

BEES UNITED
The Brentford Supporters' Trust



Brentford FC (Lionel Road) Limited
Our Club in the Heart of Our Community



Lionel Road Stadium Consultation

Summary of responses

Introduction

In April 2008, the Lionel Road Stadium Consultation Group undertook a consultation exercise with Brentford FC supporters with the aim of canvassing opinions about the new stadium, its facilities and features. The consultation took the form of an online survey, publicised through the club's official website, www.brentfordfc.co.uk, Bees United's website, www.beesunited.org.uk and the leading supporter messageboard, the Griffin Park Grapevine, www.griffinpark.org. In addition, paper copies of the survey were made available at the turnstiles at the home game against Bradford City on April 12th and also mailed to Bees United members as part of a more general mailing towards the end of the month.

In total 398 responses were received, the vast majority of them (more than 350) online. The questions were all open-ended, designed to elicit views from supporters without any prompting. This report summarises the views provided by Brentford supporters and the appendix provides counts of the ideas and opinions in response to each question.

The report has been submitted to the stadium architects, AFL Architects, and we are expecting an initial response from them by 20th June.

The group would like to thank Edmund Paton Walsh for his time and expertise in helping us to pull this together and all the Brentford supporters who took the time to respond with their ideas and views.

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(Lionel Road Supporters Consultation Steering Group)

What are the positive aspects of Griffin Park and the match day experience that you would like to see retained at the new ground?

The biggest things to emerge from responses to this question is that the proximity of the spectators to the players at Griffin Park is seen as key to the atmosphere and appreciated in its own right as something that distinguishes the match experience at Brentford from many other grounds, particularly modern stadia. Over 40% mention this closeness of the stands to the pitch in one way or another.

The next biggest thing that people would like to see retained is standing or terracing – mentioned by more than one in five. Some accept that this may not be possible, while others are very keen that it should be. Together with the close proximity of stands and pitch (as above), it is felt that standing areas contribute greatly to the atmosphere at Griffin Park. Mentions of atmosphere are many and varied – from family and friendly to intimidating.

The other things that attract many mentions are the local pubs and the character or individuality of the stadium and its component stands. These are often contrasted with soulless, “identikit” modern stadia with identical stands or bowls.

The detailed summary of all the different things that people wish to retain (with approximate counts) is in the Appendix.

When you think of Brentford moving to a new stadium, what are the facilities that you think might ideally be part of that new stadium?

There was a long list of facilities that the supporters would like at the new stadium, reflecting the frustration of the lack of modern amenities at Griffin Park, and their experiences at some of the new grounds they have visited recently.

The overwhelming demand was for more and better catering, and almost outweighing that, for more and better toilets, with a proportion of those asking specifically for more female toilets and/or more facilities for disabled fans. Better provision of seating areas for disabled fans, i.e. an area where others did not block their view when standing up. Within the large majority of respondents asking for better catering, a “sit-down” restaurant for ordinary supporters was a common request, as it seems many fans travel some distance to Griffin Park and would like somewhere “decent” to eat prior to the game. It was expected by many that there would be large screen TVs all around the ground, in the bars, cafés and restaurants, around the inner concourse and in the corporate facilities. Catering is covered in a separate question later in the survey, but it is important to note that over half of responses to this question started with a request that focused on the quality and range of food and drink outlets at the new ground. It is the key issue for fans at the moment and they feel it will be a critical element in the new stadium, one of the fundamental components of a good stadium for Brentford. As might be expected there was a sizeable minority who wanted to replicate the idea of a pub on every corner, while acknowledging that they wouldn’t take the form they do now. Others wanted a bigger club shop or shops that could be accessed from all parts of the ground.

Transport links, parking and easy entry and exit from the ground were other areas of considerable concern. It was expected that the new stadium would have links to public transport, but there was a large number of people who felt there would need to be a significant amount of car parking if the stadium was to be accessible for them. There was also a request from a few people for secure cycle parking at the new stadium.

Several people mentioned better/more/electronic/swipe card turnstiles as a means of getting people in the stadium more quickly and eliminating queues. They also felt that such arrangements would give an immediately better and more modern impression of BFC, as well as facilitating the use of the stadium for other events.

