

**Minutes from the meeting with Brentford Football Club  
Thursday 24 March 2022 6.30pm**

**Attendees:**

Jon Varney (JV)	Chief Executive	Adam Hobbs (AH)	BIAS
Sally Stephens (SS)	Fan and Community Relations Director	David Minckley (DM)	BIAS
Rhys Weston (RW)	Head of Venue Sales	Ronald Mansveld (RM)	BIAS
Joanne Surgeoner (JS)	Fan Relations and Events Manager	Paul Stedman (PS)	BIAS
James Parkinson (JP)	Commercial Director		
Ameesh Manek (AM)	Business Operations Director		
Greig Mailer (GM)	Business Communications Director		

**1. Agree Minutes and confirm actions from previous meetings closed.**

Minutes from last meeting agreed, outstanding actions reviewed and updated.

**2. Update on Season Ticket renewals including supporters wishing to change seats ahead of next season and the introduction of safe seating**

- RW confirmed Season Ticket renewals figures to date, with 94% renewed so far.
- Renewals are being constantly monitored, and the Club is reaching out to anyone that's missed the deadline to ensure that their non-renewal is intentional.
- RW confirmed that a number of seat move requests due to health reasons have been completed during the season.
- Once the moves into the West Stand are complete, the Club will review the seat move requests in other parts of the stadium.
- The Club agreed that it will provide greater notice of the Season Ticket renewals next season and aim to start the renewals earlier.
- JV stressed that Season Ticket prices are the lowest in the Premier League for the most common Band B seats.
- Large scale seat moves will not be a regular occurrence going forwards and will only be on a case-by-case basis from next season.
- The Club is still waiting for feedback from the Premier League on whether the Red Zone will be in place around the dugouts for next season. If it's removed, those fans who originally purchased seats in those areas will be offered the opportunity to move back.
- Safe standing is on track, subject to the licence application process, with some minor works already started in the West Stand. The rails are due to arrive from China in mid-May, with implementation in a phased programme. There will be more stewarding in place to ensure people adhere to safe standing rules and keep in their allocated position.
- The Membership scheme data from this season is currently being reviewed and more details on next season's Membership packages will be provided in due course. Out of the 18k current members, around 13k have attended at least one Premier League game, and 2k are based overseas.
- Non-use of Season Tickets will be monitored in detail for the remainder of this season and next season. The Box Office team will contact fans who don't attend or transfer their

ticket (or list on the Ticket Exchange) to investigate further and encourage the transfer or listing of Season Tickets when they can't attend.

- Some new Season Tickets may be available after the renewal process but there is no guarantee on which stand these will be in and there will be a criterion to be met in order to purchase them – based on a minimum attendance at games this season and then sequenced by Ticket Access Points.
- The plan is that Season Ticket sales will be capped at 10,000.
- The issue of securing additional Season Tickets for children in a family was discussed but this is a very difficult issue (that all clubs face) and is very hard to achieve as there are so many Members who have been to games and have lots of TAPs who also want to buy Season Tickets.

### 3. Discuss general ticketing concerns:

- The Ticketing Working Group progress on key issues raised was reviewed. Given the effectiveness of the group, it was agreed that we should ensure this group meets more regularly. The last update was in December and the focus since then has been on Season Tickets and the new website design. **ACTION: SS to confirm the next Ticket Working Group meeting date in mid-April**
- RW confirmed that we are targeting third party sites selling our tickets and that this work has been effective in removing the vast majority of our tickets from these sites.
- JP confirmed that, unlike most other Premier League clubs, we don't sell seats to agencies.
- JV confirmed that away fans are ejected from the home stands when they are identified rather than being allowed to transfer to the away end.
- The Club is looking at what more it can do to help our fans who do not wish to stand at away games. One option may be to build a seat map for away ticket sales so fans can choose where they sit. The Club will also look into whether a 'special requests' box can be considered during the away ticket purchase process.
- Currently, the Club saves the front two rows of seats in the away section (where the away Club supports this) and supporters can email either [tickets@brentfordfc.com](mailto:tickets@brentfordfc.com) or [accessibility@brentfordfc.com](mailto:accessibility@brentfordfc.com) to request those if they prefer to sit down at away games or have other mobility concerns.

