



Fan Advisory Board (FAB) Meeting
Thursday 28 August 2025 6.30-8.30pm
Meeting summary

Attendees:

FAB Members: Angelo Basu (AB), Stuart Hatcher (SH), Dave Minckley (DM), Don Tanswell (DT), Chris Tate (CT), Matthew White (MW), Allyson Woyak (AW), Sharon Wright (SWr)

Brentford FC: Hayley Carson (HC), Jamal Graham (JG), Dave Gregg (DG), David Joyes (DJ), Ameesh Manek (AM), Mike Morris (MM), Richard Morris (RM), Sally Stephens (SS)

Actions from the last meeting

The group reviewed the outstanding action of whether additional representatives would be invited into the FAB and the process for future nominations.

Review of digital ticketing

The club provided a detailed overview of the performance of digital ticketing for the Borussia Mönchengladbach and Aston Villa fixtures. The club recorded around 15,000 home attendees for the Aston Villa fixture, with an occupancy rate of 88.3 per cent, with a sizeable number of tickets listed and sold on the ticket exchange and forwarded to other supporters. Initiatives including early arrival incentives and enhanced food and beverage offerings showed a positive impact on easing the flow into the stadium. However, around 30 per cent of season ticket holders have yet to attend a game this season, prompting plans for targeted marketing to those supporters ahead of the next home game to ensure they are familiar with the new digital ticketing processes.

The club delivered an extensive communications strategy ahead of the Aston Villa game, ranging from app push notifications, emails and matchday support. Over 80 per cent of fans downloaded their tickets ahead of the matchday which was seen as a success. Club staff outlined the main challenges faced during the switch to digital tickets, including some issues with ticketing forwarding, matchday reprints, the lack of capability of older phones and the increased demand on the club's box office. Some fans also needed to make changes to link up their accounts correctly which needed support from the box office team. Call volumes were up by 70 per cent compared to the same month the previous year with some calls taking up to 45 minutes. The vast majority of fans were able to download their ticket and enter the stadium without any issues, but the club acknowledged that the box office team didn't have sufficient personnel to deal with the volume of calls received in acceptable timeframes. The group discussed whether more could be done to enhance messaging and confidence around the call-back facility so that supporters don't feel the need to wait on the phone for extended periods.

The club confirmed their commitment to supporting fans with digital ticketing at upcoming fixtures, with additional staff in place and continuing the 50 per cent off food and drink offer for the first hour of stadium opening for the Chelsea and Aston Villa games to encourage early arrival.

Further data related to digital ticketing will be shared at the November FAB meeting.

Security and fan behaviour update

Head of operations and facilities, Dave Gregg, reported back on an incident at the pre-season friendly involving criminal damage by some away supporters, which escalated to police involvement and resulted in eight arrests for offences including assault, racial abuse, and criminal damage.

In contrast, the Aston Villa fixture was relatively incident-free.



Financial landscape

The club's finance director, David Joyes, provided a confidential financial update for the 2024/25 season.

End-of-season survey results

Fan and community relations director, Sally Stephens, reported that the club achieved its highest-ever fan index score of 8.7 last season, with the majority of fans feeling valued, believing that the club is well run, that they are at the heart of decision-making and that the Gtech matchday experience remains overwhelmingly positive. Ticketing satisfaction continues to rise following the move to Ticketmaster, and matchday food and beverage scores have all continued to improve, aided by ongoing consultation with our catering partner Levy.

With Wi-Fi being the top fan request, SS noted that the club's recent significant investment in Wi-Fi throughout the stadium should help to improve matchday experience further. Atmosphere during the game has been identified as an area for improvement, prompting further work in this area, including an atmosphere working group. SS highlighted that 72 per cent of the survey respondents have supported the club for over 10 years, with nearly half aged 55+, raising some concerns about whether the views from newer (1–3 year) fans are being adequately captured. The club aims to improve engagement with these groups, including members and younger fans, and is considering shorter surveys and in-stadium pulse surveys via the new Wi-Fi system to gather feedback more widely.

Season priorities

Chief operating officer, Ameesh Manek, provided an overview of the club's off-field strategy for the 2025/26 season, together with a review of how this has evolved over the past few seasons. AM stressed the importance of the positive financial contribution from the off-field business to help secure continued on-field success, with club partnerships and matchday revenue highlighted as key drivers.