There was broad expectation of a range of corporate facilities, such as conference facilities and boxes, with many fans acknowledging that this “added income” was the only way forward, however much they regretted the need to incorporate corporate boxes into the design. It seems that fans are now keenly aware of the financial reality of running a football club, but just want to retain a balance between the needs of the fans and the provision of corporate hospitality. To this end, several respondents asked if there could be one end of the ground that was not “two-tier”

and thus could replicate the old Royal Oak home end, while allowing for a tier of boxes around the rest of the ground. A “safe standing” area of terracing was also a common demand, as it was felt the atmosphere at all-seater stadiums is unappealing. Two or three, who asked for this, mentioned that they knew it was probably not allowed under the Taylor report, or might prevent us getting a grant, and so, while it is wanted, the expectation is that it won’t happen.

A few wanted the designers to ensure that the new stadium was multi-purpose and could be used for non-sports events, concerts etc.

Several people advised Brentford to employ “acoustic experts” to ensure that the noise from the fans – particularly the home fans – stayed in the ground and so provided a really good atmosphere on match days. Trips to new stadiums have not raised expectations in this regard – quite the opposite – and they want Brentford to be a tough place for opposing sides to visit.

A “better PA system” was a common expectation, as was “more legroom” in the seating areas. Both of these are clearly a major source of frustration at GP with many respondents providing details of their height to make the legroom point. It was also imagined that every seat would have a clear and uninterrupted view of the ground.

Big scoreboards were also a relatively common demand, for half time updates and replays if possible.

Designated smoking areas were proposed by some, and not just smokers, and a bookmakers was also requested in the survey.

Several people mentioned the need for a family area or family stand, and a crèche was also cited as something that would enable younger families to attend football matches.

Many people felt that as Brentford is a community club (and this was mentioned specifically by a sizeable minority) there ought to be facilities that the local community could use throughout the week. Sports and leisure facilities such as a gym or swimming pool were mentioned, as were five-a-side pitches indoors, or areas for kids to meet during the week. The Learning Zone was mentioned as something that should be retained in the new stadium as part of this community section. A couple of people suggested a “village” area within the concourse with shops, cafes, kids play area. A cinema or a ten-pin bowling alley or squash courts were all mentioned as means of attracting people and revenue throughout the week. Overall, there was clearly a desire for Lionel Rd to be a social and community hub, although this was only specifically mentioned in those terms by a few.

Other facilities which were quoted include a hotel on the site, a club museum in the ground, a bigger club shop or superstore, a wi-fi area, and in-house TV or a radio station (“Bees Radio), which could be picked up in the seats throughout the match.

The subsequent question on the survey probed for more “ideal facilities” in the new stadium, but to conclude this first list of requests it is very important to record a

strong desire for a unique Brentford feel to the new ground and its surrounds. Many people mentioned retaining links to the past, whether through the name of the stadium, facilities with the names of previous Brentford “heroes”, the pubs on all 4 corners, or designs which made the new stadium uniquely the home of Brentford. If there is an overall concern about the move it is that the new stadium will be just like all the poorer new stadiums, described in terms like concrete boxes, lego, featureless, lacking in atmosphere and character, and prefabricated. As someone put it in their response, “I’d like to see the name Brentford everywhere in the new stadium so people know it’s ours.”

What else would you like as part of the new stadium?

In general, there were very few extra ideas from those mentioned above. It seems that those who didn’t mention more and better catering, or improved seating or better transport links as the first thing they wanted in the new stadium, mentioned it when prompted by this question. The number of people prompted to mention terracing or safe standing or “bring back the Royal Oak end” increased and there were several more who wanted a pub on every corner, or some form of it. Also harking back to the past, three or four people wanted the players to run out from the centre of the pitch rather than the corner.

Recognition of the need for usage for non-football events increased also, perhaps reflecting the fact that the initial response to the previous question was more focused on improving the match day experience. Retail facilities, corporate facilities, and other forms of entertainment such as a cinema, bowling alley etc were all mentioned. Safe standing/terracing received more popular votes too, as did better lines of sight to the pitch, easier access to the ground, and both parking and cycle parking. The “not a running track, please” response echoed the majority who wanted desperately to retain the closeness of spectators to the pitch and an intimidating atmosphere.

