SUPPORTER CHARTER

AFC BOURNEMOUTH 2026/27

SUPPORTER SERVICE

All supporter service enquiries, complaints and suggestions for improvement should be directed to the following:

Supporter feedback: 01202 726300

Email: slo@afcb.co.uk

Available: Monday-Friday, 9am-5pm (voicemail available out of hours)

Each complaint will either be acknowledged or responded to within five working days. If an acknowledgement is sent it will give details of the person dealing with the issue and a full response will be issued within ten working days.

If a supporter feels that their complaint has not been dealt with appropriately, they have recourse to The Independent Football Ombudsman, who can be contacted via phone on **0330 165 4223**, or via email at **contact@theifo.co.uk** or via mail at:

The Independent Football Ombudsman, Premier House, 1-5 Argyle Way, Stevenage, Hertfordshire, SG1 2AD or via email at contact@theifo.co.uk

Supporter liaison officer: Hannah Powis

Email: slo@afcb.co.uk

Phone: 07867595771

The SLO has responsibility for the delivery of the club's policy as it concerns supporters to act as a point of contact for supporters and liaise with other club management on any issues raised. We are always keen to receive supporter ideas and suggestions as to how we can improve our service so please do not hesitate to contact us in this respect.

STAFF CONDUCT

Our supporters, investors, sponsors and local community are the reason that AFC Bournemouth exists. They should expect the best we can give. Therefore, we aim to give them the respect, courtesy and information they deserve in all dealings with the club. AFC Bournemouth is committed to providing an environment in which all staff, players, supporters and persons visiting the club are treated fairly and with respect regardless of their age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion and belief, sex or sexual orientation. (Equality Act, 2010).

Conversely, our staff deserve respect when dealing with supporters and the club will not tolerate abusive language or behaviour directed at its employees.

No supporter or member of staff should ever be subject to sexual harassment in the workplace or, whilst supporting AFC Bournemouth. The club, its staff and supporters are expected to act in accordance with the club's sexual harassment policy whilst taking preventative measures to mitigate risk.

MATCHDAY EXPERIENCE

AFC Bournemouth prides itself on being a welcoming club to both home and away supporters. We strive to maintain high standards of safety and security for fans while facilitating a friendly and enjoyable matchday experience for all. Within the scope of this objective, all matchday visitors are required to adhere to the ground regulations of the Premier League. Infringements of ground regulations or breaches of the clubs Code of Conduct will be dealt with through the club Sanctions Policy which outlines the clubs approach to sanctioning supporters, how they will be informed and the role of **AFC Bournemouth Incidents Panel** in this process.

Our matchday safety stewards should be the first point of call in the ground if supporters have any concerns regarding their well-being, be it medical, safety, abuse or general feedback matter. Stewards will summon first aid assistance if required.

MATCHDAY WELFARE TEAM

The matchday welfare team operates at Vitality Stadium to provide immediate support around safeguarding, accessibility and EDI concerns. They are identifiable around the stadium and assist fans wherever possible.

INCIDENT REPORTING LINES

Supporters are also able to text our confidential line by texting **80818** and starting your message with **AFCB** to report an incident, providing as much information as to location and description as possible. Or email **control.room@afcb.co.uk** This will be passed to the control room for monitoring and the deployment of stewards will be actioned as appropriate. Alternatively, you can email the supporter liaison officer on **slo@afcb.co.uk** or telephone the club on **01202 726300** if you wish to report an incident away from matchday, although this does make the investigation process potentially more difficult. Look out for the confidential text line information on your paper ticket, around the ground or on the club website.

Supporters also have recourse to use the reporting services of Kick It Out in relation to incidents of discriminatory abuse. There are a number of ways to report an incident to Kick it Out, please see below information;

Freephone - 0800 169 9414 to speak directly to a Kick it Out staff member.

App - You can report an incident of discrimination via the Kick it Out app which can be used on iPhone and Android Devices.

Online - You can report an incident by filling in an online reporting **form here**.

