



## FAN ADVISORY BOARD

19 April 2023 6.30-8.45pm

### Meeting Summary

#### Attendees

**Fan Advisory Board:** Stuart Hatcher (co-Chair from Bees United); Adam Hobbs (co-Chair from BIAS); Angelo Basu (BIAS); Taylor Dawson (BIAS); Ronald Mansveld (BIAS); Don Tanswell (Bees United); Chris Tate (Bees United); Sharon Wright (Bees United).

**Brentford Football Club:** Jon Varney (Chief Executive), Nity Raj (General Counsel); Greig Mailer (Corporate Affairs Director); David Joyes (Finance Director); Sally Stephens (Fan & Community Relations Director); Sophie McGill (Supporter Liaison Officer).

#### Welcome and introductions

Jon Varney welcomed everyone to the first Fan Advisory Board (FAB) meeting and reiterated the commitment of the club to continuing open and meaningful consultation with the group. He stressed the value of this group in discussing strategic issues and opportunities facing the club, with some matters necessarily requiring confidentiality when commercially sensitive.

Both BIAS and Bees United agreed on the purpose of the FAB and said they valued the chance to work closely with the club to ensure that we provide the best experience possible for all supporters and support the success of the club as a whole.

#### FAB membership and operation

The group discussed whether additional members were required in order for the group to fully represent the diversity of our fanbase and whether any additional members should be permanent or invited to key meetings, dependent on the agenda items being discussed.

It was agreed that we will wait until the FAB is more established before inviting additional members but that representatives from key working groups or specialists in particular areas could be invited to attend future meetings in the meantime where it would be beneficial.

The group agreed that BIAS and Bees United will review the current draft of the Terms of Reference for the FAB and provide Nity Raj with a draft agreed by both BIAS and Bees United for his review. BIAS and Bees United are also invited to draft a code of conduct and a meeting will then be convened so that Nity, BIAS and Bees United can agree and sign off both documents within the next couple of weeks.

A public record of FAB meetings will be agreed between the club and the FAB and shared as soon as possible after any meeting. Details about the FAB will be added to the club's website, including contact details for fans to use to raise issues or concerns and a schedule of meetings (once agreed with the FAB).



## **Review of financial results**

David Joyes presented the club's financial results for the 2021/22 season, together with an outlook for the future. He also provided an overview of some of the inflationary pressures being faced by the club and the potential implications from the UEFA Club Licensing and Financial Sustainability Regulations, in particular the "squad cost ratio" which is being phased in and will ultimately be required to be no more than 70 per cent per season by the 2025/26 season. This rule means that clubs will have to limit spending on wages, transfers and agents' fees to 70 per cent of their revenue – putting further pressure on the club to increase revenue wherever possible in order to allow the club to remain competitive on the pitch.

The FAB thanked the club for freezing season ticket prices this season. The club confirmed that affordability will continue to be a priority, together with a reasonable approach being taken on pricing decisions, within the overall context and financial challenges outlined.

Jon Varney also stressed the importance of thinking globally when we consider the fanbase and how we can grow the club in all aspects both overseas and in the UK.

## **Sustainability**

Greig Mailer provided an update on some of the club's recent work on sustainability, in particular the development of a Sustainability Strategy, work to measure current baselines and the recruitment underway for a Sustainability Manager.

The group agreed the importance of maintaining focus on its sustainability work and that this should become a standing item on the FAB agenda.

## **Stewarding**

There was a general discussion about the way games are stewarded on matchdays, including the differences between club and agency staff and the relevance of different jackets worn and experience levels of stewarding.

There was also some discussion about the policing and stewarding of games at the end of the season, particularly if our last game has a bearing on the Premier League title. Planning is already underway for this match.

It was agreed that high-level matchday operational issues should be reviewed at every FAB meeting.

## **Red and white centenary**

The group discussed the importance of the upcoming centenary of wearing red and white stripes (at the conclusion of the 2024/25 season). Jon Varney explained that there are already a number of discussions ongoing with commercial partners on this. The FAB stressed the benefits of supporter consultation in this area to ensure the success and support their efforts to interest more fans in the heritage of the club.



## Working groups overview

Greig Mailer provided a brief overview of some of the key working groups underway currently involving fans including:

- Ticketing – testing
- Ticketing – pricing/memberships
- FAB Terms of Reference
- Fan behaviour - review of policies and process
- Food and drink
- Disabled Supporters Association
- Hall of Fame Panel
- Women and girls fans forum
- Sustainability

Nity Raj added that there are a number of social causes that the club is working on, including our Heart of West London campaign.

It was agreed that a written update on the status of each of the working groups and social causes should be provided in advance of each FAB, with more detailed presentations or updates at meetings where beneficial.