Above all, however, this question increased the demand for a stadium with a unique character, “not a lifeless bowl” as one respondent put it, but one perhaps incorporating a landmark that people could recognise and associate with BFC. It prompted more requests for a museum, or a room to hold BFC memorabilia. One person even asked for a “trophy room”! The design should be remarkable, unique to BFC, something that was clearly Brentford. The suggestion that the stadium roof should be shaped like bee’s wings was typical of many that wanted it to have a particular and distinctive style that could belong to no other club. Having covered many of the functional demands in the previous question, this more qualitative, less specific desire for a unique stadium was very common.

One thing that appeared only in response to this question was the issue of designing a “greener stadium”, namely one that was eco-friendly, with conservation of water, recycled for heating or air conditioning, and with solar power perhaps. There is a real desire among several respondents for Brentford to be leading the way in stadium design with the latest materials and the most eco-aware approach.

Only two other different demands for facilities emerged from this question, each only mentioned by one respondent; firstly a velodrome, and, secondly, a leaky roof for the away end. Apart from that, this question only served to amplify the requests mentioned in the summary of the answers to the previous question, and roughly in the same proportion.

If you have been to any new stadiums recently, which ones do you particularly admire?

Only seven stadiums were mentioned by more than 5% of fans. Topping the list was Reading, mentioned by 15%. The other six were Arsenal, Wembley, MK Dons, Southampton, the Millennium Stadium and Swansea.

The most positive aspects of new stadiums - mentioned by at least 5% of fans - were as follows.

- Facilities
- View from seats
- Design
- Space within the stadium
- Atmosphere
- Spacious seats
- Good catering

If you have been to any new stadiums recently, which ones do you particularly dislike?

There was less emphasis on this question. The most disliked was Southampton, with just over 6% of fans giving St. Mary's a mention. MK Dons got just over 5%, with 7 others hitting the 3-4% mark: Darlington, Reading, Shrewsbury, Walsall, Wembley, Northampton & Swansea.

The most disliked aspects of new stadiums - mentioned by at least 5% of fans - were as follows.

- Soulless / lifeless
- No character *
- Lacking atmosphere
- Stands too far from the pitch **

* just under 5% also mentioned 'bowl shaped' as a negative aspect, which can imply lack of character.

** it's worth noting that just under 5% had mentioned 'stands close to pitch' as a positive aspect.

Thinking specifically of the catering that might be provided at Lionel Road, are there any things in particular you would like to see at the new stadium?

The responses to this question fell into two broad categories; firstly, those people who focused on the catering facilities that might be made available at a new stadium and, secondly, those who focused on the quality and variety of the food and drink they would like to see in Lionel Road. In terms of the discussions with the architects, the layout and style of the outlets will perhaps be of greatest relevance. However, this will be informed by the range and type of food that our supporters feel ought to be available, and so both elements provide valuable feedback at this stage.

Overall, in terms of the facilities, the greatest demand was for more outlets, greater variety of outlet style, and for either no queues or for queuing systems that eliminated the often long delays experienced at GP. There was an expectation that there would be corporate hospitality on a fairly large scale at Lionel Rd, but there was substantial demand for restaurant style catering for the ordinary fans. Several mentioned that they travelled significant distances to home games and would appreciate somewhere they could sit in comfort and eat a proper meal before kick-off. Others thought the stadium would benefit from a café, which, together with the restaurant, would be open 7 days a week on the site. Several people mentioned a large food hall with a range of different styles of food, and one suggested that this should be filled with a number of different vendors to promote competition. A large indoor bar area was also a popular idea, old style pubs with proper pub grub and healthy food bars were also thought possible (see demand for healthy food below). Some fans mentioned kiosks or snack carts which moved around the ground, and Southampton and Swindon were cited as grounds, which had a different small vending area for each area of seating.

