

WEST BROMWICH ALBION FOOTBALL CLUB
SUPPORTER CHARTER, 2026/27

1. INTRODUCTION AND CHARTER PLEDGE

- 1.1 This Supporter Charter ("the **Charter**") sets out the relationship between West Bromwich Albion Football Club ("the **Club**") and its supporters.
- 1.2 The Club recognises that supporters are the long-term custodians of the Club's identity, history, traditions, and future. While ownership, management and players may change over time, supporters remain the enduring heart of the Club.
- 1.3 This Charter establishes the standards, commitments, and principles by which the Club will engage with supporters and the wider community.
- 1.4 The Charter applies to all Club operations, including matchday activities, ticketing, hospitality, retail, communications, supporter engagement, and governance.
- 1.5 The Club commits to meaningful engagement, transparent decision-making, accountable governance, and the continual improvement of the supporter experience.
- 1.6 Together, we will protect and strengthen the future of West Bromwich Albion Football Club.

2. MISSION, VISION, AND VALUES

2.1 Mission Statement

The mission of West Bromwich Albion Football Club, set as the singular standard against which every governance, investment, and operational decision is measured, is:

"To unlock the potential of the people and places we reach."

2.2 Vision

The Club Vision is:

"To build a Club where people work together to deliver Top-Flight football; world-class standards; sustainable financial strength; and a positive impact for our community and supporters, within the Black Country, West Midlands and beyond."

We will do this by:

1. **Establishing ourselves as a consistent Top-Flight Football Club**
Not just visiting but belonging there, across teams, with everyone knowing their role.
2. **Running the Club to world-class standards**
Learning from the best in football, commercial growth, brand building, technology, and matchday operations.
3. **Living clear values every day**
Creating a culture where people support each other, take pride in their work, and always look to improve.
4. **Building a strong global profile**
Awareness and loyalty in key international markets — staff feeling proud to represent the Club.
5. **Playing a real role in the Black Country and West Midlands**
Both economically and physically - transforming the region we serve.
6. **Being financially strong and sustainable**
Investing to grow the Club, not merely to stay afloat - so investment can continue in people, facilities, and long-term success.

2.3 Values

The Club's Values are the behavioural standards underpinning every decision, and the basis on which leadership performance is assessed. The Club's six operating values are as follows, which are represented by the acronym, "**LIGHTS**":

LEGACY

INGENUITY

GRIT

HONOUR

TEAMWORK

SENSE OF URGENCY

3. SUPPORTER RIGHTS AND SERVICE STANDARDS

- 3.1 The Club's staff endeavour to deal with all supporters in a professional, courteous, prompt, and efficient manner. Everyone will be regarded equally irrespective of their age, disability, gender reassignment, marital or family status, pregnancy or maternity status, race, religion or belief, sex, or sexual orientation.

- 3.2 The Club has internal systems in place, through staff contracts and policies and procedures, to ensure the above is adhered to.
- 3.3 Supporters have the right to:
- (a) Be treated respectfully and fairly;
 - (b) Receive timely and accurate information;
 - (c) Access clear complaints procedures;
 - (d) Participate in supporter consultation processes;
 - (e) Attend matches in a safe environment;
 - (f) Expect reasonable accessibility adjustments;
 - (g) Be consulted on matters affecting the Club's identity and heritage; and
 - (h) Have their personal data protected.
- 3.4 Supporters wishing to contact the Club should use the following contact numbers* or email addresses:

Service Area	Telephone Number	Email Address
Albion Foundation	07946 482727	info@albionfoundation.co.uk
Disability Liaison Officer	0121 227 2227	dlo@wbafc.co.uk
General Enquiries	0121 524 3470	enquiries@wbafc.co.uk
Hospitality	0121 524 3455	hospitality@wbafc.co.uk
Retail	0871 271 9790	please use the following link https://shop.wba.co.uk or email Mailorder@wbafc.co.uk
Safeguarding	0121 524 3470	safeguarding@wbafc.co.uk
Single Sign On enquiries		sso@wbafc.co.uk
Supporter Liaison Officer	0121 524 3470	slo@wbafc.co.uk
Ticket Office	0121 227 2227	tickets@wbafc.co.uk

*Calls to the 0871 numbers cost 2p per minute from a normal BT landline, calls from other operators or mobiles may cost more. Calls to the 0121 number are charged at standard rate and may be included free in many call packages.

