



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 utilise the brand of the Club and the power of sport to inspire, engage and educate the local community.

We are committed to supporting many local charities in Burton on Trent and the surrounding areas.

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 is committed to acknowledge 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.

Customer complaints in the first instance should be made in writing To the Club or via email and sent to:

**Burton Albion Football Club, Pirelli Stadium,
Princess Way, Burton on Trent, DE13 OAR
or bafc@burtonalbionfc.co.uk**

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 code of conduct, 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 if you would like to contact the Club Customer Services you can call 01283 565938 or email bafc@burtonalbionfc.co.uk

If not satisfied with response, please refer in the first instance to the IFO (Independent Football Ombudsman) and thereafter subsequent alternative bodies:

**The Independent Football Ombudsman
Premier House, 1-5 Argyle Way,
Stevenage, Hertfordshire SG1 2AD**

Email: contact@theifo.co.uk
Telephone: 0330 165 4223

EFL, Supporters Services

EFL House, 10-12 West Cliff Park,
Preston, PR1 8HU

Website: <https://www.efl.com/-/more/contacting-the-efl/>

Telephone: 01772 325829

The Football Association

The FA, Customer Relations
Wembley Stadium

PO Box 1966 London SW1P 9EQ

Website: help.thefa.com

Telephone: 0800 169 1863





3 Equality, Diversity, Inclusion & Safeguarding

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, Diversity, Inclusion & Safeguarding

Burton Albion are committed to ensuring that equality & diversity 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 could receive disciplinary action, which may well include suspension and dismissal.

Burton Albion are committed to our safeguarding policy and has both a moral and legal obligation to ensure that all children and vulnerable adults are protected and kept safe from harm whilst engaged in services organised and provided by the club and believes that the general wellbeing, welfare and safety of all children and vulnerable adults engaged in club activities is of the upmost importance. The club will fulfil its responsibilities by ensuring it displays best practice in safeguarding matters, carried out in a spirit of partnership and openness with the child or vulnerable adult, families and the relevant local authority

To view our full commitment statement for Equality, Diversity, Inclusion & Safeguarding please refer to the Clubs Policies available on line at <https://www.burtonalbionfc.co.uk/club/policies/>

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 <https://www.burtonalbionfc.co.uk/club/policies/> 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 and our employees and volunteers follow the Club's Code of Conduct.

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 at

<https://www.burtonalbionfc.co.uk/club/policies/>

The Club's Supporter Liaison Officer is Jodie Carter, who can be contacted on 01283 565938 or by emailing 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. All exchanges and refunds will require an original receipt. If faulty we will return the items to the manufacturer for their consideration before issuing a refund. All shirts that are printed with either personal names or names with players on, are not returnable and non-refundable, and this also applies should the player leave the Club at any time after the decals are printed on the back of shirts. Refunds or exchange 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 supporters' team kit. Burton Albion Football Club offers refunds on merchandise in accordance with its legal obligations.

All football strips are designed with a minimum lifespan of one season unless advertised as a special/limited edition kit. Details of the next intended change of kits is available from the Club Shop. Due to sponsorship requirements it may be that a club strip is changed after a single season. The Club undertakes research on the design of new strips.

The Club Shop can be found at www.burtonalbionfc.co.uk/shop

7 Travelling Away Support

Burton Albion Football Club's supporters will be offered and allocated tickets for away matches on the following basis unless otherwise specified:

Sponsors / VPs / Official Away Travel Regulars / Season Ticket Holders / 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 17s 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 now 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 club's 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 away supporters in seated or terrace stands.

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

[You can view our Away Fans Guide here.](#)

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 'Visit Us' section of the website.](#)

Burton Railway Station is approximately one-and-a-half miles away and a 25 minute walk to the Pirrelli Stadium. As you come out of the station turn left and go down the hill. Turn right into Derby Street and from there it is a straight road up to the stadium.

Parking at the Pirrelli Stadium is available on a first-come, first-served basis available at a cost of £5 per game. All car parking spaces are designated in specific bays including those 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 on a first-come, first-served basis.

Additional parking may be available to supporters on **selected** match days at Pirrelli Tyres Ltd, on Derby Road, at a cost of £5 per car. [This will be advertised in advance on the club's website.](#)

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

Disability car parking is available for both home and away supporters on the day at a rate of £5 and can be reserved in advance by calling 01283 565938.

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





10 Environmental Policy

BURTON Albion Football Club is aware and committed to the importance of minimising the impact by the Club, staff and supporters on the environment and are committed to achieving good environmental practices and operating in a sustainable manner. We have signed up to the EFL Green Code and from 2022/23 supporters' shirts will be made from recycled material. 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 Advisor 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

Burton Albion is primarily a football club and also provides excellent hospitality for various functions including match days, social & business events and weddings and takes pride in the excellent quality of the service provided.

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.

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.





13 Ticketing & Accessibility

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).

