



THE F.A. PREMIER LEAGUE

Charter Report 2004/05





The Premier League's purpose is to develop and promote the world's leading domestic league football competition. We aim to produce the most exciting, vibrant and competitive League and provide a platform from which our Clubs can achieve success abroad.



The FA Premier League Off the Pitch

Based in Connaught Place in London, the 'team behind the teams' organises the fixtures, liaises with fan groups, sponsors and broadcasters, and runs our website premierleague.com. Every effort is put into ensuring that every weekend throughout the season, fans can turn up and watch some of the best footballers in the world playing in some of the best stadia; and it goes without saying that we believe we have the best fans. The atmosphere created in Premier League grounds up and down the country rivals that of any sporting competition in the world.

The Premier League office also administers the Barclays Premiership Reserve Leagues (North and South), and the Academies Under 18 League. We provide a full programme of monitoring of all areas of Academy activity, covering all players, to ensure that the best possible standards are upheld in all areas, from the games themselves to their training, education and welfare. Our aim is to provide training and support of the highest quality in order to ensure we are nurturing the talent of the future.

A key part of our role is providing leadership and support for our Clubs. We aim to provide an administration and support service for our Clubs that will help them to achieve excellence in all areas, and to assist in their efforts to act responsibly and positively in dealing with their supporters.

We recognise that we have a responsibility that goes beyond the games played at the top level. The Premier League is committed to using the popularity of football to improve educational and training standards for young people, promote diversity, healthy living and social inclusion in the communities around our Clubs. If you wish to read more about these aspects of our work, the Premier League's Community Report is available from our office or at premierleague.com.

Cathy Long
Head of Customer Strategy
The F.A. Premier League



What's in the Report

This report focuses on the work we are doing with our Clubs in raising standards for supporters. It covers all the issues relating to supporters' experiences of buying tickets, interacting with their Clubs and attending matches.

Football has come a long way since the Premier League began in 1992. Then, supporters often complained of poor stadium facilities, lack of consultation and communication, and of being 'disconnected' from what was going on at the Clubs. Now, supporters can interact with their Clubs in a number of new ways. Clubs not only produce high quality matchday programmes, they run sophisticated websites, with some even offering match highlights and live press conferences. Supporters can gain much more insight into what goes on at their Clubs by joining forums or Trusts, and they can watch football in a safer, more secure environment.

Supporters also have a way of finding out whether their Clubs are keeping their commitments to them. In 2000 a new initiative was launched whereby each Club set out how it would deal with its supporters

in a Charter. Over the last 5 years this process has developed, with Clubs now taking a far greater interest in the needs and wants of those who support them. The Premier League's role has been to encourage and support them in their efforts, and help them to develop better relationships with their supporters. This report sets out some of the work carried out both centrally and at the Clubs. Each Club also produces its own Report directly to its own supporter base, with more detailed information on the season's initiatives. There's still some way to go but we believe that the way that supporters can interact with their Clubs is changing radically.



Customer Service Your Feedback

The Premier League is always keen to gather feedback from fans about their experience of Premier League football. From the quality of football on offer to the range of refreshments, we want to know what supporters think.



Fans can let us know their views in a number of ways; by emailing our Customer Relations team direct at contactus@premierleague.com, calling our Public Information line on 0207 298 1647, writing to us or by filling in one of our National Fan Survey questionnaires. *Sportswise*, our research company, send 80,000 of these to fans across all twenty Premier League Clubs each year. 4,000 supporters of each Club are selected randomly from Club databases during October and November, with a total of 25,539 supporters responding. This is a phenomenal response

rate for a survey of this kind, and we are extremely grateful to all those who take the time to fill it in and send it back to us. The survey provides us with useful information about who our fans are, why they started supporting their teams, what they spend and who they go to the game with. Most importantly it also gives us an opportunity to find out what fans think of the Premier League experience, and this year for the first time we have also asked what they consider to be the most important aspects of the matchday experience.