Our supporter services team are available around the ground to assist all supporters with any enquiries.

SUPPORTER CODE OF CONDUCT - SAFE STANDING

AFC Bournemouth has introduced safe standing areas for football fixtures to help keep supporters safe whilst watching matches. All supporters attending fixtures at the Vitality Stadium are required to comply with this code of conduct.

This code of conduct does not replace any other ground regulation or rules already in place. Failure to comply with this code of conduct may lead to you being removed from the ground and being subject to sanctions in line with the persistent standing and sanction policies.

When attending the match in safe standing areas, please:

- Occupy the space in front of the seat allocated on your ticket.
- This is a safe standing area so please expect other spectators to be standing.
- Be respectful towards staff, stewards, and other fans at all times.
- Behave appropriately in the stand – anti-social behaviour will not be tolerated.
- Don't stand on the rails or seat. This safe standing area is here to keep you and other fans safe.
- Unless needing to use facilities, don't move around in the safe standing areas, your ticket is for your space only. Migration to other safe standing areas is strictly prohibited.
- Don't stand in the gangways or on the steps to watch the match, these are for accessing and leaving your seat only.

Thank you for your support and co-operation in helping us to help you, your fellow supporters and our staff to stay safe.

DEALING WITH MATCHDAY INCIDENTS

Any allegations of unacceptable behaviour or language reported to the club will be dealt with by the Incident Panel. It will investigate each incident fully before deciding an appropriate course of action which may include no further action, a caution, a meeting to explore educational measures, or a ban which can vary in its term. Should a matter be the subject of a Police investigation, the club will temporarily ban the relevant supporter until such time as the investigation is complete.

For the safety and security of all match attendees, the club operates a 100% personal searching policy on entry to the ground as well as a search and tag of all bags. To minimise delays, supporters are requested to only bring a small bag where absolutely necessary. Any bags should be no larger than A4 in size.

Supporters are encouraged to enter the stadium at least 45 minutes before kick-off to avoid delays. Supporters arriving within 20 minutes of kick-off should expect queues at the turnstiles.

Supporters are reminded that a bag policy is in place at Vitality Stadium whereby fans are not permitted to bring bags bigger than A4 in size into the stadium. Exemptions are in place are made for medical or disability reasons. Supporters are asked to contact disability@afcb.co.uk in this regard.

TICKETING

Pricing

- The club continues to strive for wider access to matches by offering a broad range of ticket prices, including a system of concessionary ticket prices tailored to the needs of the community.
- The club will continue to offer reduced ticket rates to its junior supporters to help grow the next generation of fans at AFC Bournemouth.
- The club operates a scheme to enable supporters to pay for season tickets by interest free installments.
- The club offers a very limited number of seats that are classified as restricted in their view of the pitch. These views are defined as:

Restricted View – The view of either goal mouth is impaired

Severely Restricted View – The view of a large portion (majority) of the pitch is severely impaired

Concessions

Concessionary ticket prices are available to Junior Cherries, family groups, under-21s, over-65s and full-time students. Those supporters in receipt of standard or enhanced rate of PIP are entitled to be accompanied by a personal assistant free of charge. Proof of eligibility will be required. The personal assistant should be capable of supporting the disabled persons needs in the event of an emergency. Where possible the disabled person and their PA should enter the ground together. Unless authorised by the club, the disabled person and PA must sit together. For Students this will be a higher education enrolment letter rather than a student card. Please note, this does not include part time courses or apprenticeships.

Where a family ticket is purchased, adults must have a child with them to gain entry to the family stand. Any personal assistant to a disabled supporter should enter the ground with that relevant disabled supporter.

Any supporter found to be transferring their concession or PA ticket to a non-eligible supporter, in a method not authorised by the club will be referred to the Incident panel.

Cherries Points

The majority of club operates a scheme whereby one point is allocated to each attendance at a home league, away league or a cup game. Home points can also be gained from attending selected non-first team matches.

For more information, please either click **here** or contact our ticketing office on **01202 726300 (option one, option one)**.

