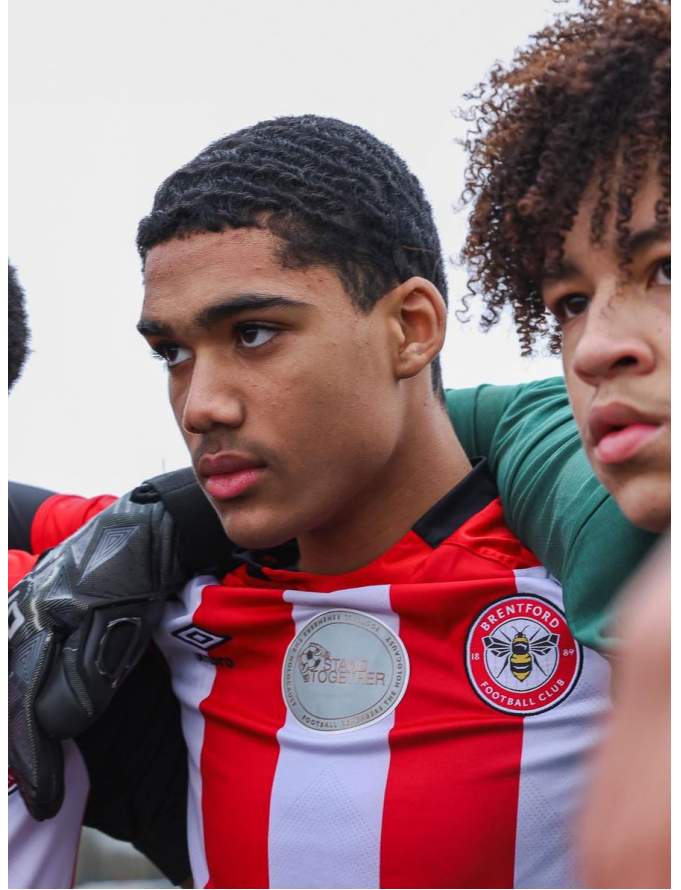
A standout example of Brentford Academy's EDI work this season is the Under-14s' participation in the Premier League's Football Remembers the Holocaust education programme. The initiative offered players a meaningful exploration of identity, social justice, and the consequences of prejudice. Led by education tutor, Jack Armstrong, sessions covered pre-war life in Europe and included a powerful testimony from Holocaust survivor Steven Frank, leaving a lasting impact on players and staff alike.

As part of the programme, two players also visited Auschwitz-Birkenau in Poland through a partnership with the Premier League and the Holocaust Educational Trust. The experience encouraged deep reflection and developed empathy, historical understanding, and social awareness.

**For the boys who went, you could tell they were more educated as a result—it built their awareness of the social issues that are currently going on in life and what happened in those historical events.**

**Jack Armstrong**  
Education Tutor

The programme helped strengthen the players' ability to recognise and respond to injustice—demonstrating how EDI is being embedded meaningfully into the Academy's culture from an early age.



Academy players wear a commemorative badge on their shirts after completing the Football Remembers the Holocaust programme

## Under 18s Gender Equality

This season, our Under-18 Academy players at Brentford FC took part in a dedicated session on gender equality in football, co-facilitated by club ambassador, and former Brentford Women head coach, Karleigh Osborne.

The session encouraged open and honest conversation, focusing on how inequality shows up across football and what young male players can do to create more inclusive spaces. Karleigh shared his personal journey from playing in the men's professional game to coaching in the women's game, offering reflections on how that shift deepened his emotional intelligence and challenged assumptions about emotion and gender in football.

Reflecting on the discussion, Karleigh said:

**We spoke about how men and women can help each other but also what we can learn from each other in order to create better environments, offer more support, and really look at the harsh realities of where we lack in gender equality in different industries, but particularly in football.**





Messaging shown on the big screen during Brentford v Aston Villa, to explain why there has been a break in play • March 2025

## 3 Policies & processes

Policies and processes are a vital strategic focus in our EDI work because they establish clear, consistent standards that embed inclusion and fairness across all areas of the club.

