



BRETFORD FC FAMILY AREA FOCUS GROUP

13/3/2019 – The Hive Griffin Park 6-8pm

REPRESENTNG BRETFORD FC:

Jon Varney, CEO, Lisa Skelhorn, Club Secretary, Ryan Murrant, Fan Engagement Manager.

7 supporters plus members of BIAS attended.

MEETING NOTES

- The size of the new “family area” at LR and comparisons to GP were discussed together with the support and make-up of the overall family audience in GP.
- The area will be enclosed as we need to create matchday rituals in a safe and warm environment.
- What would attract fans here? Would adults want a beer? Would that affect you coming? Should it be a dry area?
- Can we create a unique area, make it work and then other Clubs may copy?
- With parking and travel challenges could we encourage fans to cycle and to park inside the stadium?
- Can we have family mini buses to games?
- Can we have toilets for families, and baby changing? What are the age limits of the stadium for families?
- What merchandise can we buy in that area? Will we have pop up shops for pocket money items and more?
- How do we become relevant to all ages not just the youngest fans? Teenagers too.
- What content can we serve on the TVs in the family area specifically?
- Can we get coaches and players, ladies team involved before, during and after the game?
- How will our catering evolve?
- Can the Brentford FC Community Sport Trust facility be used for exclusive family events on matchdays?
- How will families leave the stadium if it is busy, what can they do after the game?
- Ticketing issues and options were discussed.
- Talk around décor in the concourse and what is inside activity wise.
- How do we attract new fans from schools and clubs?
- Do we change the name of the area from “family” to widen the appeal for older children and younger fans attending together?