



Brentford Football Club Fan Engagement Report

2023/24 Season

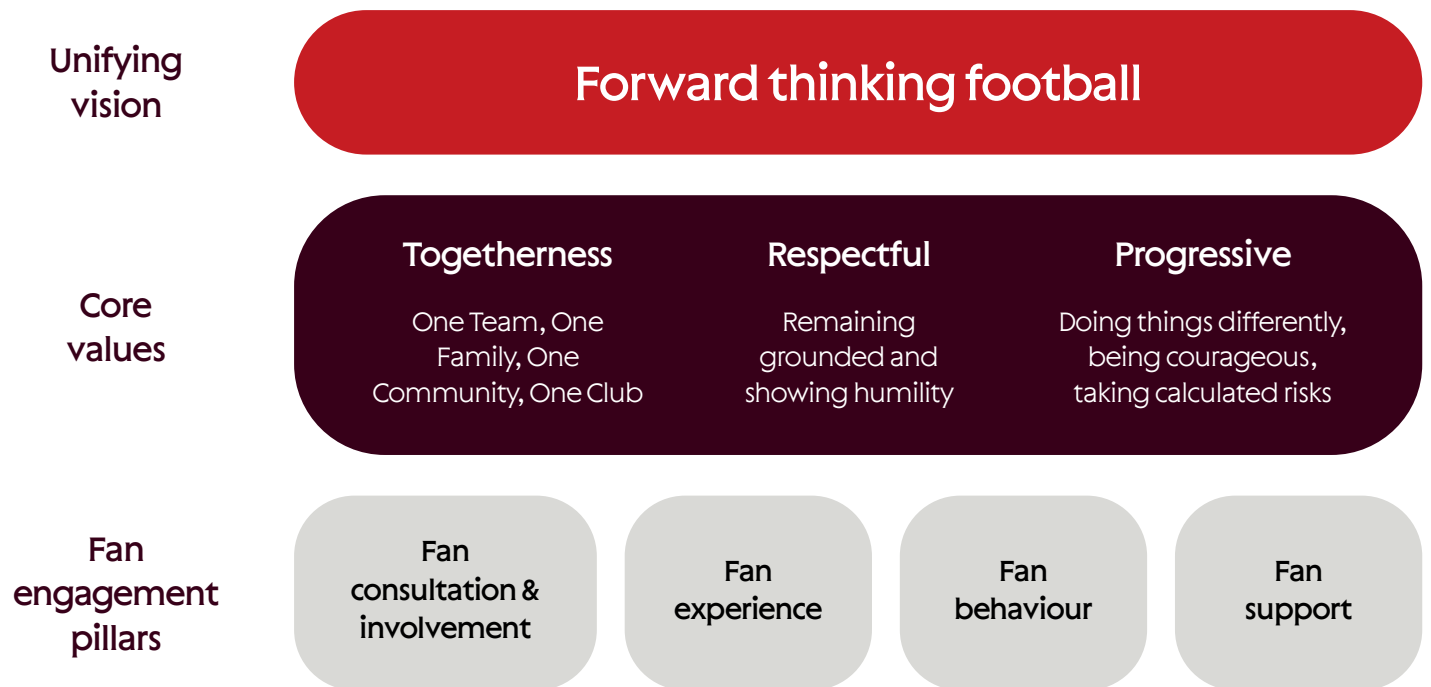
Brentford's commitment to outstanding fan engagement

Brentford Football Club is committed to delivering outstanding fan engagement – it is one of the core business objectives and a fundamental part of the club's strategic aims. The long-held importance of fan engagement at Brentford FC is indicated by it being the only club in the Premier League with both a fans' representative on the main Brentford FC Board of Directors and additionally a 'special share' held by the club's Supporters Trust, Bees United, giving it the right to veto the sale of the Gtech Community Stadium unless certain conditions are met.

Brentford FC fully supports the Premier League's work to introduce the Fan Engagement Standard. To meet the Fan Engagement Standard guidelines, the club has built on its existing fan consultation approach by establishing a Fan Advisory Board and appointing nominated club officials. The club's Fan Engagement Plan 2023/24 set out the key objectives and priorities for this season and this document provides a recap on the club's approach to fan engagement as well as an end-of-season report on the implementation of this plan.

