



BRENTFORD FOOTBALL CLUB CASE STUDY



MONITORING BRENTFORD'S LEGACY FACILITIES WHILST PREPARING FOR THE FUTURE

Brentford Football Club approached Tillr in a period of transition, looking for a better way to monitor their ageing club's facilities whilst looking ahead to a bright, exciting future at their new Community Stadium opening in 2020.

After an initial Health and Safety audit, we were quickly able to identify the areas requiring improvement. Adopting an intuitive, online, compliance platform was central to smartening up their health and safety and matchday operations.



2020 VISION

Just over a decade ago, Brentford FC were playing their football in the third tier of the English football league. Today, Brentford are a mainstay in the Championship and have been regulars in the league for the past six seasons. They now have their sights firmly set on the Premier League with the facilities, technology and operations to boot.

The Community Stadium will see the capacity of their ground increase by 35% to 17,250 and transitioning from an old ground to a new one can be simplified with the adoption of smart technology. Brentford's appetite for change and improvement has been hugely gratifying. The solution that we were able to implement will stand the test of time for many years to come.

CHALLENGES

- An ageing stadium; Griffin Park opened in 1904.
- Training facilities, club shop and other amenities also in decline.
- High footfall on match days resulting in maintenance jobs.
- Stretched operations team responsible for job resolution.
- No system in place, other than phone calls and emails.
- Internet connection not available throughout the estate.

SOLUTION

An initial Health & Safety audit was performed by our partner to identify the areas of risk. All existing documentation was compiled, assessed and rated using a risk management matrix which we were then able to use to create bespoke inspection form templates for the different areas of Brentford FC's facilities.

The operations team were issued with devices to be able to perform their own inspections using our online platform, giving them the ability to upload photos and videos of issues identified which resulted in quicker resolutions. Tillr's offline capability ensured that every part of their grounds were covered.

Through our real-time reporting capabilities, senior management are now able to make informed decisions as to where to allocate resources and have an overview of the performance of their operations team. By starting their digital transformation journey years before the stadium move, Brentford have future proofed the transition to make it as smooth as possible.