Many respondents thought that Lionel Road might benefit from a selection of franchise fast food outlets, with Pizza Express, McDonalds, Burger King (because Brentford already has a McDonalds), Subway, Pizza Hut, Starbucks and Costa all being mentioned.

A few people suggested keeping food and drink separate as a way of cutting down the queues, particularly for those only wanting tea or soft drinks. Queues are clearly the current major issue for our supporters.

In terms of the food and drink that might be available at the new stadium, the list was long and varied. However, overall, the real demand was for good (better) quality food, however basic, at reasonable prices. This survey demonstrates quite clearly that there is a very high level of dissatisfaction with the current catering and this question unleashed a wave of strong criticism of the match-day experience at Griffin Park, as much as it did a “wish list” for Lionel Road. There were a very small number of people who felt that the catering was adequate but they still complained about the fact that they had to wait all half time to buy it. They were in the minority. Most had few kind words for the food or the service.

The overall themes on the issue of food/drink were “more choice, greater range, more variety”, expressed in those terms or in the demands for specific types of food.

There was an overwhelming demand for healthier food, in addition to the usual burgers and pies. Vegetarian options were expected in a new stadium and several people started their response by alluding to the fact that “we all eat a lot better now” with the inference that football catering is old fashioned and out of step with people’s expectations. Sandwiches, rolls, soup, jacket potatoes all got several votes, as did Chinese, balti, Indian (curries), noodles and “ethnic” food. Pub grub and “food in a basket” was mentioned by a few, and fish and chips by two or three. Chips, and specifically “chips on their own” were a popular request, as were “more sweets for the kids”.

As regards drink, the same accusation of lack of choice was levelled at the current offering, and the demands were chiefly for more variety and better quality. Real ale rather than just lager was a common request.

Thinking specifically of the seating (or even standing) areas within the new stadium, are there any things in particular you would like to see?

The biggest thing to emerge from the responses received, with just under 50% of comments, was bigger legroom for the seats in the new stadium. Clearly spectators view comfort when viewing games as a priority, with larger seats also a preference.

The second placed comment was that standing areas should be retained regardless. Other significant comments included designing the stadium it was near to the pitch, a big home end and a dedicated Family area.

Thinking specifically of the overall appearance of the stadium, are there any points you would like to make?

The biggest thing to emerge from the responses received was that the stadium should be unique, with this particular phrase used for just under 50% of all responses received. Brentford supporters seem to feel strongly that it should have a character of its own and not follow the route of many stadiums that look and feel the same.

There seems to be a split in how supporters want the stadium to look, as the next biggest thing is that the stadium should be enclosed, and without stands being separated. However, many supporters wanted the new stadium not to have a “bowl” feel to it.

Having a focal point to the stadium, similar to the Shankly Gates or a statue to commemorate former players also featured.

Are there issues you would like to raise that don't fit under any of the previous questions?

Do you have any other comments about the proposed new stadium at Lionel Road?

These last 2 questions raised a wide range of issues many of which were also raised in previous questions. As there was so much overlap between the two this summary combines the responses to both questions.

The overall reaction was that:

- a move to Lionel Road would be a very good thing for the club
- this is a once in-a-lifetime opportunity so we must be bold, aim high and give it a unique and memorable Brentford character of which everyone can be proud
- we should aim to achieve a blend of good customer service in modern facilities and traditional Brentford/Griffin Park community values and emotional/historic links
- we must maximise the sources of income, with a range of commercial and community uses so that it is financially viable
- sponsors are necessary for the stadium and stands but can they have names which also reflect history/locality
- naming of the stadium and stands will attract a lot of debate
- it must not risk bankrupting the club nor leave us with a large debt
- we must retain strong relationships with the supporters and the local community
- it should recognise and provide some continuity with Brentford's past at Griffin Park
- we should provide lounges for supporters to eat and drink before and after games and create the equivalent within the ground of the 4 pubs on the corners of Griffin Park.
- we should keep consulting fans and local people and publicise progress.

Appendix – counts of similar responses

What are the positive aspects of Griffin Park and the match day experience that you would like to see retained at the new ground?