Brentford's approach to fan engagement

Brentford FC defines 'fan engagement' in its widest sense as everything the club does to engage with fans to build allegiance and pride in being part of the Brentford family. The fan engagement model covers four key pillars shown in the adjacent diagram which build on the club's unifying vision and core values.



Club heritage assets

The Gtech Community Stadium is clearly one of the club's main heritage assets, which is protected by the Bees United 'special share'.

Further heritage assets include Brentford Football Club's name, main home colours (red, white and black) and its crest.

The club is committed to complying with all elements of the FA Rules of Association relating to heritage assets, as outlined in Section M (M1-16).

In the event of any proposed material amendment to any of the above club heritage assets, the club will consult with members of the Fan Advisory Board (FAB) where the strategic aims will be outlined, together with any relevant supporting research and information, before any final decisions are taken.



Key roles and responsibilities

The following individuals hold key fan engagement roles at the club:



Nominated Board Level Official

Jon Varney
(Chief Executive)



Fan's representative on the Brentford FC Board and Club Adjudicator

Stuart Hatcher
(Chair of Bees United)



Fan & Community Relations Director

Sally Stephens



Fan Engagement Manager

Joanne Surgeoner



Supporter Liaison Officer

Hayley Carson



Disability Access Officer

Connor Bagenal

The club also has an internal Fan Engagement Working Group in place with representatives from each area of the club to oversee and implement our priority fan engagement projects across the business.

July 2023

Mighty Penguins UK Premiere featuring the Down syndrome Brentford Penguins FC team and their connection to Brentford FC



August 2023

One of our regular school holiday player 'meet and greet' sessions



September 2023

Women and Girls Fans Forum



October 2023

Supporting Brentford Penguins FC trip to Bilbao to play Athletic Club Foundation



FAN ENGAGEMENT HIGHLIGHTS FROM THIS SEASON

November 2023

Fan giveaways with club partner Naturli



November 2023

Unveiling a plaque to celebrate where the club was founded in 1889



December 2023

Christmas with the Bees event with the full squad



December 2023

Fans collecting food donations for Hounslow Community FoodBox



February 2024

Yehor Yarmoliuk welcoming local Ukrainian children to the Gtech



March 2024

Another fabulous crowd of nearly 5,000 for the women's team at the Gtech



March 2024

Supporting Her Game Too at our International Women's Day fixture



March 2024

Fans playing a starring role in our season ticket launch campaign



April 2024

Launch of the second series of Thousands of Stories, telling the stories of our fans



April 2024

Easter pre-match fan zone



April 2024

Children with disabilities leading out the team



April 2024

Engaging with fans on the Premier League's Nashville trip



May 2024

Club Ambassador, Marcus Gayle, greeting fans at our Player of the Year Awards



Fan consultation and involvement

Fan Advisory Board

Brentford FC's Fan Advisory Board (FAB) is made up of eight representatives from the club's two main official supporters' groups: Brentford Independent Association of Supporters (BIAS) and Bees United, including a co-Chair from each group. The FAB can also invite along a further four people (whether from the fan groups or with other relevant expertise) depending on the agenda topics. The club's Chief Executive (and Nominated Board Level Official) attended two FAB meetings this season. A full review of the FAB this season is provided in Appendix 1: FAB Assessment Review.

Fan meetings and consultation

In addition to the FAB, the club also operates or supports a number of different forums to engage with and involve our fans. The table on the following page provides more information on all the different fan consultation forums in operation at the club.



Brentford FC Fan Consultation Forums

Fan Consultation Forums

Fan Advisory Board

Fan group meetings

Fans Forum

Working group meetings

Details

- Members are drawn from our two official supporters' groups BIAS and Bees United
- Meetings are targeted for four times a year (with a minimum of two meetings per year)

Meetings with formally recognised fan groups including:

- BIAS
- Bees United
- Brentford Disabled Supporters Association
- LGBeeTs

- At least one Fans Forum per season which involves senior staff, for example, Chief Executive, Director of Football or Head Coach; these Forum/s will address fans' questions and provide an update on the club's strategy and performance both on and off the field
- At least two Fans Forums per year focusing on women and girls
- At least one food and drink Fans Forum per season