Allocation

- At least 5% of tickets to each home game will be made available to non-season ticket holders.
- The majority of front row seats of all stands are initially allocated for wheelchair users and their personal assistants. In addition, there are a number of raised accessible viewing platforms available.

Membership Schemes

- The club runs the following membership schemes:
  - Junior Cherries
  - Global Cherries

TICKETING CONTINUED

Cup competitions and other games of high interest

- Tickets for cup competitions are priced in consultation with the opposing club.
- Season ticket holders will generally receive a priority purchase opportunity for these matches. Seat locations are not guaranteed for these matches. Cup point holders will also receive priority purchase access to these matches. However the club reserves the right to change these policies as operational or safety issues may determine.

UEFA Games

- The club will work with UEFA to ensure it abides by all regulations relating to European competitions. The club will announce priority purchase opportunities ahead of each season it qualifies for these competitions. Priority will generally include season ticket holders and points holders; however, seat locations are not guaranteed for these matches and the club reserves the right to modify the priority on sale structure as operational or safety issues may determine.

Returns and refunds

› The club's policy on ticket returns for home matches is to offer a full refund up to 48 hours prior to kick-off.

› If a match is postponed before kick-off, ticket holders can use their original ticket for the rearranged game. If a match is abandoned after kick-off, spectators are entitled to half price admission to the rearranged match.

› To view our full ticket policy please click **here**.

Supporters with disabilities

The club provides the majority of front row seating areas to wheelchair users and their personal assistants, as well as raised viewing platforms. Home supporters can request a place on this by telephoning the ticket office or by simply emailing **disability@afcb.co.uk**.

Places on the visitors' raised platform are distributed by the visiting club.

Portable hearing loops are situated in concourse areas, the ticket office, the Superstore, Reception, and in the hospitality suites.

Disabled supporters should contact the disability liaison officer on **disability@afcb.co.uk** for any disability related enquiries.

The club's DLO is available on a matchday as well as our welfare team to assist supporters with disabilities.

The club produces supporter guides including an accessibility statement which can be found below:

For more information, please click **here**.

For visiting supporters, please click **here**.

TICKETING CONTINUED

Accommodating visiting supporters

- The club abides by Premier League the Football Association and UEFA regulations governing the allocation of tickets to visiting clubs.
- The club does not charge general admission prices to supporters of a visiting club which are higher than those charged to our own supporters for comparable accommodation. In particular, our concessionary rates offered to over-65s, under21s, students and disabled supporters apply to supporters of a visiting club.
- The club produces a Visiting Supporters Guide to give more detailed guidance to enhance those supporters' matchday and this can be found on our website **here**.

Digital Ticketing

- Starting in the 2026/27 season, in line with Premier League Requirements, digital tickets have become the primary method of delivery.
- Digital tickets are issued via the AFC Bournemouth Club App. Screenshots and screen recordings of digital tickets will not be permitted.
- AFC Bournemouth has worked closely with the DSA and Level Playing Field to ensure there are measures in place to remove barriers that some fans may face with regard to accessing digital tickets. The club is committed to working with fans to provide education around digital ticketing.

PARKING

From the start of the 2026/27 season there will be NO general admission parking available at either of the car parks in Kings Park. These car parks will operate on a pre-booked basis only with information on this process shared directly with eligible supporters.

For free parking just a 10-minute walk from the ground, Avonbourne Academies (Formerly Harewood College and Avonwood School) are open 3 hours prior to kick off on weekends and 1 hour 45 minutes before kick off on weekday matches. If you are using a SatNav, please refrain from using the postcode and instead use 'Harewood Avenue'. There are a total of 200 spaces and 3 accessible spaces within these car parks.

Please note the Avonbourne Academy site and car park is a strict non-smoking area.

Please note this car park is locked 30 minutes after the full-time whistle. Users are asked to ensure they keep to the maximum speed limits displayed.