### Inclusive Communications Policy

This season, we launched Brentford FC's first Inclusive Communications Policy—a key step in ensuring EDI is considered across everything we say and share. Covering written content, visual media, digital channels, signage, and internal messaging, the policy sets out clear standards to ensure all our communications—internal and external—are respectful, representative, and accessible to everyone in our community, including fans, staff, players, and partners.

We recognise that inclusive language isn't about fixed rules—it's about empathy, intention, and context. We encourage staff to be curious and considered in their approach, reflecting the diversity of our audiences and avoiding stereotypes and bias.

The policy also highlights how football communications can reinforce inequality—through underrepresentation, stereotyping, and inconsistent media coverage. By acknowledging these issues, we aim to challenge harmful norms and set a higher standard across the sport.

Our policy is guided by six principles:



Diverse representation



Authenticity



Inclusive language



Curiosity and intentionality



Accessibility



Continuous improvement

## EDI reviews: Digital ticketing

# 10

### EDI REVIEWS HAVE BEEN CARRIED OUT

to date

Last season, the club introduced EDI reviews as a way to embed EDI into our work from the outset. These reviews help ensure that new initiatives are designed with inclusion in mind and do not unintentionally disadvantage or exclude any groups. To date, 10 EDI reviews have been carried out across both internal and external projects.

As the club prepared to introduce digital ticketing in line with Premier League guidance, EDI reviews played a vital role in identifying and mitigating potential barriers for supporters. Older fans, disabled supporters, and families with young children were recognised as groups who could be disproportionately affected by the change.

According to 2023 Age UK data, 49% of people aged 75 and over and 29% of those aged 65 to 74 in the UK were unable to complete all eight of the tasks required to set someone up for success online. This highlighted the need for tailored support and flexible options to ensure digital ticketing remained inclusive.

In response, the club issued physical season ticket cards to fans aged 75 and over who applied and offered them to those aged 65+ who were unable or uncomfortable using digital tickets

with the offer of support sessions. To help bridge the digital gap, drop-in sessions were introduced at the stadium, providing one-to-one guidance and practical tutorials on accessing and using digital tickets.

Disabled fans were also supported through the provision of physical cards without the need for additional evidence or means testing. For families with children under 14 — who are not permitted to attend unaccompanied and may not have access to mobile phones — linked digital tickets or physical cards were made available where needed.

Through this process, digital ticketing was rolled out in a way that prioritised fairness, accessibility, and inclusion, ensuring all fans were supported through the transition.

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A fan wears a physical season ticket card on a lanyard, eligible to fans aged 75 and over





Spotlight

# Gen10

This season, Brentford FC proudly launched Gen10 — a bold new initiative to keep football affordable for the next generation of supporters. Through the initiative, junior fans pay no more than £10 to watch Brentford in the Premier League, whether travelling to away games or visiting the Gtech Community Stadium. With some junior tickets across the league reaching £25, Gen10 removes financial barriers and makes live football more accessible to young people and families.

Brentford also subsidises junior away tickets where host clubs charge more than £10 and has capped home league tickets at £10 for all U18 visiting supporters. **“Gen10 is a statement of intent,”** said chief executive Jon Varney. **“We’re putting young fans first to ensure they can watch their team on the road by keeping football affordable and accessible. Clubs have the power to make the game more affordable for everyone and to challenge rising costs for supporters—and we want to play our part.”**

Gen10 builds on Brentford’s wider commitment to inclusion and accessibility, including subsidised away travel, discounted train fares and frozen season ticket prices. It’s a celebration of our values and a promise to keep football within reach for the next generation.

# 35%

RISE IN JUNIOR AWAY ATTENDANCE







Brentford FC Women celebrate promotion to Tier 5 • May 2025

## 4 Culture

We are striving to create an inclusive culture aligned with our values for everyone who interacts with the club, but there is no one single way to achieve this. This season we have created a variety of opportunities for fans to engage with us in different ways from organising celebrations and events, convening and collaborating with different groups and running awareness-raising campaigns and activities.