Stands close to pitch / intimacy	176
Standing / terracing	82
Atmosphere - vibrant, intense, intimidating, non-specific	46
Good pubs / pub on each corner	40
Character/not identikit/different stands	38
Family / friendly atmosphere	30
Feeling of community and ownership	15
Good access	13
Public bar / Stripes	12
Nothing	11
Peter Gilham	11
Our gates don't rattle around in it / atmosphere when only 4k in	10
Close to bus stops / good transport links	10
Acoustics	9
Friendly stewards / friendly staff	8
Traditional feel to ground	7
The fans	6
Half-time entertainment	6
Good pitch	6
Viewing angles / good view	5
Sit anywhere	5
Small ground atmosphere / compact	5
Welcoming for youngsters / family stand	5
Good size home end	4
Reasonable priced tickets / cheap tickets for kid	4
Bovril / balti pie / catering	3
Area for singing	3
Local / free parking	3
The name of the ground / name of the stands	3
Enclosed feeling (no gaps)	3
All seats / areas covered	3
Large concourse	2
Floodlights visible on approach / old fashioned floodlights	2
Club shops	2
Leg room in New Road	2
Same turnstile operators each week - builds friendly rapport	2
Supporters' rep available	2
Regular spot to meet other regulars	2
Variety of places for fans to meet before and after game	2
Cash turnstiles	2
Low roof	2
Ladies toilets are good / good toilets	2
Separate away end / section	2
Music when we score / louder music when we score	2
Player tunnel in corner	1
50-50 draw	1
Big Bee Radio	1
Modern music	1
Places nearby to meet up	1
No smoking	1

Players signing autographs	1
Heritage	1
Expensive seats close to normal seats - no them and us feel	1
Easy access to tickets	1
Two tiers	1
In Brentford!	1
Red and white colour scheme	1
Fuller's beer	1
The programme shop	1
Turnstiles for over 60s	1
The blind scheme	1
Sunny days	1

When you think of Brentford moving to a new stadium, what are the facilities that you think might ideally be part of that new stadium? What else would you like as part of the new stadium?

Better/more catering/sit down restaurant	201
More/better toilets	120
- more female toilets	11
- disabled toilets	10
Parking	55
Seats with better legroom	55
Conference rooms	40
Uninterrupted views of pitch	34
Safe standing/terracing	32 + 25
Bigger club shop(s)	31
Leisure centre/facilities	28
Better PA system	22
Easier public access to stadium	21
Corporate boxes	18
Big Scoreboards	17 + 25
Club shop	17
"Branded"/unique designed stadium	14 + 32
Direct easy public transport links	13
Pub on every corner	12 + 7
Electronic/swipe card turnstiles	10
Disabled facilities	10
- higher/ better viewing disabled seating	2
Community area	10
Club museum	7 + 14
Crèche	6
Better acoustics	5
Home end/Royal Oak/singing end	5
Family stand	5
Bookmakers	4
Smoking area	3
Cinema	2
5-a-side football indoors area	2
Ten-pin bowling alley	2
Programme shop	2
In house TV	2
Cycle parking	2
Wi-fi	2 + 2
In house radio with seat access	1
Undersoil heating	1
Central players' entrance	1 + 3

If you have been to any new stadiums recently, which ones do you particularly admire? Why is that?

Facilities (non-specific)	51
View from seats	49
Design	42
Spacious (non-specific)	37
Atmosphere	35
Spacious seats	31
Catering	21
Stands close to pitch	18
Accessibility	18
Comfortable seats	17
Good parking	15
Toilets	13
Enclosed	11
Steep stands	7
Clean & tidy	7
Acoustics	7
Character	6
Good layout	6
Good signage	5
Bars	4
Efficient queues	4
Separate stands	4
Compact	3
Electronic ticket system	3
Sound (PA) system	2
Bowl	2
Good disabled facilities	1
TVs on concourses	1

If you have been to any new stadiums recently, which ones did you dislike? Why is that?

