

Welcome to our Winter Newsletter 2025

Firstly, we would like to wish all of our members and Brentford fans everywhere a healthy and a very happy new year.

Thank you also for your ongoing support as we work on your behalf to improve all aspects of the match day experience for both home and away matches. This is very much appreciated by everyone on your Executive Committee.

Our AGM

Our AGM was held on 12th November 2025. Full details of the meeting can be found on our web site

We take the opportunity to welcome Andrea Oldfield, Dan Suh, Tim Taylor and Paul Berman to the Executive Committee and to thank Mark Chapman, Taylor Dawson, Michael Johnston and Christian Harper who have now left for their contributions whilst serving on the Executive Committee.

You can also find our updated Mission Statement agreed by the Executive Committee in accordance with the BIAS Constitution which can be found on our website

Interested in joining the BIAS Executive Committee

Our next AGM will be held on the 15th July 2025 to align with the football calendar. Further details will be provided in due course.

BIAS Executive Committee is completely voluntary, and is run by Brentford fans for the benefit of all Brentford fans.

As ever we are always looking for volunteers to join the Executive Committee and help us remain the independent voice of Brentford supporters to the Club.

We are committed to making our board as representative of our fanbase as possible. We would particularly welcome interest from younger fans, women, people from ethnic minority backgrounds, those with disabilities and people from the LGBTQ+ community.

Do you have a passion for standing up for the interests of Brentford supporters? Do the Club's decisions on ticketing, pricing, and matchday arrangements affect you? If so please email feedback@bias.org.uk to find out more about how to join the Executive Committee.

Our Membership

Our membership is now approaching 3400 members and any help you can provide in helping us to increase our membership will be very much appreciated and of course Membership is FREE.

So please invite your fellow bees to join BIAS today! Paste this link into your Bees group chats to invite your friends and family [HERE](#)

Fan Advisory Board (FAB)

Both ourselves and Bees United continue to co-chair the FAB and in November the FAB was joined by representatives from LGBEET's, Her Game Too and Brentford Disabled Football Supporters Association. Together we will continue to ensure that the issues discussed are the ones that matter most to fans.

You can find out more about the FAB by visiting the Club website [HERE](#)

BIAS activity during 2025

Following a summer of on field changes, we have continued to engage with the Club and other supporter groups as part of the Football Supporters Association (FSA) and the Independent Advisory Group (IAG) to discuss a wide range of topics raised on your behalf.

We also continue to raise individual issues and concerns advised by our members directly with the Club including individual ticketing issues, accessibility concerns and so much more. If you are experiencing any issues that are impacting your match day enjoyment, please let us know by emailing feedback@bias.org.uk

Below are some of our key successes during 2025

Football Supporters Association (FSA)

As an affiliate member of the FSA, we have actively supported the need to drive positive change in football and as a result of years of FSA campaigning, the Independent Football Regulator was established last year. This is seen as an enormous success and once again proved what can be achieved when fans work together for a common cause.

You can find out more about the Independent Football Regulator [HERE](#)

We also continue to work with the FSA to address the rising cost of attending football matches across the Premier League. Fans are now expected to be available for multiple possible TV slots, across multiple days without any recognition of the extra cost or disruption that this causes to supporters (both home and away) which is extremely challenging for many supporters.

We continue to work with the FSA to seek meetings with both the Premier League and TV broadcast companies to discuss supporter concerns on the rising costs of going to football matches. We will provide further updates in due course.

Ticket Pricing at Brentford

We were delighted when the Club announced a price freeze across the board for this season against a backdrop of increased operating costs.

For next season our focus will be ensuring that the Club continues to provide affordable tickets for all games, valuing its longstanding fans and reflecting loyalty by maintaining concession rates for children, young adults and seniors.

Pricing discussions with the Club are now underway and we are currently fully engaged in these and will provide further updates when we are able to do so.

Introduction of Digital Tickets

2025 saw the Club introduce digital ticketing for all home games this season with the Club exceeding the Premier League target of achieving 70% of season ticket holders moving to digital ticketing

If you have not been granted exemption status and have still to download your season ticket, please contact the Club for assistance – we understand that there are over 100 season ticket holders still to do this.

Following detailed discussions with the Club early last year on their implementation and communication plans, we are pleased that entry into the G-tech stadium continues without major incident. The introduction of a number of measures to encourage early arrival including 50% discount of food and beverage combined with additional stewards and fan support teams has helped the smooth transition to digital tickets enormously.

We are however still aware of some supporters who are having difficulty in forwarding their tickets and we continue to raise these issues with the Club. If you are struggling to forward your season ticket, please follow the Club 'How to guides' found [HERE](#).

If you are still having problem, contact the Club or ourselves at feedback@bias.org.uk

We continue to press the Club to extend the BFC App functionality to make life easier for fans – this continues to be a 'work in progress' and hopefully some progress will be made this year.

Away Day Match Experience

The Away Day Match Experience working group continues to meet on a regular basis, focussing on maximising and improving away attendance.

The loss of the 20% Trainline discount on away travel this season was disappointing but outside of the control of the Club, however the continuation of the GEN10 initiative whereby travelling junior fans will pay no more than £10 to watch us in the Premier League was welcomed.

Recent success on encouraging travel by coach: nearly 200 travelling by coach to Everton. Normal coach numbers are only 100.

We continue to work with the Club to explore other ways to encourage and improve away support – look out for updates on new initiatives during the year

Click and Collect

Following discussions with the Club last year, we were pleased to see the re-introduction of the click and collect option when purchasing merchandise on line from the retail store. The service is available both on match and non-match days but please read the club communications carefully on when and where to collect items ordered.

Once you have chosen your delivery method you will receive two emails, the first to confirm your order, the second to confirm that your order is available for collection and from where. Please do not go to the store until you have received the second email to avoid a wasted trip.

Sustainability

We continue to be involved in the maintenance of the Club's memorial garden alongside representatives of Bees United and Sustaina-Bees. We have also been involved in the 'Bike to Brentford' initiative which has proved very popular with a number of supporters and will continue later this season when the weather improves.

In December, together with Bees United we were presented with an FSA Climate Action Award for 2025 which was awarded jointly to Brentford FC and Sustaina-Bees for our work as part of the Club's sustainability working group. A win for both the club and for fans!

We hope you found this newsletter informative and of interest. If you have any feedback regarding the content of this newsletter please email feedback@bias.org.uk

Thank you once again for your ongoing support, it is always very much appreciated.

BIAS Executive Committee

TOGETHER WE ARE STRONGER