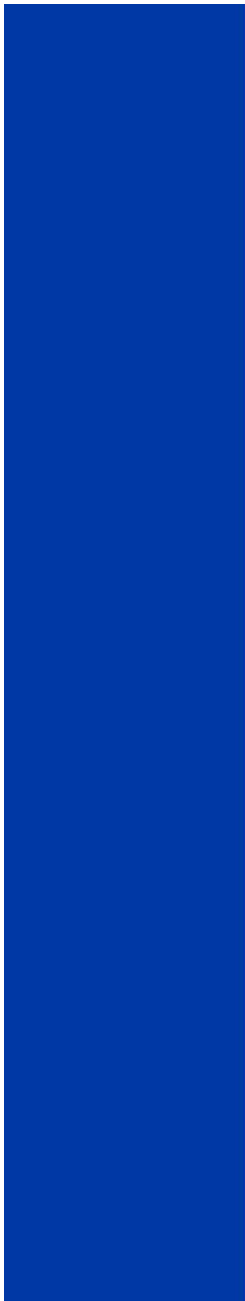




Club Charter

Brighton & Hove Albion

2011/2012



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BRIGHTON AND HOVE ALBION FOOTBALL CLUB CUSTOMER CHARTER

1.0 Mission Statement

Brighton and Hove Albion Football Club ("The Club") aims to be a source of civic pride in the City of Brighton and Hove ("The City"). It will enhance the image and increase national awareness of the "City by the Sea" by:

Playing professional football at the highest possible level

Managing the Club professionally so as to ensure a sustainable future for top class sport within the City.

Representing and caring for the interests of its supporters and the vibrant and diverse community of Brighton and Hove encouraging involvement through liaison and consultation groups.

Participating in the Football League campaign "Enjoy the Match" by eradicating anti-social behaviour specifically in the family area of the ground, making the experience more appealing to all supporters and especially families.

Developing the potential of young people seeking to achieve sporting excellence

Expanding the important work of our Albion in the Community programme, creating opportunities for young people who are disadvantaged or who have special needs to learn and to take part in sport

Providing a facility which will attract visitors to the City and create education, training and employment opportunities

Developing opportunities that recognise and reflect the needs of different community groups in the City, providing additional places to play and opportunities to improve standards from grass roots to specialised coaching

Promoting an understanding of the value to the wider community of sport with accessible and affordable community spectator facilities creating top level spectator and participator experience

Enhancing and promoting the place of football in our City's heritage and culture, and in the pursuit of sporting and civic values through partnerships across the commercial, public and education sectors

2.0 Customer Service

The Customer Service Team is the principal contact at the Club for questions, complaints or concerns and can be contacted as follows:

By post: Letters should be addressed to Customer Services, Brighton and Hove Albion Football Club, American Express Community Stadium, Village Way, Brighton, East Sussex BN1 9BL.

By telephone: 0845 873 0251

By email: customerservices@bhafc.co.uk

We will endeavour to respond to any letter, fax or email within 10 days of receipt of such communication. If it is not possible to provide a full response to the issues raised within that time, an acknowledgement will be sent and a detailed reply will follow within 21 days of receipt of the original communication.

Any unresolved matters will be referred to the Customer Services Manager, Sally Townsend and a final decision will be made by Ken Brown, Managing Director.

3.0 Staff Conduct

Brighton and Hove Albion staff will conduct themselves in a courteous and responsive manner in all dealings with customers.

The Club has an anti-discrimination policy that lays out its commitment to eliminate all discriminatory behaviour. A copy of this policy is attached to this Charter.

4.0 Consultation

Brighton and Hove Albion Football Club regularly consults with its supporters through liaison meetings and through meetings with representatives of fans organisations.

The Club meets regularly with representatives from the Brighton and Hove Albion Disabled Supporters group (BODS)

The Club publishes its position on major policy issues in the Club programme and on its website at www.seagulls.co.uk.

The Club continues to consult with Brighton and Hove City Council, sponsors, local community organisations and other interested parties.

The Club meets each month with its neighbours at a formal Community Stadium Residents' Liaison Group to discuss matters affecting the area and to inform them of forthcoming activities.

In the event of any proposed changes to Club policy, early notice of the proposed changes will be published to enable those with concerns to express their views before a final decision to change policy is made.

5.0 Ticketing

5.1 Pricing

The Club will seek innovative ways to widen the spectator access to Brighton and Hove Albion fixtures.

