



## English Football League Ticketing Charter Season 2021-22

### Background

This charter outlines the approach that fans of EFL League clubs would consider reasonable and sensible in ticketing policies for the upcoming 2021-22 season, taking into account economic and reputational reality.

This is a working document and will only be as good and/or relevant as the feedback provided from you all so please do continue to share the ticketing policies and proposals from your club with the rest of your network by emailing the details to [deborah.dilworth@thefsa.org.uk](mailto:deborah.dilworth@thefsa.org.uk)

### Suggested Ticketing Best Practices

The following points are specific ticketing recommendations which can act as prompts to be raised with clubs and provide a 'sense check' to ensure a level of reasonableness compared to other clubs. It is worth recognising that at certain EFL clubs fans can be sympathetic to their clubs financial plight and an ability to continue to support the club should always remain, however not all supporters are in a position to do this and hence the need for fair pricing and refund procedures.

At this stage of the coronavirus pandemic, it is assumed that all clubs have undertaken a satisfactory level of consultation with fan groups regarding the ticketing policy for the phased return of supporters to grounds and, so for this reason, points related to this will not be detailed below.

1. Fans should not be required to pay for future season tickets while clubs are still holding monies related to this current season. We request that refunds be completed for the current season before the 2021-22 season ticket purchase period begins. Some clubs may wish to offset monies currently held against the cost of future season tickets and this would seem reasonable if the supporter wishes to purchase for next season and to

exercise that option, albeit a choice should be given.

2. A general expectation is that season ticket prices remain the same as this current season, a price rise would appear harsh in the current climate. However it is recognised that individual circumstances such as promotion, previous years of frozen prices etc may present different circumstances at individual clubs. In those circumstances where a raise may be necessary it should be marginal, discussed with relevant groups and the reasoning made public.
3. Some clubs already offer multi-season deals on season tickets and there is no objection in principle to this as long as the option of purchasing a single season ticket remains available. There is a concern that some clubs may look to re-coup additional monies by promoting the multi-season offering at the detriment of a single season ticket option.
4. We would welcome clubs exploring new pricing policies which offer, for example, phased payments of season tickets; zero interest finance plans; increased concessions.
5. Some supporters may not wish to return next season for health or financial reasons and we would hope that clubs would recognise this and agree to hold their seat for a period of time – one season would be ideal but there is a likelihood that clubs may wish to reduce this time period. The supporter must recognise that in this scenario their seat may be sold on a match by match basis and availability cannot be guaranteed until the following season.
6. Each club should have a clear, published refund policy for future seasons should they be disrupted, this should be clearly visible when purchasing season tickets. Following lessons learned from this season, the expectation would be for refunds to be offered pro-rata in a timely manner. Additionally, we should be alert to the fact that a club may look to insert a 'Force Majeure' clause into the ticketing terms and conditions which may invalidate refunds should a future season be disrupted. We should robustly challenge any attempt to do this.
7. Clubs who opt to offer iFollow passes or equivalent in exchange of refunds should make clear at time of purchase, ideally this should be an option and not mandated. An iFollow pass should be recognised for its actual value, thereby a refund might still be due on top of the pass. This is particularly

relevant for households with multiple season tickets and therefore only require one iFollow pass.

8. In the event of reduced capacities from the start of next season, clubs will be expected to offer all supporters, irrespective of varying price points, the same opportunity to access tickets.
9. Suspension of loyalty schemes should continue until such time that we are able to have full capacities and all supporters feel able to attend matches. This would ensure that no fans will be punished if they are unable to attend matches due to underlying health concerns or financial issues. If you disagree with this approach for your club then it would be good to hear your views.
10. Disabled supporters are more likely to have been adversely impacted by health issues during this pandemic and so there may be a greater propensity for this group of supporters to request a deferral of their season tickets for a period of time. We would expect all clubs to be sympathetic to this and so provide greater understanding when developing their ticketing policies for disabled supporters.
11. Finally and most importantly we urge clubs to be fair, transparent and informative regarding all ticketing arrangements.

If you wish to comment on any of the points contained within this charter or would like to raise additional areas of concern then please do get in touch as soon as possible.

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