



Burton Albion Football Club  
**CUSTOMER CHARTER**



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## 1 Mission Statement

**BURTON Albion aims to be a successful professional football club with a secure future and a safe and hospitable approach to its supporters. The Club aims to provide a wide range of access to deliver to all supporters a friendly and professional service.**

The Club will always endeavour to play an active role within the local community and involve our supporters in identifying areas for change or improvement within the Club. The Club works with the Burton Albion Community Trust to use the brand of the Club and the power of sport to inspire, engage and educate the local community and surrounding areas of Burton upon Trent.

Burton Albion will always take a prudent financial approach to ensure the long-term stability of the Club. Burton Albion will always strive to offer our supporters value for money across all areas of the Club.

It is the policy of Burton Albion Football Club that no person, whether a job applicant, employee, volunteer or customer, shall be discriminated against. The Club opposes all forms of unlawful and unfair discrimination, either direct or indirect, or harassment, on the grounds of the following “Protected Characteristics”: Age, Disability, Gender Reassignment, Marriage & Civil Partnership, Pregnancy & Maternity, Race, Religion or Belief, Sex and Sexual Orientation.

Burton Albion aims to be a customer led organisation and to produce well trained and motivated members of staff who will show excellence in customer service.

All methods and details in ensuring the Club maintains a high level of professionalism and accessibility are detailed within this Charter.





## 2 Customer Service

**BURTON Albion Football Club recognises the importance of maintaining an excellent approach to customer service. We value each customer and appreciate that, as a business, the Club relies on a strong customer base to progress.**

The Club acknowledges any contact from a customer within seven working days and responds within a maximum of 21 working days. We believe in a simple and customer-friendly approach in dealing with all enquiries.

The Club responds to complaints by e-mail. If no email address is available then a letter will be sent. If a customer specifically requests a response by letter they will receive one.

All staff employed by Burton Albion Football Club will receive training in customer service to a high standard and strive to constantly develop in order to improve productivity, quality and customer satisfaction.

The Club encourages customers to contact the department relevant to their query, but the Commercial Director, Fleur Robinson, has overall responsibility for customer service.

**Customer complaints must be made in writing or via email in the first instance and sent to:**

**Burton Albion Football Club, Pirelli Stadium,  
Princess Way, Burton on Trent. DE13 0AR  
or [bafc@burtonalbionfc.co.uk](mailto:bafc@burtonalbionfc.co.uk)**

**If not satisfied with response,  
alternative bodies are:**

EFL, Supporters Services  
EFL House, 10-12 West Cliff Park,  
Preston, PR1 8HU  
Email: [enquiries@efl.com](mailto:enquiries@efl.com)  
Telephone: 01772 325829

The FA, Customer Relations  
Wembley Stadium  
PO Box 1966  
London  
SW1P 9EQ  
Telephone: 0800 169 1863

The Independent Football Ombudsman  
Suite 49 33 Great George Street,  
Leeds LS1 3AJ  
Email: [contact@theifo.co.uk](mailto:contact@theifo.co.uk)  
Telephone: 0800 588 4066





### 3 Equality, Inclusion & Anti-Discrimination Policy

Burton Albion Football Club is an equal opportunities employer. Our activities will in no way discriminate against any individual; this includes, advertisement of jobs, working environment, pay and employment terms, selection for teams, training, development and appointments to honorary positions. Burton Albion Football Club will not tolerate any form of harassment, and will work to ensure that such behaviour is met with appropriate disciplinary action. Burton Albion Football Club supports the EFL & FA in its commitment to develop a programme of ongoing training and awareness-raising events and activities in order to promote the eradication of discrimination.

