



BRIGHTON & HOVE ALBION FC

SUPPORTERS'
CHARTER
2023/24

MISSION STATEMENT

Brighton & 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 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 by encouraging involvement through liaison and consultation groups.
- Developing the potential of young people seeking to achieve sporting excellence.
- Expanding the important work of Brighton and Hove Albion Foundation, 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.

TICKETING

NB: Tickets are subject at all times to the relevant ticketing terms and conditions, the Ground Regulations and any other relevant policies and guidelines put in place by the Club, the Football Association, the Premier League and any other Regulatory, government or legal body from time to time.

PRICING

The Club will endeavour to offer appropriate ticket pricing, as well as innovative ways to ensure a wide range of Supporters and spectators can gain access to Brighton & Hove Albion fixtures.

The Club absorbs all fees for mobile/ e-tickets for use on Smart Devices, including credit card, system and booking fees. Where a ticket is provided to a Supporter via any other means, including 'print-at-home' a fee of £2.50 per ticket is applied for administrative costs incurred by the Club. Bookings over the telephone attract a £1.50 per ticket fee for mobile tickets. For a full list of fees please see [here](#).

Spectators will only be admitted to Brighton & Hove Albion Football Club home matches at the American Express Stadium when in possession of a smartcard/ticket which has been assigned to them by the Club to the name which matches their valid photo identification.

2023/24 SEASON TICKET PRICES

	ZONE	ADULT	65+ / U21	U18	U10
2023/24 PRICES	A	£565	£385	£275	£150
	B	£675	£450	£310	£165
	D	£800	£550	£380	£190
	E	£895			
	F*	£590	£405	£150	£95

The Club operates a scheme to enable Supporters to pay for season tickets by interest free instalments.

MATCHDAY TICKETS

Supporters wishing to purchase home matchday tickets may do so through:

- The online booking site tickets.brightonandhovealbion.com. At least 5% of tickets for each game will be made available to non-season ticket holders.
- By telephone on 01273 668855.
- The Club reserves the right to vary arrangements at its discretion for individual matches, when as much notice as possible will be given. When there is availability and security approval is given, tickets will be made available for sale in person at the stadium ticket office on the day of the match.

2023/24 MATCHDAY PRICES

MATCH CATEGORIES

	A+ GRADE			A GRADE		
	Adult	65+/U21	U18	Adult	65+/U21	U18
Zone A	£52	£40	£30	£46	£36	£26
Zone B/C	£58	£45	£35	£54	£41	£30
Zone D	£65	£50	£37	£60	£46	£32
Zone E	£72	-	-	£66	-	-
Zone F ⁺	£50	£40	£30	£45	£35	£25

	B GRADE			C GRADE		
	Adult	65+/U21	U18	Adult	65+/U21	U18
Zone A	£36	£27	£18	£32	£24	£16
Zone B/C	£44	£33	£22	£38	£28	£19
Zone D	£50	£38	£26	£44	£33	£22
Zone E	£56	-	-	£48z	-	-
Zone F ⁺	£35	£26	£18	£30	£23	£15

⁺ZONE F is the exclusive family area, with no more than two adults permitted to accompany any one U18

*Booking fees may apply

The Club, under Premier League rulings, must offer visiting Supporters 3,000 tickets for the South Stand. There is also a cap on the price of away tickets which is £30.

CONCESSIONARY RATES

The 65+ concessionary rate is available in all areas of the ground except for Zone E on the stadium plan (see below). The senior citizen season ticket concessionary rate is available to Supporters who have reached their 65th birthday before 1 December 2023.

The Under-21 concessionary rate is available in all areas of the stadium except for Zone E. Anyone between the age of 18 and 20 may apply for a concessionary season ticket if they are under the age of 21 years on 1st August 2023.

The Under-18 concessionary rate is available in all areas of the stadium except for Zone E. A child under 18 may apply for a concessionary season ticket if they are under the age of 18 years on 1st August 2023.

The Club provides an area in the East Stand for the exclusive spectator use of family groups with junior Supporters under 18 years of age (Zone F). A Family Group must include at least one Under-18 for every two adults attending. A child under 18 may apply for a concessionary season ticket in this area if they are under the age of 18 years on 1st August 2023. Please also note that children under 13 are not permitted to attend a match at the American Express Stadium unless accompanied by an adult 18 years and over.



There is no lift access via the west stand.

TICKETING

DISABLED SUPPORTERS

The Supporter Services Department and can be contacted in relation to any disability matters via 01273 668855 (option 1).

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

Supporters requiring a personal assistant must register with the Club prior to booking their tickets.

Supporters can purchase a disabled season or match ticket at the American Express Stadium and claim a complimentary personal assistant ticket if they are in receipt of any of the following documents:

- Middle/Higher rate Disability Living Allowance (DLA)
- Personal Independence Payment (PIP) Enhanced Rate
- Certificate of Visual Impairment (CVI 2003)

If Supporters are not in receipt of the above, but feel that they do require a Personal Assistant, they should notify the Club as it can send an alternative form to the Supporter to be completed by a GP/Consultant.

If a Supporter does not require a Personal Assistant, but requires the use of a wheelchair area, or easy access seating, they should notify the Club.

The Club reviews each matter is on a case-by-case basis. Providing the documentation above does not automatically entitle the Supporter to a Personal Assistant ticket.

Where the Supporter has previously provided documentation which has expired, it is the Supporter's responsibility to ensure that valid and up to date documents are supplied to Supporter Services. 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 the complimentary ticket if the person to whom they aid is not attending the game.

The Club is committed to ensuring that its Disabled Supporters and customers have as full access as is reasonably possible to all goods, services and facilities provided or offered to the public by the Club.

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 to ensure full compliance with legislation.

The Club has a training programme to ensure that all Senior Managers and appropriate "front line staff" are trained in the provisions of the Equality 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.

TICKETING

CHARLIE PERRY INCLUSION ROOM

The Charlie Perry Inclusion Room was launched in August 2018 and is safe space for our Supporters to visit if they have a disability or sensory requirement and allows them to fully enjoy a match day experience at the stadium.

Before arrival, we ask Supporters to attend a familiarisation visit where we will give a tour of the facilities and general access. Prior to the game we will book in and issue tickets, along with a Hidden Disability Wristband, to further assist staff and stewards.

On the day, Supporters are greeted by 2 trained members of staff, who will be able to assist Supporters in accessing the room and facilities.

The room itself is in Block E2A and is a which is laid out into 3 sections:

- A quiet area, away from the football.
- An internal viewing area, which is soundproofed, air conditioned and with access to an accessible toilet.
- And an external viewing area, separate to general admission.
- We believe this layout gives Supporters the flexibility they need to best enjoy the match day. After the match, Supporters are encouraged to remain in the room for as long as they wish, this allows crowds to disperse.

For further information and to enquire about booking, please contact Supporter Services on supporter.services@brightonandhovealbion.com

Or visit <https://www.brightonandhovealbion.com/club/club/disability>

HIDDEN DISABILITY WRISTBAND

In 2017/18 Brighton & Hove Albion Football Club launched a hidden disability wristband scheme. The scheme was introduced to make it easier for Supporters with a hidden disability to easily identify themselves to Club staff should they need any assistance, and without having to explain the nature of their disability.

Please also note that Supporters can apply for a Hidden Disability Wristband if they require medical exception to our prohibited items provision, as per the fan guide.

For more information on how to apply for a Hidden Disability Wristband email supporter.services@brightonandhovealbion.com or call on 01273 668855.

TICKETING

LOYALTY AND MEMBERSHIP SCHEMES

The Official Club membership for the 2023/24 season allows Supporters ticket priority before the general public.

The Club operates a Loyalty Point scheme, whereby Supporters accrue points for purchasing tickets through the Club. When tickets are limited, or when demand outstrips 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 every first team competitive home match, with specific hospitality lounges assigned to the various seated areas.

MOBILE TICKETING

Albion fans can now use Apple Wallet or Google Pay to store matchday tickets, making access to the American Express Stadium even more convenient. Useful information of this can be found at tickets.brightonandhovealbion.com.

MEMBERSHIP SCHEMES

The official Club membership for the 2023/24 season allows Supporters ticket priority before the general public.

My Albion+ membership is designed both for young fans aged under 18 and adults. My Albion+ includes the benefit of a priority ticket sales window, an exclusive joining pack and access to events throughout the year. For juniors this also includes entry into our matchday mascot lottery, and a host of other benefits announced at the start of each season.

MyAlbion+ membership is also partnered with the Season Ticket Sharing allowing Season Ticket Holders to share their season ticket with MyAlbion+ members who are unable to attend matches.

MyAlbion is our digital membership offering, allowing access to exclusive online content.

AWAY MATCHES AND ALL-TICKET GAMES

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 & 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 based on one per member. Applications are dealt with on an accrued Loyalty Points basis.

Ticketing arrangements for all away matches are publicised on the Club's website tickets.brightonandhovealbion.com, 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 based on one per season ticket holder.

After the specified periods have elapsed any remaining tickets will be released for MyAlbion+ members sale based on number of Loyalty Points accrued. Ticketing arrangements for all home cup matches are publicised on the Club's website BrightonAndHoveAlbion.com.

TICKETING

RETURNS/REFUNDS

The Club's policy on the return and distribution of unwanted match tickets is that we do not offer refunds on matchday tickets, unless a match is postponed or abandoned. Further details are provided in our Ticketing Terms & Conditions .

Booking protection can be purchased with Tickets. This would provide further protection and circumstances in which a Supporter is able to obtain a refund on their Ticket. Terms of the booking protection and what is covered, will be provided at checkout.

To obtain a refund for a rearranged fixture, the purchaser of the ticket must email the Club within seven days of the rescheduling announcement (which shall be made on the Club website) provided this is still more than seven days before the rescheduled date. The Purchaser must provide full details of the matchday that they have purchased at that time. After the seven-day period has passed, no refunds will be offered on match tickets.

Tickets that include hospitality or are part of ticket packages/promotions are subject to their own terms and conditions.

It is the responsibility of the ticket holder to check the date and kick-off time of matches. A refund will only be issued on production of identification, and only where the individual requesting the refund is the person to whom the home match ticket was originally sold.

