

Below we set out precisely what Arsenal supporters can expect from their football club

## ACCESSIBILITY

The Club continues to strive for wider spectator access to matches by offering:

- A broad range of ticket prices. Pricing some seats at higher levels enables us to charge other supporters less for their tickets.
- At least 25% of tickets to each game to non-season ticket holders.
- Concessions for junior supporters, senior citizens and supporters with a restricted view of the pitch.
- An area of the stadium for the exclusive use of family groups and junior fans.
- Half price admission for disabled supporters and free admission for their accompanying person. Disabled fans can communicate with the Club by calling **020 7619 5050** (open Mon to Fri 9.30 to 5) or by emailing: [disability@arsenal.co.uk](mailto:disability@arsenal.co.uk)
- Free admission for replays of abandoned games. If a match is abandoned after spectators are admitted to the ground, ticket holders are entitled to free admission to the rearranged match.
- An attractive balance transfer facility via the Arsenal credit card, which may help with season ticket payments.
- Free admission to home Premier League Reserve fixtures (played at Barnet FC).
- Tickets for Cup Competitions are priced no higher than the normal prices charged for Premier League fixtures and are allocated in accordance with the rules and regulations of the competition. Season ticket holders (Gold Members) have the first seven cup ties played in UEFA Competitions or The FA Cup contained within their membership card. Remaining match tickets are sold to members of our other membership schemes.
- For Carling Cup home fixtures, admission charges are often reduced by up to 30% lower than our usual ticket prices.
- To obtain a refund for home match tickets fans will need to send a letter or fax to the Box Office, stating their membership numbers and ticket purchase details. The letter to arrive no later than 72 hours prior to a game in order to obtain a full refund.
- To obtain a refund for away match tickets supporters will need to send a letter to the Box Office enclosing the away match ticket(s) and details of how the tickets were purchased. The letter should arrive no later than seven days prior to a fixture in order to obtain a full refund.
- Up-to-date ticket information can be found on [www.arsenal.com](http://www.arsenal.com) or our 24 hour phone line **020 7619 5000** and in our matchday programmes.

## AWAY SUPPORT

- The Club does not charge admission prices to supporters of a visiting club, which are higher than those charged to our own supporters for comparable

accommodation. Our concessionary rates offered to senior citizens, junior supporters and disabled supporters all apply to followers of a visiting club.

- The Club abides by the Premier League Rules governing the allocation of tickets to visiting clubs.

## LOYALTY AND MEMBERSHIP

### The Arsenal Membership

● Under our membership scheme, 'The Arsenal', the Club is now providing an even wider range of benefits and opportunities to new members. The membership scheme is considered to be integral to the future of the Club. All of our season ticket holders are automatically classified as Platinum or Gold Members.

### Silver Membership and Red Membership

● By signing up as a new member, supporters will receive exclusive ticketing entitlements for matches at Emirates Stadium and a membership pack with souvenirs and publications celebrating 'The Arsenal'. The Club offers discounted renewals should fans opt for a direct debit or 'lite' version of the membership.

### Season Ticket Waiting List

● There is currently a waiting list for season tickets at Emirates Stadium. A one off fee of £15 is redeemable against the purchase of the first season ticket.

### Junior Gunners (Birth – 16) / Cannon Club (17 – 18) / Senior Citizens (65 & over)

● There are a range of concessionary membership packages for supporters who fit into these age brackets.

● For more information on how to join any of The Arsenal membership schemes call **0844 277 3625** or visit [www.arsenal.com/membership](http://www.arsenal.com/membership)

### Arsenal Travel

The Club provides transport to all away matches outside London. Services provided include fully escorted coaches, including a wheelchair accessible coach, trains and planes at competitive prices with a friendly atmosphere. This also includes organised travel to Champions League away matches. Up to date information can be found on [www.arsenal.com](http://www.arsenal.com) or by contacting The Arsenal Contact Centre on **020 7619 5000** (open Mon to Fri 9.30 to 5)

### Arsenal Supporters' Club

● A full list of Supporters Clubs is available on Arsenal.com (under the 'fanzone/supporters clubs' drop down). Anyone interested in establishing a Supporters Club should be aware that Clubs cannot be opened within a 30 mile radius of another Club. The Guidelines for operating Supporters' Clubs can be obtained either by telephoning the Supporters Clubs Hotline on **020 7704 4949** or emailing: [supportersclubs@arsenal.co.uk](mailto:supportersclubs@arsenal.co.uk)

## CONSULTATION AND INFORMATION

● Since season 2001/2002, the Club has hosted regular 'Fan's Forums'.

