













ON TOP OF THIS THE FA ALSO DOES THE FOLLOWING:

- Invests £60m back into the game each year with around £38m going into grassroots football. This investment comes from the income generated by The FA's broadcast and sponsorship partnerships.
- The FA Charity Programme is formulated to drive funds into areas where it can directly play a beneficial role. The partners for 2011 are: The Bobby Moore Fund, Street League, Action For Children and international charity Coaching for Hope.
- The FA and the Football Foundation have developed more than 5,700 projects to the value of over £630 million to improve football facilities.
- The FA runs a total of 24 England teams including women's, youth and disability sides.



- £4.5m is invested in Women's Football by The FA every year.
 Over a million women and girls now play the game.
- The FA has trained over 140,000 coaches to gain their Level 1 qualification.
- Small-sided football is a huge growth area and The FA runs a national five-a-side competition, The FA Umbro Fives.
- The FA has 55 County and Affiliated Football Associations within membership who develop and administer football locally.
- The FA's Respect programme is aimed at improving levels of behaviour and respect towards match officials and between players, coaches, referees and spectators at all levels of football.

THE FA IS A NOT-FOR-PROFIT ORGANISATION AND IS COMMITTED TO MAKING FOOTBALL A POSITIVE AND INCLUSIVE EXPERIENCE FOR EVERYONE INVOLVED IN THE GAME, ALLOWING ALL PARTICIPANTS TO ENJOY THE GAME AND MAXIMISE THEIR ABILITY.







THESE ARE THE KEY MILESTONES THE FA IS SETTING OUT TO ACHIEVE BY 2012:

- Commercial/Broadcast revenues increased by a substantial amount at the next review date in 2011.
- 125,000 existing teams retained and 20,500 new teams created by 2012.
- 26,000 referees retained and an additional 8,000 referees recruited by 2012.
- Respect campaign improves overall disciplinary performance by 25% by 2012.
- Consistently increased financial distribution to the game by 2012.
- Development and continued success of women's football.
- Wembley achieving an annual operating profit by 2012.
- To raise standards and address abusive behaviour.
- To develop better players.
- Running the Game effectively.





THE CUSTOMER RELATIONS
TEAM EXISTS TO COLLATE
VIEWS FROM THE GENERAL
PUBLIC, BUILD A PICTURE OF
PUBLIC OPINION AND FEED
THIS BACK INTERNALLY WITHIN
THE FA.

Everyone at The FA acknowledges the fact that all football fans have the right to make their views heard and we openly seek your feedback. We aim to ensure that at all times our complaints handling process is fair to everyone, ensuring all views are heard and taken into account in a balanced way. The Customer Relations team records every form of communication we receive on customer issues. This enables us to monitor particular concerns and work with the relevant departments within The FA to respond effectively to individual cases and assess any relevant future change of policy. Please note that whilst we cannot elaborate on the official stance of The Football Association, we will try to respond to the latest issues as efficiently as possible.

CONTACT INFO

'Contact Us' is a facility provided by the Customer Relations team to answer questions from the general public on the wide range of services The FA provides.

Office hours:

9am till 5pm, Monday-Friday

Please contact us from one of the following options:

Post:

Customer Relations Team Wembley Stadium PO Box 1966 London SW1P 9EO

Tel:

0844 980 8200 (option 3)

Fax:

0844 980 8201

E-mail:

Via our Contact Us form here.

FAN

The Football Association Number (FAN) is a unique reference for every individual involved in football (player, coach, referee, administrator, volunteer, parent, carer, spectator). Created as part of The FA's Customer Relationship Management strategy, FAN is unifying all the existing membership schemes and administration systems to ultimately provide a single view of an individual's involvement in football and interactions with The FA. Supporters who currently hold FANs are able to use it to access customised services via TheFA.com – as well as additional benefits, such as the purchase of tickets for England games, shopping online, access to special promotions etc. For more details on FAN benefits and how you can register for one, please visit TheFA.com/FAN.





ENGLANDFANS IS THE
OFFICIAL ENGLAND
SUPPORTERS CLUB. IT'S RUN,
LIKE THE ENGLAND TEAM,
BY THE FOOTBALL
ASSOCIATION. MEMBERSHIP
OPERATES ON A TOURNAMENTTO-TOURNAMENT BASIS.
THE 2010-2012 MEMBERSHIP
STARTED ON 12 JULY 2010 AND
WILL EXPIRE ON 1 JULY 2012,
THE DAY AFTER THE UEFA EURO
2012 FINISHES.

To cater for different supporters' preferences, englandfans has two membership categories:

englandfans GOLD: For fans wanting tickets to home and away games, plus access to tickets for tournaments involving England. englandfans SILVER: For supporters wanting advance, discounted access to tickets for England home games only.