Equality Code of Practice - Burton Albion is committed to ensuring that equality of opportunity is at the very heart of everything we do to ensure we provide fair and non-prejudicial access to the services across the Club. We uphold everyone's freedom of rights and choice to be different and aim to provide opportunities for everyone to succeed. It is the policy of the club that no person, whether player, job applicant, employee, volunteer or customer, shall be discriminated against. The club opposes all forms of unlawful and unfair discrimination, either direct or indirect, or harassment, on the grounds of the following 'protected characteristics': Age, Disability, Gender Reassignment, Marriage & Civil Partnership, Pregnancy & Maternity, Race, Religion or Belief, Sex and Sexual Orientation. Anyone who is found to be in breach of this policy can be refused admission or asked to leave the stadium.

To view our full commitment statement for Equality, Inclusion & Anti-Discrimination please refer to the Clubs Equality Policy available on line at [www.burtonalbionfc.co.uk](http://www.burtonalbionfc.co.uk)

### 4 Data Protection

**In accordance with the General Data Protection Regulation (GDPR) we are the data controller, responsible for the processing of any personal data you give us. Our Privacy Notice , available on our website, explains in detail the types of personal data we may collect about you when you interact with us. It also explains how we will store and handle that data and keep it secure.**





## 5 Our Staff

**BURTON Albion Football Club is committed to providing quality services for all our customers. We will do our best to provide equal access to you by offering additional help if it is required.**

Burton Albion staff regularly undergo training to ensure all aspects across the business remain first class.

All staff, full-time, part-time or matchday workers, have a duty to act as ambassadors of Burton Albion Football Club and if a customer encounters any problems with a member of staff they should respond in the manner detailed previously.

Burton Albion Football Club is committed to providing quality services and products for everyone who comes into contact with or visits the Club.

**This means when meeting face to face we will do our best to: -**

- Be polite, courteous, friendly and helpful and listen to you, giving you our full attention.
- Use plain language and avoid jargon.
- Ensure that any office you are visiting is tidy, clean, pleasant, welcoming and accessible.

**When answering the phone, we do our best to:-**

- Answer calls as soon as possible.
- Greet in a courteous and helpful manner.
- State which department you are speaking to.
- Find out who can best help you, redirect your call if necessary and call you back if appropriate.

Burton Albion Football Club is committed to informing staff of all key issues in order for any customer enquiry to be duly satisfied quickly and efficiently.

Information on our Safeguarding Policy for children and vulnerable adults is available on our website [www.burtonalbionfc.co.uk](http://www.burtonalbionfc.co.uk)

The Club's Supporter Liaison Officer is Jodie Carter, who can be contacted on 01283 565938 or by emailing [bafc@burtonalbionfc.co.uk](mailto:bafc@burtonalbionfc.co.uk)





## 6 Merchandise

THE Club aims to provide a wide range of products available for purchase from the Club Shop. The Club will also endeavour to maintain a high level of post-purchase support. Burton Albion Football Club reserves the right to withdraw any product on offer at any time. Normal refund policy applies to any product on offer. All offers are not transferable and may be available for a limited time only. We're happy to offer a full refund on most items providing they are returned in the original condition. To claim your refund, return the item to us within 28 days with the original receipt.

If there is a fault with any purchase you may return it and we may issue a refund if it is returned in an acceptable condition. You have 28 days from the date of purchase to qualify for an exchange or refund. If faulty we will return the items to the manufacturer for their consideration before issuing a refund. Shirts that are printed with players names are not returnable and non-refundable should the player leave the Club at any time after the decals are printed on the back of shirts, and refunds will not be given for incorrect chosen sizing on shirts after decals have been added.

Burton Albion Football Club is committed to preventing price fixing in relation to the sale of replica team kit. Burton Albion Football Club offers refunds on merchandise in accordance with its legal obligations.

## 7 Travelling Away Support

**Burton Albion Football Club's supporters are usually allocated tickets for away matches on a priority basis as follows:**

Sponsors / VPs / Official Away Travel Regulars / Season Ticket Holders / Priority Members/ General Sale.

Our opponents determine the cost of these tickets.

