



## BRENTFORD FC ATMOSPHERE AND LOCATIONS FOCUS GROUP

27/02/2019 – The Hive Griffin Park 6-8pm

### REPRESENTING BRENTFORD FC:

Nity Raj, Director, Ryan Murrant, Fan Engagement, Kurt Pittman, Director of Marketing, Alan Walsh Director of Operations joined the meeting.

10 supporters plus members of BIAS attended.

### MEETING NOTES

- Atmosphere is important, we need to keep tourists coming but looking after the current fans. What do we do with flags and banners etc that are here, how do we get them across to the new ground?
- Is there a defined mapping of where people should go? Do we need to communicate where people need to go? How can we scale given that the stands at the new stadium are bigger than Griffin Park without losing anything?
- Ratchet up the atmosphere as the team always talk about how that helps? How do we polish what we've got? What did other clubs do? Start looking at what other clubs have done when they moved – West Ham's old ground was epic but the new one doesn't have the same atmosphere.
- Seats in the new stadium mapping over – encouraging groups of people who sit together today and map them over.
- The west stand will be sitting or can it be standing with a rail? Can the seating be unreserved in certain areas?
- With the family area, how can there be a journey from the family end to another area?
- Can we have unreserved seating so if I am bringing people we can be together? Reading and Millwall and Doncaster do similar things.
- Everyone, including the owner, wants to see a full ground, wants noise. We don't want a "sanitised" environment. This works its way into lots of aspects of the stadium – for instance - the design is meant to maximise the reverberation of sound off the roof within the stadium.
- Discussion around the areas at the new ground in comparison to the new stadium.
- We are working around allocating on priority and loyalty. Prices will be released in May with FAQ's the next stage is to release "view from seats", you can see the stadium inside currently on the new stadium website. This will then be overlaid with the new seating plan in the coming months. Priority window when can season ticket holders can buy. All will go on sale in September, we will also encourage people to interact so people will buy together.
- What do the club want with unreserved seating? How did this work at Doncaster?
- It was something that worked well at Doncaster. We had to work closely with the Operations team, the SAG and the supporters to ensure it worked. The atmosphere was better as a result; however it took time and a lot of meetings. It's something which is very individual to each club, though.
- That's something we'll have to work with the Operations team on to understand if we can make it work for us. We sometimes must sell certain tickets based on allocated seats. We haven't had those conversations yet but they will happen. We want people to be able to sit together, we will investigate that.



- Cardiff say you definitely can't stand up here - that's a way you can say you may be able to stand up elsewhere.
- We definitely can look at that if we aren't sold out, it just means we can't sell to the maximum capacity – instead to 90%. There are lots of issues with it too, we need to be realistic but if people are in seats and won't move you can then it becomes a response issue. Stewards can only do so much. We would need to look at operational costs, stewarding etc to do with crowd flow.
- We want to maximise the ground so the atmosphere is the best it can be. We are still looking to have rail/safe standing. Self-policing is hard as it's hard to know when an area is full etc, who communicates that? Brighton tell people where to go, go to the back if you want to stand up etc. I am very happy to look at this and validate how we manage it. We are speaking to other clubs to see how they do things. The seats we are putting in are the same as Tottenham's which are future-proofed for changes in the law if applicable.
- We haven't looked at fixing points for flags yet but within the frame of the West stand is the most likely position.
- Will commercial spaces not allow flags?
- We have LEDs and advertising spaces but it will be possible to have flags. They may need to be moved for rugby matches however we will create a system to get them up and down so this works. We will also have big screens and repeater screens.
- There are lots of opportunities in the new ground to use the screens for fan content.
- How many Away fans can come? Are we covered for a repeat of the Barnet scenario?
- We sell out the Away area here most weeks. In the new stadium we can give approx 2,600 to Away fans and then look at it on a game by game basis.
- What are the colours of the seats and why?
- The seats are predominantly red but there will also be some white, yellow and green seats. We took advice including what looks best for broadcasters. Seat fading is also less of an issue with mixed colours.
- Will that help us be on TV more?
- Will there be anything for London Irish to make it feel like their home? On a matchday for London Irish, we would use lights and screens to change the branding to something more compatible with London Irish.
- At the Heritage meeting we discussed that this is very much about having a stadium which has a Brentford personality. The stadium is tight, so space is limited for physical stuff but we can do a lot digitally.
- Can we have nods to the old ground?
- Will you sell the stands to commercial partners?
- There isn't any plan to name the stands commercially, but we are hoping to secure a naming rights sponsor for the stadium. There will be some references to the history of the Club.