

# BIAS

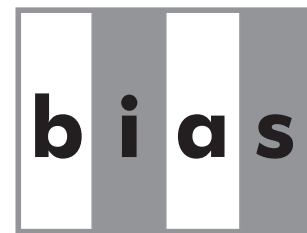
## the independent voice of Brentford supporters

BIAS has already been able to positively influence the future of Brentford FC in a number of ways:

- Organised **No To Woking Campaign** in 2001. Successfully petitioned the Football League to reject Ron Noades' proposals and scuppered his plans to move Brentford FC away from the heart of its community.
- In 2001 formed **Bees United**, The Brentford Supporters' Trust, which now has four of its nominees sitting on the Club's Board; Bees United has, to date, invested more than £400,000 into Brentford FC.
- The **ABeeC Campaign** was our political bandwagon promoting Brentford FC. at the Local Elections in May 2002, as a vital local resource and emphasising the Club's need for a new community stadium. The campaign created political history with the election of the first local councillor who campaigned solely on the basis of a Football Club's future.
- **BIAS Stadium Action Group** played an instrumental part in the conditions attached to the outline planning consent granted by Hounslow Borough Council. In particular we urged the Council to include conditions that the development of Griffin Park should be linked to the Club having to acquire an alternative stadium site in the area.

This is just a taster of some of our campaigns. Much of our work goes on behind the scenes, liaising with officials at the Football Club, the Football League, other clubs, and supporters' organisations, ensuring that Brentford supporters are properly, and effectively, represented at all levels.

**Our strength is through our membership. If you would like to help the work of BIAS, membership is just £1 per month.** Membership forms can be obtained from our web site, from the Secretary (address on the inside of this leaflet) or Committee members who can always be found at the Griffin Public House on match days.



# BIAS

## UPDATE

9 April 2005

### WHAT IS BIAS?

BIAS exists as an objective and independent 'voice' of Brentford supporters.

BIAS was formed in order to protect the future of our Club and to register our disapproval when we see it mismanaged.

BIAS remains totally independent from the Club, Bees United and other fans organisations.

More information regarding BIAS can be found on our web site [www.bias.org.uk](http://www.bias.org.uk).

## THE SOUTHAMPTON TICKET FIASCO

BIAS shared the concern of many fans over the club's handling of ticket sales for the FA cup fifth round match at Southampton, and its response to this fiasco. BIAS conducted an enquiry into these events, including a review of actions and statements made by Brentford FC, Southampton FC,

Hampshire Police and the Football Association. Our enquiry concluded that the club made a number of serious misjudgements with regard to the demand for tickets, and the arrangements for their sale. Of equal concern we identified serious inaccuracies in much of the club's communications regarding this affair.

The report we produced was sent to the club on 24th February 2005 and can be found on the BIAS website [www.bias.org.uk](http://www.bias.org.uk)

### **In the report we made seven recommendations:**

- The Club's customer charter should be reviewed at the end of this season in conjunction with fans groups such as BIAS and Bees United. Until this time, a ticket sales policy should be adhered to that allows special priority to season ticket holders, Lifeline members, Bees United members and Club members, as well as those fans in possession of a ticket stub from a particular game, where appropriate. This system should be adopted at all games where there is any possibility of high demand.
- A full investigation should be conducted into both the mistakes made by the club in terms of the arrangements for ticket sales and those factually incorrect statements issued by the club concerning these events.
- The Club should clarify the discrepancies between its statements and the statements from Southampton FC, the FA and Hampshire Police, and should issue a public apology to both the bodies concerned and to supporters with regard to those cases where the fans were misled.
- If the inaccuracy of those statements made to the fans can be confirmed as deliberate or negligent, the club should conduct disciplinary action against those responsible, including the dismissal of said individuals if appropriate.
- Clear procedures should be established in order to prevent this situation reoccurring. These should be developed in association

with the supporters' organisations and should include a clear policy of open and transparent communications with the fans.

- A clear and transparent management structure with clear points of responsibility should be established and communicated to supporters.
- All actions in response to the above events and recommendations should be made public and communicated to supporters' groups through the official club website.

As a result of an internal enquiry, the Club has taken some steps towards acting upon these recommendations. However, we believe that some of these issues, particularly surrounding the statements made by the Club, have not yet been dealt with satisfactorily.

BIAS has arranged a meeting with Brentford Chairman, Eddie Rogers, so that we can put some of these concerns to him directly.

We are also keen to get your views on the Southampton ticket fiasco, the Club's response – so far – and to find out what you think our next steps should be.

So please let us know what you think. You can get in touch with BIAS via email [info@bias.org.uk](mailto:info@bias.org.uk) or by writing to:

**BIAS Secretary  
29 Layton Road  
Brentford  
Middlesex  
TW8 0QJ**

**STOP PRESS • STOP PRESS • STOP PRESS • STOP PRESS • STOP PRESS**

Saturday 9 April

**Following our meeting with Brentford Chairman Eddie Rogers on Wednesday night (6 April), BIAS can give an update on the Southampton debacle. Taking the recommendations from our report:**

1. Mr Rogers reiterated that, while a sensible decision-making process was used with regard to the ticket allocation and ticketing procedures, the wrong decisions were made. The Charter will be revised at the end of this season and BIAS has been invited to make recommendations for changes as soon as possible.
2. Mr Rogers provided BIAS with details of the two investigations of the events surrounding the Southampton ticketing. The first of these discussions with staff regarding the ticketing arrangements. Following our report, Mr Rogers then carried out a second investigation regarding the statements that were made concerning these events. A confidential report has been presented to the Club Board, including the recommendation for the appointment of a CEO.
3. Mr Rogers gave us a detailed description of the process by which inaccurate statements came to be issued by the club prior to their meeting at Southampton FC on February 17th. This issue has been settled informally with Southampton FC. Mr Rogers feels that public apologies to the parties concerned would serve little purpose at this late date.
4. Mr Rogers explained that these statements were made in good faith, based on information that was believed to be correct at the time. However BIAS remain deeply concerned by an earlier statement attributed to him. He has advised us that this statement is the subject of an ongoing review, and that BIAS can expect a report on this matter once this is completed.
5. That being the case we impressed upon Mr Rogers the grave importance of accurate and efficient communication with supporters. He was prepared to concede that the club's record in this area needs to be improved, and that any business restructuring should address this skill shortage.
6. We also stressed the importance of a reformed management structure at BFC, with clear reporting structures, and identifiable points of responsibility. Mr Rogers assured us that he was resolutely committed to pushing such reforms through. The process of selecting a CEO is continuing and he anticipates being able to make an appointment before the end of the season. BIAS will be arranging an early meeting with the new CEO in order to address any outstanding issues.

**WE WANT YOUR VIEWS!**

How do you feel about the events surrounding the Southampton FA Cup game, and the club's response to them? Please contact BIAS by e-mail – [info@bias.org.uk](mailto:info@bias.org.uk), put your thoughts down on the back of this flyer and return it to a committee member or to the BIAS Secretary at 29 Layton Rd, Brentford, TW8 0QJ, or just speak to a BIAS committee member.

**STOP PRESS • STOP PRESS • STOP PRESS • STOP PRESS • STOP PRESS**