



# Fan Advisory Board Assessment

To assess the effectiveness of the Fan Advisory Board (FAB) over the 2024/25 season, the club conducted a survey of both FAB members and club staff who regularly attend meetings. The survey invited respondents to rate **35 different measures on a five-point scale** and also included open-ended questions for additional comments on key areas.

## FAB Assessment survey results

Overall, the survey results were encouraging, showing a clear consensus that the Fan Advisory Board is an effective forum, with an average score of **4.0 out of 5.0** across all effectiveness measures.

Club staff ratings were slightly higher than those of FAB members—**4.33 compared to 3.80**—though both groups highlighted broadly similar strengths and areas for improvement.

**4.0**  
out of 5.0

*Average score across all effectiveness measures*

### Top scores on the survey

How would you rate the involvement of the CEO and other club staff in the operation of the FAB?	4.80
Are FAB meetings conducted in a manner that encourages open and honest discussion?	4.80
How suitable is the balance of skills, experience and seniority among club representatives on the FAB?	4.70
Do the FAB co-chairs support and promote a balanced contribution from FAB members?	4.50
Are high quality minutes or summaries of meetings prepared and circulated?	4.50

### Lowest scores on the survey

To what extent do you believe the establishment of a FAB has had a positive impact with the fanbase?	3.56
Is the work/successes of the FAB communicated to the fanbase effectively?	3.50
How familiar are FAB members with the club's processes and timelines for delivering strategic pieces of work or changes to policy?	3.50
How suitable is the balance of backgrounds, gender and race among fan representatives on the FAB?	3.20
To what extent does the FAB have a positive profile with the wider fanbase?	3.13



## Summary of FAB performance and priorities for next season

The commitment of the chief executive, Jon Varney, and club staff was praised, as was the role played by the co-chairs from Brentford Football Community Society Limited (the club's supporters' trust) and Brentford Independent Association of Supporters (BIAS), with particular emphasis on the way they encouraged balanced input from FAB members and helped to facilitate open and honest discussions. The club would also like to express its sincere thanks to every FAB member for their dedication—both in making the Board a positive, successful forum and through their additional contributions to the club's working groups.

The group agreed that meeting minutes were of good quality and effectively captured the discussions held. They also noted an improvement this season in the provision of papers ahead of meetings. To build on this progress, agreeing agendas earlier will be a key focus for next season, enabling the timely preparation and distribution of relevant pre-reading materials. The lowest scores in the FAB assessment survey related to the group's perceived impact and how effectively this has been communicated to the wider fanbase. One participant summed it up by saying:

***"The FAB is a positive thing for fans—even if they don't realise it or know enough about it!"***

This season, the club made efforts to raise awareness by sharing FAB member profiles as part of a broader communications plan. While this initiative was welcomed by FAB members, it was acknowledged that a sustained and visible approach is needed to ensure the group's role and influence are better understood across the supporter base.

FAB members generally felt that the group should maintain a clear strategic focus, avoiding distractions from day-to-day operational matters. Its primary value lies in acting as a sounding board for the club, rather than serving as a decision-making body. To reinforce this role, a review of the terms of reference and code of conduct will be carried out ahead of the new season—and again when any new members join—to ensure this focus is clearly understood and consistently upheld.

One ongoing area for improvement is the representativeness of FAB members in reflecting the diversity of the wider fanbase. Several members have suggested that now is an ideal time to invite additional representatives from other supporter groups to broaden perspectives and strengthen the group's reach. A review of membership is currently underway ahead of the next FAB meeting.

FAB members valued the openness and transparency of discussions during meetings. However, there is a strong desire to devote more time to longer-term, strategic issues—particularly around areas such as season ticket and match ticket pricing, and initiatives where fan groups can make a significant impact, such as enhancing the matchday atmosphere. To support this, the group has agreed to develop a more detailed forward plan for the FAB ahead of the new season. This will be aligned with the club's key strategic milestones, ensuring each quarterly meeting is focused, purposeful, and adds maximum value.

In summary, overall sentiment around the FAB remains positive, and meeting management continues to improve. Next season's success will hinge on keeping discussions strategic, making the board more representative, and—crucially—demonstrating tangible wins to the wider fanbase.



***"I'm positive about the impact the FAB can have if we get it right. I think it's the right time to have an open and honest conversation about what could be better around how we can be more strategic, who we need to involve and how we can all support the communication of our work."***

FAB Board member