### Social Causes

At Brentford, we recognise the importance of championing social causes that matter to our club, our people, and our community. Our approach is about focusing on where we can have the greatest impact, ensuring our efforts are authentic, meaningful, and aligned with our values. By concentrating on the causes that resonate most, we can create lasting change while continuing to support wider issues when opportunities arise.

Our social causes are:

- Heart of West London - changing the game for cardiac health
- One Brentford - championing racial equity
- TogetHER - driving inclusion for women and girls





Spotlight

# First time fans

Brentford FC became the first Premier League club to pilot the First Time Fans initiative in partnership with Her Game Too during the 2024/25 season, delivering three dedicated matchdays aimed at making football more welcoming for women and girls.

The initiative supported women and girls attending a professional football match for the first time, offering a safe, comfortable group experience led by a Her Game Too Ambassador. Participants received a bespoke matchday guide, Brentford merchandise, and support throughout the day — from arriving at the stadium to learning chants and watching the game together.

The pilot event took place during Brentford's 3-2 home win over AFC Bournemouth, welcoming six women and girls selected from applicants from local schools and community groups. Two further events were delivered later in the season, with a total of 14 new women invited to Gtech Community Stadium across the three matchdays. One young attendee said: **"I'll come back with my brother for more games."**

Through this pioneering partnership, Brentford took meaningful steps to make football more inclusive, accessible, and welcoming to all.

# 14

NEW WOMEN INVITED TO THE GTECH

Spotlight

# Say My Name

Brentford FC's Say My Name campaign, delivered at our No Room for Racism fixture in October, was informed and shaped by research from Professor Jane Bryan (University of Warwick). Her work explores how names are central to identity, and how mispronunciation, particularly for those from Black and minority ethnic backgrounds, can contribute to exclusion and undermine belonging.

The research highlights that:

- **Correctly saying someone's name fosters visibility, respect, and connection.**
- **Repeated misnaming or altering names without consent can reflect wider patterns of marginalisation.**

Drawing on these findings, our campaign centred on the power of respectful name interactions. We shared phonetic spellings of players' names, encouraged fans to learn and ask about each other's names, and hosted an internal staff conversation with Marcus Gayle and Marcus Bean exploring identity and inclusion.

The initiative helped deepen understanding of how everyday actions, like saying someone's name correctly, can make our club more inclusive, connected, and respectful.





# Events calendar

2024

## July

### Pride Month Celebration

To mark Pride Month, Brentford FC hosted a musical drag bingo event led by drag queen Chanel No.5. The celebration created a fun and inclusive space for staff to honour LGBTQ+ communities and allies.

2024

## August

### South Asian Heritage Month

Brentford hosted ENG-ER-LAND, a powerful one-woman play by Hannah Kumari exploring race, identity and football through the lens of her mixed Indian and White British heritage. The performance blended music and storytelling, sparking important conversations on representation in football and was followed by a panel event to explore the intersectionality of gender, race and football. The event was open to staff, fans and the local community.

2024

## September

### East & Southeast Asian Heritage Month

Deji Davies, Brentford FC non-executive director held a discussion with player Ji-Soo Kim, who shared his journey from Korean League 2 to the Premier League, reflecting on identity, adaptation and pride in his heritage. The event provided a platform for fans to engage in and celebrate our players cultural heritage.

# 110

GUESTS ATTENDED





2024

## October

### Black History Month

In partnership with the NHS and the Brentford FC Community Sports Trust, the club offered blood type testing to fans and staff before the match against Ipswich. The initiative raised awareness of health disparities and encouraged blood donation amongst Black communities. We invited men's first team player, Josh Dasilva to attend the blood type testing activation and had his blood type tested.

# 50

PEOPLE HAD THEIR BLOOD TYPE TESTED

2024

## November

### Diwali

To celebrate Diwali, Brentford FC partnered with Fulham FC to host a joint event recognising the cultural and spiritual significance of the festival and South Asian inclusion in football. The celebration promoted cultural understanding in the lead-up to the match.