For the avoidance of doubt, the final decision belongs to the Supporter Services Manager.

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. Season Ticket Holders are advised to use the Club's Ticket Sharing/ Ticket Upgrade or Ticket Exchange scheme's if they are unable to attend a fixture.

Fixture rearrangements are commonplace during a season and are dictated to the Club by the Premier League, broadcasters and other outside influences. Supporters should bear this in mind and check the Club website and other communication channels regularly for fixture updates.

A game may also be postponed due to adverse weather conditions and other unforeseen circumstances. Please see the section on Abandoned/Postponed matches for full details.

SEASON TICKET SHARING

We recognise that in these uncertain times Supporters need more flexibility than ever, therefore for the 2023/24 season we are enabling season ticket holders to share their season ticket with a MyAlbion+ member on a one-time, singular occasion for free or continuously throughout the season for a one-off upgrade fee of £20.

This will mean you can give your season ticket to a friend/family My Albion+ member for a match you may not be able to attend. (Season-ticket holders are reminded that photo ID must be shown at every matchday, confirming that the named attendee matches the name on the season ticket (under 12s are exempt)).

The system will work online and allow season-ticket holders to login and to forward their seat for a game to a current MyAlbion+ member, this will deactivate the season ticket and forward a new ticket to the registered member.

It should be noted that the ticket will be forwarded at the original age band. For example, if you have a senior season ticket this will be forwarded as a senior match ticket. Step Guide:

1. Ensure the person you want to share with is a MyAlbion+ member, that they are part of your Friends and Family group online and their email address is correct.
2. Upgrade your account to a sharing season ticket. Wait one hour and permission will be added to your online account.
3. Adults may share with an any age group. 65+/U21 may share with U10, U18, U21s or over 65. U18s may share with U18 or U10. U10s may share with U10. All recipients must be a current, active MyAlbion+

member.

4. The ticket will be sent to the new owner automatically.

The existing Ticket Exchange scheme will still be in operation and come into effect when a game has sold out. Ticket Sharing can be used at any time for a home league game.

TICKETING

BOOKING PROTECT

At the point of purchase, the Club makes booking protection available through a third-party provider, for Supporters who wish to protect against risks such as injury, illness (including COVID-19), adverse weather and public transport failures, which may mean that they're unable to attend a match. Further information can be found at:

<https://documents.bookingprotect.com/BHA/p/TKT/eng/Termsandconditionsv3.pdf>

ALTERNATIVE SEASON TICKET

If not already functional, Supporter will receive a link for a mobile season ticket which can be added to their Google/Apple wallet. Under 10 season ticket holders can have their mobile pass downloaded to multiple devices (parent/guardian phone) if they arrive and access the turnstiles together.

This change has been made in line with our commitment to providing the best matchday experience we can.

If Supporters do not own a smart phone, they will need to request an alternative method of entry as shown below. Supporter will need to be logged in to their MyAlbion Digital account and will need to complete the process in full once their request has been completed, they will receive an email confirmation. If they do not receive an email within 24 hours, they will need to contact us. As of the 2023/24 season, there will be an additional £20 cost for this.

Supporters must send the following to **supporter.services@brightonandhovealbion.com** along with their fan number within 7 days.

- A copy of their passport details page **OR** photo driving license.
- A clear picture of their face.

Once we have received their ID and photo, we will amend their account and send out an alternative method of entry. – The Supporter must ensure their home address is up to date on their account.

If a Supporter is purchasing a match ticket, and is not a season ticket holder, they can request a 'Print at Home' ticket. There will be an additional £2.50 cost for this. This can be requested online during the booking process.

ADANDONED/POSTPONED MATCHES

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

If a match is postponed prior to kick-off season ticket holders and match ticket holders are entitled to free admission to the rearranged game on production of their card or on production of their complete original ticket.

Match ticket purchasers may exchange their ticket for another home match of the same grade or lower, in the same season, subject to availability by calling Supporter Services, within seven days of the rescheduling announcement or claim a full refund of the value of the seat less any booking fee by contacting Supporter Services, within seven days of the rescheduling announcement. (Terms may vary for packages or special offers.)

If the match is abandoned after kick-off and before halftime, match ticket purchasers are entitled to half-priced admission for the rearranged match provided that they contact Supporter Services within seven days of the rescheduling announcement. (Packages and special offer T&Cs may vary.) If the game is abandoned after half-time, no compensation will be available.

FAMILY FACILITIES

The Club has designated family areas located in the East Stand and North Upper Stand. The designated family sections at the stadium are coloured pink in the stadium plan (see below).

To qualify for a seat in this area there must be at least one under 18 ticket booked and no more than two adults may accompany one under 18. Adults who are seated in this area are required to ensure that they assist the Club in maintaining a friendly environment free from foul and abusive language. Lots of activities aimed at the younger visitor take place in the concourses pre-match which in the past has included appearances from Gully, football skills and face painting.

BWSL TICKETING POLICY

The Club will endeavour to offer appropriate ticket pricing, as well as innovative ways to ensure a wide range of Supporters and spectators can gain access to Brighton & Hove Albion women's fixtures.

Brighton & Hove Albion women's season tickets and home match tickets available for sale from the tickets site tickets.brightonandhovealbion.com.

For home matches, concessions will be available to all those under 18s and those aged 65 and over. Children under 13 must be accompanied by an adult.

Supporters of the visiting Clubs may purchase tickets via the tickets site in the designated away area of the East Stand Block A and the North standing terrace. Disabled Supporters should follow the guidance in the disability section of the charter and can then purchase tickets in the clearly marked disabled sections shown online.

Ticket prices and availability can be found at tickets.brightonandhovealbion.com along with a link to full terms and conditions.

In the event of the postponement or abandonment in full of a Match, match ticket holders will be entitled to receive a full refund of the price of the ticket or receive the equivalent ticket for the subsequent re-arranged or comparable Match. Season ticket holders tickets will be active for the rescheduled match date (no pro rata refunds will be given).

TRAVEL

FREE TRAVEL SERVICES

For all Premier League games at the American Express Stadium, the Club offer home and away fans free travel on buses and trains within the Free Travel Zone (see map on the following page).

You can use your matchday ticket, season ticket, or proof of matchday ticket purchase to use most services between 11:30am and 9pm for a 3pm kick-off and between 4:15pm and midnight for a 7:45pm kick-off.

Free travel services for other kick-off times will vary accordingly. Details of the bus and rail services that can be used for home matches at the stadium free of direct charge are listed below.

Please note: Free travel is inclusive for all home league matches. Free services may also be offered for friendly or cup matches, but please check Club information when purchasing your ticket.

TRAVEL LEVY

A Travel Levy of £50 per season, per adult, for 19 league games will be applied to all season ticket holders.

The concession levy is £25 for Under-21s, Under-18s and Over-65s. There will also be a levy added to 2023/24 league matchday ticket prices for both home and away fans.

The benefits to all ticket holders will be inclusive, subsidised bus or train travel within the dedicated zone, and use of the Club's park & ride scheme.

Subsidised travel for cup and friendly matches will be decided on a game-by-game basis.

TRAIN TRAVEL

When Supporters reach the barriers at the station, they will need to show the ticket officer their match ticket, smartcard, or proof of purchase if collecting tickets at the ground.

If Supporters are travelling from outside of the subsidised zone, simply buy a ticket to the last station on the zone perimeter and use the subsidised travel system for the remainder of your journey. Supporters may also wish to consider parking at the Lewes or Brighton railway stations and taking the train on to Falmer. Falmer Station is adjacent to the American Express Stadium North concourse, and it is just a couple of minutes' walk from the platform to the stadium.

For fixtures at the American Express Stadium outside of the Premier League programme, the match ticket will indicate whether free travel is included or not, so Supporters must be sure to check before making travel arrangements.

SUBSIDISED TRAVEL ZONE

Travel for Supporters will be free on the day, as their match ticket price includes the subsidised amount.

For Southern timetables, please visit southernrailway.com.



TRAVEL

BUS TRAVEL

There are a wide range of bus routes that serve the American Express Stadium . On a matchday, the cost of bus travel to the stadium is included in the price of the home league match ticket on the following services:

All Brighton & Hove Buses (including services Lewes to Ringmer, Uckfield and Royal Tunbridge Wells) and Stagecoach Coastline 700 and N700 services from Worthing.

Supporters must show the driver their ticket, smartcard, or proof of purchase if collecting tickets at the ground. Senior citizen bus passes are also accepted and under-5s travel for free. For fixtures at the American Express Stadium outside of the Premier League programme, the match ticket will indicate whether free travel is included or not, so please be sure to check before making travel arrangements.



TRAVEL

PARK & RIDE

The Club offers two park and ride sites around the city: Mill Road and Brighton Racecourse. All of the sites are served by at least one wheelchair-accessible bus. If Supporters have any specific mobility needs they must tell the stewards when they arrive, and they will direct them as necessary. Details of how to get to each site are listed below.

Travel operations may vary for non-league football matches and other stadium events. Supporters must always check the travel information news story on brightonadhovalbion.com before travelling.

PARK & RIDE 1 - SATNAV: BN1 8ZF

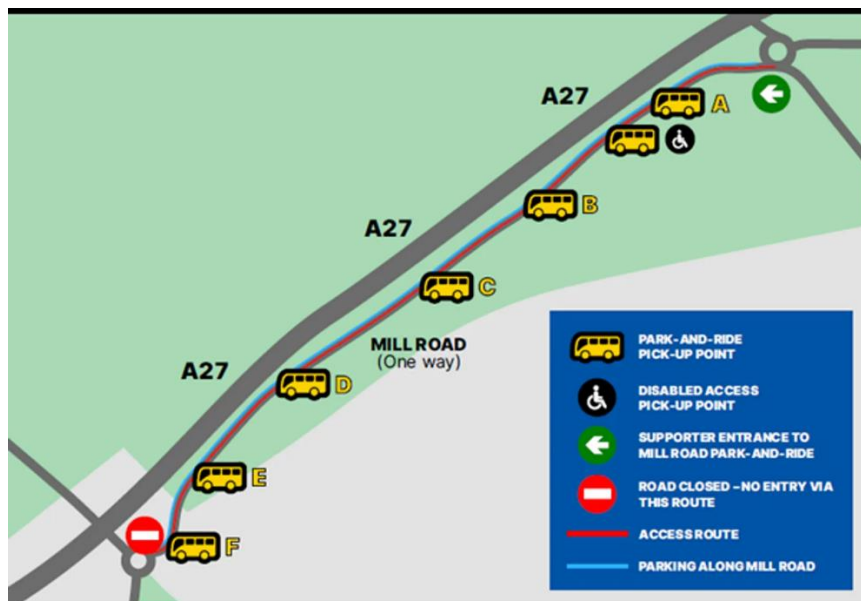
(Mill Road)

Mill Road is the most popular park and ride site with 450 spaces available. The car park is usually full 1.5 hours before kick-off, so if Supporters are running late they are advised to head to the park and ride at Brighton Racecourse site (see directions). Supporters should make sure they follow the directions to the Mill Road site carefully, as driving past the car park entrance could result in traffic congestion delays for up to 45 minutes.