- 3.5 The Club commits to the following service standards:

Service Area	Standard
General Enquiries	Response within 5 working days
Complaints Acknowledgement	Within 5 working days
Complaint Resolution	Within 20 working days
Ticketing enquiries	Within 5 working days
Telephone enquiries	Answered within 5 minutes during opening hours where possible
Retail enquiries	Within 3 working days
Refund processing	Within 14 working days

Where delays occur, supporters will be informed of revised timescales.

4. TICKETING AND PRICING

4.1 The Club will:

(a) Pricing Transparency

- Publish ticket prices before sales commence.
- Explain significant pricing changes.
- Provide clear terms and conditions.

(b) Fair Access

- Offer concessionary pricing where appropriate.
- Maintain family-friendly ticketing options.
- Support payment plans for season tickets where feasible.

(c) Ticket Resale

- Operate or support an authorised resale mechanism.
- Oppose ticket toutting and unauthorised resale.
- Seek to ensure supporters can transfer tickets safely and fairly.

(d) Consultation

- Consult supporters before implementing significant changes to ticketing structures or matchday access arrangements.

- 4.2 The Club continues to strive for wider access to matches for all supporters by offering a range of ticket prices. Please refer to the following link at: <https://www.wba.co.uk/season-tickets>.
- 4.3 Home season tickets on the West Bromwich Albion App ("the **App**") entitle supporters entry to the Club's home league games only. Please refer to the following link to see the terms and conditions that apply at <https://www.wba.co.uk/tickets/202627-season-ticket-terms-and-conditions>.
- 4.4 For the avoidance of doubt, season tickets do not entitle supporters to entry to pre-season friendlies, cup games and/or playoff games. Season tickets need to be upgraded, or a ticket must be purchased separately to attend such games. Season ticket holders do however have a seat guaranteed for purchase for home cup and/or play-off games for a limited time only.
- 4.5 The Club offers concessionary prices to supporters aged under-14, under 17, under 20, 20-25 years, and Senior Citizens (i.e. those aged 65 and over). The Club also offers a reduced renewal price to 2026/27 season ticket holders moving from the 20-25 to adult category for the new campaign. This offer will result in a saving of at least £100 for their first campaign as an adult. Supporters who are eligible will be able to take advantage when they renew. All persons wishing to enter the stadium (regardless of age) must be in possession of an applicable ticket or the App.
- 4.6 The Club provides support for disabled spectators (upon meeting relevant criteria) and their personal assistants. Supporters wishing to bring a guide or assistance dog are required to inform the Club on purchase of a ticket. Details of accessible facilities are available from the Club or viewable via the access statement at <https://www.wba.co.uk/fans/matchdays-more/access-statement>.
- 4.7 The use of inappropriate language and/or behaviour in any part of the stadium is not permitted and may result in ejection or Club ban. This also applies to social media.
- 4.8 The Hawthorns is a no smoking stadium, including the use of electronic cigarettes and vaping.
- 4.9 A minimum of five per cent of home tickets for each game are made available to non-season ticket holders.
- 4.10 The Club does not offer restricted view seats for sale unless there are no other seats available in the stadium. On the occasions that restricted view seats are sold, the Club makes clear to the purchaser that the seats are restricted view, and a discounted price is charged. A seat is categorised as restricted view if the spectator is unable to view all four corner flags without moving from the seat.
- 4.11 As a general rule, at the sole discretion of the Club, there are no refunds for unwanted or unused tickets other than in exceptional circumstances.
- 4.12 If a home match is abandoned after supporters have been admitted to the ground but before kick-off, ticketholders are normally entitled to free admission to the rearranged match. If a match is abandoned after kick-off, then no more than half-price will be charged to ticketholders for the rearranged match.
- 4.13 The Club offers a membership scheme covering all ages, which enables supporters to purchase tickets online, in person, or over the phone, and ahead of the general public. Full details of the scheme are available on the membership page of the Club's main website at <https://www.wba.co.uk/tickets/away-memberships>.
- 4.14 The purchase of individual match tickets shall at all times be subject to the Club's ticket terms and conditions and by purchasing a ticket and entering the ground you

acknowledge and accept that you shall at all times be subject to the Club's ground regulations. Full terms and conditions and ground regulations can be found on the club website at <https://www.wba.co.uk/club/ground-regulations>.