2025

## January

### Holocaust Memorial Day

Brentford FC marked Holocaust Memorial Day with a powerful talk from Martin Hyman, who shared personal and historical reflections on the Holocaust through the story of his parents. The event honoured the memory of those lost and encouraged education on anti-semitism. This event was open to staff from the club and Trust.

### Lunar New Year

To celebrate the Lunar New Year, Brentford welcomed a traditional Lion Dance performance ahead of the match against Tottenham Hotspur. The vibrant display was a tribute to East Asian culture and an engaging experience for fans.





2025

## March

### International Women's Day

To mark International Women's Day, broadcasters Clare Balding and Alice Arnold joined Brentford FC staff for a panel event on women in sport and broadcasting. The session inspired conversations around visibility, barriers for women and inclusion.



**I thought the guests were fantastic, you can tell why they are the top of their game. They were very engaging and knowledgeable and was an entertaining panel.**

Additionally, together with club partner Tampa Bay, Brentford hosted Christina Unkel, former FIFA referee and broadcaster, where she discussed pathways for women in sport and leadership. Staff were able to ask Christina about the world of football in USA and what her journey has looked like so far.

### Community Iftar

Brentford FC hosted a Community Iftar in partnership with Hounslow Mosque, bringing together fans, players and members of the local community to break fast, pray and connect. The evening celebrated unity and belonging during the holy month of Ramadan. The iftar consisted of a moment of reflection, a pitch side call to prayer and the breaking of fast together.

# 550

GUESTS ATTENDED





2025

May

### Mental Health Awareness Week

Brentford FC delivered a series of daily activities focused on supporting staff mental, physical, and social wellbeing. The programme featured fitness sessions, mindfulness practices, and expert talks from the men's first team psychologist and an Oxford neuroscientist, sharing evidence-based strategies for maintaining positive wellbeing. The initiative reinforced the club's commitment to staff health and encouraged practical, science-backed approaches to everyday self-care.

### Unity Cup

The Unity Cup brought together the national teams of Ghana, Jamaica, Nigeria, and Trinidad & Tobago for an Afro-Caribbean tournament at Gtech Community Stadium in May 2025. The event was a celebration of diversity and inclusion through football, uniting diasporic communities in an international competition and attracting new, diverse audiences to Brentford FC.

More than 100 young people from our Community Sports Trust and Academy took part as mascots, flag bearers, and ball assistants. More than 300 complimentary tickets were distributed to community groups, reinforcing our commitment to making football accessible for all.

In partnership with the Brentford FC Community Sports Trust, the Bee A Hero campaign was also activated on the day of the final. The campaign encouraged blood testing and donation, particularly within Black communities where greater representation is needed, and raised awareness of the fight against sickle cell disease.

23

PEOPLE HAD THEIR BLOOD TYPE TESTED





2025

## June

### Windrush Day

To mark the 76th Windrush Day, the club hosted Troy Townsend MBE for a staff event. He discussed the ongoing legacy of Windrush through his family, shared his pride in his son Andros Townsend, addressed challenges in recognising Caribbean contributions to football, and spoke about his work with Kick It Out.

Additionally, to mark Windrush Day on its 76th anniversary, Marcus Gayle and Karleigh Osborne visited London Caribbean restaurant, Ochi's to reflect the legacy of the Windrush generation and their lasting impact on Britain and football.



**I think about the conversations from my childhood about how a tree cannot grow without its roots, and that's how I look at it. The current players right now may be the fruits of that tree, but they may not be there without the branches, the stem, the roots, which started as a seed of our ancestors making the journey.**

**Marcus Gayle's** reflections on the Windrush legacy in football

2025

## July

### Middlesex Pride

Brentford supported Middlesex Pride at local Gunnersbury Park, proudly standing alongside LGBTQ+ communities to celebrate inclusion and visibility. Club staff and supporters engaged with the public through Trust programmes and our Heart of West London CPR training.