The Club will offer an appropriate band of ticket prices.

The Club operates a scheme to enable supporters to pay for season tickets by instalments.

Fees: a two pound transaction cost is applicable for online, postal and telephone credit card bookings.

5.2 Allocation

Spectators will only be admitted to Brighton and Hove Albion Football Club home matches at the American Express Community Stadium when in possession of a pre-bought smart card/ticket. This is a planning condition relating to the Club's occupation of the stadium. No tickets are available for sale in person at the Stadium on the day of the match.

5.3 Match Day Tickets

Supporters wishing to purchase home match day tickets may do so either:

In person at the American Express Community Stadium, Village Way, Brighton, East Sussex BN1 9BL (except for match days) or at the City Centre Store (128 Queens Road, Brighton BN1 3WB).

By telephone on **0845 496 1901**

Via the internet home matches at www.seagulls.co.uk or www.seagulls.talent-sport.co.uk
At least 5% of tickets for each game will be made available to non season ticket holders.

The Club reserves the right to vary arrangements at its discretion for individual matches, when as much notice as possible will be given.

5.4 Ticket Concessionary Rates

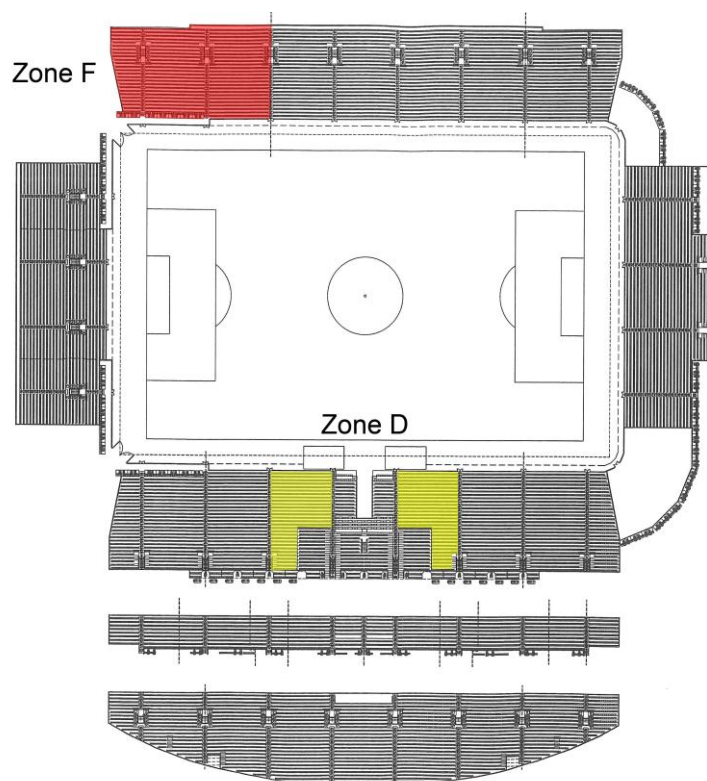
The Senior Citizen concessionary rate is available in all areas of the ground with the exception of Zone E on the attached Stadium Plan. Senior Citizen rate applies to all supporters who have reached

their 65th birthday. The senior citizen season ticket concessionary rate is available to supporters who have reached their 65th birthday by 6th August of the season in question.

The Under 18 concessionary rate is available in all areas of the stadium with the exception of Zone D and Zone F on the attached stadium plan. A child under 18 may apply for a concessionary season ticket if they are under the age of 18yrs on 6th August prior to the match in question.

The Under 16 concessionary rate is available in Zone F on the attached stadium plan. The Club provides an area in the East Stand for the exclusive spectator use of family groups including junior supporters Under 16 yrs of age (Zone F on the attached plan). A Family Group must include at least one under 16 for every 2 adults attending. The East Stand is the designated Respect Stand and all supporters in this area are advised that they must behave in an appropriate manner. A child under 16 may apply for a concessionary season ticket in this area if they are under the age of 16yrs on 6th August prior to the season in question.

The Under 10 concessionary rate is available in all areas of the stadium, with the exception of Zone E in the West Stand on the attached stadium plan. A child under 10 may apply for a concessionary season ticket if they are under the age of 10yrs on 6th August prior to the season in question.



5.5 Disabled Supporters

Disabled supporters will be charged the appropriate concessionary season ticket price equivalent to the pricing structure in the area in which they purchase their seat.

