

Brentford announce new ticket rewards system to polarising fan reaction



Brentford Football Club recently announced a new rolling 5-year Ticket Access Points (TAPs) system that will start from next season and some Bee's fans are unhappy about the change.

The new system has been put in to place to reward season ticket holders and members who actively attend home and away games.

The new system has a five year window that will allow fans to keep their points that were accrued from the 2021/22 season, the club's first season in the Premier League.

The club stated in an email to supporters that "These changes have been developed through a consultation process with fan groups, including Bees United and BIAS, who support this move as a forward-thinking approach to ticketing."

Despite consulting with fan groups not all fans agree with the change as they believe that the club is catering to fans that have been supporting Brentford once they ultimately reached the top flight.

The following are replies from Brentford fans to the announcement on X, formerly known as Twitter.

"This is an awful idea? Rewarding short term loyalty instead of long term?"

"Poor idea, what about the fans that have been attending for years prior"

"This is actual BS. I've been a season ticket holder for years but with young children and moving across London I can't get to as many games as before. Cheers for the loyalty..."

Figures to justify the change have been released by the club which have revealed that Season Ticket Holders with over 7500 TAPs have not attended an away match this season, whereas My Bees members with over 750 TAPs have not attended a home game.

The change does very little in affecting those fans who attend games regularly but rather affect those who have accumulated a lot of TAPs but do not go to games as much in recent seasons.

It is unfortunate for those who are negatively impacted but the change has been introduced to reward younger fans with easier access to tickets.