A full report of all the findings is available from the Premier League, but some of the key points are:

- Two aspects of the *match-day experience* were considered to be the most important: *sightlines* and *atmosphere*.
- When asked more specifically about the *stadium* and *safety* experience, fan safety was unsurprisingly considered to be the most important aspect, with the behaviour of fellow fans coming second.

| Stadium Safety Areas | Importance Ranking | % of fans rating 'Good' |
|----------------------|--------------------|-------------------------|
| Fan Safety | 1st | 84% |
| Behaviour of people | 2nd | 73% |
| Policing | 3rd | 66% |
| Stewarding | 4th | 67% |

| Matchday Experience Areas | Importance Ranking | % of fans rating 'Good' |
|--------------------------------|--------------------|-------------------------|
| Sight lines | = 1st | 84% |
| Match atmosphere | = 1st | 71% |
| Toilet facilities | 3rd | 50% |
| Cleanliness | 4th | 73% |
| Facilities for disabled fans | 5th | 28% |
| Facilities to bring children | 6th | 37% |
| Results service | 7th | 46% |
| Prices of food/drink | 8th | 5% |
| Matchday programme/magazine | 9th | 67% |
| PA system for announcements | = 10th | 48% |
| Access to food and drink | = 10th | 30% |
| Music played as team comes out | 12th | 60% |
| Quality/range of food/drink | 13th | 13% |
| Half-time entertainment | 14th | 13% |
| Pre-match entertainment | 15th | 10% |

Source: FA Premier League National Fan Survey 2004/05



The way that Clubs engage with supporters and, importantly, listen to their views, clearly matters, and it is something that Clubs are taking more and more seriously.

We also asked what fans thought about the contact they had with their Club. It was encouraging to see again that the most important area also received the highest rating.

| Contact Areas | Importance Ranking | % of fans rating 'Very Good' or 'Good' |
|--------------------------------------|--------------------|--|
| Attitude of club staff to fans | 1st | 69% |
| Listening to fans | 2nd | 29% |
| Ease of contact by telephone | 3rd | 44% |
| Ways of consulting with fans | 4th | 40% |
| Membership and loyalty schemes | 5th | 48% |
| Club website | 6th | 65% |
| Info. on disabled policy | 7th | 13% |
| Info. on social and community policy | 8th | 25% |
| Text messaging service (SMS) | 9th | 11% |

Source: FA Premier League National Fan Survey 2004/05

“I would just like to say thank you very much for your help last week. Your customer service was friendly and efficient. It takes people like you to make a business successful.”

(to the Premier League from a fan)



Clubs are introducing more sophisticated ways of collating customer feedback and setting themselves higher standards. On-line surveys are carried out, computerised data collection systems are used to analyse feedback and this is all helping Clubs to respond and make changes.

A number of Clubs now run elected forums – Arsenal, Chelsea, Manchester City and Manchester United all have regular meetings with a group of supporters elected by their peers – and supporters are becoming more involved in a number of aspects of Club development.

Crystal Palace are always looking to improve. Of 237 letters received by their Customer Services Officer, 92% were responded to within 14 days. They aim to reach 100% in 2005/06.

Liverpool's Customer Service team committed to faster response times than those outlined in their Charter. 99% of the time they met their Charter commitment of 5 days, and they met their own deadline of 2 days on 95% of occasions.

Members of **Norwich City's** Supporters' Consultative Group sit on various working parties or sub-groups helping Club executives to shape policy on issues such as prices, allocation of tickets, Club branding and away travel.

Bolton Wanderers ran six focus groups with fans last season, and covered areas such as ticketing, their new smoking policy, the match day programme and the retail operation. Supporters were even consulted about a new layout for the Superstore!

At **Arsenal** a separate 'Farewell to Highbury' panel was set up with a view to celebrating the last playing season at Highbury. Fans were consulted on the idea of themed matchdays, recreating the 'Highbury of old' and general ideas to bid farewell to the stadium.

Chelsea and **Manchester United** ran Customer Satisfaction Surveys.

At **Portsmouth** the Chief Executive has an 'open door' policy. Fans are encouraged to ring his PA and make an appointment to discuss any issue of concern. The Club also runs a Supporters' Advisory Panel. This year an email address was set up for fans to contact the panel with issues they wanted raising at meetings.

Birmingham City included a Supporter Feedback Form in their Charter Report.



So what happens after all this consultation and feedback? Clubs are responding by making the changes that the fans request.