Full details of how to purchase match day tickets and season tickets and [our ticket terms and conditions are available on our website](#).

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 6pm on the day prior to the fixture.

[Click here to view our First-time Fans guide](#)

Disabled supporters and personal assistants

All personal assistants will receive free entry when accompanying a disabled supporter who has purchased a ticket at the standard rate.

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

- Receipt of middle/higher rate DLA or enhanced PIP
N.B. Receipt of a Blue disabled parking badge cannot be considered as sufficient proof of disability.

Burton Albion Football Club will strive to accommodate all disabled supporters and 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

Ticket holders have 14 days after the abandoned fixture to claim any refund. There will be no refunds/or partial refunds for tickets not bought from Burton Albion but via a secondary ticketing agency or from a third party.

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 proportional refunds -

[see our ticket information here](#).





Ticketing & Accessibility (continued)

SEASON TICKETS AND TICKET PACKAGES

Season tickets and ticket packages are non-refundable in either the package's entirety or on a game-by-game basis. If you would like to return your season ticket/ticket package you can do so by sending all the unused tickets to Burton Albion, with a covering letter detailing your request to cancel your season ticket/ticket package. In exceptional circumstances, the club may make a discretionary refund on a case-by-case basis, but cannot guarantee it will make any refund. Season ticket holders must notify the club of any change of address. Season Tickets cover all home league games but there is no guarantee as to the number of games covered by a season ticket which may change during the course of a season in exceptional circumstances. 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.

COVID 19 ADDITION TO TICKET TERMS AND CONDITIONS

All fans attending games including season ticket holders must comply with applicable laws/regulations, Government guidance in respect of Covid-19.

We ask you NOT to attend if you, or anyone attending with you, is suffering from COVID-19 symptoms, feels unwell, or is required to self-isolate.

The club cannot completely eliminate the risk of COVID-19 infection. Before purchasing a ticket, or travelling to a match, supporters must decide whether it is appropriate they attend, taking into consideration and associated risks based on their personal circumstances. In the event you develop COVID-19 symptoms whilst at the stadium, please notify the nearest steward immediately, who will direct you to the appropriate medical facility.

You can read the full, current, Covid Code of Conduct which may change with Government guidelines, here

<https://www.burtonalbionfc.co.uk/news/2021/august/covid-code-of-conduct/>

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 will be allocated to Sponsors, Season Ticket Holders, Vice Presidents, and regular away travel supporters given an option to purchase tickets prior to sale to the general public.

Missed Games

It is each ticket-holder's responsibility to get to a game in good time, and the Club recommends allowing ample time to park and gain access to the ground. The Club does not take any responsibility for supporters who miss games due to travel difficulties. Security checks at the turnstiles may also take time, especially at games where attendance is high, and the closer it gets to kick off. Burton Albion cannot issue refunds to fans who miss all or part of any match in these circumstances.

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. Refund tickets will be issued if buyers are unable to attend due to 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. All refunds are at the club's discretion.

Away tickets

Away tickets are not the responsibility of BAFC even if purchased via Burton Albion and any refunds/complaints should be directed at the home club.





14 Consultation and Media Information

THE Club consults supporters on a regular basis through questionnaires, fans' surveys, and a minimum of two 'Open Forum' meetings per year. The Club also receives information from 'mystery shopper' visits and supporters' panels over the season.

BURTON Albion FC is committed to keeping supporters up to date with the latest information through [the official club website](#), the iFollow Brewers platform and the club's social media channels on Facebook, Twitter, Instagram, LinkedIn and TikTok. We are committed to ensuring that our media channels are engaging and informative and that we have a positive interaction with our followers. Supporters are requested to use social media forums respectfully and will not tolerate any incidents deemed to be considered discriminatory, bullying or harassment, for example, making offensive or derogatory comments. The Club will act accordingly on anything reported or which appears on social media in this respect.

iFollow Brewers

iFollow gives supporters the inside track on Burton Albion with a range of benefits including live match video streams, live audio commentary and exclusive club content, that can all be accessed with an account. You will need to [register on the iFollow "Subscribe" page](#). A basic account is free and will enable you to watch interviews with the Manager and Players. You will also then be able to buy audio and video Match Passes to enable you to listen to commentary and enjoy live streams of Burton Albion games.

Digital Channels

You can find out news about Burton Albion [on the club's official website](#).

On match days, the Match Centre opens on the website with text commentary, teams news and live updates

The best way to access the club website on mobile is through the EFL app

iOS: <https://apps.apple.com/app/id1517867717>

Android: <https://play.google.com/store/apps/details?id=com.efl.ifollow>

You can also follow the club on the following channels

YouTube: <https://www.youtube.com/user/BrewersOfficial>

Twitter: [@burtonalbionfc](#)

Instagram: [@officialburtonalbion](#)

Facebook: <https://www.facebook.com/burtonalbionfc/>

TikTok: [@officialburtonalbion](#)

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 has had, and continues to develop, ways to consult with the Shareholders, Sponsors, the Local Authorities and other interested parties.