DIRECTIONS

Mill Road is located off the roundabout at the end of the A23 dual carriageway. Take the exit towards the petrol station and head under the narrow bridge. Stewards and signs will direct Supporters to the parking and bus waiting area.

If the site is full, please follow directions to Park and Ride 2 (Brighton Racecourse) BN2 9XZ on the next page.



TRAVEL

PARK & RIDE 2 – SATNAV: BN2 9XZ (Brighton Racecourse)

The Brighton Racecourse site has 700 parking spaces available. Buses usually take approximately 20 minutes to reach the stadium. If Supporters are heading to this site from the north use the directions noted above. If Supporters are heading to the site from the east again use the directions noted below. Supporters must not use the Woodingdean crossroads to get to the racecourse. All of the roads around the stadium are very busy as is the Woodingdean crossroads every evening. Make sure to follow these directions and avoid using the A27. The A27 gets very busy on a matchday, and Supporters may miss kick-off.

DIRECTIONS

1. Follow A23/London Road south towards the city centre.
2. After 2.9 miles, turn left with the one-way system, with the fire station on your left.
3. At the first set of traffic lights bear right.
4. At the next set of traffic lights turn left.
5. Head along Union Road with the park on your right and at the traffic lights turn left.
6. Head immediately into the right-hand lane and at the next set of traffic lights turn right and into Elm Grove.
7. Immediately after the hospital, turn right.
8. On arrival at the Racecourse, stewards will direct you to a space.



WALKING

If Supporters lives within a reasonable distance of the American Express Stadium, then walking or cycling is recommended. There are several safe and well-lit footpaths and cycle lanes to the stadium from both Brighton and Lewes, with ample covered and secure cycle parking on site.

CYCLING

Bike racks are located at the North concourse (Station Approach) and upper tear drop. Please ensure bikes are securely locked with no luggage or loose items attached.

We advise Supporters to arrive early to ensure a space. Once the North concourse racks are full, please utilise spaces at the upper tear drop. Any bikes not left in designated areas may be removed.

CAR PARKING

The Club has excellent car parking facilities available to both home and away Supporters at two nearby sites. Spaces must be pre-booked in advance of the match.

Pre-booked parking costs just £15 per car so be sure to secure your spot early by booking online at BrightonAndHoveAlbion.com/tickets. You will receive a digital pass to download onto your mobile phone, please ensure you have this ready when you are parking on a matchday. Under no circumstances will you be able to use the near-site parking if you have not pre-booked – even if you are running late for the match.

Seasonal parking is no longer available, other than in extenuating circumstances. Please email supporter.services@brightonandhovealbion.com for more information.

Car parking is available to purchase match by match.

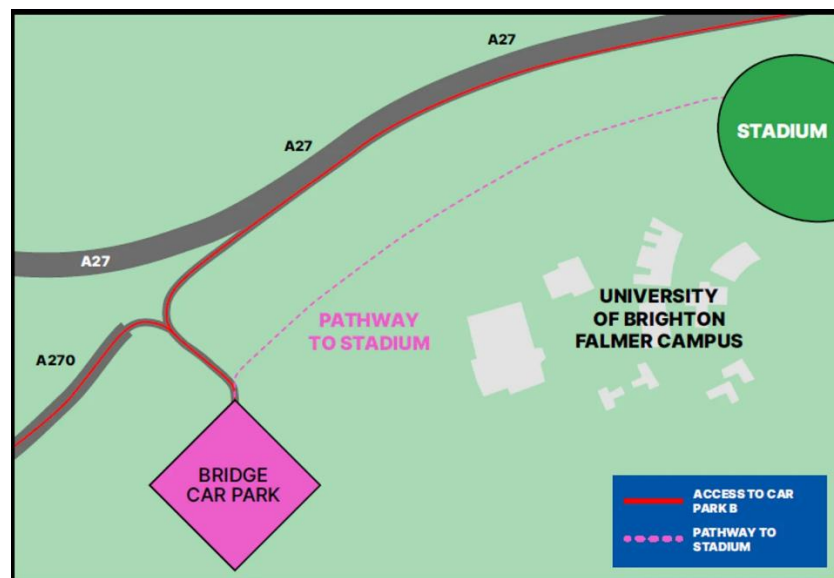
CAR PARK B - SATNAV: BN9 9PW (Bridge Car Park)

FROM BRIGHTON CITY CENTRE: Take the A23 northbound on Old Steine and bear right, following signs for Lewes (A270). Continue for approximately three miles, cross the traffic lights at the junction of the A270, proceed until you arrive at the junction with Stony Mere Way, and turn right, proceed under the A270, through the tunnel into the Bridge car park, where stewards will direct you.

EASTBOUND: Leave the A27 at the Hollingbury exit and follow the signs for Coldean. At the roundabout take the exit for Coldean and after one mile, turn left at the lights on to the A270. At the junction with Stony Mere Way, turn right, proceed under the A270, through the tunnel and into the Bridge car park, where stewards will direct you.

WESTBOUND: On the A27 head past the off slip for the Stadium and Falmer and bear left off the A27 at the next junction, signposted to Brighton, onto the A270. Stay left on the slip road, and at the traffic lights, turn left through the tunnel into the Bridge car park, where stewards will direct you. The stadium is approximately an 850-metre walk from the Bridge car park. Car parking is available to purchase match by match.

The stadium is approximately an 850-metre walk from the Bridge car park.



CAR PARK C - SATNAV: BN1 9RB
(Sussex University)

FROM BRIGHTON CITY CENTRE: Take the A23 northbound on Old Steine and bear right, following signs for Lewes (A270). Continue for approximately three miles, before turning left onto Stony Mere Way, which is just before the A27 junction.

EASTBOUND: Leave the A27 at the Hollingbury exit and follow the signs for Coldean. At the roundabout take the exit for Coldean and after one mile, turn left at the lights on to the A270, proceed until you arrive at the junction with Stony Mere Way, and turn left and follow the road into Sussex University.

WESTBOUND: On the A27 head past the American Express Stadium, and bear left off the A27 at the next junction, signposted to Brighton, onto the A270. Stay left on the slip road and at the bottom of the slip road, turn right into Stony Mere Way and follow the road into Sussex University.

Upon entering the site, stewards will then direct you to the available car parks, and the stadium is a short walk from the campus.



IMPORTANT THINGS TO REMEMBER IF TRAVELLING BY CAR

There are no uncontrolled parking areas at either university campus or the Car Park B; entry to these premises will be controlled by stewards.

- There is no on-street parking anywhere close to the stadium and there are traffic schemes in place to make sure that this is upheld.
- Nearby residential areas will be controlled by stewards and access on matchdays will be available to residents only.
- If Supporters do park in areas around the stadium, they run a very real risk of receiving a parking ticket or worse still, having their car towed away.
- Supporters should map their journey ahead of travelling to ensure that they have the correct location and arrive in good time.

TRANSPORT FAQs

WHAT IS THE QUEUING TIME I CAN EXPECT AFTER A MATCH?

After the match there will inevitably be a queue for your return journey whether you are using the train, bus or car. It is taking us roughly an hour to clear the queues. Bars will be open for a period after each game. So, if you don't have to rush off, stay and take your time.

I DON'T USE ANY OF THESE TRAVEL OPTIONS, SO WHY DO I STILL HAVE TO PAY?

Providing a sustainable transport plan was a huge part of obtaining the license to build the American Express Stadium and play our football here. The transport levy plays a vital part in allowing us to maintain all of the access areas and travel methods that service the stadium. From the walkways that surround the building, to the bike storage, to extending the platform at Falmer station. So however, you get to the stadium on a

matchday, at some point you will use a service that your contribution to the levy has been put towards, to ensure you get to your seat as quickly and safely as possible.

WHAT HAPPENS WHEN A PARK & RIDE SITE BECOMES FULL? HOW WILL THIS BE PUBLICISED ON THE DAY?

All the park & ride sites are linked by radio; if one becomes full, people will be directed to one that isn't full. Regular updates will be posted via our social media channels, follow @OfficialBHAFc for more information.

NONE OF THE TRANSPORT OPTIONS ARE SUITABLE FOR ME. CAN I BE DROPPED OFF INSTEAD?

As a last resort, we do have very limited availability for vehicles wishing to drop Supporters off. The only appropriate place to do this is at Sussex University car park 5 by the Sports Hall, which is a short walk through the tunnel that goes under the A27, past Falmer station onto the American Express Stadium footprint. There are no pick-up or drop-off points along Village Way or Woollards Way.

Please note that this is for the safety of all fans, and we fully support Sussex Police in their actions.

IS THERE MOTORCYCLE PARKING AVAILABLE?

We are pleased to accommodate Supporters who arrive via motorbike. Parking spaces are assigned on a first-come, first-served basis and access is gained through the Main Entrance on Village Way.

We do not allow helmets into the stadium bowl, therefore please ensure the security of your helmet by locking it to your bike. Alternatively, if you prefer, we offer a secure bag/item drop off service at the South stand. A £5 fee will be charged for this service.

I REQUIRE DISABLED SUPPORTER ACCESS. HOW DO I BOOK?

For all disabled Supporter parking queries and sales please call 01273 668855 (option 1) or book at tickets.brightonandhovealbion.com.