“Thank you so much for your prompt and informative reply. If that sort of service is anything to go by, we will have a glorious time in England.” (to the Premier League from a fan travelling from Australia)

West Bromwich Albion made several improvements during the season, including installing direct phone lines to bypass their automated menu system, and introducing new Electronic Point of Sale software to improve the speed and accuracy of all customer transactions. Fulham have installed cash machines at Craven Cottage, reduced kit-prices for those who order directly with the Club, frozen or reduced ticket prices and introduced more flexible ticket packages.

Contacts with the Premier League

This year saw another increase in the number of people contacting the Premier League for information.

| Season | Numbers of requests |
|---------|---------------------|
| 2002/03 | 927 |
| 2003/04 | 1,829 |
| 2004/05 | 2,295 |

The growing popularity of the League throughout the world saw us receive information requests from 47 countries covering every topic from kick off times to clarification of Rules. Our Customer Relations Unit tries to answer all manner of queries, no matter how obscure! We also receive requests for information about our Clubs, and we ensure that all requests or items of feedback are fed directly to the Clubs. Every query is answered and we are proud of our excellent record in responding to customers. We responded to 97% of our complaints within our target of 14 days and many fans expressed their gratitude for the service they received.

Our attempts to gather more feedback succeeded, with more than 500 fans giving us their views on a range of issues.

Issues you raised

| Issue | Number |
|-------------------|--------|
| Broadcasting | 47 |
| Club | 32 |
| Fixtures | 106 |
| Referees | 175 |
| Ticketing | 32 |
| Player discipline | 52 |
| Rules | 115 |
| UEFA Places | 13 |
| Miscellaneous | 72 |

Note: For simplicity, the table includes the main causes for complaint. The 'miscellaneous' figure incorporates all other complaints, where each issue was raised by fewer than 10 people.

A large number of the complaints we received this season were about the decision to change the date of the last day of the season. This had been originally scheduled for Saturday 16th May and we were hopeful that we could play our final matches on this day. In order to be able to play all our final matches at 3pm on a Saturday afternoon – and have two of them televised live – we have to ensure that there are no objections from any other European football associations. This season UEFA received an objection so we had to play the matches on the following day, Sunday 17th May.

Although we always ensure that our fixture list carries a warning that fixtures may change at late notice, some fans had assumed that the last day of the season would not change and had booked rail or air travel in advance. Whilst most Premier League match tickets are refundable, many advance travel tickets are not. And whilst we notified fans as soon as the change was made, we are aware of the inconvenience caused and have put measures in place to improve the way that we communicate fixture changes for next season. In Season 2005/06 the last day of the season will be Sunday 7th May.

As in previous seasons, the Premier League fixture list was available in Braille format and was constantly updated on our website premierleague.com. Supporters who installed our desk-top alert 'The Premier League Lion' received notification of changes via the internet as soon as they were announced and Clubs used a variety of ways to inform their fans of fixture changes.

Arsenal emailed fixture changes to fans who registered with their service within minutes of a change being confirmed.

Best Practice

The Premier League believes in providing clear advice on service-related issues. It is committed to exploring solutions that will be meaningful, practical and measurable and takes a strong lead in sharing approaches from a range of industries.



Customer Service Network Seminars

The Premier League is a member of the Customer Service Network (CSN), an organisation which promotes service excellence and helps companies to operate 'best practice' methods in their dealings with their customers. Each year CSN run seminars for Club staff, aimed at helping them to improve the way they work with their supporters. This season we ran two sessions, drawing on expertise from outside the football industry. At the first session we had a detailed presentation on how Bromford Housing became the winner of the Public Sector Service Excellence award in 2004. We learnt how they deal with their staff, their customers and their communities, acknowledging the similar challenges in football and community and social businesses.

The second session included a review of this year's Service Excellence Awards winners and how they are capitalising on the emotional aspect of service – something that is particularly relevant for football Clubs. The session included a presentation from First Direct, overall winner for 2004. We also looked at what Clubs consider service excellence in football to be, and what supporters want and expect from their Clubs. We then identified some of the participants' priorities for inclusion in a 'guide to good practice', which is currently being put together. By highlighting some of the more interesting initiatives already in place at Clubs, we hope to encourage more Clubs to follow suit.



