



# **Brighton & Hove Albion Football Club Club Charter 2025/2026**

*The Club Charter (as may be published from time to time on the Club's website) is hereby incorporated in, and forms part of, the Ground Regulations.*



# CONTENTS

PAGE NO.	DESCRIPTION
3	WELCOME!
4-6	MATCHDAYS AT THE AMEX
7	TRAVELLING TO THE AMEX
8-9	TICKETING
10	EQUALITY DIVERSITY AND INCLUSION
11	ACCESSIBILITY AND SAEFGUARDING
12	SECURITY AND SAFETY
13	SANCTIONS AND BANS
14	SUPPORTER ENGAGEMENT
15	MERCHANDISE AND THE MEGASTORE
16	DATA PROCESSING
17	SUSTAINABILITY
18	THE BHAFC FOUNDATION
19	HOW TO CONTACT US
20	COMPLAINTS



# WELCOME TO BRIGHTON & HOVE ALBION FOOTBALL CLUB

Brighton & Hove Albion Football Club (“the Club”) was established in 1901. It was then and remains a source of civic pride in the City of Brighton and Hove (“the City”). It aims to enhance the image and increase national awareness of the City 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.

Within this document, Supporters will find key details for attending matchdays at American Express Stadium, including details of the Club’s ticketing policy and Sanctions Policy, as well as information on how to make the most out of their matchday experience.

This document also details the Club’s values and approach to supporter engagement and communication. It outlines our principal commitments and policies to ensure transparency and accountability.

# MATCH DAYS AT THE AMEX

The information on the following pages are provided as a guide and you can find full details, with all the information you need to know about matchdays at the AMEX, on our website at:

<https://www.brightonandhovealbion.com/pages/en/amex-matchday>

## THE AMEX STADIUM

Known as the AMEX, the American Express Stadium represents the heart of the community, bringing football fans together on a matchday, as well as playing host to other sporting and corporate and charity events for the Brighton & Hove Albion Foundation.

The AMEX can be found at Village Way, Brighton, BN1 9BL. It has a capacity of 31,876 for supporters and visitors on a matchday.

We advise all supporters and visitors on a matchday to familiarise themselves with the Club's regulations and policies which can be found here:

<https://www.brightonandhovealbion.com/pages/en/entering-the-amex>

## STADIUM PLAN



There is no lift access via the west stand.

## OUTSIDE THE STADIUM

Outside the Stadium you will find live music, performers, entertainment, prizes, and giveaways to truly enhance your matchday experience at the AMEX.

The Heineken at the Terrace will be available on a matchday offering an unrivalled pre-turnstile and post-match experience. For more information:

<https://www.brightonandhovealbion.com/pages/en/heineken-fanzone>

## INSIDE THE AMEX

The AMEX offers a wide range of food, drink and dining options for supporters on a matchday. Full details can be found here:

<https://www.brightonandhovealbion.com/pages/en/inside-the-amex>

The AMEX 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. 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.

New for the 2025/2026 season, there are standing areas in the back of the North Stand of the AMEX.

As required by the Premier League, the Club makes up to 3,000 tickets available for supporters of the away team.

## ENTRY METHODS AND REQUIREMENTS

You can access the AMEX using your mobile ticket. For information on downloading a mobile ticket, please follow the link sent to you with your ticket.

## BAGS AND SEARCHES

Bags over the size of A4 paper and motorcycle helmets will need to be deposited in our bag drop facility outside the Southeast entrance at a cost of £7.50.

## CHILDREN

Children under 14 must be accompanied by an adult (over 18) to enter the stadium and must possess a valid match ticket.

All accompanying adults are required to provide appropriate supervision of the children in their care at all children at all times.

## MATCHDAY ACCESSIBILITY FOR DISABLED SUPPORTERS

The Club hopes that all visitors at the AMEX have an enjoyable, inclusive and positive experience on a matchday, including those with disabilities. The AMEX provides disabled supporters with a range of accessible facilities, and offers various support services for supporters with disabilities or other access requirements.