Bees fans arrive ahead of a fixture at the Gtech

# Disability inclusion

This season, disability inclusion progressed significantly under the leadership of disability access officer Connor Bagenal.

Connor's expertise has been vital in ensuring best practice across the organisation, driving important improvements to stadium accessibility and the matchday experience for disabled supporters.

Our strong partnership with the Disabled Supporters Association (DSA) also continued to grow. The DSA remains an essential advocate for disabled fans, ensuring their perspectives shape ongoing Club developments.

New accessibility enhancements to further improve the matchday experience include:

- ☐ The rollout of RADAR keys for accessible toilets
- ☐ The introduction of stoma-friendly toilets
- ☐ The installation of accessible entrance signage at Gtech Community Stadium
- ☐ The display of epilepsy warning screens pre-game when flashing lights are used
- ☐ Updated stadium maps now clearly highlight all accessible facilities
- ☐ A new audio descriptive commentary system launched to enhance the live match experience for visually impaired fans

## 13.3%

**OF OUR RESPONDENTS SHARED THAT THEY HAD A PHYSICAL OR MENTAL HEALTH CONDITION THAT IMPACTS THEM DAY TO DAY**

(end of season survey, 2024/25)

# 72%

## OF OUR DISABLED FANS RATED OUR ACCESS AND INCLUSION AS EXCELLENT

(Level Playing Field, 2025)

### A FURTHER

# 17%

## OF OUR DISABLED FANS RATED OUR ACCESS AND INCLUSION AS GOOD

(Level Playing Field, 2025)

The club's sensory room remained a key facility throughout the season. This specially designed quiet space, featuring treated glass to reduce crowd noise, continued to offer supporters with sensory processing difficulties a calm environment to enjoy live football. The sensory room allows us to increase access to the Gtech for families who might otherwise find attending matches challenging.

As part of our community engagement programme, we proudly maintained support of Brentford Penguins FC, a football team for children with Down's syndrome led by former Bees player Allan Cockram, alongside SpeakOut Hounslow. Both partnerships provide inclusive opportunities that empower disabled community members through sport and engagement.

The club remains an active member of the Business Disability Forum, underscoring our commitment to inclusive workplace practices. We also continue to support the Sunflower Lanyard scheme, helping create a welcoming matchday environment for disabled fans.

In digital inclusion, a comprehensive audit of the club's website and app accessibility was undertaken to drive continuous improvement. Complementing this, Amy Kavanagh, a passionate fan with visual impairments, supported our content team by delivering training on accessible practices across social media platforms, including effective use of alt text.

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Bees fan Chris Lewis talks to the club about the importance of the Audio Descriptive Commentary service at the Gtech







Mikkel Damsgaard attends a Premier League Primary Stars allyship and inclusion workshop hosted by Brentford FC Community Sports Trust • December 2024

# Brentford FC Community Sports Trust

Over the past six months, Brentford FC Community Sports Trust has made significant progress in embedding EDI across its internal culture and community-facing work. This progress is underpinned by the Trust's Strategic EDI Priorities, which are:

## Shared ownership and leadership of EDI

- Leadership models inclusive practice and takes responsibility for advancing EDI.
- Inclusive leadership development is prioritised.

## Representative participation across programmes

- Programme participants reflect the diversity of our local community.
- Data is used to understand and address underrepresentation.
- Communications and marketing are inclusive and accessible.

## A safe and open culture

- Staff feel confident challenging inappropriate and discriminatory behaviour.
- Allyship and psychological safety are a part of our culture.
- All staff and participants feel able to express themselves

## Programmes

The Trust delivers a wide range of inclusive programmes designed to engage and empower diverse communities across west London. These initiatives reflect the Trust's commitment to equity, diversity, and inclusion, creating opportunities for participation, leadership, and positive social impact.

## Community Captain

Representing the growing partnership between Brentford FC Community Sports Trust and Brentford Penguins, Charlie Rowley was recognised for his outstanding positive impact through Trust programmes. Brentford head coach at the time, Thomas Frank presented Charlie with the Community Captain Award in recognition of his dedication and contribution to the local community.