- 4.15 Due to the noise and crowds at a football match, the Club considers that it may be inappropriate for parents to bring young infants into the stadium. If, however, a parent or carer chooses to do so, then they will be responsible for that infant's welfare, comfort and safety and must purchase a valid ticket for that infant. The Club does not have facilities on site to allow or store pushchairs, buggies, prams, or similar.
- 4.16 The Club operates Safe Standing in the Smethwick End Upper in both the Home and Away Section and in the Millennium Corner, permitting supporters to stand for the duration of a match. Standing is not required in these areas; however, supporters risk restricted pitch views if they are seated when surrounded by standing supporters. These areas are introduced to help keep supporters safer while standing and enhance the spectator experience.
- 4.17 Tickets for away fixtures are allocated to the Club's supporters on the following order of priority and subject to availability:
 - (a) Away Members
 - (b) Home Season ticket holders
 - (c) Members
 - (d) General sale.
- 4.18 The Club has no control over the prices of away match tickets which are determined by the home club.
- 4.19 The Club abides by the regulations of the appropriate football body which govern the allocation of tickets to visiting clubs.
- 4.20 The Club offers similar concessionary rates for away supporters to those offered to home supporters in the following categories: Disabled, under-14, under 17, under 20, and 20-25 years.
- 4.21 The Club will give the earliest possible notice of any changes to its ticketing policy together with the reasons for the changes.

5. RETAIL

- 5.1 The Club reserves the right to change replica kits on a seasonal basis, which is subject to contractual obligations with the Club's technical or commercial partners.
- 5.2 The Club abides by the regulations of the appropriate football bodies to prevent price fixing in relation to the sale of replica kit.
- 5.3 The Retail Department offers refunds on merchandise it sells in accordance with its legal obligations.
- 5.4 The Retail Department is unable to offer refunds or exchanges on replica products that have been printed with a name or a number. This also applies if a player leaves the Club during the current season.

6. COMMUNITY AND SOCIAL RESPONSIBILITY

- 6.1 The Club is committed to supporting its local community led by The Albion Foundation. The Albion Foundation's vision is to create

“A Proud Albion Family, Engaged, Inspired and Achieving its Potential. Making a measurable difference in our local community.”

The strategic focus is

- Go Local
- Football For All
- Grow our Own

The goal is to create a place where everyone is

- Active
- Has improved physical and mental health
- Has a sense of belonging
- Able to thrive on and off the pitch.

- 6.2 The Club seeks to build close links with the community and aims to engage and inspire children and adults, regardless of race, financial status, or ability, to achieve their potential, improving their health and well-being, confidence, and self-esteem.

- 6.3 In recognition of these wider responsibilities, the Club will:

- (a) Support community programmes;
- (b) Promote participation in football;
- (c) Support charitable initiatives;
- (d) Work with schools and local organisations;
- (e) Encourage volunteering and community engagement; and
- (f) Produce an annual report summarising community impact activity.

7. SUPPORTER ENGAGEMENT

- 7.1 The Club believes that meaningful engagement strengthens decision-making. The Club has established and will maintain two distinct supporter groups, namely the Fan Advisory Board (“**FAB**”) and Albion Assembly.

- 7.2 The FAB is part of the club's ongoing commitment to supporter engagement and is a high-level, strategic conduit for two-way dialogue between supporters and the Club's key decision makers. The FAB will:

- (a) Meet at least quarterly;
- (b) Include diverse supporter representation;
- (c) Provide structured feedback to the Club; and

- (d) Publish a summary of the minutes of meetings where appropriate.
- 7.3 The Albion Assembly will meet on a quarterly basis to discuss significant issues relating to the Club, including ticketing, merchandise, facilities, community and matchday experience.
- 7.4 The Club will be represented at FAB and Albion Assembly meetings by Board Director(s) and/or Senior Executive(s), as appropriate.
- 7.5 Meetings of the FAB and Albion Assembly are only open to members of those groups.
- 7.6 Minutes from FAB and Albion Assembly meetings are published on the Club's official website at <https://www.wba.co.uk/fans/albion-assembly> and <https://www.wba.co.uk/news/fan-advisory-board-meeting-summary-may-2026>.
- 7.7 The Club's latest Fan Engagement Plan can be found at <https://cdn.wba.co.uk/sites/default/files/2024-07/WBA%20Fan%20Engagement%20Plan.pdf>.
- 7.8 The Club will also communicate with its shareholders on a regular and timely basis, either through the supporter groups referred to above, or other meetings as appropriate.
- 7.9 Where appropriate, the Club will publicise its position on major policy issues in an easily digestible form, either in the Club's programme, on the Club's website, or by the issue of press releases to news organisations.
- 7.10 The Club will conduct an annual supporter survey and publish a summary of findings together with proposed actions.