Applicants requiring a personal assistant must register proof of their own disability in advance with the club by providing one of the following:

- Statement of high mobility/living allowance from the Department of Work and Pensions
- Receipt of Severe disablement or attendance allowance
- Blind or partially sighted registration certificate
- Personal letter from GP

Where the need for personal support has been identified, the club will admit the personal assistant free of charge on the understanding that they are providing a service to the disabled supporter to enable them to access match facilities.

Disabled supporters who register the need for a personal assistant may be refused entry should they arrive at the ground unattended as the club cannot guarantee that this service will be provided by club staff. No carer may enter the ground using his complimentary ticket if the person to whom he provides assistance is not attending the game.

5.6 Loyalty and Membership Schemes

The Club operates a loyalty point scheme, whereby supporters accrue points for purchasing tickets through the Club. When tickets are limited, or when demand out-strips supply the loyalty point system comes into force.

The Club operates a club seat membership known as the 1901 club. Five year and lifetime memberships are available. Members are entitled to access to every first team competitive home match, with specific hospitality lounges assigned to the various seated areas.

5.7 Away Matches (Including Cup Competitions)

Where it is likely that the requirement for tickets will outstrip the availability, away clubs or their local police force, may make the match "all-ticket" for Brighton and Hove Albion supporters only.

In the case of prestigious away matches where demand is likely to outstrip supply, where possible there will be a guaranteed period designated by the Club for Season Ticket Holders to claim their tickets on the basis of one per member. Applications may be dealt with on an accrued Loyalty Points basis.

Ticketing arrangements for all away matches are publicised on the Club's website (www.seagulls.co.uk), in Club programmes and press releases.

5.8 Home Cup Competitions

Tickets for home matches in Cup Competitions are priced according to the competition, the stage reached and the opposition.

Where possible there will be a fixed period designated by the Club for season ticket holders to apply for these tickets on the basis of one per season ticket holder.

After the specified periods have elapsed any remaining tickets will be released for general sale.

Ticketing arrangements for all home cup matches are publicised on the Club's website (www.seagulls.co.uk)

5.9 Returns/Refunds

The Club's policy on the return and distribution of unwanted match tickets is that requests of this nature will be accepted by the ticket office no later than 7 days prior to the game on the basis that refunds will be given only if that seat is resold.

Season tickets, including multiple-year season tickets, are sold as packages and no part of those packages will be accepted by the club for exchange or refund.

5.10 Issue of Replacement Cards

Lost or stolen cards may be replaced at a charge of £10. On the day of a match, a duplicate ticket may be issued at the Club's discretion for misplaced tickets/cards. The ticket/card will subsequently be cancelled for that match only. The duplicate ticket, if issued, will always take precedence. A non-refundable charge of £3.00 will be payable.

5.11 Abandoned/Postponed Matches

Season card holders will use their smart cards in the normal way for any rearranged fixture caused by postponement or abandonment of the original match.

If a match is postponed at a time before the turnstiles are opened, match ticket/match smartcard holders are entitled to:

- Free admission to the re-arranged game on production of their card or on production of their complete original ticket at the turnstiles where a ticket was the original means of admission on the re-arranged day or
- Supporters may exchange their ticket for another home match of their choice in the same season subject to availability by calling the ticket office to update their smartcard or returning the complete original ticket to the ticket office, provided that they do so before the deadline date which will be announced when the game is postponed.
- A full refund of the value of the seat less any booking fee by contacting the ticket office to update their smartcard or on production of the complete original ticket at the ticket office provided that they do so before the deadline date which will be announced when the game is postponed

If a match is postponed at any time after the turnstiles are opened but before kick-off, ticket holders are entitled to:

- Free admission to the re-arranged game. Supporters using smartcards will have their cards updated automatically unless they advise the ticket office otherwise. Ticket holders should return their complete match ticket to the ticket office for reissue.
- Supporters may exchange their seat for another home match of their choice in the same season subject to availability by contacting the ticket office prior to the deadline date announced when the match is postponed or
- A full refund of the value of the seat less any booking fee

If the match is abandoned after kick-off and before half time, supporters are entitled to half-priced admission for the re-arranged match provided that they contact the ticket office prior to the deadline date which will be announced when the match is postponed.

If the game is abandoned after half-time, no compensation will be available.

Catering arrangements for abandoned or postponed matches are detailed in the terms and conditions issued by Azure Support Services at the time of booking.