● Approximately 17 supporters attend three or four Forums per season and represent different supporter groups by discussing various issues concerning Arsenal with senior members of Staff and Club Management.

● In addition, the Club consults supporters on an occasional basis through liaison groups, the Premier League annual Fans' Survey and Supporter Panels.

The Club also occasionally uses Arsenal.com, the matchday programme and email surveys to consult on various issues.

● The Club has a Supporter's Liaison Officer whose role is to work closely with existing Supporter's Clubs and to extend the network of Supporter's Clubs in the UK and abroad. (Phone Jill Smith on **020 7704 4949** for details).

● The Club publicises its position on major policy issues in the Club matchday programme and on [arsenal.com](http://arsenal.com)

● The Club has in place, and continues to develop, ways of consulting sponsors, Islington Borough Council and other interested parties.

● The Club gives the earliest possible notice of any changes to its ticketing policy and the reasons for such changes.

● The Club utilises Arsenal.com and the subsequent home matchday programme, to notify supporters of any fixture changes as soon as they are confirmed.

● In addition to this, the Club runs an email service which notifies supporters about fixture changes as soon as they happen. To subscribe, please send a blank email to [join-fixtures@list.arsenal.co.uk](mailto:join-fixtures@list.arsenal.co.uk)

● An email service is also available which is specifically for local residents, whereby news of any planned fixture/event that might impact on the local community is emailed as soon as details are confirmed. To subscribe, please send a blank email to [islingtonresidents@arsenal.co.uk](mailto:islingtonresidents@arsenal.co.uk)

● The Club undertakes research on the design and quantity of new playing strips.

● The Club has a dedicated online supporters centre (on Arsenal.com) which is designed to answer any query that a supporter may have in a timely manner.

## COMMUNITY ACTIVITY

● Celebrating 25 Years of Arsenal in the Community this season, the department has been at the forefront of innovative sports development in the local community and the Arsenal community worldwide.

● Arsenal in the Community is committed to offering a range of sporting, social inclusion, educational and charitable projects; the success of which is testament to the commitment and dedication of its staff and the power of

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football and Arsenal Football Club to touch people's lives on a local, regional and global scale.

● For further information on Arsenal in the Community, please call **020 7704 4140** or visit the 'Club' section of [arsenal.com](http://arsenal.com)

## GOOD CAUSES POLICY

● Arsenal Football Club is committed to offering its support to charitable projects and good causes wherever possible. Primarily, the Club will offer support to requests from the local community, particularly initiatives within Islington.

● The Club also endeavours to support all other charities and good causes throughout the UK and beyond. However, due to the overwhelming demand for assistance it is not always possible to do so. (Please contact Lynne Chaney at the club address or email [charity@arsenal.co.uk](mailto:charity@arsenal.co.uk) for further details).

## MERCHANDISE

● All home replica strips have a minimum lifespan of two seasons. All change kit designs will have a minimum lifespan of one season. At least one new change kit will be released every year. In the event of a change of Club sponsor, the new sponsor's name may appear on the playing strip immediately (even if this is during the lifespan of a replica strip).

● All replica strips that are sold by the Club clearly state the date upon which the kit was launched.

● Details of the next intended change of kits are available from the Club's retail outlets and on Arsenal.com.

● The Club carries out its obligations under the Premier League Rulebook to prevent price fixing in relation to the sale of replica strip.

● The Club offers refunds on merchandise in accordance with its legal obligations.

● The Club will consider its traditional values, along with commercial considerations, when producing new playing strips.

● At each of our retail outlets, the Club offers the service of printing the name of a current Arsenal player onto one of our current replica shirts. However, should any such player cease to be a member of our first team squad, we will be unable to offer a refund or make any alterations to the shirt.