Details of our provision for disabled supporters along with information on tickets, parking, transport and a stadium map showing all accessible points and routes can be found in our Accessibility Guide.

For full details about the accessibility of the AMEX, please see the website at:

<https://www.brightonandhovealbion.com/pages/en/amex-accessibility>

## **MATCHDAY SCHEDULE**

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

For those looking for a pre- or post-match pint and a bite to eat, The Terrace can be found opposite the North Stand, with its entrance across from the Seagulls Superstore.

To ensure you make the most of your day at the Amex consult our travel guide ahead of your journey and visit our website for details of specific matchday activities for the game you plan to attend.

## **PRE-MATCH**

11am - Ticket office and Megastore open

11.30am – The Terrace 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

1.00pm – Turnstiles and concourses open

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

2.15pm - 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**

The Terrace 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.

## **HERE TO HELP!**

On a match day our friendly ‘Here to Help’ team will be available to assist fans and visitors with any queries or support they might need. You will recognise them from their pink tabbards!



# TRAVELLING TO THE AMEX

The following information is provided as a guide. Full details on getting to and from the AMEX can be found here: <https://www.brightonandhovealbion.com/pages/en/amex-travel>

FOR UP-TO-DATE MATCHDAY NEWS FOLLOW US ON X/ TWITTER AT:

[Brighton & Hove Albion Supporter Services \(@OfficialBHABHelp\) / X](#)

## FREE MATCHDAY TRAVEL

For all Premier League games at the AMEX, the Club offers home and away fans free travel on buses and trains within the free travel zone. Please see the website for full details. For Southern timetables, please visit [southernrailway.com](https://southernrailway.com).

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.

## TRAVEL LEVY

A Travel Levy is applied to all season ticket and match ticket holders tickets. 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. For a full travel guide please visit:

<https://www.brightonandhovealbion.com/pages/en/amex-travel>

## DISABLED SUPPORTER INFORMATION

All 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](https://tickets.brightonandhovealbion.com).

For more information please visit:

<https://www.brightonandhovealbion.com/pages/en/amex-accessibility>

*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.*



# TICKETING

ALL TICKETS PURCHASED FOR MATCHES AT THE AMEX ARE SUBJECT TO TICKETING TERMS AND CONDITIONS WHICH CAN BE FOUND ONLINE HERE:

<https://tickets.brightonandhovealbion.com/screenloader.aspx?type=include&page=usercontent/documents/html/tandc.html>

The information provided below is a summary of the Club's ticketing information, which is provided as a guide only. Please see the Club's website for more details, including information on Season Tickets, pricing and selling criteria at:

<https://tickets.brightonandhovealbion.com/> Be aware that the Club reserves the right to vary arrangements at its discretion for individual matches, when as much notice as possible will be given.

## HOW TO BUY

Tickets to Matches for the 2025/ 2026 will be sold exclusively through the Club's website only. Tickets will not be available in person or over the telephone.

Purchasers will have to register with the Club and create an online account before they are able to make a purchase.

The Club does not sell tickets through third-party providers. For more information on ticket touting, please see here:

<https://tickets.brightonandhovealbion.com/screenloader.aspx?type=include&page=usercontent/documents/html/ticket-touting.html>

## WHEN TO BUY

All on sale dates for matches at the AMEX will be posted on the Club's website at:

<https://tickets.brightonandhovealbion.com/screenloader.aspx?type=include&page=usercontent/documents/html/onsaledates.html>

## PURCHASING CRITERIA

The Club offers membership schemes which provide priority access to match tickets.

Please see the website for full details:

<https://tickets.brightonandhovealbion.com/memberships>

## TICKET PRICES

Ticket prices for home league games can be found here:

<https://tickets.brightonandhovealbion.com/screenloader.aspx?type=include&page=usercontent/documents/html/matchticketpricing.html>

## SEASON TICKET HOLDERS



The Club makes Season Tickets available on an annual basis. Full details are available on the Club's website.

