

## **BRIGHTON AND HOVE ALBION FOOTBALL CLUB CUSTOMER CHARTER**

### **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

## **Customer Service**

Sally Townsend is the principal customer services contact at the Club for questions, complaints or concerns and can be contacted as follows:

***By post:*** Letters should be addressed to Sally Townsend, Brighton and Hove Albion Football Club, North West Suite, Tower Point, 44 North Road, Brighton, East Sussex BN1 1YR.

***By telephone:*** 01273 695400

***By fax:*** 01273 648179

***By e.mail:*** [seagulls@bhafc.co.uk](mailto:seagulls@bhafc.co.uk)

Office hours are 9.00am to 5.30pm, Monday to Friday, and on Saturday Match day staff are available at Withdean Stadium from 10.00am to 5.00pm.

We will endeavour to respond to any letter, fax or e.mail 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 Ken Brown, Managing Director.

## **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.

The Club recognises its responsibility to the safety and well-being of children and young persons who participate in the Football in the Community scheme's activities. The Club has adopted a formal Child Protection Policy and ensures that all personnel adhere to it accordingly.

## **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

The Club meets monthly local residents and community representatives to discuss issues related to its use of Withdean Stadium.

The Club publishes its position on major policy issues in the Club programme and on its website at [www.seagulls.co.uk](http://www.seagulls.co.uk).

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

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.

## **Ticketing**

### ***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.

### ***Allocation***

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

### ***Match day tickets***

- Supporters wishing to purchase home match day tickets may do so either:
  - By post to 5/6 Queens Road, Brighton BN1 3WA
  - In person at the above address
  - By telephone on 01273 776992
  - Via the internet for most home matches at [www.seagulls.co.uk](http://www.seagulls.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

### ***Concessions***

- At least 20% of tickets are made available at concessionary prices for junior supporters and senior citizens.
- The Club provides an area for the exclusive spectator use of family groups including junior supporters. This area is all-seated and available at concessionary prices where each adult is accompanied by at least one child under 16 within the group.
- The Club provides support for disabled spectators and their carers. Such spectators are entitled to concessionary admission.
- When restricted view seats are offered for sale it is made clear that the view of the playing area is restricted and they are sold at an appropriately reduced price.

### ***Loyalty and Membership Schemes***

- The Club runs the following Loyalty and Membership schemes:

Gold Membership Scheme: available free exclusively to all 23 match package season ticket holders. Benefits include priority for all prestigious matches, home and away, that are all-ticket and likely to be over-subscribed.

Blue Membership scheme – available at a cost of £30 for Adults and £15 for concessions. Benefits include second priority for prestigious home and away matches that are all-ticket and are likely to be over-subscribed. (One ticket per member)

Young Seagulls: a two-tier club open to any person up to 16 years of age at no cost. Children aged 0-12 years can join Gully's Gang and 13-16 years can become members of Team Stripes. Benefits include discounts in the Club Shop; club cap, opportunity to be ball boy/girl; match day mascot opportunities; free team poster and photo of favourite player; photo of favourite player; priority booking for cup tickets; newsletters; birthday and Christmas cards; five a side training and discounts with a number of partners.

White Membership Scheme – available to members of the Away Membership Scheme which closed on August 31<sup>st</sup> 2007. (Re-registration was free of charge during the close season prior to the commencement of season 2007/2008). A one-off fee of £10 for adults and £5-00 for concessions is charged to new members for the life of the scheme.

### ***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.
- All supporters wishing to purchase tickets to away matches which are “all-ticket” for Brighton supporters must be members of the Gold, Blue or White Membership schemes, or a member of the Young Seagulls. Away tickets are limited to one per member.
- 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 Gold Members to claim their tickets on the basis of one per member. Applications will be dealt with on a first come-first served basis. After the fixed period has elapsed any unsold tickets will be released to members of the Blue Scheme and Young Seagulls members. After a further period specified by the Club any remaining tickets will go on sale to members of the White Membership Scheme.
- Ticketing arrangements for all away matches are publicised on the Club’s website ([www.seagulls.co.uk](http://www.seagulls.co.uk)), in Club programmes and press releases.

### ***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.
- Where possible there will be subsequent fixed period for members of the Blue membership scheme and the Young Seagulls to purchase tickets (one per member)
- If the game becomes oversubscribed, applications will be dealt with on a first- come-first-served basis within each category.

- 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](http://www.seagulls.co.uk))

### ***Returns/Refunds***

- The Club's policy on the return and distribution of unwanted tickets is that tickets will be accepted back no later than 7 days prior to the game on the basis that refunds will be given only if that ticket is resold.

### ***Issue of duplicate tickets***

- No duplicate tickets are issued before the day of the match. On the day of a match, a duplicate may be issued at the discretion of the Club Secretary for lost, stolen or misplaced tickets. A deposit of £20 will be payable. This deposit is refundable on production of the complete original ticket within one month of that match taking place.