8. HERITAGE AND CLUB IDENTITY

- 8.1 The Club recognises that certain matters form part of its heritage and identity.
- 8.2 The Club agrees to comply in full with EFL Regulation 128 relating to supporter engagement. The Club therefore pledges to discuss and consult with supporters relating to any heritage items such as any matter linked to the Club's name, badge/crest, stadium and any other areas of its history.
- 8.3 The Club shall undertake meaningful consultation with supporters and/or supporter groups before any decisions are made in relation to:
- (a) The Club's name;
 - (b) The Club's colours;
 - (c) The Club's crest;
 - (d) The Club's nickname;
 - (e) The location / relocation of its Stadium; or
 - (f) Significant changes to traditions or heritage assets.

The Club will publish the rationale for any decisions made following such consultation.

9. GOVERNANCE AND TRANSPARENCY

- 9.1 The Club will seek to maintain the highest standards of governance.
- 9.2 Each year the Club will publish information regarding:
- (a) Ownership structure and board membership (through the publication of its Personnel Statement and Corporate Governance Statement);
 - (c) Supporter engagement activities (through the publication of its Fan Engagement Plan);
 - (d) Community programmes (through The Albion Foundation's annual report); and
 - (e) Performance against this Charter.
- 9.3 The Club will appoint a senior executive with responsibility for supporter engagement.

10. EQUALITY, DIVERSITY AND INCLUSION

- 10.1 The Club welcomes all supporters and aims to treat all supporters with equal respect and courtesy. The Club is committed to Equality, Diversity, and Inclusion and has achieved the EFL's Code of Practice accreditation at Bronze level. Please visit the Club's Equality Statement at <https://www.wba.co.uk/club/about-us/club-policies/equality-policy>.
- 10.2 The Club will not tolerate discrimination, harassment, or abuse in any form or on the basis of any of the following characteristics:
- (a) Age
 - (b) Disability
 - (c) Gender Reassignment
 - (d) Marriage and Civil Partnership
 - (e) Pregnancy and Maternity
 - (f) Race
 - (g) Religion or Belief
 - (h) Sex
 - (i) Sexual Orientation
- 10.3 The Club will promptly investigate all reports made and take appropriate action where appropriate.

11. ACCESSIBILITY

- 11.1 The Club is committed to removing barriers to participation. The Club will ensure that its facilities are accessible in accordance with current legislation. The Club will further ensure that all facilities are maintained to a high standard.
- 11.2 To this end, the Club shall:

- (a) Maintain accessible seating provisions;
 - (b) Provide companion ticket arrangements where appropriate;
 - (c) Offer accessible information formats;
 - (d) Promote disability awareness among staff and volunteers; and
 - (e) Consult disabled supporters regarding improvements.
- 11.3 The Club will regularly review accessibility arrangements and publish planned improvements. A copy of the Club's latest access statement can be found at <https://www.wba.co.uk/fans/matchdays-more/access-statement>.

12. SAFETY AND MATCHDAY EXPERIENCE

- 12.1 The Club is committed to making its stadium and facilities as safe, welcoming, and enjoyable as possible for everyone, both on matchdays (when games are being played), and on non-matchdays (when the venue is being used for other events or activities).
- 12.2 The Club will:
 - (a) Work with supporters, authorities and stakeholders to maintain safety, security, and service;
 - (b) Ensure stewarding is professional, proportionate, and focused on safety and de-escalation;
 - (c) Provide clear, accessible, and confidential reporting mechanisms for concerns;
 - (d) Promote respectful, inclusive, and sportsmanlike supporter behaviour; and
 - (e) Support anti-discrimination initiatives and maintain a zero-tolerance approach to discriminatory conduct.
- 12.3 Supporters are expected to:
 - (a) Respect fellow supporters;
 - (b) Comply with all stadium and ground regulations; and
 - (c) Report safety concerns promptly.