Season Ticket holders are reminded that they must use their season tickets for 75% or more of the available home matches throughout the 25/26 Season. Season Ticket holders are reminded that if they are not able to attend a match during the Season, they should ensure that Season Tickets are:

(A) listed on the Ticket Exchange by no later than 2pm on the day before a Match; or

(B) shared or upgraded up until kick off for the relevant Match.

If they fail to do so, their Season Ticket will be marked as a 'non-attendance' and will count towards their renewal of their season tickets next season. Further details can be found in our ticketing terms and conditions.

#### DISABLED SUPPORTERS

The Supporter Services team 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.

Please contact us and/ or see the website and our full terms and conditions for further information.

#### WHAT TO DO IF YOU CAN'T ATTEND A MATCH

If you are not able to attend a match, you will be able to share your ticket with another supporter subject to a fee or you can list your ticket on the Ticket Exchange.

Refunds will only be available in very limited circumstances. Please refer to the Club's ticketing terms and conditions for full details.

For more information on the Ticket Exchange and Ticket Sharing, please see the website at:

<https://tickets.brightonandhovealbion.com/resale>



# EQUALITY DIVERSITY AND INCLUSION

The Club adopts a zero-tolerance approach to all abusive, threatening, racist and other discriminatory conduct of any kind either in person or online regardless of where such behaviour is exhibited. Any such conduct identified by the Club shall be deemed to be a serious breach of the Club's ticketing terms and terms and conditions of entry.

Any Purchaser and/or Ticket Holder found to have engaged in such conduct can expect their Ticket to be withdrawn in accordance with the Home Match Ticket Terms & Conditions and they can expect to be banned from attending future matches, in addition to any applicable sanctions under the Premier League's Commitment regarding abuse and discriminatory conduct.

The aim of the 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.

## CLUB RESPONSIBILITY

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.

The 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.

For full details of Club policies and reports, please see [here](#):

<https://www.brightonandhovealbion.com/pages/en/policies-and-reports>



# ACCESSIBILITY AND SAFEGUARDING

## ACCESSIBILITY

The Club is committed to ensuring that the AMEX stadium is inclusive and welcoming for all supporters who visit us. Accessibility is a fundamental priority and we are dedicated in our mission to create an environment where everyone can fully participate and enjoy their football experience. We work continuously to remove barriers and to support the diverse needs of all of our supporters and guests on a matchday. Further details can be found in our Accessibility Guide on the website here:

<https://www.brightonandhovealbion.com/pages/en/amex-accessibility>

## SAFEGUARDING

The Club complies with all government legislation related to safeguarding children and vulnerable people. It complies with all regulatory requirements of the Football Association and Premier League and works closely with the NSPCC.

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.

The Club's Children and Young People Safeguarding Policy and Procedure reflects its commitment to ensuring the safeguarding and protection of children and young people. The Policy is supported by all members of the Club and has been approved by the BHAFC board of directors, the BHAWFC board of directors and the BHAFC Foundation board. For full details of the policy please see here:

<https://www.brightonandhovealbion.com/pages/en/policies-and-reports>

## REPORTING MISCONDUCT

The Club provides easy access via multiple channels to report safeguarding concerns, inappropriate or discriminatory behaviour, including anonymous text reporting, and reporting to stewards or the police including via the Club's Text Abuse Line which is operated on a matchday. If you experience or witness abuse please send a full description including seat locations to 07880 196442 (Whatsapp is recommended).

For full details of Club policies and reports, please see [here](#).

<https://www.brightonandhovealbion.com/pages/en/policies-and-reports>



# SAFETY AND SECURITY

The safety and security of all of our supporters, athletes and staff is our highest priority. The AMEX is operated under comprehensive security measures, including trained personnel, surveillance systems, controlled access points, robust processes and policies as well as emergency response protocols.

The Club is committed to providing a safe, enjoyable environment for all, ensuring that all safety standards are met and continuously improved.

We encourage all visitors to the AMEX to remain vigilant and to report any concerns to Club representatives immediately.