Soulless / lifeless	25
No character	25
Lacking atmosphere	25
Stands too far from pitch	22
Bowl shaped	17
Cramped	10
Identikit	8
Poor accessibility	8
Open corners	6
Lack of parking	6
Identical stands	5
Poor catering facilities	5
Poor toilets	4
Looks cheap	3
Poor acoustics	3
Steep stands	3
Poor views	2
Poor signage	2
Too big	2
Shallow stands	1
Small seats	1
Poor layout	1
Unwelcoming	1

Thinking specifically of the catering that might be provided at Lionel Rd, are there any things in particular you would like to see at the new stadium?

Faster service/fewer queues/more outlets	57
Better quality standard fare – burgers, pies, etc	65
Not just burgers, pies	60
More choice of food, e.g. –	
- -Healthier options (e.g. sandwiches, soup, juices, baguettes)	20
- -Vegetarian options	12
“Ethnic” food – Indian/Chinese (curries/balti/noodles)	10
Restaurant/ seated dining facilities	31
Decent bar/ clubhouse bar	14
Fast food franchises (McDonalds, Burger K, Pizza Ex.)	11
Cafés & tea bars	8
Fast food/sandwich kiosks	5
Separate drinks/food outlets	4
Food/drink sold in seating areas (US style)	4
Coffee franchises (Costa/Starbucks)	2
Food hall	2
Snack carts (moving around ground)	1
Vending machines	1

Thinking specifically of the seating (or even standing) areas within the new stadium, are there any things in particular you would like to see?

Bigger Legroom	200
Standing Areas retained	173
Close to pitch	16
Larger seats	12
Kop/Royal Oak stand	10
Family Area	9
No terracing	6
Singing area	3
Padded seats	2
Unreserved seating	2
Wider exits	1
Access for elderly	1
Seats covered	1
Seats coloured red	1
Away fans in corner	1
Reserved signs on seats	1
Two-tiered	1
Bench seats	1
Waste bins	1
Programme shop	1

Thinking specifically of the overall appearance of the stadium, are there any points you would like to make?

Unique	91
Enclosed	18
Not enclosed/bowl shape	17
Red and White décor	16
Even	11
Each Stand different	10

Focal point (i.e. Shankly gates/statue)	8
Within budget	5
Maximise advertising	4
No obstructions	4
Keep floodlights	2
Well lit	2
Louder PA	2
Ability to increase capacity	2
Stadium lit at night	2
Square	1
Functional	1
Not MK Dons	1
Closing roof	1
Flexible layout	1
Bee Wing Shaped Roof	1
Gantry for TV	1
Colour	1
More toilets	1
20,000 capacity	1
Two tiered	1
Simple	1
Good pitch	1
Car Parking	1

Are there issues you would like to raise that don't fit under any of the previous questions?

Do you have any other comments about the proposed new stadium at Lionel Road?

<u>Character</u>	
Bold, unique, memorable, Brentford stamp, aim high, sight to be proud of , not soulless/boring	25
Continuity with past, hall of fame, history murals/museum	10
Forefront of local community	4
Retain relationship to supporters and local community	1
Regeneration scheme for whole area	1
Community feel – not industrial estate	1
- not corporate junket	1
- looks like a stadium – not an office block	1
Blend of traditional and modern	1
Keep and enhance the Griffin Park experience (authenticity & intimacy of real football ground)	2
Not too corporate/commercial – display badge and 'Brentford Football Club' on outside	1
Use art deco lettering – as in artists impression on website	1
The architects need to employ imagination and humour	1
Environmentally friendly	2
Recycling points (bottles & plastic)	1
Include residential development	1

