Aston Villa Football Club
Personal Assistant Ticketing Code of Conduct
Season Tickets and Ticketing Sales

We want everyone to enjoy their visit to Aston Villa.

We work with expert partners and specialist groups to make sure our stadium is welcoming and inclusive for all guests with access requirements.

Policy relating to the Equality Act 2010

Aston Villa Football Club fully supports equal opportunities and opposes all forms of unlawful or unfair discrimination on the grounds of disability.

The Club's ticketing policy allows disabled supporters to bring a personal assistant free of charge. The disabled supporter's own ticket is charged at the price for their age category. This scheme applies equally to all groups of disabled people.

The Club recognises that not all facilities are fully accessible but is committed to making the "*reasonable adjustments*" required to comply with the Equality Act 2010 and its relevant Codes of Practice.

Definition of Disability

The Equality Act 2010 says that disabled people should not be treated "*less favourably, without justification*" and that "reasonable adjustments" must be made to make goods, facilities, and services accessible.

For the purposes of this policy:

- "**Disabled supporter**" means any person who, because of their disability, is unable to use ordinary stand seating without contravening Health and Safety Regulations, Guidelines or Policy or where the club has provided "reasonable adjustment" to enable the supporter to attend the venue. Any such person will be considered for use of the designated areas of the stadium in line with the procedures set out in this policy.

- "**Reasonable adjustment**" shall include (but is not limited to), the need to use a wheelchair platform, the need to bring a "personal assistant" for either personal care or safety reasons.

- "**Designated area**" is any area including specific seats in the stadium that the club shall, in its sole discretion determine as being available for the accessible concessionary ticket price.

- A person has a "**disability**" if they have a physical or mental impairment that has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities.

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Supporting Documentation

The Club may ask for supporting evidence before giving a concession if there is reasonable doubt. Accepted evidence include:

- Higher Rate Disability Living Allowance (mobility or care component).
- Enhanced Rate PIP (mobility or daily care component)
- Severe Disablement Allowance or Attendance Allowance.
- A medical form (available from Aston Villa), completed by a GP or medical professional with direct patient access.

The Club may ask for this evidence each year (or at expiry) for season tickets, and from new supporters when they first buy accessible tickets.

Evidence must be given by post, email, or in person before tickets can be released for the first purchase.

An Orange/Blue accessible parking badge alone is **not** enough for a free personal assistant ticket. Supporters with only a Blue Badge can still access all accessible facilities but must pay for accompanying tickets.

Personal Assistant Scheme

- One free personal assistant ticket is offered with a disabled person's ticket.
- The personal assistant must be aged 17+ and have no banning orders from the police or Club.
- If the nominated personal assistant cannot attend, another person may attend instead if they use the nominated supporter number and meet the same criteria.
- The personal assistant must be able to assist the disabled supporter for the full 90 minutes.
- If there are safety concerns about a personal assistant, the Club will contact the named person.

If a disabled supporter needs more than personal assistant, the Club will ask for evidence and may arrange a meeting and stadium tour to understand the supporters needs.

Personal assistants cannot be obtained solely for travel. If a supporter relies on someone else for travel to and from the ground and this person wishes to enter the stadium with the

disabled person, they will be required to pay full price for their age category and have the relevant sales criteria on their account.

Booking Tickets

- All personal assistant tickets must be bought in the same transaction as the disabled supporter's ticket, using the nominated supporter number.
- All disabled supporters must be registered before buying tickets.
- Refunds for converting to a personal assistant ticket must be made before the game. Refunds are not possible after the game.
- Once registered, disabled supporters can buy tickets online, including a free personal assistant ticket. Without registration, disabled tickets cannot be booked online.

Attending with Families

The Club understands that disabled supporters may attend with family members. We will try to seat them together where possible - contact the Ticket Office for help.

- Family members cannot be moved closer on match day.
- Any request to move will be considered but may not be possible.

Attendance

- Personal assistants must sit next to the disabled supporter and be available to assist for the whole game.
- Personal assistants must arrive and leave with the disabled supporter and help with feeding, toileting, and communication where needed.
- If the disabled person is absent, a personal assistant can only attend if they pay full price for their seat. This may mean a seat move if the area is not suitable for a standard supporter.

Ambulant supporters (including those with learning difficulties, mental health conditions, and visual/hearing impairments) can choose any safe seating area.

- Those with enhanced or higher rate mobility benefits must sit in lower tier seating for safe exit.
- No specific seats are reserved for blind or partially sighted supporters — they may choose any available area.

- Supporters with an assistance dog must sit in a wheelchair user area and have the relevant criteria on their account.

Upper tiers can be steep and are not suitable for those who cannot exit quickly in an emergency as lifts will not be available in an evacuation. There are specific evacuation procedures for mid and upper tier wheelchair bays.

Accessing Seats

- Supporters must book seats that meet their needs. Contact the ticket office or access team for advice.
- Do not book seats you cannot access - seat moves may not be possible on match day.
- If a supporter cannot access their seat on match day, we will try to move them to an accessible area, but this may not always be possible.
- The personal assistant must move with the disabled supporter. Moving the whole group is not guaranteed.
- See the Wheelchair Code of Conduct when using wheelchair spaces.

Upgrading

We understand that disabled supporters may not be able to come to all games and there is the option for resale tickets. If the disabled supporter cannot attend, the personal assistant is allowed to upgrade their ticket to a full paying adult, but this cannot exceed the number of games the disabled supporter's ticket attached has attended for that season. If the disabled person attends, the personal assistant ticket cannot be upgraded.

Restrictions

- Personal assistant tickets do not earn booking history or points; these remain with the disabled supporter.
- Personal assistant tickets cannot be used alone; without the disabled supporter, they must be upgraded to a relevant adult price. In some areas (e.g., wheelchair bays) a seat move will be required.
- If the personal assistant has not held a season ticket for more than three years, they cannot upgrade to a full-price ticket if the disabled person is absent.

- If the disabled person has a limited life capacity (with supporting documentation), decisions will be made on a case-by-case basis.
- Personal assistant tickets for away games follow the policy of the host club and may not be free.

Contacting us

The Club provides ticket information to disabled supporters on availability and pricing. To register as a disabled supporter or if you have any questions about the use of personal assistants at Villa Park, email accessibility@avfc.co.uk.

Updates to this Code of Conduct

We reserve the right to update this Code of Conduct at any time.

Where significant changes are made, we will issue an updated version and may also communicate these changes through other appropriate channels. This Code of Conduct will be reviewed annually, or sooner if required by changes in legislation, operational practices, or where clarification is needed.

The next scheduled review is in August 2026.

August 2025