Supporters can book a seat on the official Burton Albion supporters' coach to all away games. Under 17's must be accompanied by an adult. Spaces on the coach may be limited and are distributed on a first-come, first-served basis by calling the Club on 01283 565938.

### Away Travel Cancellation Policy

In the event that a game is postponed and supporters have paid for their coach seat(s) a new date will be re-arranged. Once the new date has been agreed and set, supporters will be able to claim a refund or transfer onto the new date within 14 working days of the new date being announced. In the event that Burton Albion Football Club cancels a coach due to insufficient numbers, supporters will be contacted 3 days prior to the match and a full refund will be issued. In order to claim a refund supporters need to bring their coach ticket as proof of purchase. The original credit/debit card will be required if the seat(s) were purchased by this method.

Cancellation of match on arrival at an away venue - no refund due to costs incurred by BAFC. It is at the clubs discretion to issue vouchers if seen appropriate.





## 8 Visiting Supporters

**BURTON Albion Football Club does not charge admission prices to supporters of the visiting club, higher than those charged to our own supporters for comparable accommodation, i.e. our concessionary rates offered to senior citizens and junior supporters.**

Burton Albion Football Club has the facility to accommodate 1400 away supporters in the away terrace.

The Club abides by the EFL and FA Cup Competition rules, governing the allocation of tickets to visiting clubs.

<http://www.burtonalbionfc.co.uk/fans/newfans/>

## 9 Transport, Travel and Parking at The Pirrelli Stadium

**The Club supports the policy of encouraging supporters to find alternative travel arrangements other than the car. Details of local bus and cycling routes can be found in the 'Club' section of the website, [www.burtonalbionfc.co.uk](http://www.burtonalbionfc.co.uk)**

Burton Railway Station is situated half a mile west of the Town Centre, past the Breweries on Station Street on Borough Road and is a 30 minute walk to the Pirrelli Stadium .

The Burton Albion Visiting Supporters' Guide is also available on the official Club website.

Parking at the Pirrelli Stadium is available on a first come first served basis available at a cost of £5 per game. Spaces are designated in specific bays for disabled supporters.

Overspill car parking is available to supporters on matchday at the Rykneld Industrial Park, adjacent to the stadium, at a price of £5 per car.

Additional parking is available to supporters on match days (as advertised) at Pirrelli Tyres Ltd, on Derby Road, at a cost of £5 per car.

Further details of alternative travel arrangements are also published periodically in the matchday programme

Disability car parking is available on the day on a first come, first served basis at a rate of £5 and can be reserved by calling 01283 565938.

<http://www.burtonalbionfc.co.uk/club/visit-us/>







## 10 Environmental Policy

**BURTON Albion Football Club is acutely aware of the importance of minimising the impact by the Club, staff and supporters on the environment.**

The Club adheres to a strict policy of using power on a day-to-day and matchday basis only when necessary in a bid to limit its carbon footprint.

The Club also holds a Certificate of Recycling, a reflection on Burton Albion's commitment to reducing waste whenever possible.

## 11 Stewarding & First Aid procedures

**ALL Burton Albion Safety Stewards undertake comprehensive training and are fully qualified on appointment as well as a full matchday brief before each home match.**

All stewards are fully expected to embrace and adhere to the standards highlighted in the Staff Conduct section of this Customer Charter.

Stewards liaise closely with the Club's Safety Officer and Health and Safety Adviser to ensure a safe and controlled environment at the Pirelli Stadium. The Club have designated first aiders whilst each matchday requires the presence of professional and fully trained paramedics.

## 12 Catering Facilities and Hospitality

**The Club is proud to provide in-house catering in line with the Food Standards Agency, with all work areas scrupulously inspected before food is prepared and served.**

**Visitors are requested not to bring their own food & drink, and at some events will not be permitted.**

Whether in the hospitality suites or concourses, Burton Albion aims to provide high quality produce that represents value for money for the customer. Refreshments are available in all four stands at the Pirelli Stadium and are equally accessible for home, away and disabled supporters; served by staff who adhere to the Club's Staff Conduct policy.