For match-by-match disabled parking, your blue badge must be clear to stewards on entry to the car park and visible in your window throughout the duration of your stay alongside your parking pass. If you haven't registered your blue badge, please do so by emailing a picture of it to supporter.services@brightonandhovealbion.com.

The Club place greater emphasis on sustainable modes of transport. We have noted that all P&R sites, and bus and rail services provide access for disabled fans. Disabled parking spaces, as with all near site parking, are limited. It is essential that spaces are booked in advance to avoid disappointment.

DISABLED SUPPORTER INFORMATION

All the available travel options are fully accessible to disabled Supporters. The trains and buses are equipped to accommodate wheelchair users, and you will be given priority parking at the park and ride sites. There are a limited number of disabled Supporter parking spaces available which can be pre-booked by calling 01273 668855 (option 1), or you can book disabled parking (subject to availability) at tickets.brightonandhovealbion.com.

Note: All travel operations may vary for cup, friendly and non-first team matches and other stadium events. Please ensure you visit our Club website or contact Supporter Services prior to travelling, for specific event information.

ON A MATCHDAY

MATCHDAY SCHEDULE

The schedule is typical for a Saturday, 3pm kick-off and gives Supporters a good idea of the range of activities and timings ahead of a league game at the American Express Stadium. Timings will vary for different kick-off times and are subject to change.

On the bandstand, found on the stadium concourse in the Northeast corner, we often showcase the best local talent and elsewhere we offer activities for our younger Supporters, ranging from face painting to football skills sessions.

For those looking for a pre- or post-match pint and a bite to eat, Dick's Bar – named after former chairman Dick Knight – can be found in the North Stand, with its entrance adjacent to the Seagulls Superstore.

To ensure Supporters make the most of their day at the American Express Stadium they should consult our travel guide ahead of their journey and visit our website for details of specific matchday activities for the game they plan to attend.

Typical match day timings (based on 3pm KO)

PRE-MATCH

11am - Ticket office and Club superstore opens

11.30am - Dick's Bar opens for those who want to arrive early and potentially watch any early games prior to Albion's game in the comfort of our Supporters' bar

12.30pm - 1901 Club lounges open to members and their guests

1pm - Fanzone activities begin

1.30pm - Concourses open

1.30pm - Players will take to the field to perform their individual warm-ups

2.15pm - Bandstand and other activities in the Fanzone finish

2.20pm - Players take to the field to warm up

2.30pm - Last orders in the bars in the Fanzone

2.45pm - Players return to the dressing room for final instructions and last stretches

2.50pm - Players enter the tunnel ready to take to the field

3pm - Kick-off

HALF-TIME

During the interval we have a variety of pitch-side interviews and occasional on-pitch activities to keep you entertained.

POST-MATCH

Dick's Bar and the North Stand concourse are open after the final whistle serving a wide selection of drinks for those who want to stay at the stadium and watch the late afternoon game. The Club shop is open post-match though timings will vary.

The majority of the 1901 Club lounges close 30 minutes after the final whistle, with one or two lounges remaining open until slightly later.

SUPPORTER SERVICES

SUPPORTER LIAISON

The Supporter Services Team is the principal point of contact at the Club for questions, complaints or concerns and can be contacted as follows:

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

Email: supporter.services@brightonandhovealbion.com

Telephone: 01273 668855 (option 1)

The Club's Supporter Liaison Officer is Sarah Gould. Should any Supporter wish to contact Sarah direct they can do so by contacting supporter.services@bhaafc.co.uk or call 01273 668855 (option 1). The office is open 9am to 5pm Monday to Friday.

COMPLAINTS PROCEDURE

It is the responsibility of the Supporter Services department to ensure that we respond to any correspondence within five working days of receipt of such communication.

Once a complaint is received in the office, the team shall then fully investigate the complaint and liaise with the relevant department prior to responding to the Supporter, no later than 21 days from receipt of the original correspondence.

Should a Supporter be unhappy or feel that their matter is still unresolved, then the complaint will be referred to the Supporter Services Manager, Millie Crowhurst, with a final decision being made by Paul Barber, Chief Executive and Deputy Chairman of the Club.

ALTERNATIVE DISPUTE RESOLUTION

If Supporters have been in touch and are unhappy with our resolution, please let us know. If they remain unhappy with any final resolution, we're required to let them know about ADR.

The European Commission now offers a platform for ADR. If Supporters have bought a product or service online, they have the opportunity to settle a dispute out of court using the European Commission Online Dispute Resolution (ODR) procedure. Information about ODR on this website: <http://ec.europa.eu/consumers/odr/> which is managed by the European Commission.

Issues may then be escalated to the Independent Football Ombudsman (IFO) (see below).

**The IFO: The Independent Football
Ombudsman, Suite 49, 33 Great George
Street, Leeds, LS1 3AJ E:
contact@theifo.co.uk
T: 0800 588 4066**

STAFF CONDUCT

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

The Club has an equality 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.

CLUB LIABILITY

The Club is not liable for any loss, damage or injury sustained or incurred (howsoever arising) by any individuals or groups of individuals whilst on Club premises.

CONSULTATION

Brighton & Hove Albion Football Club regularly consults with its supporters through liaison meetings and through meetings with the Fan Advisory Board and representatives of fans' organisations.

A large fan forum takes place every close season with Tony Bloom, Paul Barber and the first team manager in attendance, where supporters can ask questions and discuss important issues.

Regular forums also take place every quarter when our fan groups and meetings are held at their chosen locations.

The Club publishes its position on major policy issues in the Club programme and on its website at BrightonAndHoveAlbion.com.

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

The Club meets regularly 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.

SUPPORTERS' CLUBS

The togetherness of our fan base is vital to the Club's future success. Supporters' clubs increase our close connection to fans and allow fans themselves to bring their love of Albion together.

Supporters' clubs are always happy to welcome new members, while there might be a Club closer to you than you think. To check out the groups currently running, visit

<https://www.brightonandhovealbion.com/club/fans/supporters-club/official-supporters-clubs>.

If you're interested in starting up your own Albion supporters club, visit

<https://www.brightonandhovealbion.com/club/fans/supporters-club/form-a-supporters-club/>.

FAN ADVISORY BOARD

We are delighted to announce the ten representatives of the Albion Fan Advisory Board:

Nigel Summers
Gillian Martin
Allison Brett
Niraj Haria
Clive Steed
Andy Goodchild
Charlie Benny
Christopher Bassett
Gerry Brown
Jo Davis

Fan Advisory Board meetings will include some of our most senior executives, including one with the main board of directors, to provide feedback on various fan issues.

BHAF

Brighton and Hove Albion Foundation is the not-for-profit, charitable arm of Brighton & Hove Albion Football Club.

Using the power of football and the reach of the Club we engage and inspire local people of all ages, abilities and backgrounds. We reach out to people, often those with the greatest need, and give them opportunities they may never have had.

BHAF is for everyone. BHAF delivers a huge range of programmes – from football and sports to health and wellbeing, from education and qualifications to disability and social inclusion.

BHAF helps people improve their health and wellbeing, overcome challenges and build their confidence and skills. BHAF raises people's aspirations and helps them to achieve their full potential. We're incredibly proud to say that BHAF helps people change their lives for the better.

BHAF's five objectives:

1. MAKE SPORT ACCESSIBLE TO PEOPLE OF ALL AGES AND ABILITIES

BHAF increases participation in sport and physical activity by providing accessible football and sports courses to people of all ages and abilities across Sussex.

2. TACKLE INEQUALITY

BHAF delivers innovative programs that tackle social, physical and mental inequality, and empower marginalised people through positive, supportive engagement.

3. IMPROVE HEALTH AND WELLBEING

BHAF delivers targeted programs that raise awareness of health issues and motivate people to make positive changes, particularly those living in areas of health inequality.

4. IMPROVE EDUCATIONAL ATTAINMENT

BHAF delivers new and creative ways for young people to learn.

5. CREATE EMPLOYMENT AND CAREER OPPORTUNITIES

BHAF provides unique and innovative training and skills programmes, alongside a range of qualifications.

CLUB SUPERSTORE

The Albion Superstore is located underneath the North Stand and is clearly visible as Supporters and visitors approach from Falmer Station.

If Supporters have purchased shirts, they can be printed straight away however where printing is to be carried out on a used shirt, the shirt must be washed and cleaned. No printing will be done on a shirt that is being worn.

There are lots of brand-new products available in the store and with new products arriving regularly throughout the season there are plenty of reasons to come back and visit time and again.

OPENING HOURS:

Monday: 10am – 5pm

Tuesday: 10am – 5pm

Wednesday: 10am – 5pm

Thursday: 10am – 5pm

Friday: 10am – 5pm

Saturday: 10am – 5pm

Sunday: 11am – 4pm

MATCHDAY OPENING HOURS: as above plus -

3pm kick-off Store will open 11am - 3pm and reopen at 4.30pm – 6pm

7.45pm kick-off Store will open 9am - 7.45pm and reopen at 9.30pm - 10.30pm

Please ask in store for opening times for bank holidays or other kick-off times.

We also have several mobile kiosks selling Albion merchandise on a matchday, which are located at various points around the American Express Stadium.

ALBION ONLINE STORE

Albion fans based further afield can also make use of the online store, shop.BrightonAndHoveAlbion.com offering a delivery or collection service.

For any questions, please contact the store team on 01273 668855 (option 3) or email any queries to shopenquiries@brightonandhovealbion.com.

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 English Premier 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.

HOSPITALITY

THE 1901 CLUB

The 1901 Club is the region's most exclusive sports and business Club. With restaurants and bars in a magnificent stadium setting, enjoy a premium matchday hospitality experience, with a view of the action in some of the best seats at the American Express Stadium.

The atmosphere is one of relaxed and comfortable elegance throughout. Members can socialise with friends or guests pre-match, enjoy the game, then extend their day with us after, all in our Club exclusive lounges.

The 1901 Club leads the way in offering a flexible and premium hospitality experience, with Brighton & Hove Albion Football Club. Supporters can contact us in either of the following ways for more information:

Telephone: 01273 668855 (option 2)

Email: 1901@brightonandhovealbion.com

CONFERENCE FACILITIES

The American Express Stadium boasts ten stunning lounges all recently refurbished, six concourses and outside space for team-building activities. All lounges have state-of-the-art equipment including built-in PA systems and wireless internet access throughout the stadium.

