



Fan Advisory Board (FAB) meeting

Thursday 12 June 2025 6.30-8.30pm

Meeting summary

Attendees:

FAB Members: Angelo Basu, Stuart Hatcher, Dave Minckley, Don Tanswell, Matthew White, Allyson Woyak, Sharon Wright

Brentford FC: Hayley Carson, Fran Jones, Richard Kelleway, Mike Morris, Sally Stephens, Jon Varney

Actions from the last meeting

The group reviewed the outstanding actions from the previous meeting, including whether additional representatives will be invited to join the FAB during the 2025/26 season.

Digital ticketing testing and implementation plans

Club staff provided an overview of the rationale for moving to digital ticketing as well as the implementation plan, including the technical testing processes and the overall communication plan for fans. The club is confident in the scenario testing that has been completed to date of Ticketmaster's SafeTix option for managing digital ticketing and is therefore suggesting that we move forward with this approach. The FAB raised questions regarding the completeness of system and volume testing and the robustness of the club's communication and contingency plans and were assured that the club are operationally ready with comprehensive plans in place to communicate and assist supporters through this change. The importance of encouraging fans to arrive early to games at the start of the season was discussed and agreed.

Full communication materials including video 'how to' guides, and FAQs will also be provided in advance of launch so that the working group and FAB has time to review these and provide feedback. Subject to all of this, the FAB confirmed the benefits of moving to digital ticketing and that they are happy to support the club in this implementation based on the assurances provided by the club.

Asociación Deportiva Mérida

A recap on the acquisition of Spanish club Asociación Deportiva Mérida was provided, including the relationship to the holding company for Matthew Benham's football investments, Best Intentions Analytics and the overall 'topco' holding company, Me and Olja Limited. Confirmation was provided that the primary focus for this investment is player development and that there won't be a significant requirements for the club to provide resources and personnel to support Mérida.

Outline plan for next season

The group discussed the plans for fan consultation and involvement for next season, including both the suggested outline plan for the FAB meetings and the ongoing working group meetings. Ahead of the meeting, an overview of the working group meetings was shared which totalled 60



meetings over the last season. The group acknowledged the commitment from both club and fan representatives to support these meetings and agreed that this would be a good time to review the purpose and operation of these meetings to distinguish between true ongoing working groups and 'task and finish' groups. An additional group will be required to review premium seating during the 2025/26 season as a number of licences are due to expire and the club is also keen to undertake a review of the lounges and matchday experience.

It was felt that more detail should be added to the outline plan for the FAB meetings ahead of the next meeting, with the potential for a more detailed strategy session before the planned FAB meeting in November ahead of the season/match ticket pricing consultations.

Fan atmosphere

The club confirmed that improving the atmosphere and experience at the Gtech is a strategic objective for the coming season. The group discussed how fans and fan groups could assist with making improvements to the atmosphere during home games at the Gtech. It was generally agreed that the atmosphere before and after games is good, but fans could assist the incoming head coach and players during matches by continuing to boost the atmosphere during games. The FAB agreed that the fan atmosphere working group should meet ahead of the new season to agree how best this can be achieved. The club made it clear that they would welcome proposals from fan groups on fan atmosphere and would be keen support where possible, assuming any proposals were not contrary to any stadium regulations or health and safety requirements.

Commercial update

Fran Jones provided a confidential update on the club's work to secure a front of shirt sponsor and new kit supplier, Joma. Joma came out top of 16 brands in total who engaged in the kit supplier process. The club's priorities included a commitment to supporting the club overall, including the women's teams and Brentford FC Community Sports Trust, as well as a commitment to affordable pricing, sustainability, bespoke kits and priority support and service.

Some concerns were raised about the uncertainty around sizing guides for the new shirts which the club will look to provide for fans.

European football plans

The club provided reassurance that work has been underway for some time to ensure that the necessary steps are taken to be 'Europe ready', including UEFA inspections of the stadium to meet the necessary requirements to host European fixtures.

Premier League Fan Engagement Standard update

The club provided an overview of the evidence that needs to be submitted to show that the club has met the requirements set out in the Premier League's Fan Engagement Standard. The first deadline for evidence relating to the 2024/25 season is 27 June, with a second deadline on 18 July to submit a FAB Assessment outlining how effective the club's FAB has been during the season. The club is then required to publish a Fan Engagement Plan and other key documents such as the Supporter Charter ahead of the start of the upcoming season.