## 13 Accessibility and Ticketing

**Burton Albion Football Club continues to strive for a wider access to matches by offering a broad range of ticket prices including reduced rates for concessions i.e. juniors, senior citizens and young persons (aged 17-22)**

### **Seat Prices:**

Adults: £24  
Over 65s / Young Persons (17-22yrs): £22  
Under 17s: £14  
Under 13s: £14

### **Terrace Prices:**

Adults: £20  
Over 65s / Young Persons (17-22yrs): £18  
Under 17s: £7  
Under 13s: £7

Early bird prices are available at £2 cheaper across all categories when purchased before 5pm on the day prior to the fixture.

### **Ticketing to assist the Disabled**

All carers will receive free entry when accompanying a disabled supporter who has purchased a ticket at the normal rate.

Burton Albion Football Club reserves the right to request 'proof of disability' before issuing a concession. Such proof shall include:

- Receipt of higher rate of the Disability Living Allowance (mobility or care component)
- Receipt of either the Severe Disability Allowance or Attendance Allowance.

*N.B. Receipt of a Blue disabled parking badge will not be considered sufficient proof of disability.*

Burton Albion Football Club will strive to accommodate all disabled supporters but it is advisable that a request be made for seating for disabled supporters or wheelchair spaces prior to the day of the match. A request can be made by calling the Club on 01283 565938. Disabled supporters who are restricted in movement are requested to enter the stadium through the side gate, next to the turnstiles, where they will be greeted by one of our Stewards who will arrange to collect their match ticket. Ambulant disabled supporters are requested to enter the stadium via the relevant turnstile where the ticket will be collected.

### **Abandoned Fixtures**

Free or reduced admission to replays of abandoned games applies if a match is abandoned after spectators are admitted to the ground. If a match is abandoned after kick-off spectators are entitled to the following refunds:





## Accessibility and Ticketing (continued)

- Match Abandoned pre kick-off: abandoned match voucher to be used for re-arranged game or towards another League Match. Refunds will not be given on the day of cancelled game but only once new date has been finalised.
- Match Abandoned before half-time: 60% ticket refund
- Match Abandoned between half-time and 60 minutes: 40% refund
- Match Abandoned after 60 minutes of play: No refund

### Cup Competitions

Tickets for Cup competitions are agreed with the opposition and where possible, we consider some reductions for early rounds of Cup competitions or increases for later rounds with the agreement of the opposing Club.

Tickets are usually allocated on a priority basis with Sponsors, Season Ticket Holders, Vice Presidents, and Priority members given an option to purchase tickets prior to sale to the general public.

### Ticket Refunds

Refunds for match tickets are at the discretion of the Club and will be considered only if the ticket is returned to the Ticket Office no later than 24 hours before the time of the kick-off of the match, when played.

In the event of a rearranged fixture, ticket holders will be entitled to receive free admission on the date of the rearranged game using the original ticket.

If unable to attend the rearrangement, refunds are given to supporters provided that the original tickets are returned to the Ticket Office within 14 days of the original match being called off. Tickets must be returned in their original state.

Away tickets are issued at the opponents discretion.

If a ticket/season ticket is lost/destroyed/stolen, the Club is not obliged to issue a replacement. However, the Club may decide to issue a replacement in certain circumstances at the Club's discretion and a charge will be made.