The large variety of spaces means the venue is ideal for all types of events including conferences, team-building days, dinners, graduation ceremonies, corporate receptions, exhibitions, private parties, civil ceremonies, and wedding receptions.

There are also 21 executive boxes, each seating up to ten guests. These are ideal for board meetings, one-to-one meetings, interviews, additional breakout spaces, or even a private meal for ten. All facilities are air conditioned, with natural daylight and spectacular views overlooking the pitch or the stunning South Downs.

Whatever the requirement, be it a board meeting for ten or a dinner dance for 450, the American Express Stadium offers a stylish and contemporary setting.

For further information, interest parties should contact the Club on 01273 878272, or email events@brightonandhovealbion.com or visit www.eventsatbhafc.co.uk.

BEHAVIOUR GUIDELINES

We ask all Supporters and visitors to help us keep the American Express Stadium one of the safest and most inviting stadiums in English football.

Brighton & Hove Albion Football Club does not tolerate sexual or racial harassment or other discriminatory behaviour, whether physical or verbal, and will work to ensure that any such behaviour is met with appropriate disciplinary action.

Where anyone, whether a home or visiting Supporter, uses discriminatory language or behaviour, the club will take the steps necessary to eliminate such unacceptable activity. The individual concerned may be subject to a ban by the Club or liable for arrest and the Club will support any subsequent prosecution.

All banners require a valid safety certificate. If planning to bring banners over 150cm x 150cm to the stadium, supports are required to obtain authorisation from the Club in advance. To gain authorisation, please email Supporter Services at supporter.services@bhafc.co.uk.

What **IS** permitted inside the Amex through the turnstiles or lounge entrances?



Small compact cameras
(must be able to fit in a pocket)



Small fold up umbrellas



Assistance dogs & crutches / walking aids



Small bags



Clear plastic bottles
(500ml or less with top removed)



Non offensive banners
(Must be 150cm x 150cm or less & no sticks or poles and must meet fire regulations)



(In order for us to ensure that your visit is as safe and smooth as possible and your seats are suitable for your needs, please email supporter.services@bhafc.co.uk prior to attending the game)

Bags to the size of A4 (21cm x 29.7cm)

What **ISN'T** permitted inside the Amex through the turnstiles or lounge entrances?



Alcohol
(Beer, wine or spirits)



Glass bottles



Illegal substances



Weapons



Clear plastic bottles
(In excess of 500ml)



Canned drinks & cartons



Large banners



Air horns



Solid containers / flasks
(Including glass, plastic and metal)



Perfumes & aerosols



Musical instruments



Tools



Large bags / suitcases
(Including large rucksacks, hard shelled bags and wheeled bags)



DSLR & video cameras
(Including cameras that use large lenses)



Smoke / gas canisters



Fireworks / flares



Bottle lids



Laser pens



Smoking

The Amex Stadium is a no smoking stadium, this includes the use of electronic cigarettes



Prams

SUPPORTERS' CHARTER 2023/24

OFFENCE	RECOMMENDED SANCTION 1 ST OFFENCE Minimum to indefinite ban	RECOMMENDED SANCTION 2 ND OFFENCE Minimum to indefinite ban	HOW TO APPEAL	MINIMUM PERIOD BEFORE REVIEW
CATEGORY 1				
<ul style="list-style-type: none"> a. Smoking/vaping in stadium b. Persistent standing 	Warning letter	5 home league match ban	Written request to Club	Not applicable due to sanction tariff
CATEGORY 2				
<ul style="list-style-type: none"> a. Refusing to provide identity/giving false details (including misrepresenting you're a supporter of the Club) b. Refusing to hand over or show a match ticket to a Club official c. Misuse of a ticket d. Drunkenness e. Damage to property* f. Any behaviour that may bring BHAFC into disrepute g. Tickets being transferred outside of our documented authorised processes h. Drinking in view of the pitch 	5 home league match ban, plus potential loyalty point deduction** (Cost recovery for damaged property) *	10 home league match ban, plus potential loyalty point deduction**	Written request to Club	Not applicable due to sanction tariff
CATEGORY 3				
<ul style="list-style-type: none"> a. Tickets being resold or advertised for sale outside of our documented authorised processes b. Supplying a ticket for an away fan in the home area c. Abusive/aggressive behaviour towards other Supporters d. Throwing objects onto the pitch 	10 home league match ban, plus potential loyalty point deduction**	20 home league match ban, plus potential loyalty point deduction**	Written request to Club	Not applicable due to sanction tariff
CATEGORY 4				
<ul style="list-style-type: none"> a. Pitch encroachment (actual or intended) b. Possession/Use of prohibited drugs c. Violent conduct towards a Supporter (actual or intended) d. Possession/Use of a pyrotechnic e. Breaching a Club ban or sanction f. Possession of a weapon g. Abusive towards staff, players and or/officials 	1-year ban**	2-year ban**	Written request to Club	Not applicable due to sanction tariff
CATEGORY 5				
<ul style="list-style-type: none"> a. Racism/homophobic or discriminatory language/behaviour (including sexual harassment) b. Violent conduct towards a member of staff, player and/or official (actual or intended) c. Any other criminal activity 	10-years ban**	Indefinite	Written request to Club	5-years
OTHER				
<ul style="list-style-type: none"> a. A Police sanction at a home or away match, any other offence, or a breach of applicable Terms and Conditions, Supporters' Code of Conduct or Ground regulations b. Multiple offences 	Reviewed on an individual basis			
SANCTIONING PROCESS	<p>The sanction will be agreed and set by the Head of Safety & Security and/or Deputy Safety Officer & Security Manager and/or Head of Ticketing and Supporter Services.</p> <p>A sanction letter will be sent to the home address/email of the excluded person and stored on BHAFC database.</p> <p>In the case of young Supporters, 17yrs and under, a letter will be sent to their parent/guardian or carer.</p> <p>For the avoidance of doubt, after the date of the last league game of the period of exclusion is when you are permitted to return to the stadium. If any other games fall within the sanction period, you may not attend.</p>		<p>1st Appeal***</p> <p>In the case of category 1 and 2 offences - appeals will only be heard if there is evidence of mistaken identity or where it can be shown beyond a reasonable doubt, that an offence did not take place.</p> <p>The excluded person(s) must write to the Club within 14 working days of receiving the notification of sanction to request an appeal. The request must be in writing and set out the reasons for their appeal.</p> <p>Appeals will be completed within 25 working days of the Club receiving the appeal request, though this may increase during peak periods if investigation is required.</p> <p>The composition of the appeal panel will be at the discretion of the Club but include at least 1 Senior Manager.</p>	<p>2nd Appeal***</p> <p>The excluded person(s) must write to the Club within 14 working days of having been given the result of the 1st appeal. The request must set out in writing the reason for their appeal.</p> <p>A 2nd appeal may not be granted if there is no new evidence available to consider. Appeals will be completed within 25 working days of the Club receiving the appeal request, though this may increase during peak periods if investigation is required.</p> <p>The composition of the review panel will be at the discretion of the Club but include at least 1 member of the BHAFC executive committee, and one other senior member of staff.</p>

SUPPORTERS' CHARTER 2023/24

SOCIAL MEDIA AND TELECOMMUNICATIONS

Where relevant, offences can be committed via online or email, social media telephone and letter, and will be treated in the same manner as if actioned in person.

LIVE INVESTIGATIONS: Individuals ejected, arrested or subject of a post-match investigation relating to either home or away matches may not be permitted to any future matches or have access to any Club premises until the outcome of the investigation is known; this includes pending a court appearance or Club appeal and the outcome of any related criminal appeal or civil proceedings.

**Bans cover home and away league matches, and any cup matches that fall during this period.

***Minutes will be provided for all in-person appeals.

EQUALITY POLICY

Brighton & Hove Albion Football Club celebrates and values the diversity brought to the Club by employees, potential employees, casual workers, potential casual workers, players, potential players, applicants, or customers and believes the Club benefits from engaging with everyone from a variety of backgrounds, thus allowing it to meet the needs of a diverse population within a multi-cultural society.

The Club shares and is committed to the standards, values and expectations set by the Premier League who assert that football is for everyone and that it belongs to and should be enjoyed by anyone who wants to participate in it, whether as a player, official, staff member or spectator. The Club will treat everyone with respect and dignity and seek to provide a positive working and learning environment, free from discrimination, harassment, victimisation, or abuse.

The aim is to create a positive, inclusive ethos which will work towards the elimination of discrimination, harassment, victimisation, and abuse whether overt or covert.

The Club's Chairman, the Club's Board of Directors and Senior Management are responsible for the implementation of this policy and are fully committed to promoting inclusion. They believe that all forms of prejudice and discrimination are unacceptable. The Club's aim is to confront and eliminate discrimination whether by reason of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation. These are known as 'protected characteristics' under the Equality Act 2010.

EQUAL OPPORTUNITIES

The Chairman, Board of Directors and Senior Management of Brighton & Hove Albion Football Club are fully committed to equal opportunities for all individuals regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

The Club recognises its staff as being fundamental to its success. The Club is committed to ensuring that the recruitment and selection of staff is conducted in a manner that is systematic, efficient, and effective, and promotes equality of opportunity.

It is the aim of the Club to ensure that no employee, potential employee, casual worker, potential casual worker, player, potential player, applicant, or customer receives less favourable treatment on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation, background, or rehabilitated offenders where the conviction is unrelated to the work offered.

The Club's commitment to providing a workplace that values equality and equal opportunities is supported by the Club's Team Brighton values:

TREAT PEOPLE WELL

The Club is committed to taking a professional, helpful, and approachable attitude towards their supporters, visitors, colleagues, and the community.

EXCEED EXPECTATIONS

The Club is dedicated to achieving success by setting high standards and measuring its performance in critical areas.

AIM HIGH

The Club strives to be the absolute best it can be and will not give up.

ACT WITH INTEGRITY

MAKE IT SPECIAL

The Club encourages a warm and friendly environment, making Brighton & Hove Albion Football Club a great place to visit and to work.