Working group meetings to discuss more detailed matters including:

- Ticketing (policy and ticketing technology)
- Food and drink
- Fan atmosphere
- Fan behaviour
- Away fan experience
- Sustainability
- Hall of Fame
- Heritage

Fan surveys

Surveys help to provide feedback from a large number of fans in a clear and simple way that helps to identify what's going well and where improvements are needed. The club undertakes a number of fan surveys throughout the season:

- Mid and end of season fan surveys
- Post-match surveys (for both general admission and premium hospitality areas)
- Pulse point surveys throughout the season to provide a quick measure of the level of satisfaction with responses to queries from key teams across the club, in particular from Retail, Ticketing and the Fan & Community Relations teams

Brentford's Fan Index

The club reviews the data from our surveys under six key headings: strategy & ethos; fans-first approach; ticketing, catering & retail; matchdays & stadium; content & communication; and community support. Results are marked out of 10 and our aim is to get to at least 8 out of 10 overall. Tracking this data throughout the season allows us to focus our efforts effectively and make sure that the scores continue to head in the right direction.

Strategy & Ethos

How would you rate your **overall satisfaction** of being a Brentford FC fan?

To what extent do you agree or disagree that Brentford FC is a **well-run club**?

How **proud** do you feel to be a Brentford FC Fan?

Fans First Approach

As a Brentford fan, how **valued** do you feel by the club?

To what extent do you agree or disagree that fans are at the **heart of major decisions** that the Club makes?

To what extent do you agree or disagree that the Club is **welcoming to all fans regardless of their background** (age, gender, race, sexuality, religion, nationality)?

Ticketing, Catering & Retail

How would you rate your overall experience of purchasing **tickets** (home or away) for Brentford games through the Club this year?

How would you rate your overall **catering** experience?

Retail* (average of range, value for money, quality, ease of use of online store, service)

Matchdays & Stadium

How would you rate your **overall matchday experience** this year?

How would you rate the Gtech Community Stadium as a **place to watch football** this season?

Content & Comms

How would you rate the quality of **content on Brentford FC social media channels**, including Facebook, Twitter, Instagram, TikTok and YouTube?





How would you rate the quality of **content on the Brentford FC website**?

Community Support

To what extent do you feel that the Club performs well in **supporting the local West London community**?

Reporting back on this season’s key fan consultation and involvement priorities

The table below provides feedback on this season’s priorities relating to fan consultation and involvement:

Status	Priorities	Notes
	Publish a Fan Advisory Board section on the club’s website, to share news about FAB meetings, terms of reference and ways to contact the FAB.	A new Fan Engagement page has been added under the “Fans” tab on the club’s website.
	Run a full programme of fan consultation forums as outlined above, including to discuss season tickets, memberships and match tickets for the 2024/25 season and set up a new group to assess how we can improve the experience for fans travelling to away games and consider the best way to get feedback from our younger supporters.	The club held 39 working group sessions during the season and plans are underway for a group to focus on away games. Discussions around younger supporters will also be a priority for the upcoming season.
	Conduct a full series of post-match, mid and end of season surveys.	These have all been completed during the season and key finding shared with fan groups.
	Compile regular Fan Index scores, aiming for at least 8 out of 10 overall.	We are currently assessing the detail from the end of season survey data but the overall Fan Index scores were 8.5 from the mid-season survey and 8.4 from the end of season survey (even after a more challenging season on the pitch).



Fan experience

Improving the matchday and non-matchday experience for our fans








This season, the club was proud to be ranked second in the Premier League's Matchday Fan Experience Survey, with the overall matchday fan experience score increasing from 80.7 in the 2022/23 season to **83.1 out of 100 this season** versus the Premier League average score of 69.5 out of 100.

As noted in the Fan Engagement Plan, the key fan experience areas of focus for this season were ticketing, retail and catering.