### ***Abandoned/Postponed matches***

- If a match is postponed at a time before the turnstiles are opened, ticket holders are entitled to:
  - free admission to the re-arranged game on production of complete original ticket at the turnstiles 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 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. If there are no tickets available for matches in the current season then the ticket may be exchanged for a match in the following season at the current season's prices or:
  - a full refund of the value of the ticket less any booking fee 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 must return either the complete ticket if they have not passed through the turnstiles or the original stub to the ticket office and a new ticket for the rearranged game will be issued or
  - Supporters may exchange their ticket for another home match of their choice in the same season subject to availability by returning either the complete original ticket if they have not passed through the turnstiles or the original ticket stub to the ticket office, provided that they do so prior to the deadline date announced when the match is postponed. If there are no tickets available for matches in the current season then the ticket may be exchanged for a match in the following season at the current season's prices or
  - a full refund of the value of the ticket less any booking fee on production of either the complete ticket if they have not passed through the turnstiles or the original ticket stub to the ticket office.
- If the match is abandoned after kick-off and before half time, supporters are entitled to half-priced admission for the re-arranged match on production of the original ticket stub to the ticket office, provided that they do so 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.

### ***Accommodating away supporters***

The Club abides by the Football League Regulations governing the allocation of tickets to visiting clubs. The Club welcomes early indications that visiting clubs will not require more tickets than the 5% of the capacity at Withdean in which case the balance of seats will be made available to home 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.

### ***"Local Promotion" matches***

- The Club reserves the right under Football League Regulations to designate up to four matches per season as "local promotion" matches.

### ***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.

### ***Community activities.***

The Club employs full time staff dealing with Albion in the Community and other community-base activities. Examples of activities undertaken include:

### ***Core activities***

- Soccer Schools
- After-School Coaching
- Residential Soccer Schools
- Youth and Schools tournaments
- Football Fundays
- Player Development centres
- Coach education
- Teacher training fundays
- Junior Club Soccer camps
- Coaching for Hope programme in Africa
  - volunteering and training disadvantaged young people in some of the poorest communities on earth

Work with young people who have disabilities or special needs

- Special coaching sessions – Seagulls Specials
- Work with special schools and young people with disabilities
- Inter Club "Specials" Tournaments
- Football "Specials Funday"

## **Learning through football**

### ***Study Support Centre***

In January 2002 The Club opened a Study Support Centre fully equipped with Information and Communication Technology equipment. Through a range of innovative learning programmes the Centre strives to encourage participation and achievement (particularly amongst individuals who have been unable to meet their educational milestones) in a unique professional football club setting. Key groups targeted are:

- Young people aged 16-19 who have not engaged with Further Education, training or employment since leaving school
- Adults who have basic skills or ICT needs which prevent them from obtaining employment or job progression
- Parents and their children who require additional support with ICT and basic skills thereby encouraging family learning.

Other Activities include:

- Player "one to one" maths and reading projects
- Staff teaching fairs
- Supporters' teaching fairs
- Club History projects and Exhibitions

### ***Outreach projects***

- Projects organised in conjunction with the Local Authority Youth Offending Team
- Diversionary Activities – After school coaching in conjunction with Sussex Police
- Representation at School Days on Anti Racism, Anti Bullying
- Player support for initiatives tackling smoking and drug abuse

In addition the Club supports a number of charitable organisations through Web-based auctions, match day collections, supply of memorabilia for raffles/auctions and attendance of staff and players at Fairs, Fetes and Open days

The Club will respond positively to appropriate requests for assistance from local community and charitable groups

## **Who's Who at Brighton and Hove Albion**

Brighton and Hove Albion  
North West Suite  
Tower Point  
44 North Road  
Brighton  
BN1 1YR

### **BOARD OF DIRECTORS**

Chairman	Dick Knight
Chief executive	Martin Perry
Managing director	Ken Brown
Directors	Ray Bloom
	Derek Chapman
	Robert Comer
	Martin Perry

### **FOOTBALL STAFF**

Manager	Micky Adams
Assistant manager	Dean White
Reserve team coach	Bob Booker
Goalkeeping coach	Paul Crichton
Director of football	Martin Hinshelwood
Youth team coach	Vic Bragg
Chief Scout	Barry Lloyd
Physio	Malcolm Stuart
Assistant physio	Kim Eaton
Fitness coach	Matt Miller
Kit man	Ken Barnard

### **ADMIN STAFF**

Club secretary	Derek Allan
Commercial manager	Paul Rogers
Promotions manager	Ian Carpenter
Marketing & sales manager	Alan Davis
Community affairs manager	Stephen Ford
Financial controller	Ian Andrews
Financial assistant	Edward David
Office manager	Sally Townsend
Merchandise/shop manager	Ian Green
Ticket office manager	Paul McGowan
Press officer	Paul Camillin
Webmaster	Tim Dudding

## **ALBION IN THE COMMUNITY**

Steve Ford	Director
Alan Sanders	Director
Andy Alexander	Education Development Manager
Charlie Oatway	Community Relations Manager
Larry May	Football & Multi Sports Development Manager
Stuart Christie	Health Development Manager
Darren Teague	Community Development Manager
Teresa Sanders	Disability Football Development Manager

## **YOUNG SEAGULLS**

President	Nicky Forster
Co-ordinator	Matt Hicks
Project manager	Paul Watson
Schools liason officer	Sally-Ann Hayes
Mascot officer	Ian Horner
Membership officer	Brian Hicks

## **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 ongoing 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 Withdean 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.

**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 recognises that not all of its facilities are fully accessible to disabled customers and confirms that it is committed to making necessary reasonable adjustments described by the Disability Discrimination Act and its relevant Codes of Practice to ensure full compliance with the legislation.

The Club also recognises that it is likely to have new duties with effect from 1<sup>st</sup> December 2004 to remove permanent barriers that make it difficult or impossible for some disabled customers to access Club facilities. The Club will undertake such additional works as are reasonably required within the timescales set out in the Act.

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. Ongoing 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.

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.