SUMMARY

The aim of Brighton & Hove Albion Football Club's Equality and Equal Opportunities Policy is to promote our own equality and diversity objectives and in doing so, help to ensure that everyone is treated fairly and with respect.

All staff and players at the Club have a personal responsibility to uphold its Equality and Equal Opportunities Policy and should abide and adhere to this Policy and to the requirements of the Equality Act 2010. All staff and players are required to treat fellow employees, prospective employees, casual workers, prospective casual workers, players, prospective players, job applicants and customers fairly and impartially. Under the Criminal and Public Order Act of 1994, bullying and harassment may constitute a criminal offence and could be punishable by imprisonment and a fine of an uncapped amount.

Brighton & Hove Albion Football Club will ensure that it treats everyone fairly and with respect and that it will provide access and opportunities for all members of the community to take part in, and enjoy, its activities.

Every staff member, board member, official, spectator, fan and visiting team can be assured of an environment in which their rights, dignity and individual worth are respected, and in particular that they are able to work and watch football in an environment without the threat of intimidation, victimisation, harassment or abuse.

COMPLAINTS AND COMPLIANCE

Brighton & Hove Albion Football Club regards all of the forms of discriminatory behaviour, as unacceptable, and is concerned to ensure that individuals feel able to raise any bona fide grievance or complaint related to such behaviour without fear of being penalised for doing so.

Appropriate disciplinary action will be taken against any employee, member or volunteer, spectator or fan that is found, after a full investigation, to have violated the Equality Policy.

POSITIVE ACTION AND TRAINING

Brighton & Hove Albion Football Club is committed to equality inclusion and anti-discrimination as part of the FA and Premier League's Code of Conduct.

Brighton & Hove Albion Football Club will commit to a programme of raising awareness and educating, investigating concerns and applying relevant and proportionate sanctions, campaigning, widening diversity and representation and promoting diverse role models, which we believe are all key actions to promote inclusion and eradicate discrimination within football.

This Equality Policy will be reviewed and updated, if required, on an annual basis.

SAFEGUARDING

SAFEGUARDING

The Club believes that it is always unacceptable for a child, young person or vulnerable adult to experience abuse of any kind and recognises it has a responsibility to safeguard the welfare of all children, young people and vulnerable adults through a commitment to the development of a culture and good practice that protects them.

This policy applies to all staff that work for or on behalf of the Club and BHAFC including permanent, casual, volunteers and contractors regardless of their role. Therefore, the Club's child protection policy applies to any event at the stadium, training ground or other facility an Albion staff member is attending in an official capacity.

The aims of the Club's safeguarding policies are to:

- Develop a positive and proactive approach to safeguarding in order to best protect all children, young people and vulnerable adults associated with the Club who play football or engage in associated activities, enabling them to participate and achieve in an enjoyable and safe environment.
- Facilitate the provision of a range of child protection and awareness training for staff and volunteers in conjunction with, and supported by, The Football Association (The FA), the Premier League (PL) and in line with guidance from Local Safeguarding Children Boards (LSCBs).
- Demonstrate best practice in the area of safeguarding the welfare of all children and young people and vulnerable adults engaged in activities delivered and supported by BHAFC.
- Promote ethical work with children, young people and vulnerable adults.
- Work towards achieving the National Standards for Safeguarding and Protecting Children in Sport devised by the Child Protection in Sport Unit (CPSU) of the NSPCC.

The key principles underpinning this Policy Statement are that:

- The welfare of children and young people (U18) is, and must always be, the paramount consideration.
- All children, young people and vulnerable adults have a right to be protected from abuse regardless of their age, gender, disability, culture, language, racial heritage, religious belief, or sexual identity.
- All suspicions and allegations of abuse will be taken seriously and responded to swiftly and appropriately.
- Working in partnership with children, young people and their parents/carers is an essential element of our work.

The Club is committed to working together with Children's Services Departments, and Local Safeguarding Children Boards (LSCBs) in accordance with their procedures and in line with the most recent HM Government guidance - Working Together to Safeguard Children (2013). In addition, the Club is committed to working together with agencies within football to create a safer environment in which all can enjoy the game. This policy takes into account the joint policy and procedures as set out by "Affiliated Football" in the "Working Together to Safeguard Football" document which was circulated to clubs in October 2013.

Where the Club believes, or is informed circumstances exist which may harm any child(ren), young person(s), or vulnerable adult(s), or poses or may pose a risk of harm to them, the Club will refer the matter to The FA Case Management Unit for investigation and action in accordance with the appropriate FA Disciplinary Procedures or, if appropriate, to a statutory agency such as the Police or Children's Social Care Team for further investigation.

The Club's arrangements in fulfilling its commitment to safeguarding children, young people and vulnerable adults include:

1. The Senior Safeguarding Officer(s) are the senior manager(s) with overall responsibility for safeguarding. The Senior Safeguarding Lead is responsible for ensuring all safeguarding concerns from all areas of the Club/BHAF are correctly recorded, reported to the Senior Safeguarding Manager and referred to the appropriate agencies. All concerns, allegations or disclosures will be referred to the Senior Safeguarding Lead who will decide as to the seriousness and nature of the information and will refer and report to the appropriate agency. The Designated Safeguarding Officers (DSO) are the designated people within each area of the Club to provide support and refer matters upwards to the Club Welfare Officer. The Senior DSO will also act as the Senior Safeguarding Lead for the Club/BHAF. The departmental Welfare Officers will act as safeguarding champions and provide advice for colleagues who have concerns on how to report them correctly.
2. The Club will put in place responsible recruitment processes which will include: - Job descriptions which highlight the key responsibilities of the role. Statements in job adverts and in job descriptions highlighting the Club's commitment to safeguarding. Confirmation of the identity of the applicant with original documentation. This will include proof of name, address, and photo identification. Shortlisting and interviewing as appropriate to the role. Employment offers subject to suitable references and the relevant Criminal Records Checks (CRCs) including checks of the Disclosure and Barring Service (DBS) Barred Lists as appropriate. The taking up of two written references. Substantiating qualifications e.g., requesting original copies of certificates. An induction appropriate to the role. Identification and facilitation of training needs. The Club also outlines its commitments and requirements to all partner organisations and commissioned service providers.
3. The Club works with The FA and The PL to develop overarching key principles for safeguarding. Specific Football League policies and procedures are developed to meet the requirements of the professional game.
4. The Club provides in-house training for all staff on identifying and reporting concerns in respect of safeguarding.
5. The Club is committed to ongoing safeguarding training and development, appropriate to the role of the employee and the level of their involvement with children, young people, and vulnerable adults.
6. The Club is committed to the sharing of information to protect children, young people, and vulnerable adults, in line with Working Together (2013) and the Data Protection Act (1998).

RAISING AWARENESS

Ensuring that all staff understand the safeguarding philosophy of the Club is of paramount importance. To support this, the Club aims to:

- Establish a network of Designated Safeguarding Officers (DSO) and Welfare Officers (WO).
- Ensure safeguarding is included as part of the induction process for new staff.
- Ensure staff are aware of the relevant welfare contacts at the Club.
- Actively encourage staff to contact their WO or DSO with any welfare concerns.
- Provide opportunities for staff to update and increase their knowledge.

The DSO is the first point of contact for any concerns or disclosures regarding abuse or poor practice at the Club. Any concern or disclosure reported to any member of staff will be reported to the DSO. The DSO will inform the Senior Safeguarding Lead of all issues and seek advice as necessary. Any serious issues will be referred to the appropriate statutory agency and The FA and the Senior Safeguarding Officer will be kept fully informed. Poor practice issues will be dealt by the Senior Safeguarding Lead (or DSO in the case of the Academy) in conjunction with the appropriate senior manager.

The Club prides itself on continually striving for excellence both on and off the field. Our aim is to ensure that its safeguarding policies and practice are interlinked and embedded throughout the Club, Academy and BHAFC making the Club a safe and responsible employer and service provider.

The power and influence a member of staff or volunteer has over a child or vulnerable adult cannot be underestimated, and it is therefore vital that staff and volunteers recognise their responsibility in ensuring that they do not abuse their position of trust. The Club also acknowledges children can suffer at the hands of other children and it must be understood that the notion of 'relationship of trust' applies as much to children in their various roles as it does to adults involved in football.

RESPONDING TO ALLEGATIONS OR SUSPICIONS

It is not the responsibility of anyone within the Club in a paid or unpaid capacity to decide whether or not child abuse has taken place. However, there is a responsibility to act on any concerns. The Club will assure all staff and volunteers that it will fully support and protect anyone who in good faith reports his or her concern that a colleague or another is or may be abusing a child.

Where there is a complaint against a member of staff there can be three types of investigation:

1. A criminal investigation led by the police
2. A child protection investigation led in a multi-agency approach by the Local Authority
3. A disciplinary or misconduct investigation led by Brighton & Hove Albion, which may also involve The Football Association (role dependent)

The results of the police and child protection investigation may well influence the disciplinary investigation.

MANAGING CONCERNS

All allegations of poor practice will be investigated by the Senior Safeguarding Lead or the line manager. The Senior Safeguarding Manager must be made aware of the outcome and forwarded the appropriate documentation.

Disciplinary procedures may be initiated by the Head of HR.

RESPONSIBILITY FOR SAFEGUARDING

As defined by The Children's Act 1989 and 2004, we all have a moral and legal responsibility for the safety and welfare of children. Welfare Officers will be appointed within departments across the club, who will take additional responsibility for the safeguarding of children. Applications will be refused if an individual is considered not to be a fit person to work with children.

DATA PROTECTION

DATA PROTECTION/PRIVACY POLICY

Brighton & Hove Albion Football Club Limited is committed to protecting and respecting your privacy. The Club will protect the rights of individuals (data subjects) when data is obtained, stored, processed or supplied to others.

This Privacy Policy (together with the Terms of Use and any other documents referred to on it) sets out the basis on which any personal data collected from Supporters, or that is provided to us, will be processed by the Club.

The Club also uses cookies to collect information about use of our website, which is done in accordance with the Cookies Policy.

For the purpose of the Data Protection Act 1998 (the "Act"), the data controller (who controls the use of the personal data collected about you) is Brighton & Hove Albion Football Club Limited whose registered office is at Maria House, 35 Millers Road, Brighton BN1 5NP and whose contact address is at American Express Stadium, Village Way, Brighton, East Sussex BN1 9BL.