Reporting back on this season's key fan experience priorities

The table below provides feedback on this season's priorities relating to fan experience:

Status	Priorities	Notes
	Successful implementation of our new ticketing system, Ticketmaster Sport.	Overall, the feedback from fans has been positive, particularly around the use of the ticket exchange which was a key area linked to the club's 'every seat counts' policy to encourage fans to use or list their season tickets if they are unable to attend a game.
	Transition to a separate online ordering warehouse to ensure accurate stock availability and improve the delivery times.	The transition went smoothly, and improvements have been to clarify the communication to fans on which items are online only.
	Increase the range of merchandise online, especially within womenswear and childrenswear.	A new womenswear range was introduced this season, although it remains an area to expand for the upcoming season.
	Complete the roll-out of self-service touch screen ordering points for food and drink in busy areas to reduce queues.	Self-service ordering units are now in place in all the priority areas (where concourse space allows).
	Introduce a new BeeOrder catering app allowing fans to pre-order food and drink items to meet specific dietary requirements and increase the range of options available for fans around the stadium.	The BeeOrder app is in place with special offers for key games, although the awareness and repeat usage has been lower than anticipated.
	Increase the marketing and communication around food and drink so that our fans know about new product ranges, technology options and money-saving food deals.	This has improved this season, but some fans are still unaware of all the options available to them on matchdays.
	Recruit a new Content Strategy Director to oversee new ways to engage with supporters both domestically and overseas, including a new Brentford FC App.	The new Content Strategy Director has overseen a significant growth in our followers, hitting the 4 million threshold and continuing to grow this. The new Brentford FC App has been developed and tested with fans and will be launched before the start of the 2024/25 season.




Fan behaviour

Creating a safe and respectful environment for fans

The club takes safety and security seriously at the Gtech Community Stadium and wants to ensure that fans, visitors and staff have a safe and enjoyable experience. This season, the club's fan behaviour team has reviewed 358 reports of fan behaviour, logging all reports, even those that have been effectively dealt with by stewards on the day. Robust actions have also been put in place to attempt to deal with away fans in home areas, which continues to be a cause of frustration for fans and a safety risk within the stadium, with more than 300 memberships revoked during the season. Two bans that were issued by the club to fans this season were subsequently processed through our appeals process, via the Club Adjudicator, who is also the fan's representative on the Brentford FC Board of Directors. None of the club bans issued were forwarded to the Football Ombudsman.

Reporting back on this season's key fan behaviour priorities

The table below provides feedback on this season's priorities relating to fan experience:

Status	Priorities	Notes
	Review the different methods of reporting incidents and whether any improvements can be made for supporters.	It was felt that the current reporting mechanisms (reporting to a steward or other member of staff; textline; dedicated email; reporting via Brentford FC App; QR codes in toilets and on the back of seats) were sufficient, particularly given that awareness levels of how to report have increased to 84%. The focus of communications now should be around the importance of reporting during the match where possible.
	Publish an Acceptable Behaviour Policy (following consultation with fan groups) to make it really clear what constitutes acceptable and unacceptable behaviour and how any breaches of this policy will be managed.	This was prepared with the fan working group and signed off by the Fan Advisory Board prior to being published in August.
	Ensure regular publication of information around the number of interventions made by the club relating to poor behaviour, together with regular communication about unacceptable behaviour/language and how to report issues.	The club published two reports relating to fan behaviour during the season.



Fan support

Supporting our fans

The club encourages all staff to prioritise supporting our fans and going the extra mile to help create a special welcome and lasting positive memories both on matchdays and non-matchdays. The Fan Support Team on matchdays are there to assist all supporters and are available to provide additional assistance such as wheelchair pick-ups and drop-offs for fans with mobility issues. Our dedicated Fan & Community Relations team is also in place at the club to respond to fan queries and deliver special support for our fans when they may be going through a difficult time in their lives, such as through a period of illness or personal loss. Directors of the club and other key club staff also call our season ticket holders on milestone birthdays which has proven to be a really popular and valued by our fans. Our Club Ambassador, Marcus Gayle, plays a particularly important role in contacting and supporting fans and also in managing the club's legends programme on matchdays, organising many 'meet and greet' opportunities for fans and helping to make their matchday a really special experience.

The club's Accessibility team is on hand to help any supporters with disabilities or any other specific needs on matchdays and works closely with the Brentford Disabled Supporters Association to prioritise and progress any improvements for disabled fans.

Supporter Charter

The club's Supporter Charter sets out our commitments to fans and is published on our website. The Supporter Charter is reviewed and agreed on an annual basis with the Fan Advisory Board.