Sovereign Centre

The Sovereign Shopping Centre on Christchurch road, BH1 4SX, which is approximately a 15 minute walk on a flat surface from the ground. Offers low cost easy parking with 600 spaces, also located on the ground floor are 19 accessible spaces and 2 electric vehicle charging stations. This parking facility has the advantage of being away from congestion and has cafes nearby for refreshments.

For evening games, supporters are asked to park on the ground floor of the car park. Other areas of the car park are locked in the evening and supporters will not be able to leave the car park after this point.

Other

Residential roads adjacent to the stadium have parking restrictions and the club asks supporters to please be mindful of existing drive entrances and avoid parking illegally as this can cause particular problems for residents and is a safety hazard. Parking enforcement officers and Police will respond to residents' complaints and PCN's will be issued for illegally parked cars.

Please be aware specific sections of Kings Park are no longer available for Blue Badge holders, so please look out for matchday signage to this effect.

MATCHDAY SAFETY TEAM

Our Safety Officer, their deputies and all stewards are available to assist supporters before, during and post-match as well as provide a safe and secure environment for all attending matches at Vitality Stadium.

The club train its staff appropriately, put in place operational and contingency safety measures, risk assess activities and work with emergency services to ensure as safe an environment as possible.

It is important that supporters follow the instructions of stewards and club staff at all times as well as adhering to any safety signage, announcements, club behaviour codes and ground regulations and do not by their actions endanger others in any way.

MATCHDAY WELFARE TEAM

The Club has a dedicated Welfare Team to support the delivery of a safe, inclusive, and welcoming matchday environment for all supporters.

The Welfare Team provides a visible and approachable point of contact on matchdays, offering support and responding to safeguarding, accessibility, and equality, diversity and inclusion (EDI) concerns or incidents at Vitality Stadium.

MATCHDAY CATERING

The club offers a choice of catering to home supporters on a matchday from concourses to full hospitality and strives to deliver quality, variety and value in each option. Should you have any feedback on any aspect of this provision, please use the feedback route above and we will forward on to our catering department for comment or action. If you would like further information on hospitality options, please contact **01202 726300, Option 3**.

EQUALITY

AFC Bournemouth is committed to providing a club wide environment in which all stakeholders including young children and adults at risk, engaged in activities at the club are able to realise their full potential and are protected from harm and discrimination irrespective of their age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

To view our equality policy, please click **here**.

SAFEGUARDING

AFC Bournemouth is fully committed to ensuring the safety and well-being of all individuals and communities with whom we interact, ensuring that everyone in our care or attending our activities feels safe, protected, and free from the risk of harm.

The continued safeguarding of children, young people, and adults at risk at Vitality Stadium is of paramount importance and the club is committed to creating a culture where safeguarding responsibilities and procedures are widely understood and embedded in our values.

The club's safeguarding contact is Head of Safeguarding Meredith Hack who can be contacted on **safeguarding@afcb.co.uk** in respect of any concerns or issues. On a matchday, any such concerns should be directed to a steward or member of staff who will contact the club's safeguarding team.

Unaccompanied Children

A child must be 16 years old or over to be able to attend a match unaccompanied. A child under 16 cannot attend on their own. They must have a responsible person aged 18 or over sat with them.

Lost or Separated Children or Vulnerable Persons

If a child or adult at risk has become separated or lost a steward should be notified as soon as possible who will then inform control room and a response plan coordinated. Children should be advised if they become separated, they should tell the nearest steward. At all times the supervision of children remains the accountability of the responsible person or organiser, who must ensure that any children are supervised at all times.

Guidance for Bringing Young Children to the Stadium

In every area of Vitality Stadium, there is a risk of being hit by a ball from the pitch. If any supporter is hit by a ball this could cause significant injury, this is likely to be even more substantial if a ball were to strike a baby or young child.

For this reason, any child under the age of three must be located within the Main Stand or East Stand. Children under the age of three are not permitted in any safe standing areas.

Any child aged 3 or over requires their own ticket.

To view our safeguarding policies please click **here**.