For full details regarding our safety and security measures, please see the Club's website at

[Brighton & Hove Albion](#)



# SANCTIONS AND BANS

You must be aware of and adhere at all times to the Ticketing Terms and Conditions of Sale, Ground Regulations and any applicable Code of Conduct when attending any match or event at the AMEX or at of the Club's other locations. These can be found on the Club's website here:

<https://tickets.brightonandhovealbion.com/screenloader.aspx?type=include&page=usercontent/documents/html/tandc.html>

Failure to make yourself aware of these conditions, and to follow them at all times, may mean that you will be subject to a ban or other sanction in line with the Club's Official Sanctions Policy. Further details can be found here:

<https://www.brightonandhovealbion.com/pages/en/policies-and-reports>

## BEHAVIOUR GUIDELINES

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

The Club does not tolerate sexual or racial harassment or any 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@bhaafc.co.uk](mailto:supporter.services@bhaafc.co.uk).

**The Club adopts a zero-tolerance policy and will notify the Police and other authorities where a criminal act has taken place.**



# SUPPORTER ENGAGEMENT

The Club keeps supporters informed and involved at every possible opportunity, in the following ways:

- The Club programme available on a match day;
- The Club website at [www.brightonandhovealbion.com](http://www.brightonandhovealbion.com);
- Through regular consultation with Brighton and Hove City Council, sponsors, local community organisations and other interested parties;
- Regular meetings with its neighbours at a formal Community Stadium Residents' Liaison Group to discuss matters affecting the area and to inform them of forthcoming activities;
- The Fans Advisory Board (FAB) details of which can be found on our website at [https://www.brightonandhovealbion.com/pages/en/fans-fan-advisory-board?srsltid=AfmBOop2gM\\_Pe7\\_kYd7RH3sKldMCJcwyVp8v6w5wRu4U6DIgyFRWCrl](https://www.brightonandhovealbion.com/pages/en/fans-fan-advisory-board?srsltid=AfmBOop2gM_Pe7_kYd7RH3sKldMCJcwyVp8v6w5wRu4U6DIgyFRWCrl) ; and
- Fans Forums.

For the Club's Full engagement plan, please see here:

<https://www.brightonandhovealbion.com/pages/en/policies-and-reports>

## OFFICIAL SUPPORTERS CLUBS

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/>.

## SOCIAL MEDIA CHANNELS

Supporters can also stay up to date with the latest Club news including Stadium development, transfer news, interviews and policy changes on our social media channels and website at [www.brightonandhovealbion.com](http://www.brightonandhovealbion.com) Follow us on social media:

You can also follow the Club on its social media channels:

- X/Twitter: OfficialBHAFC / BHAFCWomen / OfficialBHAJPN
- Instagram: officialbhafe / bhafebwomen / bhafebwomen / bhafebwomen\_latam
- Facebook: Brighton & Hove Albion FC
- TikTok: officialbhafe / bhafebwomen
- LinkedIn: Brighton & Hove Albion FC
- Threads: officialbhafe / bhafebwomen

For up-to-date supporter and matchday news, follow the Club on X:

[Brighton & Hove Albion Supporter Services \(@OfficialBHAHelp\) / X](#)



# MERCHANDISE AND THE RETAIL MEGASTORE

The brand-new Club Megastore is located underneath the North Stand and is clearly visible as supporters and visitors approach from Falmer Station. The following information is provided as a guide, and full details about the store, including opening hours, can be found on the Club's website.

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.

## ONLINE STORE

If you're not able to visit the all new Megastore in person, you can still purchase many items in our online shop. Full details, including our retail terms and conditions, can be found on our website at:

<https://shop.brightonandhovealbion.com/>

## MERCHANDISE

The Club will provide information relating to the 2025/2026 kit launch date and expiry date of replica kits on its website, once the dates are known.

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.



# DATA PROCESSING

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.