Commitment No 1 Examine ways of establishing a customer service standard for football

The Independent Football Commission (IFC) asked us to consider a customer service standard for football and we consulted the Customer Service Network about this. They recommended that each Club should establish its own internal set of high standards. Combining these standards with customer feedback results should ensure that the standards reflect the needs and expectations of each Clubs' own supporter base. Tying this in to the commitments of the Customer Charter will enhance the process, leading to a cohesive strategy for service improvement.



Commitment No 2 Improve the Club Charter Reporting process

Each year all the Clubs report to the Premier League on how they have met the commitments in their Charters. We are encouraging our Clubs to take this process a step further and report more directly to their fans on the issues they want to hear about. Our National Fan Survey indicated that fans are interested in knowing more about their Club's community work. We hope that Clubs will be encouraged by this, and will develop the excellent work they have already begun in communicating this work to their fans.



Commitment No 3 Create a best practice resource for neighbourhood relations

Professional football matches have an important impact upon local communities. We are currently in the process of gathering information on areas of best practice and a guide is being compiled. Some areas have already been identified:

Southampton FC produce a regular newsletter which they distribute to local residents.

Arsenal inform residents of changes to the fixture schedule with leaflets distributed around the local community.

Norwich City have provided new cycle stands after consultation with fans, thus reducing the traffic and pollution around the stadium.



Ticketing and Accessibility

With attendances last season at 94% of capacity, demand for tickets is high in the Premier League. Our challenge is to balance this demand with trying to ensure that football remains accessible for as many people as possible.

Encouraging the fans of the future is as important as looking after our existing support, and so the Premier League Rules state that every Club must offer concessionary tickets to children and senior citizens. We also encourage Clubs to offer a range of pricing options. Some do this by offering seats at varying prices according to which part of the ground they are in. Some offer a range of prices according to the game they are playing and the likely demand for tickets. Many take the opportunity to discount tickets for mid-week Cup matches and it is common for Clubs to offer instalment plans or credit facilities for people wishing to purchase season tickets.

Premier League Clubs pride themselves on providing some of the best facilities for disabled supporters at sports stadia anywhere in the world.

As well as offering wheelchair platforms in a variety of areas, Clubs offer commentary for the visually impaired, lowered counters at ticket purchase windows, and matchday programmes in a variety of formats.

Manchester City's Customer Charter is available in Braille, on audiocassette and on disk, and the City of Manchester Stadium won the RIBA Disability Access Award in 2005.

Middlesbrough ran a 'Buy One Get One Free' offer for their match against Fulham.

Some of **Tottenham Hotspur's** stewards are trained in sign language.



Aston Villa, Charlton Athletic, Fulham, Manchester United and **Tottenham Hotspur** all provide specially adapted minibuses to enable supporters to travel to away matches.

Braille or audio match day programmes are available at **Arsenal, Liverpool** and **Newcastle United**.

Clubs are always looking to improve. **Southampton** removed 2 rows of seats in the St. Mary's Stadium to enhance the view of the disabled supporters seated behind.

At **Charlton Athletic** adult match tickets for some Premier League games were available for £15 and **Manchester United** members could go to Old Trafford for £21 - £29.

Blackburn Rovers offer free season tickets to all under 8s renewing. Other junior season tickets were available for £70 and all prices were frozen.

This year the Premier League organised two meetings for Ticket Office Managers from all 20 Clubs. Both meetings were well attended and areas for discussion included:

- Concessionary pricing
- Touting and conditions of sale
- Best practice in away ticketing

We hope that these meetings will provide a good platform for discussions about how to improve fans' experiences of ticket offices, as well as being an opportunity for staff to share their ideas and concerns.

Premier League football is becoming more accessible due to the significant developments in the way that tickets are being sold. Many Clubs have dispensed with long queues by offering phone and internet sales. Numbers of phone lines have increased and Clubs are working closely with on-line ticket companies to offer more variety in when and where tickets are sold.

A hand is shown holding a flag with a red top half and a yellow bottom half. The flag is positioned in front of a bright sun, which creates a strong lens flare effect. The background is a clear blue sky with some light clouds. In the lower part of the image, the blurred structure of a stadium is visible, suggesting the setting is a sports arena.