<u>Design</u>	
Generate atmosphere – even when 5,000 crowd	8
Cauldron of noise when full	2
Atmospheric home end – like Royal Oak	2
All seated	1
Standing terrace - covered	1
Roof to cover all seats	9
Stands close to pitch / intimacy	2
4 stands/sides	3
Enclosed all round	1
2 tiers all round	1
Capacity – 25,000	1
- 20,000 or 20,000 minimum	3
- 18,000 minimum	1
- 15,000	2
- 12-15,000	2
- as big as possible	1
- potential to expand	4
- not too big	3
- not too small	2
Scoreboard visible from everywhere, with half time scores	8
Acoustics	1
PA System – good quality	6
Good quality pitch – surface, drainage, heating	5
- full/maximum size	2
Toilets – sufficient number, clean, well maintained	4
Good, uninterrupted views – no posts or pillars blocking	3
Comfortable	2
Minimise impact of sun – glare & shadows	5
Baffles to avoid wind vortex	1
Prioritise the needs of football first, supporters next	2
Put home fans first – Ealing Rd suffers from sun & wind	1
Welcoming for away fans	2
Segregation – away fans entry/exit where home fans don't need to pass them	1
- limit seat wastage	1
- allow for 50/50 for neutral games	1
Home and away terraces near each other	1
Players tunnel in middle of main stand	1
Players tunnel, entrance dressing rooms should be impressive to heighten tension	1
Executive boxes – not in all parts of ground	1
- at back of stands not in middle	1
4 pubs – 1 on each corner	6
Supporters bar, restaurant, coffee bar	4
Restaurant with pre-match entertainment for kids	1
Adequate turnstile capacity	2
Card entry system – (credit card or Oyster style)	3

Retain a few cash only turnstiles	1
Seat colours – club colours, red seats/white lettering (BEES, BRENTFORD FC)	2
- designs on seats – like Preston	1
Adjustable seat heights for kids	1
Clear signage	1
Include the engraved bricks scheme	1
Transfer some turf from Griffin Park to behind goal at Lionel Road (some people's ashes have been scattered at Griffin Park)	1
All (home) fans to have access to all facilities prior to match (eg programme shop)	1
Remember TV cameras & press people	1
<u>Uses/income</u>	
Multi-purpose/flexible – to maximise revenue from other events	19
- (eg conferences, retail, entertainment, food)	
- incl concerts, summer music events	3
- exhibitions, conferences, hotel, corporate hospitality	3
- Regus to take over boxes on non-matchdays for meetings	1
- Schools/colleges to use corporate boxes on non-matchdays	1
- Multi-media complex –	1
schools/colleges/business/community	2
Rugby club – involve them early	4
Club shop	2
Programme shop	3
Roof adverts	1
Adverts facing M4	
<u>Location/external access</u>	
Ensure good public transport links – rail, tube & buses	25
- Path direct from platform 1 at Kew Bridge station to stadium	3
- Create pedestrian way from South Ealing tube – link open spaces near A4	1
- Monorail a good idea	2
- Include stop for E buses	1
- Empty buses waiting at end of game	1
Good – still in Brentford	1
Inconvenient	1
Ease of disabled access – especially from car parks	2
- lifts to seats and restaurant	3
Ensure good car parking arrangements	28
- seasonal car parking available	1
- blue badge parking bays adjacent to entrance	1
- rent nearby office car parks	1
- not too much car park	1
Ensure good road structure, traffic, access - Not chaos like Wycombe	5
Create a safe A4 crossing	1
Cater for cycles & motorbikes	2
Space all round the outside	1

<u>Finance & risk</u>	
Realistic and affordable – don't bankrupt the club	7
Simple low cost – don't put club into more debt	1
Debt free	4
Don't sell Griffin Park without a new home	1
Issue bonds to raise finance	1
<u>Service & ticketing</u>	
Affordable/reasonable ticket prices (include a wide range of prices) (included low prices for juniors & shoulder pricing for 16-18 year olds)	14
Pay more for some padded seats (as at Bournemouth)	1
Family stand or section	5
Supporters bar, restaurant, coffee bar	4
Restaurant with pre-match entertainment for kids	1
Different types of corporate tickets – some with restaurants	1
Good family day out	1
Better pre-match & half-time entertainment	1
Better/Friendly/less intrusive stewarding	5
Curb foul language	3
No drums	1
Blind scheme to continue	1
Alcohol free stand or section	1
Bring catering in-house	1
A Brentford pie	1
Temporary sales stalls in concourses	1
5-star service please	1
Lots of ticket promotions/charm offensives to build crowds in first 2 seasons	3
Make tickets easier to buy from the stadium & on non-matchdays	2
Posters around ground to encourage attendance	1
Promote BFC/increase crowds before we move	1
Attract the local Polish community	1
Current season ticket holders to get first choice on where they sit	1
Discounts on concert tickets for season ticket holders	1
<u>Name of the ground / name of the stands</u>	
No sponsors name for stadium or stands	3
Stadium:	
Include Griffin Park in the name	12
Not just sponsors name – include history or location	3
- Include Lionel Road	3
- Do not include Lionel Road	1
- Commercial sponsors name (eg GSK, Fullers, Virgin)	3
- Blue-chip but not gambling or alcohol	1
- Association with Fullers	1
- London Pride Stadium	1
- Kew Bridge Stadium	2