Awarded for his consistent attendance over the last two years, Charlie has become a valued team member, showcasing not only his football skills but also his ability to support and encourage those around him. His passion and positive attitude make him a role model to others in the sessions.

Craig Peters, disability manager, said:

**Charlie is truly a remarkable individual who perfectly embodies the spirit and values of community engagement. His passion, positivity, and dedication shine through in every session, and through these experiences, he has found a genuine sense of belonging and purpose.**

**Watching him grow in confidence and flourish within the community has been incredibly inspiring for all of us.**



Charlie is awarded the Community Captain award before Brentford v Tottenham Hotspur • February 2025

## Premier League Primary Stars Rainbow Laces Allyship Workshop

As part of Brentford FC's Rainbow Laces campaign, players Christian Nørgaard, Mikel Damsgaard, Ryan Trevitt, and Mads Roerslev joined a Premier League Primary Stars allyship and inclusion workshop with local Year 5 pupils at the the Community Stadium Hub. The session encouraged children to reflect on empathy, diversity, and standing up

for others, culminating in "stop, start, continue" pledges to promote allyship, displayed together as a rainbow wall.

The players' surprise visit inspired lively discussion, Q&A, and collective action, with each child receiving Rainbow coloured laces as a symbol of inclusion. Pupils from Mount Carmel Primary

School who attended the workshop have since taken their learning back into the classroom – delivering peer-to-peer education on how to be a better ally, helping to extend the campaign's impact beyond the initial session.



## Bee a Hero

The Trust's Bee A Hero campaign was named Community Project of the Year at the 2025 London Football Awards, recognising its powerful role in addressing the urgent need for more blood donors. Delivered in collaboration with Brentford FC and NHS Blood and Transplant, the initiative encouraged fans and local residents to discover their blood type and learn about donation, with a particular focus on tackling the shortage of donors from Black African and Black Caribbean communities.

Through events at the Fan Hive and public engagements led by club ambassador Marcus Gayle – including his own regular donations – Bee A Hero has raised awareness of the need for more diverse blood donors, supporting patients with conditions such as sickle cell disease. The campaign demonstrates the Trust's commitment to health equality, community engagement, and life-saving impact.

Looking ahead, the Trust will continue to prioritise shared leadership in advancing EDI, strive for representative participation that truly reflects the diversity of our local communities, and foster a safe, open culture where all staff and participants feel empowered to express themselves and challenge inequality.

## Connecting Communities South Asian engagement

Brentford FC Community Sports Trust launched Connecting Communities, a Premier League Fans Fund-supported research and engagement programme designed to increase participation in football among South Asian communities in west London. Through focus groups, surveys, and community events, the initiative identifies cultural needs, addresses barriers to physical activity, and informs tailored programmes that reflect community interests.

With South Asian residents making up over a third of Hounslow's population, the Trust has partnered with Lampton Leisure and The Positive Movement Project to deliver Free to Be Me – free, multi-sport sessions for young people aged 11–15, including football sessions for girls of South Asian heritage. This was followed by a South Asian Talent ID Festival at Gunnersbury Park, attended by over 70 players, celebrating talent and supporting the Premier League's South Asian Action Plan to tackle underrepresentation in the professional game.

THE TRUST ENGAGED WITH

# 116

LOCAL COMMUNITY MEMBERS OF  
SOUTH ASIAN HERITAGE BETWEEN  
MAY 2024 TO MAY 2025

# 22%

OF RESPONDENTS DO NOT  
ENGAGE IN FOOTBALL BECAUSE  
OF A LACK OF ACCESSIBILITY

Bee A Hero was named Community Project of the Year at the 2025 London Football Awards • February 2025