CONSULTATION AND INFORMATION

- The club publishes its position on major policy issues via the club programme, its official website, press releases, supporter newsletters and forums.
- The club is committed to fan engagement and has outlined these commitments within its Fan Engagement Plan, please click **here**.
- The club consults supporters on a regular basis through the above channels as well as:
  - Supporter surveys
  - Consulting its Fan Advisory Board
  - Board to board meetings with Cherries Trust
  - Comittee Meetings with the Disabled Supporters Association
  - Regular focus groups
    - Equality Focus Group
    - Fan Experience and Atmosphere Group
    - Junior Cherries Working Group
    - Product Ambassadors
    - Fan Advisory Board
    - Womens Working Group
- The club continues to develop ways to consult with partners in our local community.
- The club gives the earliest possible notice to any changes to its ticketing policy and the reasons for the changes.
- The club undertakes research on the design and number of new strips.

The club uses tools such as Fans Forums, recorded sessions with the Fan Advisory Board and open forums with the DSA in order to ensure we engage with the wider fanbase.

MERCHANDISE

- At least one new change of kit will be released every year.
- Details of the next intended change of kit is available from the AFC Bournemouth Superstore. For more information email **superstore@afcb.co.uk** or telephone **01202 726300 (Option 2)**.
- In the event of a change of club sponsor, the new sponsors name may appear on the playing kit immediately, even if this is during the lifespan of any kit.
- Other changes during the season to the playing kit may not be replicated on the kit made available for sale.
- The club carries out its obligations under Premier League regulations to prevent price fixing in relation to the sale of kit and training wear.
- The club offers refunds on merchandise in accordance with its legal obligations.

COMMUNITY ACTIVITIES

The club will continue to dedicate its efforts, resources and facilities to promote sport, education and welfare within its community, working in partnership with the AFC Bournemouth Community Sports Trust as well as other partners from time to time. Further details on the work in our local community by the AFC Bournemouth Community Sports Trust can be found **here**.

AFC Bournemouth is committed to preserving its local environment. The club works with its local partners to further this objective and our environmental policy can be found **here**.

The club recognises that there are some inconveniences of living close to a football stadium and as such it will work with its immediate neighbours, their ward councillors, BCP Council and other agencies to minimise any effect especially on matchdays.

Cherries Community Fund

The Cherries Community Fund aims to provide financial assistance to projects that help young people and vulnerable groups, or those that promote a healthy lifestyle in Bournemouth, Dorset and Hampshire.

Find out more about the Cherries Community Fund **here**.

CLUB POLICY ON CHARITABLE DONATIONS

AFC Bournemouth receives many requests for charitable donations each season.

Until 30th June 2027, the club is committed to working with two locally focussed charities that benefit people living in the Dorset and Hampshire area and support AFC Bournemouth's positive stance on equality.

AFC Bournemouth's chosen charities benefit from:

- Increased awareness.
- Fundraising through selected club events.
- Signed football club merchandise
- Engagement with AFC Bournemouth corporate partners and AFC Business members.
- Match tickets.
- Player appearances.

Find out more about the club's charity policy here (provide link)

PURCHASED MERCHANDISE FOR SIGNING

It is important for the club to maintain the value of its signed merchandise and therefore we will not accept requests for AFC Bournemouth merchandise to be signed by players or management. The club may, at its discretion from time to time, use signed merchandise to raise money for nominated charities, sponsor obligations or its own promotional or supporter relations purposes.

DATA PROTECTION (GDPR)

In line with regulatory requirements, you can find the club's privacy policy **here**.

CLUB DIGITAL CHANNELS

The club's official digital channels include the following:

Club Website - **https://www.afcb.co.uk/**

Superstore - **https://www.superstore.afcb.co.uk/**

Facebook - **https://www.facebook.com/afcb/?locale=en_GB**

X - **https://x.com/afcbournemouth**

Instagram - **https://www.instagram.com/afcb/**

Tik Tok - **https://www.tiktok.com/@afcb?lang=en**

AFCB TV - **https://www.afcb.co.uk/videos**

Youtube - **https://www.youtube.com/@AFCBournemouth**