Self-regulation and Governance

There are a number of ways that the Premier League tries to ensure that the Clubs playing in its competition are run properly and efficiently in order to protect the competition's good name and image.

The Premier League's Rule Book contains clauses that seek to ensure good governance practices at Clubs. These include an insolvency policy which applies an automatic 10 point deduction on a Premier League Club entering insolvency, thereby sending the signal that Clubs should plan and manage their finances effectively. A 'Fit and Proper Persons' Test is now in place to ensure that those charged with the running and management of Clubs at the highest level conform to high standards regarding probity and responsible financial management. Any person that has been involved with two Club insolvencies is effectively banned from being a director of a football Club. The Premier League provides regular input to the FA's Financial Advisory Committee which looks at best practice in football administration, through permanent representation on the Committee. Since the start of the 2004/05 season the Premier League has performed the role of licensor on behalf of the FA and UEFA in applying UEFA Club licensing. This comprehensive system of licensing Clubs that participate in UEFA competitions judges Clubs against UEFA benchmarks for various criteria such as sporting, infrastructure, legal, personnel and finance. Since the Premier League has

been involved in licensing Clubs, most member Clubs have submitted themselves for examination regardless of their participation in European competitions, and have come through with flying colours. The Premier League and the FA continue to press UEFA to ensure the uniform application of the Licensing Rules so that a common standard exists across Europe, benefiting our Clubs and their travelling fans.

Charitable Donations

Each year the Premier League collates any money it receives from Club fines into a Charities Aid Foundation account, and the funds are then distributed to charities. Fines are usually the consequences for minor infringements of our Rules. During the 2004/05 season we distributed £60,300 to more than 60 charitable organisations, including hospices, sports charities, and medical research organisations.





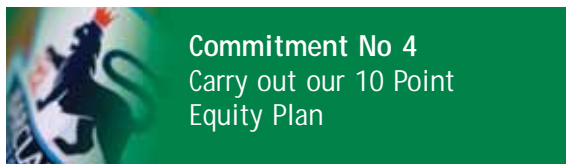
It's Everyone's Game

Top flight football has always attracted a wide variety of people. The challenge for us to ensure that Premier League football continues to encourage everybody who wants to join in, whether as a player, supporter, official or administrator.

PROT

Equity and Diversity

The issue of how to ensure that Premier League football reaches all sections of society is one that we have been examining for some time. Fortunately our Clubs attract support from a whole cross-section of the community – young and old, men and women, people from various ethnic backgrounds, and via television, people from all walks of life across the world. The challenge is to ensure that those who attend matches, work in the football business and play the game, are representative of our broader fanbase. For more than 10 years the football authorities have given the Kick it Out! Campaign their full backing, both in terms of monetary support (the Premier League now provides them with £110,000 per annum) and in giving our time and resource to the campaign. Incidents of racism are few and far between in the Premier League now, but we are not complacent and we are aware that the fear of racism, or simply of not feeling fully accepted by the crowd, can still put people off attending matches. This is something we are doing our utmost to address.



Early in the season the Commission for Racial Equality produced a report on the football industry in which they called for further action to be taken to address the issue of representation amongst ethnic minorities in the game. An Action Plan was produced for all the football authorities to work to, and we are currently well ahead of schedule in putting their recommendations into action. We had already developed our own Equity Plan, which covered most of the areas the CRE wanted us to address, so we pressed on with this work. Once Sport England have put the systems in place for their sports equity standards we hope to be one of the first sports organisations to meet their criteria.



Our primary focus this year was on the administrative side of business – of the twenty Clubs and the Premier League offices. To ensure that best practice was being operated we undertook three main projects:

- 1) we developed a Code of Practice for Employment and Recruitment to help Clubs achieve best practice
- 2) we engaged a training company to deliver Equity and Diversity Training at all 20 Clubs and at the Premier League's Head Office
- 3) we examined all 20 Clubs' Equal Opportunities Policies and made recommendations for improvements where necessary.



Kick it Out continued to work with our Clubs, helping them to achieve the Racial Equality Standard for Professional Clubs. Based along the same principles as Sport England's Achieving Racial Equality Charter, the Standard provides a framework for Clubs' work in promoting inclusion and diversity. It sets out a series of measures in a framework document to encourage the development of racial equality practice throughout all levels and departments.