Any ticket holder found to be demonstrating racist, offensive, abusive, homophobic or any unacceptable language or behaviour will be ejected from the ground and no refunds will be given. Ticket holders are reminded that the Club expects them to take full responsibility for their actions and to conduct themselves in an appropriate manner at all times. Anyone wishing to report unacceptable behaviour can contact a Steward, or the Supporters Liaison Officer on the day of a match, or use the 'Kick It Out' App, details of which are displayed at various points around the ground, or by contacting the Club directly through email at [bafc@burtonalbionfc.co.uk](mailto:bafc@burtonalbionfc.co.uk)

Full terms and conditions can be found on our website using the following link: [www.burtonalbionfc.co.uk/tickets/ticket-prices/](http://www.burtonalbionfc.co.uk/tickets/ticket-prices/)





## 14 Consultation and Information

**THE Club consults supporters on a regular basis through questionnaires, fans' surveys, supporters' panels and focus groups and the Club now holds regular Supporter Liaison meetings. The Club also receives information from 'mystery shopper' visits over the season.**

The Club publicises its position on major policy issues in an easily digested format in the Club programme/magazines/official website and through the local media. The Club also uses social media such as Twitter and Facebook to communicate with supporters and consults with supporters for surveys and creating supporter liaison groups.

The Club has had, and continues to develop, ways to consult with the Shareholders, Sponsors, the Local Authorities and other interested parties. The Club gives the earliest possible notice of changes to its ticketing policy and the reasons given for the changes.

## 15 Code of Conduct for Supporters

Burton Albion FC prides itself in promoting a family atmosphere at all home and away matches. Burton Albion FC will not tolerate unacceptable conduct including (but not exhausted to) discrimination, offensive or violent behaviour, or any form of unacceptable behaviour deemed by the Club in any form, and any individuals who are found to have engaged in unacceptable conduct may have an action taken against them.

The club has responded to supporters wishes by designating an area of the North Stand for families only. Fans wishing to use the Family Area should enter the stadium by the North Stand turnstiles and then turn right and enter the stand at the far end. They should then use section J of the stand which will be reserved for under 16s and their families. No person will be allowed into this area unless they are with an under 16. There will be zero tolerance of bad language in the Family Area. Where incidents of unacceptable conduct are reported or detected, and after carrying out its own internal investigation, the Club reserves the right to ban supporters for life, or suspend supporters for a period of time deemed appropriate if the Club deems a supporter to be in breach of [ground regulations](#).

This may include the removal of season tickets and bans from stadia for a specified period / or other appropriate actions. Unacceptable conduct may also lead to criminal charges. The Club is under no obligation to provide detailed evidence of any such breach to a banned/suspended supporter as it may interfere with ongoing Police investigations. The Club may, entirely at its discretion, refund any unused portion of a season ticket for any such banned/suspended supporter but is under no obligation to do so.

Full details of Code of Conduct for Supporters is available at [www.burtonalbionfc.co.uk](http://www.burtonalbionfc.co.uk)





## Code of Conduct for Supporters (continued)

ALL flags and banners must be approved and certified by the Club. Approval for flags and banners not previously certified must be sought at least 24 hours prior to the game. All supporters intending to bring flags or banners into the ground, must contact the Safety Officer in advance to confirm the size is permitted, and must be accompanied by a flame retardant certificate with a fire safety certification to BS5867 Type B (or equivalent Fire Retardant Standards DIN 4102-1 B1 or ISO 6941). Burton Albion reserves the right to prohibit any banners from being displayed inside and within the footprint of the Pirelli Stadium and sticks and poles are not permitted. Flags must not be damaged, torn, or frayed, and must be displayed in accordance with the requirements of the Club. Burton Albion does not permit any banner/poster or other display that is of a political nature or any organisation which is not affiliated to the football club supported and which contains offensive or potentially offensive material. The Club does permit fans to display banners supporting their football club, providing they are not offensive to any other fans, and that they conform to the ground's safety and fire regulations as set out above. Fans who refuse to conform to Club rules and ground regulations in regard to banners and flags will be asked to leave the ground, and banners and flags that are not removed may be confiscated. Drums are only allowed with prior permission and can be arranged through our Community Trust, and are on a reciprocal basis. Full details of Code of Conduct for Supporters is available at [www.burtonalbionfc.co.uk](http://www.burtonalbionfc.co.uk)