The Club is notified as a data controller with the UK Information Commissioner.

In relation to the personal data that is held, the Club will comply with the eight Data Protection Principles contained in the Act, i.e.:

1. Personal data shall be processed fairly and lawfully.
2. Personal data shall be obtained only for one or more specified and lawful purposes and shall not be further processed in any manner incompatible with that purpose or purposes.
3. Personal data shall be adequate, relevant and not excessive in relation to the purpose or purposes for which they are processed.
4. Personal data shall be accurate and where necessary, kept up to date.
5. Personal data processed for any purpose or purposes shall not be kept for longer than is necessary.
6. Personal data shall be processed in accordance with the rights of data subjects under this Act.
7. Security measures shall be taken against unauthorised or unlawful processing of personal data and against accidental loss or destruction or damage to personal data.
8. Personal data shall not be transferred to a country or territory outside the European Economic Area unless that country or territory ensures an adequate level of protection for the rights and freedoms of data subjects in relation to the processing of personal data.

INFORMATION THE CLUB MAY COLLECT FROM VISITORS TO ITS WEBSITE

We may collect and process the following data about you:

1. Information that provided by filling in forms contained on any of our websites: BrightonAndHoveAlbion.com, shop@brightonandhovealbion.com, tickets@brightonandhovealbion.com (our "website"). This includes information provided by visitors at the time they:
 - a. register to use our website;
 - b. subscribe to our services;
 - c. post material to our website;
 - d. request further services from us;
 - e. purchase tickets through our website. We will add the Supporter's details to our database;

- f. contact customer services. We will add the Supporter's details to our database, and we may keep a copy of the correspondence;
 - g. sign up for the MyAlbion+ Membership, in accordance with our terms and conditions. We will add the Supporter's details to our database;
 - h. purchase merchandise through our online shop. Supporter's information, including the payment card details is collected securely in order to take payments for the merchandise they purchase and to keep a record of orders fulfilled;
 - i. request an alternative method of entry to the stadium if they do not have a smartphone, in which case a photo of the supporter will be kept on the ticket database until a year after the Supporter's last visit to the ground.
 - j. purchase Stadium Tours. Supporter's information, including your payment card details is collected securely to take payment from you. We will collect information from the Supporter which may include sensitive personal data (for example details of any disabilities you may have) which you agree. We may store and use for the purposes of providing the tour to the Supporter and contacting them in relation to the tour;
 - k. purchase catering services from us. The information we collect from the Supporter may include sensitive personal data (for example dietary requirements due to their racial or ethnic origin or their religious beliefs). The Supporter agree's that we may store and use such information and pass the information to our relevant third-party caterers for their use in providing catering services to the Supporter; and
 - l. participate in corporate events, sponsorship and the 1901 Club. Any personal data collected will be held in our database for contacting the Supporter regarding promotional events that may be of interest to them.
2. The Club may also ask for information when there is a report of a problem with on the website/s.
 3. The Club may also ask visitors to complete surveys that are used for research purposes, although visitors do not have to respond to them.
 4. The Club may keep details of visits to its website including, but not limited to, traffic data, location data, weblogs, and other communication data, whether this is required for our own billing purposes or otherwise and the resources that are accessed.
 5. The Club has Closed-Circuit Television ("CCTV") operating within and around the Stadium and notices are displayed to alert visitors to this. The Club may use such CCTV images captured for monitoring purposes including but not limited to activity within the Stadium and surrounding areas, safety and detection of crime.

WHERE THE CLUB STORES PERSONAL DATA

The data that the Club collects may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by third parties or staff operating outside the EEA who work for the Club or for one of its suppliers. Such staff may be engaged in, among other things, the fulfilment of a shop order, the processing of payment details and the provision of support services. By submitting personal data, individuals agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy.

All information provided to the Club is stored on secure servers. Any payment transactions will be encrypted using SSL technology. Where the Club has given (or where an individual has chosen) a password which enables them to access certain parts of our website, that individual is responsible for keeping the password confidential.

Unfortunately, the transmission of information via the internet is not completely secure. Although the Club does its best to protect personal data, it cannot guarantee the security of data transmitted to our website; any transmission is at each individual's own risk. Once the Club has received information, it will use strict procedures and security features to try to prevent unauthorised access.

USES MADE OF THE INFORMATION

The Club uses information held about individuals in the following ways:

- (i) to ensure that content from our website is presented in the most effective manner for individuals and for their computer;
- (ii) to provide individuals with information, products or services that are requested from us or which the Club feels may interest individuals, where they have consented to be contacted for such purposes;
- (iii) to carry out our obligations arising from any contracts entered into between individuals and the Club;
- (iv) to allow individuals to participate in interactive features of our service, when they choose to do so; and

(v) to notify individuals about changes to our service.

As part of offering these services the Club may at times be required to transfer data to third parties for processing to enable fulfilment of product purchases or provision of services. This will be limited to that which they need to carry out their services and only in the way in which the Club instructs them as part of a contractual agreement.

Personal data will never be sold or shared with third parties for the purposes of marketing without seeking prior consent.

The Club may also use personal data, or permit selected third parties to use personal data, to provide individuals with information about goods and services which may be of interest to them and either the Club or they may contact individuals about these unless they opt out.

For existing customers, the Club will only contact individuals by electronic means (e-mail or SMS) with information about goods and services similar to those which were the subject of a previous sale to them.

For new customers, subscribers or users of our services, and where the Club permit selected third parties to use personal data, the Club (or they) will contact individuals by electronic means only if they have consented to this.

If individuals do not want the Club to use their data in this way, or to pass their details on to third parties for marketing purposes, they will need to tick the relevant box situated on the form on which their data is collected.

DISCLOSURE OF YOUR INFORMATION

The Club may disclose personal information to any member of its group, which means its subsidiaries and its ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.

The Club may disclose personal information to third parties:

- (i) in the event the Club sells or buys any business or assets, in which case it may disclose personal data to the prospective seller or buyer of such business or assets.
- (ii) if the Club or substantially all its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- (iii) if the Club is under a duty to disclose or share personal data in order to comply with any legal obligation, or in order to enforce or apply Terms of Use and other agreements; or to protect the rights, property, or safety of the Club, its customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction, as well as sharing personal data with The Premier League.

YOUR RIGHTS

Individuals have the right to ask the Club not to process their personal data for marketing purposes. We will usually inform individuals (before collecting their data) if we intend to use their data for such purposes or if we intend to disclose information to any third party for such purposes. Individuals can exercise their right to prevent such processing at any time by contacting the Club at dataprotection@bhafc.co.uk.

The Club's website may, from time to time, contain links to and from the websites of our partner networks, advertisers, and affiliates. If individuals follow a link to any of these websites, they should note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Individuals should check these policies before submitting any personal data to them.

ACCESS TO INFORMATION

The Act gives individuals the right to access information held about them. Individuals can exercise their right of access by emailing dataprotection@brightonandhovealbion.com.

CHANGES TO OUR PRIVACY POLICY

Any changes we may make to our Privacy Policy in the future will be posted online on the Club's website and where appropriate, notified to individuals by e-mail.

CONTACT

Questions, comments and requests regarding the Privacy Policy are welcomed and should be addressed to the Data Protection Officer at Brighton & Hove Albion Football Club Ltd at American Express Stadium, Village Way, Brighton, East Sussex BN1 9BL, or at dataprotection@brightonandhovealbion.com.

GROUND REGULATIONS

Entry to the Ground is expressly subject to acceptance by the visitor of the Ground Regulations and the rules and regulations of FIFA, UEFA, The Football Association, the Premier League and The English Football League (EFL) in respect of the relevant competition.

The Ground Regulations incorporate the Club's Customer Charter (if any). It is the Club's position that entry to the Ground shall constitute acceptance of the Ground Regulations. The Ground Regulations read as follows:

"Ground" means this football stadium and all locations owned, occupied, or utilised by the Club.

"Club" means the football Club.

"Match" means any association football match (or any part or aspect of such a match) taking place at the Ground.

"Material" means any audio, visual and/or audio-visual material and/or any information or data.

"Football Authority" means each of the Premier League, The English Football League (EFL) League, The Football Association, the Football Association of Wales, FIFA, UEFA and any other relevant governing body of association football:

1. Notwithstanding possession of any ticket the Club, any police officer or authorised steward may refuse entry to (or eject from) the Ground any person:
 - 1.1. that fails (or in the Club's reasonable opinion is likely to fail) to comply with these Ground Regulations or any reasonable instruction issued by a police officer or authorised steward or officer of the Club; and/or
 - 1.2. whose presence within the Ground is, or could (in the Club's reasonable opinion), constitute a source of danger, nuisance, or annoyance to any other person.
2. On no account will admission be granted to a person who is the subject of a current Banning Order under the Football Spectators Act 1989 (as amended) or has been convicted of ticket touting offences under section 166 of the Criminal Justice and Public Order Act 1994 (as amended).
3. The Club excludes to the maximum extent permitted by law any liability for loss, injury or damage to persons/property in or around the Ground.
4. No guarantees can be given by the Club that a Match will take place at a particular time or on a particular date and the Club reserves the right to reschedule the Match without notice and without any liability whatsoever, save only to the extent provided pursuant to paragraph 5.
5. In the event of the postponement or abandonment of the Match, refunds (if any) will be made in accordance with the Club's Customer Charter. The Club will have no further liability whatsoever, including (but not limited to) any indirect or consequential loss or damage, such as (but not limited to) loss of enjoyment or travel costs.
6. All persons seeking entrance to the Ground acknowledge the Club's right to search any person entering the Ground and to refuse entry to or eject from the Ground any person refusing to submit to such a search.
7. The following articles must not be brought within the Ground - knives, fireworks, smoke canisters, air-horns, flares, weapons, dangerous or hazardous items, laser devices, bottles, glass vessels, cans, poles and any article that might be used as a weapon and/or compromise public safety and/or illegal substances. Any person in possession of such items will be refused entry to the Ground.
8. Further, you may not bring into the Ground:
 - 8.1. any sponsorship, promotional or marketing materials save in respect of official Club merchandise and/or other football related clothing worn in good faith;
 - 8.2. any flags or banners larger than those maximum dimensions permitted by the Club from time to time (or, in the absence of such stipulations, 2 metres x 1 metre) and/or of an offensive nature;

8.3. nor may you offer (either free or for sale by any person) any goods (including literature) of any nature, without the express written approval of the Club's management.