Complaints process

The club's complaints process is outlined in full in the Supporter Charter which is published on our website. Any complaints should be sent in the first instance to our Fan & Community Relations team via email to supporterservices@brentfordfc.com, and we aim to respond within seven working days. If supporters are not satisfied with the outcome, they can address any further complaints to the club's Fan & Community Relations Director. Beyond that, the club also has a Club Adjudicator in place who deals with any issues not satisfied at this stage (and also manages any appeals relating to club sanctions). As for all clubs in the Premier League, the Independent Football Ombudsman provides the final stage for dealing with complaints.





Fan groups

Details of Brentford's main fan groups are listed on our website, including the two official fan groups BIAS and Bees United who are involved in the club's Fan Advisory Board and other groups including the Brentford Disabled Supporters Association, LGBeeTs, the Brentford Lifeline Society and West Country Bees.

The club is continuing to develop its network of international fan groups and published a dedicated "International Fans" page on its website this season, with a dedicated email address and a map to help our overseas fans establish contact with the group nearest to them.

Reporting back on this season's key fan support priorities

The table below provides feedback on this season's priorities relating to fan support:

Status	Priorities	Notes
	Extend the role of our Fan Support Team on matchdays by providing additional training and involving the team in gathering valuable feedback from fans on matchdays.	We've provided training and support to our Fan Support Team members to help them extend their role on matchdays but haven't always had sufficient staff to do as much as we would have liked. Recruitment of a bigger pool of staff will be a priority for the upcoming season.
	Publish a revised Supporter Charter for the 2023/24 season, following consultation with fan groups.	The Supporter Charter was reviewed with fan groups and published in August.
	Implement new options for disabled fans to allow them to purchase personal assistant tickets online.	This was introduced for disabled fans for home games.
	Introduce the Hidden Disabilities Sunflower Scheme and conduct disability awareness training workshops in conjunction with Level Playing Field for key matchday staff.	The Hidden Disabilities Sunflower Scheme has been well established this season, together with the relevant training for key matchday staff.



Case studies of effective fan engagement



Sustainability working group

Overview

The club's Sustainability Manager, James Beale, worked with fan groups, including representatives from the fan group Sustaina-Bees to set up a sustainability working group to provide a forum for communication between the club and fans on sustainability related topics, and act as a sounding board for the club's initiatives relating to sustainability.

Approach

One of the priorities for the Sustainability Working Group was to get a sense of how important environmental sustainability is to our fans, how well they feel the club is doing on improving sustainability and which areas they want the club to prioritise. A survey was sent out to fans which received an impressive 910 responses. Overall fans felt strongly about sustainability, marking it 8.1 out of 10 in terms of importance. However only 62% of respondents were aware of what the club is doing in this area. The top three priorities from fans were: waste, engagement/involvement; and travel.

Outcome

The survey results have helped the club to focus its efforts within its Sustainability Strategy.



Fans Forum

Overview

The Fans Forum brought together the club's head coach, Thomas Frank, chief executive, Jon Varney, and director of football, Phil Giles to provide their views on the season and to answer questions from fans.

Approach

Fans were asked to register an interest in attending, with 200 being selected to attend in person. Other fans were able to attend the Fans Forum online.

Hosted by presenter Natalie Sawyer, questions from fans covered topics such as the impact of injuries this season, recruitment priorities, ticketing, club partners, football finances and the long-term ambitions of the club. Over 100 questions were submitted online in advance of the event and fans attending in person were also able to pose questions to the panel.

Outcome

The format of the Fans Forum worked well, in particular the opportunity for fans to ask questions during the event. It would be good to include a similar event earlier in the season if possible.

Appendix 1 – Fan Advisory Board Assessment

Overview

The purpose of Brentford FC’s Fan Advisory Board is to act as an advisory body, facilitating consultation between the fan groups and the club. Discussions focus on strategic issues as opposed to short term operational issues which continue to be dealt with in the working groups already in place.

