



BRIGHTON AND HOVE ALBION FOOTBALL CLUB PERSONAL ASSISTANT SCHEME

CODE OF CONDUCT

The Club will provide a Personal Assistant Ticket as a reasonable adjustment to enable a registered disabled supporter to attend matches, where they would otherwise find it unreasonably difficult to access the stadium or services offered, on their own.

By attending with a Personal Assistant (the “PA”), supporters (or those who manage their account) acknowledge that they have read and understood this Code of Conduct and that they will ensure that they and their Personal Assistant abide by its terms at all times.

Please note: For the avoidance of any doubt, PA’s do not have the same rights as those of a full price ticket holder. Their attendance is only to enable a registered disabled supporter to attend a match.

- 1) PA tickets are only valid when used in conjunction with the ticket of the individual who is registered as a disabled supporter. If the disabled supporter is unable to attend a match (or other event for which they have booked tickets), for any reason, their PA will not be able to attend without them. Please see the guidance on our Disability Accessibility webpage if the PA wishes to attend on their own.
- 2) The supply of a PA ticket is subject at all times to the Club’s ticketing terms and Terms and Conditions of Entry which, can be located on the Club’s website. A PA found in breach of any ticketing terms or rules and regulations in place from time to time, may be subject to sanction under the Club’s Sanctions Policy.
- 3) PAs must enter the stadium at the same time as the disabled supporter. If the PA arrives before the disabled supporter, the PA should wait outside the ground for the supporter before entering the stadium.
- 4) PAs must at all reasonable times, accompany the registered disabled supporter when inside the Stadium.
- 5) The PA must be at least 16 years of age and fully capable of meeting the needs of the disabled supporter which includes the lifting of any equipment. As a Club, we recognise the importance of young carers. If a supporter wishes to bring a PA who is under 16 years old, please contact the Disability Liaison Officer using the details below. All requests will be considered on a case-by-case basis in conjunction with our safeguarding team.

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

 **General enquiries**
01273 668855

 **Official club website**
BrightonAndHoveAlbion.com

Brighton & Hove Albion Football Club Ltd.
Registered Office: American Express Stadium, Village Way, Brighton BN1 9BL.
Company Reg No 81077. VAT No GB 259 9519 45





- 6) At all times, PAs attending at the Stadium to assist a disabled supporter, are expected to behave in a respectful and appropriate manner. Disruptive, disrespectful or inappropriate or intoxicated behaviour will not be tolerated.
- 7) PAs must not bring a supporter to a match who is not the registered disabled fan to the match using the disabled supporter's ticket.
- 8) Should any PA or supporter be found abusing the PA scheme, the Club reserves the right to refuse entry and/or eject them from the stadium. Action by the Club as a result of such conduct will be taken in line with our [Club Sanction's Policy](#).
- 9) If the PA attends a match at the Stadium to support a registered disabled supporter, they agree to at all times, act in accordance with the Club's Values, which can be found [here](#).

Should a supporter have any questions about the Personal Assistant Ticket scheme or this Code of Conduct, please contact our Disability Liaison Officer Katie Haines at katie.haines@brightonandhovealbion.com

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