### 4. Discuss how we can improve the supporter experience for home matches:

- SS explained that we currently review a number of different reports on the matchday experience for fans, including the Premier League Fan Engagement Survey (where Brentford came top of the League!); post-match surveys conducted by the Club; Visit Football reports; and the Level Playing Field Audit. The Club will continue to review this data to help target key matchday experience improvements. **ACTION: SS to share the list of post-match survey questions so we can review any additional questions for next season.**
- The recent Food and Drink Fan Focus Groups were discussed and it was noted that an update report would be welcomed. The length of queues was acknowledged as a priority, albeit it was recognised that half-time in particular is challenging with the size of concourses at the stadium. **ACTION: SS/JS to work with Levy to prepare a progress report on actions taken and future priorities.**
- Fan behaviour issues were discussed. We've received 83 reports from supporters so far this season, with 13 still under investigation. There has been a welcome decrease in the number of reports received recently but fans are still encouraged to report unacceptable fan behaviour when witnessed. The Club is continuing to review and improve the fan behaviour review process, including the sanctions and appeals processes. A dedicated full time staff member has been recruited to focus on matchday

incidents. **ACTION: SS to check whether there are GDPR regulations in place that prevent the sharing of the list of Club bans with BIAS.**

- A Club statement was published recently with information about the bans issued and those still in place.
- RM asked for an update on the request to include reporting information through the Brentford FC App. **ACTION: SS to provide an update on when reporting information will be included on the Brentford FC App.**
- The education programme with Marcus Gayle was thought to be working well, with a general consensus that we would prefer to educate fans where possible and taking into account our commitments to the Premier League.
- The group stated that BIAS and other fan groups can play a role to call out unacceptable fan behaviour and discrimination.
- Gunnersbury station: the Club is continuing to work with London Borough of Hounslow and TfL to ask for Gunnersbury station to be opened immediately post-match however this has been stalled due to the need for Threat and Vulnerability Risk Assessment which needs to be undertaken by the landowner. The Club hasn't received much negative feedback about the ongoing closure to date. We will propose pre-season trials of the opening of the station post-match if there is no progress prior to this.
- Kew Bridge station: the Club is working with South Western Railway (SWR) to push for step-free access. SWR are currently looking into the feasibility of raising part of the platform to reduce the gap between the train and the platform.
- Car parking for blue badge holders: The Club has unexpectedly received notice that the old Citroen site can no longer be used on matchdays and are working to find alternative parking for blue badge holders that currently use this site.
- The Club currently provides wheelchair pick-ups on matchdays from the nearby car parks and have a full Access Statement online for fans who would like more information about what provisions are in place.

## 6. How can BIAS and the Club work more effectively together?

- The group discussed how the Club and BIAS can work more effectively together and agreed to review the plans for meetings and working approaches with both BIAS and Bees United ahead of next season.
- The fact that supporters already have a Board Director from Bees United on the Board was welcomed.
- The group agreed that the key purpose of meetings is to ensure that the voice of the fans is heard and we need to work together to agree a schedule for these, both for BIAS-only meetings and other meetings on key topics to include Bees United also.

## 7. AOB

- DM asked if BIAS can attend the Hounslow Safety Advisory Group now that the stadium is fully operational. JV stated that he feels that stadium safety should be addressed by the emergency services together with the Club's operational team and that any key issues discussed are presented to the Board so the Bees United Board Member is aware. **ACTION: JV to discuss the appropriate Hounslow SAG attendees with the Club's Operations Director.**
- Stadium tours to take place on 12 and 20 April. **ACTION: JS to contact those identified by BIAS to be invited along to those tours.**
- DM asked if B Team and Women's fixtures can be more accessible to fans. JV pointed out that the Women's fixtures are all open to fans and we are looking to keep up the focus on their games following the recent record attendance. Many B Team away games are also already open to the fans while any games at Jersey Road can't be opened up currently due to ongoing COVID restrictions but the Club will continue to review this.

- Fan tributes – BIAS and Bees United have been asked to provide feedback on how fan tributes should be handled. The Club is currently receiving lots of requests for a minute's applause during games (sometimes more than one per game) and the Club believes that it may be more appropriate to have tributes like this at half-time. **ACTION: BIAS to provide input to assist with agreeing an approach with the Club (and Bees United) to managing fan tributes.**
- Branding: From Day One, shareholder/brick purchaser name are in progress and will be positioned along the outside of the North Stand. Further branding in the concourses will take place in the off season.