Members receive the following key benefits:

- Priority ticket booking for all England home matches and access for members of englandfans GOLD to tickets for England away matches, including the UEFA Euro 2012, assuming we qualify.
- Ticket-price discounts for home games at Wembley Stadium (£5 for adults and £2.50 for children), provided tickets are purchased in the members' priority sale period.

- Exclusive members-only access to gain entry to events attended by England management and players, such as England training sessions.
- Access to lots of other englandfans-only benefits, such as a permanent 15% discount on all merchandise bought at the official England online store and exclusive offers from FA commercial partners.

One of our main priorities has always been to ensure that as many supporters as possible get the chance to access tickets to England's away matches. Tickets for our away matches are only sold to fully vetted englandfans gold members and are allocated using our own loyalty ('caps') system.

Membership of englandfans is open to everyone – irrespective of ability, race, gender or religion. We want to encourage and increase involvement with the national team and football as a whole from every part of our society.

We have continued to see an increase in representation of disabled fans (due to the fantastic facilities Wembley can offer), female fans, family groups and supporters from different communities who have attended a match for the first time.

To join englandfans, please visit www.TheFA.com/englandfans.





THE FA IS RESPONSIBLE FOR TICKETING ARRANGEMENTS FOR ALL FA - RUN MATCHES AT SENIOR LEVEL: THE MATCHES THAT WE HOST ARE ENGLAND SENIOR INTERNATIONALS, THE FA COMMUNITY SHIELD, THE FA VASE FINAL, THE FA TROPHY FINAL, THE FA CUP SEMI-FINALS AND THE FA CUP FINAL.

In addition to these fixtures, The FA is also responsible for The FA Women's Cup Final, Women's England internationals and England men's Under-21 and Youth internationals. In each instance tickets for these matches are sold via the host venue.

Tickets for FA matches involving domestic club sides (The FA Cup, The FA Community Shield, The FA Vase and The FA Trophy) are sold by the participating clubs, although the pricing policy and guidelines are set by The FA.

THE FOOTBALL FAMILY

This group consists of the clubs participating in The FA Cup, County FAs, sponsors, the media and the football authorities. All of these groups participate in the running of the game at all levels across the country. By allocating tickets to FA Competitions along with England home matches, we are thanking them for their tireless work in developing and promoting football at all levels.

DISABLED TICKETING

The FA's Customer Relations team sell disabled tickets for England matches to any disabled supporter with a FAN. The disabled ticket hotline is 0845 458 1966.

TICKET REFUND POLICY

In the event of an FA fixture being postponed in advance of kick-off, ticket holders will be entitled to free admission to any re-arranged match or a full refund. If a match is abandoned after kick-off, ticket holders are entitled to free entry to a rescheduled fixture or a partial refund.

All refunds are issued in line with The FA's Terms and Conditions. full details of which can be found on TheFA.com or by calling The FA Customer Relations team. Any customer with a complaint about their experience at an FA match should also contact The FA's Customer Relations team. To protect genuine fans The FA's Legal Department, along with our Customer Relations team, carry out extensive monitoring work to prevent FA match tickets being sold through unauthorised channels, especially internet auction sites. Tickets appearing for sale on such websites are removed from sale and where appropriate, action may be taken against both the seller and the agent.

COMMITMENTS FOR 201

As part of our commitment to you we will ensure that:

- Our pricing policy offers a fair spread of pricing for domestic cup competitions and England internationals.
- A family area will be available for under 16s along with a schools and junior football club enclosure at every England game.
- We will endeavour to provide exemplary customer service to our customers.
- We are fully committed to providing an excellent service for our disabled supporters.
- We will continue to investigate and introduce new technology in order to make the ticketing process and supporter experience as efficient as possible.





SINCE OPENING IN 2007,
WEMBLEY STADIUM HAS
WELCOMED ALMOST 5 MILLION
VISITORS THROUGH ITS DOORS
FOR A DIVERSE RANGE OF
SPORTS AND ENTERTAINMENT
EVENTS.

Whether it is a capacity crowd cheering on England's footballers or music fans singing and dancing to acts like Coldplay, Muse or Greenday, Wembley has gained a reputation for being one of the world's best venues.

2011 will be a landmark year for the home of football as it is set to welcome not only the biggest names in sport but also the world of entertainment.

The football calendar, that already boasts the FA Cup, Football League Play-Offs and England internationals, will be further enhanced by the staging of the UEFA Champions League final in May, and pop royalty Take That are set to perform eight nights of their sold out European tour in July.

With its faultless views, electric atmosphere and worldclass facilities it is little surprise that Wembley has become the venue of choice for acts of Take That's calibre and with more entertainment announcements set to come, 2011 is expected to be a record breaking year.

No matter where you sit in the 90,000- seat stadium, fans can enjoy spectacular, uninterrupted views of the action on the pitch and the entire seating bowl.

Once inside the stadium fans can comfortably move around the wide and airy concourses that are easily accessed via lifts, stairs and escalators.