Negotiate good terms for naming rights	2
Supporters to vote on name	2
Stands	
Stand sponsors ok but not stadium	1
Include Bill Axbey	3
4 pub names	1
Include Royal Oak	1
<u>Communications</u>	
Keep consulting fans and local people	7
Publicise progress	5
Lets see plans	2
Don't design by committee – leave to the experts	1
<u>Miscellaneous</u>	
Get things right on the pitch – decent team to play in it	3
Happy to share with QPR	1
Fans to have priority to purchase residential units at Griffin Park & Lionel Road	1
Relocate the BFC Community Sports Trust to Lionel Road to integrate with the club	1
Commemorative kit for the last season at Griffin Park	
Updated club badge	1
Don't leave it unfinished like Oxford or Blackpool	1
Ensure it is well maintained	1
Kew Bridge station to be sub-titled 'Brentford FC	1
	1
<u>In favour or against</u>	
Good idea, bring it on asap	50
Not in favour of move/stay at Griffin Park	4

Questionnaire



Brentford FC (Lionel Road) Limited
Our Club in the Heart of Our Community



LIONEL ROAD - CONSULTATION

We are now at the very early stages of discussions with shortlisted architects about the design of our proposed new stadium at Lionel Rd. A steering group has been formed to try to channel all the views of the fans to Brian Burgess who, on behalf of Brentford FC (Lionel Road) Ltd, is the Club's representative on the project team responsible for designing and building Lionel Rd. We want to ensure that the voice of the Brentford supporters is represented in those discussions. So we have issued this questionnaire to get your first thoughts – our collective ideal wish list for Lionel Rd. This is only the start of the planning and consultation process and we will ensure that your views are acknowledged and taken seriously throughout. We can't promise that all your demands will be met, as financial, legal and space limitations will also come into play. However, we can promise that both you and the architects will be told in detail what the supporters requested in this survey, and they will be asked to report back to us all what is and what isn't possible, and the reasons.

We hope you feel this survey is a worthwhile thing to do and will take the time to fill it in. We believe that it is very important that as many fans as possible have their say as early as possible. The architects have expressed their desire to know what you want – let's start telling them now.

Luke Kirton, Donald Kerr, Mark Chapman, Phil Marchant
(Lionel Road Supporters Consultation Steering Group)

What are the positive aspects of Griffin Park and the match day experience that you would like to see retained at the new ground?

When you think of Brentford moving to a new stadium, what are the facilities that you think might ideally be part of that new stadium?

What else would you like as part of the new stadium?

If you have been to any new stadiums recently, which ones do you particularly admire?

Why is that?

If you have been to any new stadiums recently, which ones did you dislike?

Why is that?

Thinking specifically of the catering that might be provided at Lionel Rd, are there any things in particular you would like to see at the new stadium?

Thinking specifically of the seating (or even standing) areas within the new stadium, are there any things in particular you would like to see?

Thinking specifically of the overall appearance of the stadium, are there any points you would like to make?

Are there issues you would like to raise that don't fit under any of the previous questions?

Do you have any other comments about the proposed new stadium at Lionel Rd?

We're putting together a list of email addresses for consulting with Brentford supporters about the new stadium. We will send a report on this consultation to everyone on the list, as well as using it for updates, invites for further consultation, etc. If you would like to be added to this list, please provide your name and email address.

Your answers to this consultation will not be linked with your details, nor will we use the details for any purpose not linked to consulting or updating supporters about the new stadium. You do not have to give your details if you do not wish to do so.

Name:

email address:

Submit