## THE STADIUM

● The Club endeavours to ensure that Emirates Stadium is maintained to the highest standards ensuring that it is a safe, functional and welcoming environment for supporters and all other users.

● The club provides over 100 free match day parking spaces for disabled supporters holding valid Blue Badges.

## CATERING

● The Club's caterers, Delaware North Companies, are fully committed to providing high quality catering operations. They will seek to continue to improve their operations by regularly monitoring customer thoughts and feedback. Comments and suggestions regarding catering at Emirates Stadium are welcomed at the following email address: [delawarenorth@arsenal.co.uk](mailto:delawarenorth@arsenal.co.uk)

## STAFF CONDUCT

● Arsenal Football Club expects and requires all employees to conduct themselves in accordance with the highest ethical standards. Employees are expected to maintain these standards on and off Club premises.

● All Club members, supporters and all applicants for employment will be regarded equally and be given equal opportunities in all aspects of contact irrespective of their race, colour, nationality, religion or belief, sex, sexual orientation, marital status, age, ethnic and national origin, disability or gender reassignment.

## DATA PROTECTION

● Arsenal Football Club plc seeks to categorically adhere to all data protection guidelines. We will only hold supporter data and pass on data if we have your permission to do so. If you wish to know what data we hold on you we are happy to provide it. Likewise, if your information changes or if you wish us to stop using your data at any time, you can email us at [dataprotection@arsenal.co.uk](mailto:dataprotection@arsenal.co.uk)

● Subject to your agreement Arsenal Football Club plc and its group companies will use your information together with other information for administration, marketing, customer services and profiling your purchasing preferences.

● We may search the files of credit reference agencies (who will record any credit searches on your file) for one or more of the following purposes:

- To help us make credit decisions about you;
- To prevent fraud;
- To check your identity and to prevent money laundering

● We may also disclose details of how you conduct your account to such agencies. The information will be used by other credit grantors for making credit decisions about you and members of your household as well as fraud prevention, money laundering prevention and occasionally for tracing debtors.

● We may make your information available to other persons and/or

organisations who are our business partners or with whom we do business ("third parties"). We or they may contact you by mail, telephone, SMS, fax or e-mail to let you know about any goods, services, credit or promotions which may be of interest to you.

● We may pass information about you for the above purposes to other companies associated with us or to third parties in countries which do not provide the same level of data protection as the UK. If we do so we will enter into contract to ensure your information is protected.

## CUSTOMER SERVICE

● The Club responds to any contact from a customer within a maximum of five working days.

● All complaints must be made in writing to the relevant Department at the Club.

● If it is felt that a complaint cannot be resolved within five working days, an acknowledgment of the communication will be made as an interim measure.

● The Club responds by email, fax, letter or telephone dependent upon the nature of the request. If a customer requests a response in writing he or she will receive one.

● If a customer is not satisfied after having complained to the Club, and having given the Club sufficient time to respond, their complaint should be referred to the Premier League (The PL Charter can be found at [www.premierleague.com](http://www.premierleague.com) or upon request by calling **020 7864 9000**). If the customer is still not satisfied after having consulted the PL, the complaint should be forwarded to the Independent Football Ombudsman. The IFO's postal address is The Independent Football Ombudsman, Suite 49, 57 Great George Street, Leeds LS1 3AJ.

● Customer Service Manager, Penny Downs, has overall responsibility for customer service. (020 7619 5000)

● However, in the first instance, the Club encourages customers to contact the Department relevant to their particular query:

**Box Office** 020 7619 5000

**Hospitality/Conference and Banqueting** 020 7704 4550

**Museum and Stadium Tours** 020 7619 5000

**Football in the Community** 020 7704 4140

**Junior Gunners/Travel Club** 020 7619 5000

**Stadium Management** (including stewards) 020 7704 4030

**Disability Liaison Team** 020 7619 5050

**Retail Stores** 020 7704 4123. Online or Home Shopping 020 7619 5000

● Furthermore, the Club has a dedicated online centre whereby supporters are welcome to make enquiries. Please visit the online centre at [www.arsenal.com](http://www.arsenal.com). ■