Specific objectives include:

- a. **Provide a channel for fans to voice their opinions, concerns, and suggestions to the club’s management team.**
- b. **Act as a sounding board for the club’s initiatives and policies and provide feedback to the management team on their effectiveness and impact on fans.**
- c. **Identify issues that are important to fans and work with the club to address them.**
- d. **Promote transparency and accountability between the club and its supporters.**
- e. **Help enhance the matchday experience for fans.**
- f. **Support the club in the achievement of the Premier League’s Fan Engagement Standard (FES).**

The FAB is made up of eight representatives from the club’s two main official supporters’ groups: Brentford Independent Association of Supporters (BIAS) and Bees United, including a co-Chair from each group. The FAB can also invite along a further four people (whether from the fan groups or with other relevant expertise) dependent on the topics on the agenda. The club’s Chief Executive (and Nominated Board Level Official) attended two FAB meetings this season. FAB meetings are also typically attended by the club’s Corporate Affairs Director, Fan & Community Relations Director and Supporter Liaison Officer (SLO) as well as other key club staff personnel as required, dependant on the topics for discussion.

Club Attendees*

Chief Executive

Jon Varney

Corporate Affairs Director

Greig Mailer

Fan & Community Relations Director

Sally Stephens

Supporter Liaison Officer

Hayley Carson

* Plus other representatives as required - depending on the agenda

Brentford FC Fan Advisory Board*

Co-chair

Stuart Hatcher
Bees United

Co-chair

Adam Hobbs
BIAS

Chris Tate
Bees United

Angelo Basu
BIAS

Don Tanswell
Bees United

Ronald Mansveld
BIAS

Sharon Wright
Bees United

Allyson Woyak
BIAS

* Plus other representatives as required - depending on the agenda

The FAB met four times this season, in August, November, February and May. Standing items on the agenda included matchday operations and updates on working groups. A summary note covering the topics discussed at each meeting is published on the club’s dedicated fan engagement page (brentfordfc.com/en/fan-engagement) and more detailed minutes and an action log are prepared and shared with FAB members after each meeting.

Agenda items from each of the four FAB meetings this season are shown in the table below.

August	November	February	May
<ul style="list-style-type: none"> • Minutes and actions from the last meeting • Control Room and Crisis Room visit • Safeguarding update • Review of key policies/documents • 2023/24 season priorities • Matchday operations, including the new ‘every seat counts’ policy 	<ul style="list-style-type: none"> • Minutes and actions from the last meeting • Season ticket strategy and financial landscape • Sign off for FAB Terms of Reference and Code of Conduct • Sustainability update • Matchday operations • Working groups updates 	<ul style="list-style-type: none"> • Minutes and actions from the last meeting • CEO update • Season ticket renewals process • Matchday operations • Working groups update • Sustainability update 	<ul style="list-style-type: none"> • Minutes and actions from the last meeting • Premier League Fan Engagement Standard update (including a FAB effectiveness discussion) • Priorities before next season • Matchday operations • Working groups update

Fans can contact the Fan Advisory Board by emailing either admin@BIAS.org.uk or admin@beesunited.org.uk or by contacting the club via email to supporterservices@brentfordfc.com and this will then be forwarded onto Fan Advisory Board members.

FAB Assessment

The club sought to assess the effectiveness of the Fan Advisory Board this season via both a quantitative and qualitative approach. A survey was shared with FAB members (which followed the approach being piloted by the Premier League this season). Results from this survey are shown on the next page. In addition, a review of the effectiveness of the FAB this season was also discussed as an agenda point at the FAB meeting held in May 2024 to ensure that all feedback points were noted.

FAB Assessment scores (out of 5)

Highest scores	
How appropriate is the balance of skills and relevant experience on the FAB?	4.8
Do the FAB Co-chairs support and promote a balanced contribution from FAB members?	4.8
How effectively has the FAB been integrated into the club's existing fan group environment?	4.8
To what extent do you believe the club has met its commitments outlined in its Fan Engagement Plan?	4.8
How would you rate the process for capturing actions and reporting back on progress on those actions?	4.7
Are FAB meetings conducted in a manner that encourages open and honest discussion?	4.7
Are high quality minutes or summaries of meetings prepared and circulated?	4.7
How appropriate is the size of the FAB?	4.7
To what extent does the club have the appropriate resource to deliver the requirements of the FES?	4.7
To what extent are sufficient tools and resources provided by the Premier League to support FABs?	4.7