# Thank you

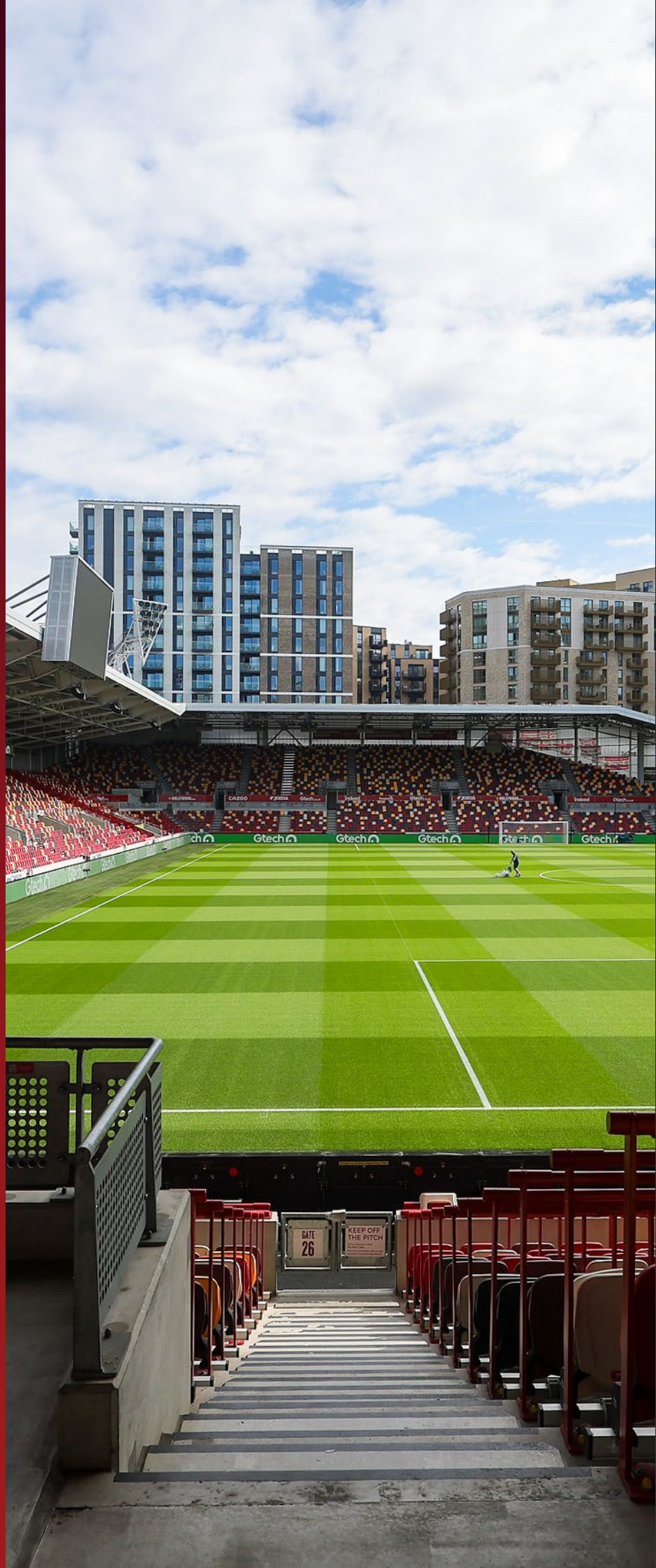
## **Thank you for engaging with our Equity, Diversity & Inclusion Annual Report.**

Over the past season, we have continued to build on the strong foundation established in previous seasons, embedding EDI deeper into the fabric of Brentford FC.

We recognise that meaningful progress requires ongoing commitment, humility, and a willingness to evolve — especially in a landscape where new challenges and opportunities constantly arise.

At Brentford FC, EDI is not a standalone initiative — it is a shared responsibility that inspires and is inspired by our values: respectful, togetherness and progressive. We remain focused on our goal to make the club a welcoming and empowering place for everyone, regardless of age, ability, ethnicity, gender, religion, or sexual orientation.

Thank you for your ongoing support and commitment. We are excited to continue this journey together and share our progress with you throughout the coming season.







# Equity, Diversity & Inclusion Report

2024/25 Season