



Fans forum – Women and girls

Minutes

9 August 2022 – 6.30 - 8pm

Agenda

1. Review of UEFA Women's Euros
2. Actions/updates since the last meeting
3. Brentford FC trust work with women and girls
4. HerGameToo strategy update
5. Priorities for the 2022/23 season

1. Review of UEFA Women's Euros

Annika Weldon shared her experience of working at the UEFA Women's Euros at the Gtech Community Stadium where she worked along UEFA managing the media representatives covering the UEFA Women's EUROs.

Q: Would Brentford be prepared to host another Euro game?

- A lot of work went in to delivering Euros matchdays and we received some great feedback as a Club regarding how well things were managed at Brentford. We also learnt a lot about how to set the stadium up for games like these and would love now to host future games such as England under-21 games or England Lionesses games.
- We are proud to be one of the few Clubs in the country who took the opportunity of hosting UEFA Women's EUROs games.
- One attraction of our stadium is that our pitch meet UEFA's size requirements unlike some of other London clubs.

Q: Did Brentford make any money from hosting the Women's Euros?

- Brentford FC did make some money which covered the costs of hosting the matches including all the work involved to take down our own signage and flags to meet UEFA's requirements.
- The average attendance at the Gtech Community Stadium was 15,094

Q: Could Brentford post some of the success stories on the website relating to the Women's Euros?

- Agreed this would be a lovely piece if possible to highlight the work that went in to delivering the Women's Euros at the Gtech Community Stadium.

2. Actions/updates since the last meeting

- Introduction of Family Friendly seating at away matches to make away matches more comfortable and safe for all
 - Great feedback from the BFC stewards being present at Leicester.
 - Family Friendly seating is accompanied by a letter with the tickets that requests fans are sat down who choose those seats.
 - Brentford FC to ensure that stewards who are attending away games are aware of the new rules and ask them to step in to enforce those rules
- Discriminatory language
 - New reporting posters will be used throughout the stadium to remind people of how to report acts of discrimination in the stadium.
- Lack of access to tickets
 - The Club focuses on pre-season and Carabao Cup matches to give new fans the opportunity to attend matches at the Gtech.
 - Q: why were ticket prices increased for Juniors before it had been changed to remain at the prices for the 2021/22 season? A: Brentford FC accept their decision to raise junior ticket prices wasn't in line with its goal to encourage more families to attend which is why this decision was reversed.
- Challenges with the website
 - A new front end is being introduced during the season with better information about on-sale dates and times.
 - Q: can the 'Fans' section contain more information on matchday guides, Supporter Charter? A: This has been included on the new website.
- Actions of stewards dealing with discriminatory behaviour
 - Our Safety Officer has debriefed stewards and we are looking at new training.
 - Q: are there different levels of stewarding? A: Yes, there are but we are looking at what training our stewards should have.
 - Q: do we encourage more female stewards? A: Yes, we do. We have around 17 out of 48 female Club stewards and we encourage the agencies we work with on matchdays to provide as many female stewards as possible. The current split is between 25-33% female but we'd like to increase this further.
- Using women and girls more to speak about football
 - The Club is looking to have regular female representation on the Pre-match Pint and other Club media. Amber Lloyd was involved recently on Pre-match Pint and we will continue to look at other opportunities.
 - The group would like to see more women on matchdays similarly to Griffin Park especially the Women's Team. *(Note post meeting: representatives from the Women's Team were on hand to meet young supporters in the Family End for the Manchester United game).*

- Review of end of season survey results
 - Generally, responses from women were more positive than from male respondents. The Club will continue to work through the priority areas for improvement.

3. Brentford FC Community Sports Trust work with women and girls

- Charlotte is the Assistant Manager from the Women's Team and a coach for the Trust
 - The Trust's women and girls' development centre has been running since January 2022
 - The centre operates out of three locations – Gunnersbury, Uxbridge, and Hampton
 - The Trust has launched a female recreation session at Gunnersbury which is open to all and runs on a Wednesday. The aims for the session are keep fit, have fun, and socialise
 - Wildcats' sessions (for 5-11 year olds) have been running for a while, and there are also new Squads sessions (for 11-15 year olds).
 - The Trust has been confirmed as an Emerging Talent Centre which will provide a pathway for young girls to feed into Brentford FC's Women's teams
 - Goals for this season:
 - In 2021/22 there were 800 participants – the aim this season is for 1,000
- Women's Teams
 - Record attendance of over 1,000 for the International Women's Day fixture last season at Bedfont
 - The Club has confirmed greater support this season for the women's teams including increased funding and facilities e.g. use of the gym at the Training Centre
 - We are planning to have a Women's match at the Gtech Community Stadium during the 2022/23 season
 - Regular support from Brentford FC Board Members

4. HerGameToo strategy update

Ali Mullaley talked through the HerGameToo Strategy which included their objectives;

- Turning the campaign into a reality
- Being a voice for the fans
- Champion the game for women
- Developing HerGameToo

5. Priorities for the 2022/23 season

- More information about BFC women's fixtures on the website
 - Brentford FC to recruit an additional staff member to support the communication about the women's teams.
 - Arrange a women's fixture take place at the Gtech Community Stadium.