Through the employment of a specific Development Officer, Fatima Choudhury, funded by the FA Premier League, during the course of the 2004/05 season, all FA Premier League Clubs were contacted to begin work on the Standard. Visits were made to the majority of Clubs, and overall the progress made by Clubs has been particularly impressive.

To achieve each level of the Standard, Clubs have to submit a portfolio of evidence which is assessed by an independent accreditation panel.



Blackburn Rovers became the first Premier League Club to achieve the preliminary level of the Racial Equality Standard in February 2005 and were presented with their certificate at the Next Step Diversity Conference at Ewood Park in March. They are continuing to work towards the next level to develop and deliver against their own 'Racism Not Under Our Roof' campaign.

Manchester City and Everton were also successful in reaching the Preliminary Standard in May, and we expect the rest of the Clubs to follow suit in Season 2005/06. Manchester City have taken the opportunity to develop their own brand and the 'One City' campaign was launched in 2005 to support the Club's numerous community inclusion activities. Everton have also been successful in using their 'Everton Against Racism' brand in all their communication and community outreach activities.

The Kick Racism Out of Football Week of Action

The Kick it Out Week of Action was well received again, with so many good initiatives taking place at Clubs it would be difficult to document them all. Below are some of the highlights of the 2004 week.

Blackburn Rovers

The Club's education department used a Community Chest Grant to organise a 'Mosques and Churches Together' project. This linked in with their wider community cohesion work, promoting positive activities and partnerships that bring together members of communities who may not mix

day to day. The focus was on the message from within their own communities and what it means to them and their local community.