9. The use of threatening behaviour, foul or abusive language is strictly forbidden and will result in arrest and/or ejection from the Ground. The Club may impose a ban for one or more Matches.
10. Discriminatory abuse, chanting or harassment of any kind, including without limitation in relation to race, disability, sex, religion, sexual orientation, or any other protected characteristic under the Equality Act 2010, is strictly forbidden and will result in arrest and/or ejection from the Ground. The Club may impose a ban for one or more Matches.
11. The following acts are offences under the Football (Offences) Act 1991 (as amended):
 - 11.1. The throwing of any object within the Ground without lawful authority or excuse.
 - 11.2. The chanting of anything of an indecent or racist nature.
 - 11.3. The entry onto the playing area or any adjacent area to which spectators are not generally admitted without lawful authority or excuse.

Conviction may result in a Banning Order being made.

12. All persons entering the Ground may only occupy the seat allocated to them by their ticket and must not move from any one part of the Ground to another without the express permission or instruction of any steward, officer of the Club and/or any police officer.
13. Nobody may stand in any seating area whilst play is in progress. Persistent standing in seated areas whilst play is in progress is strictly forbidden and may result in ejection from the Ground.
14. The obstruction of gangways, access ways, exits and entrances, stairways and like places is strictly forbidden. Nobody entering the Ground shall be permitted to climb any structures within the Ground.
15. Premier League stadia are smoke-free and smoking or the use of electronic cigarettes is not permitted inside the Ground.
16. Mobile telephones and other mobile devices are permitted within the Ground PROVIDED THAT (i) they are used for personal and private use only (which, for the avoidance of doubt and by way of example only, shall not include the capturing, logging, recording, transmitting, playing, issuing, showing, or any other communication of any Material for any commercial purposes); and (ii) no Material that is captured, logged, recorded, transmitted, played, issued, shown or otherwise communicated by a mobile telephone or other mobile device may be published or otherwise made available to any third parties including, without limitation, via social networking sites.
17. Under the Sporting Events (Control of Alcohol etc.) Act 1985 (as amended), the following are offences for which a person can be arrested by a police officer and conviction could result in a Banning Order being made:
 - 17.1. Attempting to enter the Ground or being inside the Ground whilst drunk;
 - 17.2. Being in possession of any intoxicating liquor, or bottle, can or other portable container and which could cause damage or personal injury, when entering the Ground or in a public area of the Ground from which the event can be directly viewed.
18. Any individual who has entered any part of the Ground designated for the use of any group of supporters to which he does not belong may be ejected from the Ground either for the purposes of his own safety or for any other reason.
19. Save as set out in paragraph 16 above, no person (other than a person who holds an appropriate licence) may capture, log, record, transmit, play, issue, show or otherwise communicate (by digital or other means) any Material in relation to the Match, any players or other persons present in the Ground and/or the Ground, nor may they bring into the Ground or use within the Ground (or provide to, facilitate or otherwise assist another person to use within the Ground) any equipment or technology which is capable of capturing, logging, recording, transmitting,

playing, issuing, showing or otherwise communicating (by digital or other means) any such Material. The Club reserves the right to eject you from the Ground in circumstances where you breach this paragraph 19.

20. The copyright, database rights and any other intellectual property rights in and to all Material that you produce at the Ground in relation to the Match, any players or other persons present in the Ground and/or the Ground (whether produced in breach of paragraph 19 above, or pursuant to paragraph 16 above, or otherwise) is hereby assigned (including by way of present assignment of future copyright pursuant to section 91 of the Copyright, Designs and Patents Act 1988) to the Club and the Premier League.
You further agree (if and whenever required to do so by the Club and/or the Premier League) to promptly execute all instruments and do all things necessary to vest the right, title and interest in such rights to the Club and the Premier League absolutely and with full title guarantee.
21. No goods (including literature) of any nature may be offered either free or for sale by any person within the Ground without the express written permission of the Club.
22. Tickets are not transferable and may not be offered for sale without the prior written permission of the Club or otherwise in accordance with the relevant ticket terms and conditions. Any tickets that are transferred are transferred subject to these Ground Regulations. Any tickets offered for sale may be confiscated by any steward, officer of the Club or any police officer. The Club reserves the right to refuse admission to or eject from the Ground, and/or "blacklist", any person who has offered for sale or transferred his/her/their ticket in contravention of the relevant ticket terms and conditions (and/or the holder of any ticket that has been transferred in contravention of the relevant ticket terms and conditions). Tickets remain the property of the Club at all times.
23. CCTV cameras are in use around and in the Ground. Body worn video cameras recording video and/or audio may also be used as appropriate, to record images or audio which identifies you as an individual, for example to record prohibited behaviours as referenced in paragraphs 9 and 10. The Club may itself use or pass to the police or any Football Authority or other Clubs, any recordings for use in any proceedings.
24. At all times whilst present in the Ground, persons must comply with any and all instructions of any steward or officer of the Club and/or any police officer. Failure to comply with any instruction may lead to immediate ejection from the Ground.
25. By entering the Ground, all persons are acknowledging that photographic images and/or audio, visual and/or audio-visual recordings and/ or feeds (and/or stills taken therefrom) may be taken of them and may also be used, by way of example and without limitation, in televised coverage of the game and/or for promotional, training, editorial or marketing purposes by the Club, the Premier League or others (including commercial partners and accredited media organisations) and entry into the Ground constitutes your acknowledgement of such use. You further acknowledge that photographic images and/or audio, visual and/or audio-visual recordings and/or feeds (and/or stills taken therefrom) may be used (by the Club or by a third party, such as a law enforcement body) to identify you as an individual, where permitted by data protection laws, for the purposes of preventing or detecting crime, or any breach of these Ground Regulations. Information about the Club's use of your personal data will be brought to your attention by the Club (see for example any applicable privacy policy, signage and/or other forms of announcement in or around the ground). For further information please contact the Club.
26. All ticket holders agree that the Matches for which the tickets have been purchased are public, and that their appearance and actions inside and in the perimeter of the Ground where a Match occurs are public in nature, and that they shall have no expectation of privacy with regard to their actions or conduct at Matches.
27. Further to paragraph 25, if such person is under 18 years of age, the parent, guardian, or responsible adult who is accompanying them into the Ground shall be deemed to have provided consent on their behalf.
28. Refused entry to (or ejection from) the Ground may lead to further action by the Club including, but not limited to, the withdrawal of any season ticket (without reimbursement), Club Membership and other benefits.

APPENDIX 1

LEGAL RIGHTS

Discrimination has been legally defined through a series of legislative acts, including the Race Relations Act, the Sex Discrimination Act, the Disability Discrimination Act, the Equality Act 2006, and the Equality Act 2010.

The Equality Act 2010 harmonises where possible, and in some cases extends, protection from discrimination. It applies throughout the UK.

Discrimination refers to unfavourable treatment based on particular characteristics, which are known as the 'protected characteristics. Under the Equality Act 2010, the protected characteristics are defined as age (employment only until 2012), disability, gender reassignment, marital or civil partnership status (employment only), pregnancy and maternity, race (which includes ethnic or national origin, colour, or nationality), religion or belief, sex (gender) and sexual orientation.

Under the Equality Act 2010, individuals are protected from discrimination 'on grounds of' a protected characteristic. This means that individuals will be protected if they have a characteristic, are assumed to have it, associate with someone who has it or with someone who is assumed to have it.

Forms of discrimination and discriminatory behaviour include the following:

DIRECT DISCRIMINATION

Direct discrimination can be described as less favourable treatment on the grounds of one of the protected characteristics.

INDIRECT DISCRIMINATION

Indirect discrimination occurs when a provision, criterion or practice is applied to an individual or group that would put persons of a particular characteristic at a particular disadvantage compared with other persons.

DISCRIMINATION ARISING FROM DISABILITY

When a disabled person is treated unfavourably because of something connected with their disability and this unfavourable treatment cannot be justified, this is unlawful. This type of discrimination only relates to disability.

HARASSMENT

Harassment is defined as unwanted conduct relating to a protected characteristic that has the purpose or effect of violating a person's dignity, or which creates an intimidating or hostile, degrading, humiliating or offensive environment for that person.

VICTIMISATION

It is unlawful to treat a person less favourably because they have made allegations or brought proceedings under the anti-discrimination legislation, or because they have helped another person to do so. To do so would constitute victimisation.

BULLYING

Bullying is defined as a form of personal harassment involving the misuse of power, influence, or position to persistently criticise, humiliate or undermine an individual.

The exception to this is pregnancy and maternity, which does not include protection by association or assumption – a woman is only protected from discrimination on grounds of her own pregnancy.

CONTACT US

BRIGHTON & HOVE ALBION FOOTBALL CLUB

American Express Stadium
Village Way
Brighton
BN1 9BL

Phone: 01273 668855

Website: BrightonAndHoveAlbion.com

Social media: @officialbhafc

CLUB SUPERSTORE

Website:

shop.brightonandhovealbion.com

Phone: 01273 668855

E-mail: shopenquiries@brightonandhovealbion.com

Club Superstore opening hours

Monday – Saturday: 10am – 5pm

Sunday: 11am – 4pm

Matchday opening hours – as above plus:

3pm kick-off: store will close at 3pm and reopen at 4.30pm – 6pm

7.45pm kick-off: store will close at 7.45pm and reopen at 9.30pm – 10.30pm

TICKET OFFICE

Website: tickets.brightonandhovealbion.com

Albion booking line: 01273 668855 (option 1)

The Club's Supporter Liaison Officer Sarah Gould and designated Disability Liaison Officer (DLO) is Millie Crowhurst

Should any supporter wish to contact Millie directly, they can do so by contacting supporter.services@brightonandhovealbion.com or via 01273 668855 (option 1).

HOSPITALITY

Phone: 01273 668855 (option 2)

Email: 1901@brightonandhovealbion.com