Fans can enjoy a wide selection of food and drink from 688 service points and a variety of bars that are themed to celebrate historic Wembley events. Merchandising outlets are located across all levels of the stadium and offer a wide selection of event merchandise as well as Wembley Stadium themed products.

Other concourse facilities that enhance event day experiences include the provision of dedicated programme units, plasma screens, cash-machines and a record number of toilets – a staggering 2,618!

These fantastic facilities are supported by a dedicated team of over 5,000 fully-trained event day staff who strive to ensure that all fans have a fantastic event day experience.

In line with UK legislation, Wembley Stadium is a no-smoking environment.

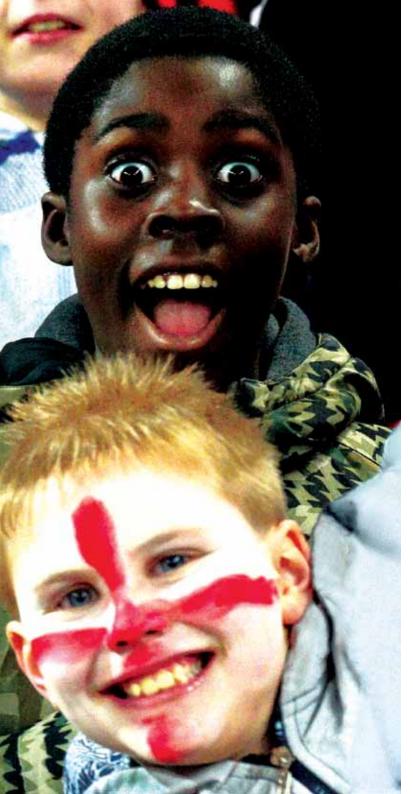












THE FA IS RESPONSIBLE FOR SETTING STANDARDS AND VALUES TO APPLY THROUGHOUT FOOTBALL AT EVERY LEVEL. FOOTBALL BELONGS TO, AND SHOULD BE ENJOYED BY, ANYONE WHO WANTS TO PARTICIPATE IN IT. THE AIM OF THIS POLICY IS TO ENSURE THAT EVERYONE IS TREATED FAIRLY AND WITH RESPECT AND THAT THE FA IS EQUALLY ACCESSIBLE TO ALL.

The FA's commitment is to confront and eliminate discrimination whether by reason of gender, sexual orientation, marital status, race, nationality, ethnic origin, colour, religion or belief, ability or disability and to encourage equal opportunities.

This policy is fully supported by the Board of The FA and the Director of Football Governance and Regulation is responsible for the implementation of this policy.

The FA, in all its activities, will not discriminate, or in any way treat anyone less favourably, on grounds of gender, sexual orientation, marital status, race, nationality, ethnic origin, colour, religion or belief, ability or disability. The FA will ensure that it treats people fairly and with respect and that it will provide access and opportunities for all members of the community to take part in, and enjoy, its activities.

The FA will not tolerate harassment, bullying, abuse or victimisation of an individual, which for the purposes of this policy and the actions and sanction applicable is regarded as discrimination. This includes sexual or racially based harassment or other discriminatory behaviour, whether physical or verbal. The FA will work to ensure that such behaviour is met with appropriate action in whatever context it occurs.

The FA is committed to the development of a programme of ongoing training and awareness raising events and activities in order to promote the eradication of discrimination within football.

The FA is committed to a policy of equal treatment of all members to abide and adhere to this policy and the requirements of the Equality Act 2010 as amended form time to time.

The FA commits itself to the immediate investigation of any claims, when it is brought to their attention, of discrimination on the above grounds and where such is found to be the case, a requirement that the practice stop and sanctions imposed as appropriate.

If you wish to report an incident of abuse and/or discrimination please use the contact details below:

Tel: 0800 085 0508

Email:

FootballForAll@TheFA.com





CHARITY PARTNERS

The FA's Charity Programme comprises of The Bobby Moore Fund, Street League, Action For Children and international charity Coaching for Hope.

All the selected charities went through a stringent process to become official FA partners and the organisations encapsulate football, health, global, national and local issues. As well as a substantial five-figure financial donation from The FA's Community Shield Fund, all the charities benefit from a direct association with The FA.

Charity partners are entitled to a host of FA Group benefits which they use to raise funds including signed England shirts for auction, Wembley Stadium Tours, exposure in The FA's matchday programmes, mascot places, tickets for England internationals and an annual fundraiser event at Wembley Stadium.

The FA remains a huge supporter of the Armed Forces. In 2010, representatives from the Army, Navy and RAF were invited to watch the England squad train and had lunch with them at the team hotel. The FA was also one of the founding partners of Tickets For Troops donating tickets for Wembley matches and has formalised its agreement for 2011.

DATA PROTECTION ACT

For further information on how personal information is used please visit:

http://www.thefa.com/Privacy

COMPLAINTS PROCEDURE

In order to view the Football Association's Complaints Procedure, please click onto the link below:

www.TheFA.com/ ComplaintsProcedure

