

BRENTFORD FC
TICKETING FAN FOCUS GROUP
Meeting Notes - Thursday 10TH December 2019
18.00 to 20.30



REPRESENTING BRENTFORD FC:

Cliff Crown, Chairman and acting CEO, Kurt Pittman, Director of Marketing, Lucy Spaans, Ticketing Assistant Manager, Nity Raj, Director, Ryan Murrant, Fan Engagement

PARTICIPATING FANS:

Representatives from BIAS and other fans not representing any particular group – 8 fans in total.

MEETING NOTES

Kurt was asked various questions about when information will be available as this information is key to be able to make informed choices about tickets – and especially the location of where fans might wish to purchase. Gave a brief summary of discussion topics from the broader focus group discussions (relevant to ticketing) for those that hadn't attended those meetings:

- A seat map / 3D view of General Admission seats
- The order in which seats will be released to fans and what criteria will be used for priority
- A map of the stadium seating showing where the away fans will be, and how that area can expand
- How different areas of the stadium will feel ... later this was expanded on - what would be really helpful is for the club to work together with fans to come up with descriptive information about specific areas that will help people characterise those areas to help them decide. E.g. Where is the family end located? If I stand on Ealing Road, where will I prefer to be / What is the “singing” area will standing be tolerated? Where might I get wet if rain is heavy and coming down sideways, versus no risk of rain? Some fans may like to be closer to the away end as they enjoy that atmosphere. The club and fans should give some thought to what groups exist today, so a fan could map themselves to an area. This strategy worked well at Brighton and we can do our own version.
- The club needs to be aware of its demographic and that a significant number of fans are not online. Is it possible to provide written stadium updates e.g. displays at Griffin Park, leaflets on turnstiles periodically. BIAS and other fan groups can help get to the people who need info who may find it more difficult to access information digitally.
- Could there be some games where a season ticket holder has “aces to play” whereby they would have the right to invite friends with a discounted ticket.
- Innovative ticket options ... e.g. a 3 year or 5 year season ticket? Even a cross generation ticket?
- Is ticketing in house? [Answer – we have in house staff managing a system provided by an external Software As A Service provider]

Fans should be part of end user testing – is it possible to have a test area of the system where fans could “be” a season ticket holder or member and go through a fan journey without having to use the live system? [Yes!]

Can this group look at comms in advance to help test? [Yes! We did that with the broader focus groups in planning for the mid-season move, we intend to so again with this group]

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A key way we will reassure many fans is by getting them to talk to each other – perhaps someone they have sat or stood next to for years but don't know their surname or email. The more people talk about options, the more people can move “together” and we can preserve atmosphere and calm those members who are worried about allocation priority, but will be able to use the priority people around them will have for additional seats nearby.

- Suggestion for a campaign to get people to share membership numbers and surname to facilitate the above

How will seating for test games work? Will you sit in your seat?

Will it be possible to change seats if, having purchased, a fan finds a particular area doesn't suit?
[Yes, if we have space]