Medium scores	
How appropriate is the level of independent objectivity on the FAB?	4.0
How appropriate is the balance of representation from recognised fan groups on the FAB?	4.0
How clear, concise and pertinent is the information received in advance of FAB meetings?	4.0
Are the discussions in FAB meetings at a strategic level?	4.0
To what extent do you feel that the FES has had a positive impact on the club's fan engagement work?	4.0
How effectively has the Premier League communicated the requirements of the FES?	4.0
To what extent are the club's fan engagement materials accessible to all fans?	4.0
How well has the FAB performed against its Terms of Reference?	4.2
How effective are the FAB at gathering and conveying the perspectives of the wider fanbase?	4.2
Does the club respond to requests from the FAB in a timely and effective manner?	4.2
How effective has the club been in communicating its fan engagement activities?	4.2

Lowest scores	
Is the work/successes of the FAB communicated to the fanbase effectively?	3.3
To what extent is the FAB's role and contribution known about by the wider fanbase?	3.4
How would you rate the process for confirming the agenda points for the FAB meetings?	3.6
How timely is the receipt of papers before meetings to allow due consideration?	3.7
How effectively does the FAB communicate with fan groups and the wider fanbase?	3.7
How appropriate is the balance of backgrounds, gender and race on the FAB?	3.8

Summary of FAB performance and priorities for next season

Overall, it was pleasing to see that there was general consensus that the Fan Advisory Board has proven to be a positive development, building on the club's existing good dialogue with its key fan groups. It was felt that Brentford may be in a unique position with having a fans' representative on the main Brentford Board of Directors, meaning that there is a well-established tradition of good dialogue between the club and the fan groups.

Discussions in the meetings were felt to be well managed and chaired and the club would like to express its appreciation of the time and dedication from FAB members and the valuable role they play in developing and implementing the club's strategic vision and in supporting the many working groups on more operational matters.

There is an understanding within the FAB that there will be times when a consensus on decisions or direction cannot be achieved but the discussions have been open, constructive and respectful. FAB members have appreciated the openness and transparency of discussions at the meetings but would like to target earlier sharing of final strategies and pricing of season tickets and match tickets.

The number of members on the FAB will continue to be reviewed for next season – there was a general consensus that having a smaller number of representatives worked well to establish the group but that other representatives may be required in the future (as allowed for in the FAB Terms of Reference) to ensure the full diversity of our fanbase is appropriately represented. These additional members may either join on a permanent basis or when particular topics on the agenda require different expertise or feedback from fans with relevant lived experiences.

FAB members welcomed the opportunity to attend meetings organised by the Premier League with representatives from other clubs, as a great way to share ideas and hear about best practices to help the club to continue to improve its fan engagement.

A further key area of focus for the 2024/25 season centres around communication; of the role of the FAB itself and of the work it undertakes and any successes delivered. The co-chairs of the FAB also agreed that a better process is needed to confirm the agenda points for FAB meetings earlier and the club in turn has acknowledged that improvements could be made to the quality and timeliness of information that is shared ahead of meetings, to allow for due consideration in advance.

“ ”

Brentford are **already very good at engaging fan groups**, so I think the Fan Engagement Standard has been about formalising that rather than a big step change.

Comment from a FAB member on the end-of-season FAB Assessment survey



How to contact the club

The club has a number of dedicated feedback mechanisms for supporters.

Dedicated email addresses for particular queries include:

- Tickets@brentfordfc.com for any issues relating to tickets
- Enquiries@brentfordfc.com for general information and queries and requests for matchday messages
- Shop@brentfordfc.com for any merchandise queries
- Supporterservices@brentfordfc.com for any requests for special assistance or support
- Accessibility@brentfordfc.com for any specific accessibility queries
- For any instances of unacceptable behaviour, fans have a number of options to report this to the club: via a steward on matchdays; reporting via the Brentford app, by texting 'BFC' followed by a message to 62277; by scanning the QR codes around the stadium or in the matchday programme; or by emailing the club at report@brentfordfc.com
- Direct dial numbers to all key teams across the business are also provided on the club's website
- The club's official social media platforms:

 Brentfordfootballclub1889  BrentfordFC  BrentfordFC



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