The Club's Privacy Policy (together with the Terms of Use and any other documents referred to in it) sets out the basis on which any personal data 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 which can be found here:

[https://shop.brightonandhovealbion.com/page/cookiepolicy?\\_gl=1\\*hkod9p\\*\\_gcl\\_au\\*MTU5MjQxOTU0OS4xNzUwNzc3MDk0\\*\\_ga\\*MTU3MzE4MjA5OS4xNzUwNzc3MDk1\\*\\_ga\\_WDL7D8XHY4\\*cZ3NTA3NzcwOTQkbzEkZzEkdDE3NTA3NzcwOTgkajU2JGwwJGgxMDQ3MjAwNzI1#what-is-a-cookie](https://shop.brightonandhovealbion.com/page/cookiepolicy?_gl=1*hkod9p*_gcl_au*MTU5MjQxOTU0OS4xNzUwNzc3MDk0*_ga*MTU3MzE4MjA5OS4xNzUwNzc3MDk1*_ga_WDL7D8XHY4*cZ3NTA3NzcwOTQkbzEkZzEkdDE3NTA3NzcwOTgkajU2JGwwJGgxMDQ3MjAwNzI1#what-is-a-cookie)

Access to the Club's privacy policy can be accessed here:

<https://www.brightonandhovealbion.com/pages/en/privacy-policy>





# SUSTAINABILITY

The Club is committed to making a difference with our own initiatives both now and in the future. We are proud to have signed up to the United Nations Framework on Climate Change (UNFCC) Sports for Climate Action Framework which commits us to halving our greenhouse gas emissions by 2030 and achieving net-zero by 2040.

**MyAlbion MyPlanet** sets out the Club's strategy to reduce the environmental impacts from its facilities, operations and supply chain, as well as using our position in football to promote environmental responsibility and support our staff, fans and communities to live healthier more sustainable lives.

For more information about how we have taken already to minimise our environmental impacts, please see here. <https://www.brightonandhovealbion.com/pages/en/environmental-sustainability>



# BHAFC FOUNDATION

BHAFC Foundation is the official charity of the Club. For more than 30 years, BHAFC has been using the power of football through its Foundation, to engage and inspire people to make good life choices and help reduce inequalities in our local communities in Sussex.

The Foundation delivers award-winning educational and outreach programmes that improve people's wellbeing, supports learning and offers inclusive opportunities for everyone to get active and play football.

## PROGRAMMES AND IMPACT

Football is a global game that connects communities and cultures. It has the ability to unite people in a powerful way. For more than 120 years, football clubs have acted as anchor institutions within local communities. Local football clubs offer an important sense of belonging and identity.

But football isn't just a game. It can be a powerful tool to breakdown social, cultural, physical and mental barriers.

The Foundation exists to change lives through football. We recognise football's unique reach and ability to connect and empower people to change their lives for the better. It works together with the community with local partners to deliver some key objectives:

- Football Participation - Together, we will increase and diversify participation in football to get more people active.
- Education and employability - Together, we will increase educational achievement, life skills and access to qualifications and work
- Community wellbeing - Together, we will increase physical and mental wellbeing, reduce inequalities and strengthen local communities.

## VISION AND VALUES:

BHAFC Foundation is committed to a vision to see lives changed in our communities through the power of football. We believe that we will achieve this by helping people to get active, learn new skills and live well in our communities.

The Foundation is values-driven and guided by the following TEAM Brighton values that all staff commit to:

- Treat people well
- Exceeding expectations
- Aiming high
- Acting with integrity
- Making it special

For more information about BHAC Foundation, please follow this link:

<https://bha AFC foundation.org.uk/>



# HOW TO CONTACT US

Full details of how to contact the Club, including our Retail Megastore, can be found via the following details on our website:

<https://www.brightonandhovealbion.com/pages/en/contact-us>



# COMPLAINTS

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. When making a complaint, we will contact you with details of timelines and the process you can expect.

Once a complaint is received in the office, the team will fully investigate the complaint and liaise with the relevant internal parties prior to responding to the complaint.

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.

## ALTERNATIVE DISPUTE RESOLUTION

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

The European Commission now offers a platform for ADR. If you have bought a product or service online, you have the opportunity to settle a dispute out of court using the European Commission Online Dispute Resolution (ODR) procedure. You can find 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](mailto:contact@theifo.co.uk)**

**T: 0800 588 4066**