5.12 Accommodating Away Supporters

The Club does not charge admission prices to supporters of the visiting club that are higher than those charged to its own supporters for comparable accommodation. In particular, concessionary rates offered to senior citizens and junior supporters apply to supporters of the visiting club.

6.0 Merchandise

The Club will provide information relating to the launch date and expiry date of replica kits.

Details of the next intended change of kit (where known) will be displayed on the Club Website.

The Club carries out its obligations under Football League Regulations to prevent price fixing in relation to the sale of replica strip.

The Club offers refunds on merchandise in accordance with its legal obligations.

7.0 Community Activities

Albion in the Community (AIRC) is the charitable arm of Brighton & Hove Albion Football Club, employing 33 full time staff and a pool of part time staff and volunteers who provide valuable support for our community activities.

8.0 Who's Who at Brighton and Hove Albion

Brighton and Hove Albion
American Express Community Stadium
Village Way
East Sussex
BN1 9BL

Chairman	– Tony Bloom	
Chief Executive	– Martin Perry	martin.perry@bhafc.co.uk
Managing Director	– Ken Brown	ken.brown@bhafc.co.uk
Customer Services Manager	– Sally Townsend	sally.townsend@bhafc.co.uk
Head of Commercial Services	– Paul Rogers	paul.rogers@bhafc.co.uk
Ticket Office Manager	– Paul McGowan	paul.mcgowan@bhafc.co.uk
Merchandise Manager	– Ian Green	ian.green@bhafc.co.uk
Head of Human Resources	– Rose Read	rose.read@bhafc.co.uk
Operations Manager	– Richard Heberd	richard.heberd@bhafc.co.uk
Safety Officer/Security Manager	– Chris Baker	chrisbaker@bhafc.co.uk
Stadium Manager	– David Baker	david.baker@bhafc.co.uk

9.0 Brighton And Hove Albion Football Club Anti-Discrimination Policy

1. Brighton and Hove Albion Football Club is committed to confront and eliminate discrimination whether by reason of race, nationality, ethnic origin, colour, religion, disability, sex or sexual orientation.
2. Brighton and Hove Albion is an equal opportunities employer. It is committed to equal opportunity within its own organisation and to encourage similar commitment from every organisation with which we have business or social dealings.

3. Equality of opportunity at Brighton and Hove Albion Football Club means that in none of its activities will it discriminate against, or in any way treat less favourably, any person on grounds of sex, sexual orientation, race, nationality, ethnic origin, colour, religion or disability. This includes:
 - The advertisement of jobs
 - Job location or working environment
 - Pay and employment terms and conditions
 - Internal training and development activities
 - External education activities and awards
 - The opportunity to take part in club activities
4. Brighton and Hove Albion Football Club will not tolerate sexual or racially based harassment or other discriminatory behaviour, whether physical or verbal, and will work to ensure that such behaviour is met with appropriate disciplinary behaviour in whatever context it occurs.
5. Brighton and Hove Albion Football Club supports the Football Association and other football bodies in their commitment to develop on-going training and awareness-raising events and activities in order to promote the eradication of discrimination.
6. Brighton and Hove Albion Football Club will not tolerate the use of racist language or behaviour inside or outside The Amex Community Stadium. Whether home or visiting supporters are responsible, the Club will take action, through the Courts if necessary, to eliminate such unacceptable behaviour. Any person found using such language or behaviour will be banned by the Club, will be liable for arrest and the Club will support any prosecution.

10.0 **Club Policy covering Part III (the provision of goods, services and facilities) of the Disability Discrimination Act**

BHAFC (the Club) is committed to ensuring that its disabled supporters and customers have as full access as is reasonably possible to make to all goods, services and facilities provided or offered to the public by the Club.

The Club will operate a concessionary ticketing policy for disabled supporters and will ensure that the scheme does not discriminate between disabled people with differing impairments.

The Club has a training programme to ensure that all Senior Managers and appropriate "front line staff" are trained in the provisions of the Act. On-going training will be included in staff induction programmes.

The Club undertakes to its disabled supporters and customers that any complaints of discrimination will be dealt with under that procedure.

BRIGHTON & HOVE ALBION
Club Charter

The Club has advised its staff that any incident of discrimination under the provisions of the Act is a serious matter and will be dealt with under the Club's Disciplinary Procedures.

Brighton & Hove Albion Football Club Ltd.
American Express Community Stadium
Village Way
Brighton BN1 9BL

T 01273 695400