15 Code of Conduct for Supporters

Burton Albion FC prides itself in promoting a family atmosphere at all home and away matches. Any ticket holder found to be demonstrating racist, offensive, abusive, homophobic or any unacceptable language or anti social behaviour will be ejected from the ground and no refunds will be given. Ticket holders are reminded that the Club expects all supporters and visitors 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

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, and please note U5's are not permitted to watch the game from the terraces for their own safety. 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.

Please note – stools and small steps are not permitted on any of the standing terraces.

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.

The current supporter Code of Conduct can be read here <https://www.burtonalbionfc.co.uk/club/policies/>





Code of Conduct for Supporters (continued)

COVID-19 CODE OF CONDUCT FOR SPECTATORS AND VISITORS

In line with Government guidance on the admission of supporters to football stadia, this Code of Conduct acts to principally guide and advise ticket holders of the protocols in place during the matchday event, in making each event safe and enjoyable and to do so we need your continued support and co-operation.

Burton Albion Football Club has a duty of care to make ensure the safety of all supporters and visitors to the stadium is our top priority in conducting the way we handle the Covid-19 virus and will continue to follow any government guidelines and recommendations which are currently in place.

All spectators and visitors who arrive at the Club, including all surrounding land, car parks and other facilities which are under the ownership and/or control of the Club, shall be deemed to have accepted, and agree to comply with this Code of Conduct. All attendees are admitted to the Club strictly subject to this Code of Conduct. Full details available <https://www.burtonalbionfc.co.uk/club/policies/>

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 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 club's 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 is proud to have a fantastic charity in Burton Albion Community Trust (BACT), recently awarded the EFL Community Project of the Year 2022, 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 8,000 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 oversees and co-ordinates 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 is committed to supporting various charities in Burton on Trent and the surrounding areas. Unfortunately due to the large number of requests received, we are 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

18

Aims and Objectives

Burton Albion are proud to have received the English Football League 'Family Excellence Award' in 2022, 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.

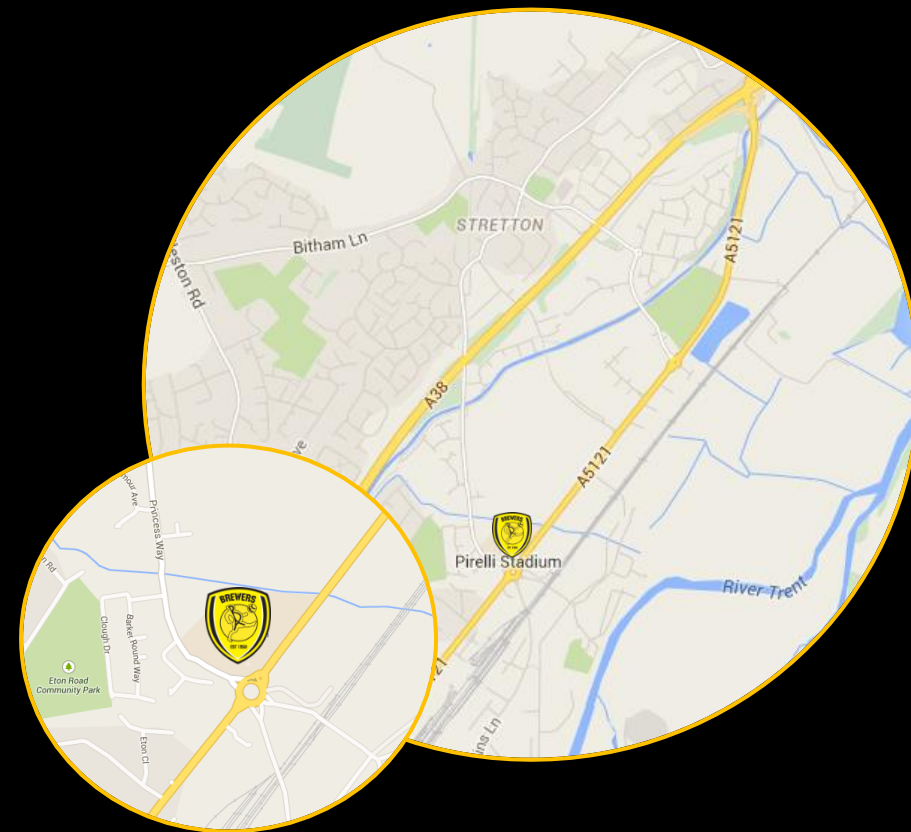
FROM A38 SOUTH (LICHFIELD, BIRMINGHAM)

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 0AR**



Burton Albion Football Club Ltd

Pirelli Stadium Princess Way Burton upon Trent Staffordshire DE13 0AR

T: 01283 565938 E: bafc@burtonalbionfc.co.uk www.burtonalbionfc.co.uk

#BAFCandProud