### 16 Club Bans/Appeals

The Club provides any such banned/suspended supporter a written right of appeal of any such action undertaken by the Club provided that the supporter writes in requesting this appeal within 7 days of notification of the ban/suspension setting out in detail their ground(s) of appeal. This appeal will be chaired by a Director of the Club unconnected with the initial decision to ban/suspend the supporter and at that Director's discretion, this appeal can be handled in writing or he can call a meeting in person if he considers it merits the same. The Club undertakes to send out written notification of the findings of any such appeal within 14 days of receipt of the appeal or the hearing whichever is later. The Club's decision after any such appeal will be final and binding with no further right of appeal.

Any supporter subject to a ban from the Club for a period of more than 12 months will be able to appeal the Club's decision in writing within 21 days of the date of the decision. The complainant must submit his/her appeal in writing by email to [bafc@burtonalbionfc.co.uk](mailto:bafc@burtonalbionfc.co.uk) including the reason(s) for the appeal and attaching any documents that he/she wishes the Club to consider. The appeal will be considered by an appeals committee comprising of the Club Secretary and a member of the clubs Safety Team. The appeals committee will meet within 30 days of receipt of the appeal and will communicate its decision to the complainant, with a short explanation of the reasons for its decision, within 14 days of the meeting. The decision of the appeals committee could be to increase as well as decrease the sanction. The decision of the appeals committee will be final. Dependant on the circumstances, a further review may be carried out after a period of 12 months to evaluate each specific case.





## 17 Community Activity

BURTON Albion FC are proud to have a fantastic charity in Burton Albion Community Trust (BACT) delivering and supporting our Corporate Social Responsibility. BACT's mission is to make a difference in local communities through the power of sport and brand of Burton Albion FC. BACT deliver various programmes across themes of Health & Wellbeing, Inclusive Sport, Education & Learning, Disability, Social Inclusion, Football Development and School Sport with weekly impact on over 8000 participants.

BACT also aims to encourage more people, especially children, throughout the local area to take part in an active, healthy lifestyle and to encourage more people, especially children, to become supporters of Burton Albion. This will include group ticket offers for children's clubs and organisations, and entertainment on matchdays – including pre-match activities on the 3G pitch at the Pirelli Stadium.

The Club and BACT complies with all Safeguarding and DBS checks when recruiting staff.

On five occasions during the season the Club will accommodate registered charities in holding ground collections on matchdays at the Pirelli Stadium. All applications are processed ahead of a new season and charities will be contacted to confirm if they have been successful or not.

BACT also oversee and co-ordinate all Burton Albion FC donations to local charities, groups, individuals and organisations, which include signed memorabilia, ground tour vouchers, holiday camp vouchers, as well as organising all match day charity collections.

Further to this BACT organise on behalf of the football club all player appearances and events where the club and BACT can make a difference to a variety of different groups, schools and voluntary organisations throughout the year.

Burton Albion supports charities in Burton upon Trent and surrounding areas. Unfortunately due to the large number of requests received we will not be able to respond to requests outside of the area. Charity requests can either be in writing to Burton Albion Community Trust, Pirelli Stadium, Princess Way, Burton on Trent DE13 0AR or by emailing [bact@burtonalbionct.org](mailto:bact@burtonalbionct.org)

## 18

### Aims and Objectives

**Burton Albion were proud to receive the English Football League Family Excellence Award in 2018, and the Club will strive to maintain a high standard.**

The Club will also look to further improve the matchday experience for both home and away disabled supporters, with the long-term aim of encouraging more disabled supporters to attend the Pirelli Stadium on matchdays. Through staff training and better access to information on the Club website and at the Pirelli Stadium we aim to ensure that every supporter has an enjoyable matchday at Burton Albion.