13. DIGITAL SERVICES AND DATA PROTECTION

- 13.1 The Club will seek to provide reliable digital services including:
 - (a) Ticketing platforms;
 - (b) Mobile applications; and
 - (c) Official website services.
- 13.2 The Club will:
 - (a) Protect supporter data;

- (b) Comply with applicable data protection legislation;
- (c) Communicate clearly regarding data usage; and
- (d) Respect marketing preferences.

14. SAFEGUARDING

- 14.1 West Bromwich Albion Football Club is committed to ensuring a safe environment and the positive welfare of all young people and adults who we engage with at any of our activities and locations.
- 14.2 The Club has a full range of policies and guidelines for all our staff, volunteers, and visitors. For more information on Safeguarding at West Bromwich Albion Football Club, please visit the Baggies Safe website at <https://www.wba.co.uk/club/baggies-safe>. Alternatively, you may report any concerns or raise any queries by contacting the Club's Safeguarding Team at safeguarding@wbafc.co.uk.
- 14.3 All of the Club's activities and policies comply with safeguarding guidance and national legislation and are in accordance with Sandwell Metropolitan Borough Council, the Football Association, the EFL and the Premier League.
- 14.4 Any urgent matter should be reported to the Police by calling 999 or 101 for non-urgent matters.

15. ENVIRONMENTAL SUSTAINABILITY

- 15.1 The Club commits to improving environmental performance through:
 - (a) Waste reduction initiatives.
 - (b) Sustainable transport promotion.
 - (c) Energy efficiency measures.
 - (d) Responsible procurement practices.
- 15.2 A copy of the Club's latest Environmentally Sustainable Policy can be found at <https://www.wba.co.uk/club/club-policies/wba-environmental-sustainable-policy>, whilst our latest Environmental Policy Statement can be viewed at <https://www.wba.co.uk/club/club-policies/environmental-policy>.
- 15.3 We will publish a progress report relating to our environmental sustainability on a periodic basis, the latest version of which can be found at <https://www.wba.co.uk/club/baggies-pastures-green/sustainability-report-202324>.

16. COMPLAINTS PROCESS

- 16.1 Supporters who are dissatisfied with Club services may submit a complaint through published channels.

- 16.2 To ensure that any complaint is dealt with promptly and efficiently, supporters are encouraged to raise any match day issues with the nearest steward to try and resolve the problem there and then. All post-match or non-match day related complaints should be made in writing or by email.

Ticketing Complaints

- 16.3 Complaints relating to ticketing should, in the first instance, be made in writing to the Head of Ticketing at The Hawthorns, West Bromwich, West Midlands, B71 4LF or enquiries@wba.co.uk. The complaint will be dealt with in accordance with the procedure set out at [https://cdn.wba.co.uk/sites/default/files/2024-10/DISP06 - Complaints Information for Customers -%20Oct2024.pdf](https://cdn.wba.co.uk/sites/default/files/2024-10/DISP06_-_Complaints%20Information%20for%20Customers.pdf).

Non-Ticketing Complaints

- 16.4 All other complaints should, in the first instance, be made in writing to the Supporter Liaison Officer at The Hawthorns, West Bromwich, West Midlands, B71 4LF or slo@wba.co.uk. Supporters can also contact the Club by completing the online form on the Club's website at <https://www.wba.co.uk/form/contact>. The Club shall endeavour to respond to such query or complaint within 5 working days and endeavour to resolve the complaint within 20 working days wherever possible, as set out in paragraph 3.5 above. If the supporter remains unhappy or dissatisfied following the Club's initial response, the supporter should then write to the Chief of Staff and Communications Officer at The Hawthorns, West Bromwich, West Midlands, B71 4LF, or enquiries@wba.co.uk
- 16.5 After the Club complaints stage, supporters should refer their complaint to the Independent Football Ombudsman ("IFO"). The relevant contact details for the IFO are as follows:

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

Telephone: 0330 165 4223 (charged at your local rate)

Email: contact@theifo.co.uk

Website: www.theifo.co.uk

17. REVIEW OF THIS CHARTER

- 17.1 This Supporter Charter was adopted on 30 June 2026.
- 17.2 This Charter will be reviewed annually in consultation with supporters and the Fan Advisory Board. Proposed amendments will be published for comment before adoption.
- 17.3 The Club will submit an annual Charter Performance Report to the English Football League by 30 June 2027. The report will detail how each of the areas outlined in the Charter have been implemented and the extent to which each has been achieved.