# Burton Albion Football Club

## How to find us

### FROM A38 (DERBY) AND M1 NORTH (JUNCTION 28)

Exit the A38 at the first turning for Burton (North). Take this exit (A5121) and proceed along Derby Road, passing McDonald's on your right and the Petrol Station on your left until you reach a roundabout. Turn right at the roundabout onto Princess Way and the entrance to the ground is 300 yards on your right.

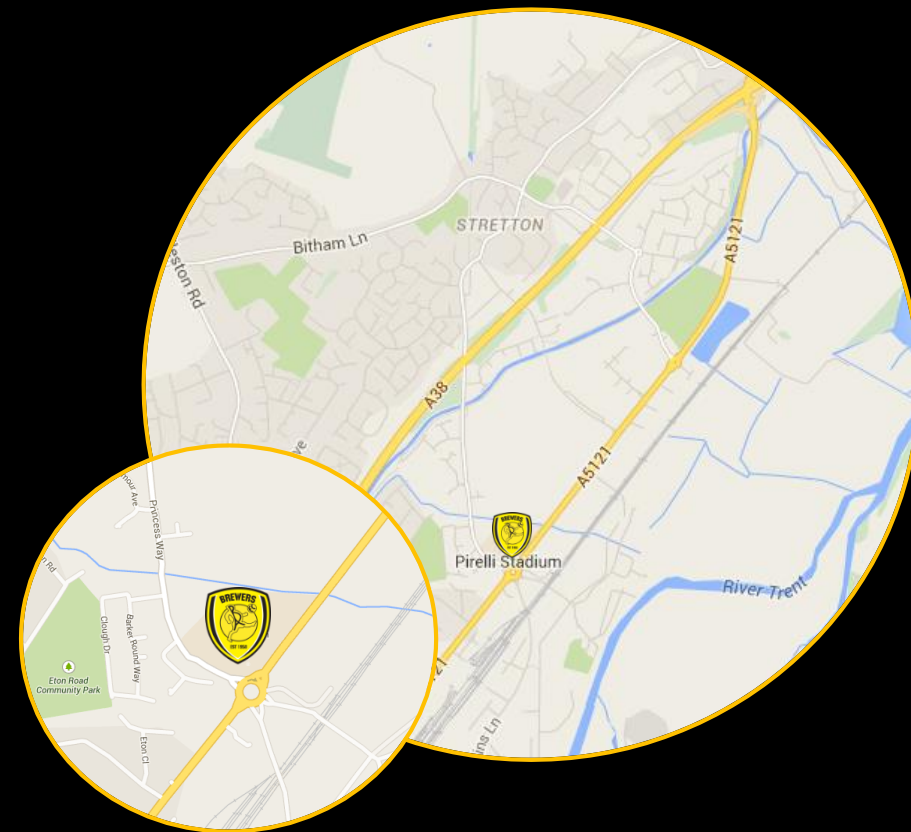
### FROM A38 SOUTH (LICHFIELD, BIRMINGHAM)

Take the second exit for Burton (North). Take this exit (A5121) and proceed along Derby Road, passing McDonald's on your right and the Petrol Station on your left until you reach a roundabout. Turn right at the roundabout onto Princess Way and the entrance to the ground is 300 yards on your right.

### PARKING

Car parking is available at the Pirelli Stadium. Overflow car parking is located at the nearby Rykneld Trading Estate (First exit at the roundabout before turning right into Princess Way. The Pirelli Stadium is located opposite the old Eton Park Ground.

**TO FIND US USING YOUR SATELLITE  
NAVIGATION PLEASE USE THE POSTCODE  
DE13 0BH**



**Burton Albion Football Club Ltd**

Pirelli Stadium Princess Way Burton upon Trent Staffordshire DE13 0AR

T: 01283 565938 E: [bafc@burtonalbionfc.co.uk](mailto:bafc@burtonalbionfc.co.uk) [www.burtonalbionfc.co.uk](http://www.burtonalbionfc.co.uk)

**#BAFCandProud**