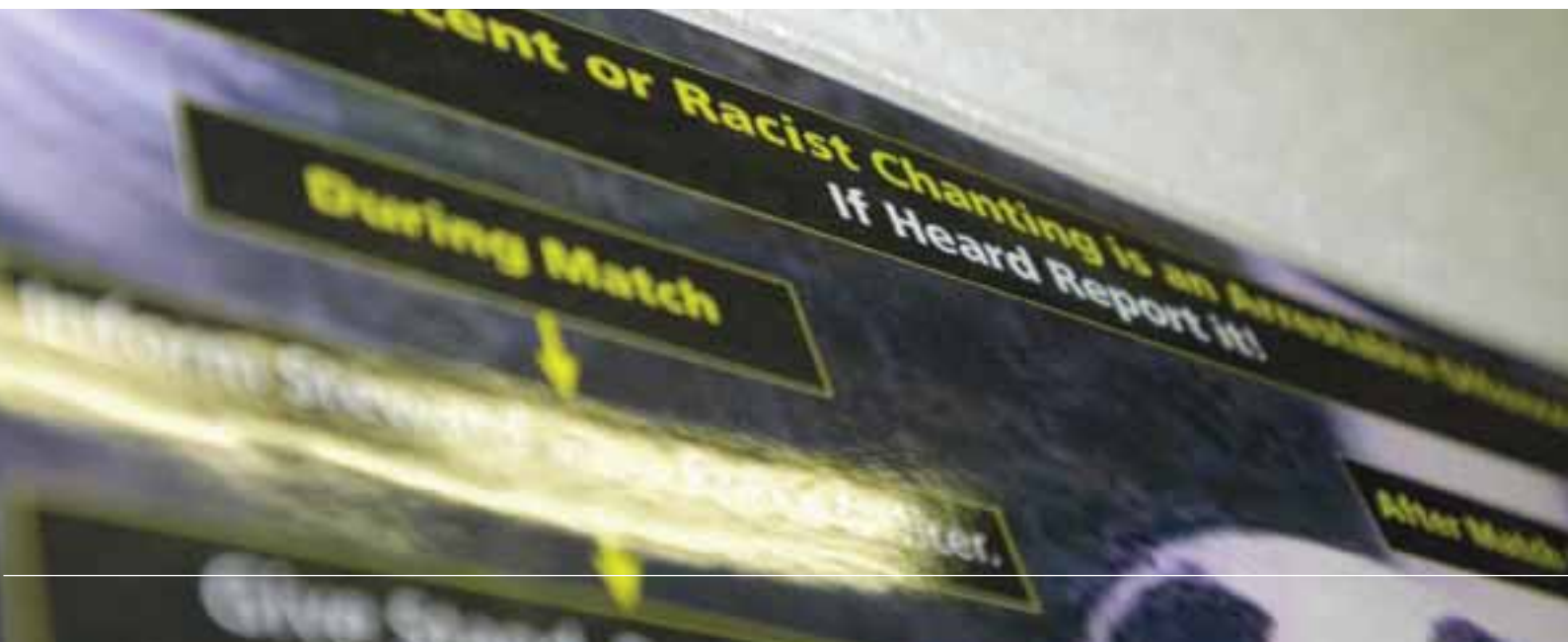
Everton

Everton developed a partnership with the Education Action Zone for a month-long anti-racism programme. Activities included educational sessions, football coaching sessions and an inter-school football tournament, with match day visits for the winning team of the tournament.

There have been subsequent anti-racism themed workshops developed for a local school for their own anti-racism week in March, as the message steps outside of football and focuses on the wider community.

Fulham

In their first year back at Craven Cottage the Club organised a schools competition in Lambeth & Hammersmith, as well as a Study Support Centre session on the presence of foreign players. A steel band performed on their anti-racism match day. Andrew Cole attended the 'United Colours of Football' forum.



Liverpool

The Reds organised a tournament at their Academy at Kirkby with 11 teams from ethnic minority communities in Toxteth – including those of Arabic, Somali, and Swahili backgrounds and others from Refugee Action.

The Club also organised a schools tournament with the winners getting the opportunity to go onto the pitch to parade the KIO banner at half time. Runners-up from both tournaments received free match tickets.

Manchester United

The education staff at Old Trafford arranged for Alan Smith to visit a local school for coaching and to assist in a citizenship lesson. They also ran a competition in the Family Stand & presented prizes at half time. Their 'soccerwise' citizenship programme was expanded to include specific anti-racism topics.

Education conference

Football, Citizenship and Anti-Racism: Putting Policy into Practice

In June 2005, over 220 delegates from across the country attended Kick It Out's citizenship conference at Old Trafford.

The aim of the conference was to help promote the use of football in the classroom to deliver important messages around diversity, race and inclusion, which are all part of the Citizenship curriculum.

Delegates were welcomed to the event by Manchester United Chief Executive David Gill, before Lord Herman Ouseley chaired an energising morning session with some of the country's leading authorities on citizenship and the education of ethnic minority pupils. This included Rosemary Campbell (former Head Teacher and Ofsted inspector), Scott Harrison – Head of Citizenship for government inspectors Ofsted, Mohammed Akram Khan-Cheema, a leading educationalist on minority children, and Steve Smith, Manager of the Leeds United Learning Centre,

Delegates were given the opportunity to relay their own thoughts and ideas on how the power of sport can be harnessed to deliver educational messages through a series of workshops. In these smaller sessions experts in using football and the arts and promoting citizenship presented their work as examples of good practice.

The day ended with a lively panel discussion with England Women's star, Sue Smith; Wolves legend George Berry, the first black player to play for Wales; Rugby League side Salford Reds Aboriginal centre, Kevin McGuinness; and M People percussionist Shovell.





Encouraging new fans

This season we also focused on new ways to attract ethnic minority fans into Premier League stadia. We live in a vastly changing society. There has been a 44% increase in ethnic minorities over 10 years, though ethnic minorities still only make up 7.9% of the population of the UK (2001 Census).

Mixed race, black Africans, Chinese and Bangladeshis are the fastest growing groups, with Bangladeshi and mixed race making up the youngest groups. Overall British society is aging. These changes mean that Premier League football needs to adapt continually in order to maintain the high occupancy rates we currently enjoy in our stadia. Data from the BBC has shown that football reaches proportionally more ethnic minorities compared to white audiences than most sports, so we know that we are successfully reaching a broad section of the population through television. The National Fan Survey and a number of 'head-count' surveys carried out at Premier League matches currently indicate that ethnic minorities make up between 2% and 8% of crowds, depending on their geographical location. Further studies of this kind will be carried out during 2005/06 and we will be working more closely with the media to ensure that coverage of Premier League football is reaching all areas.

Working with our disabled supporters



Commitment Number 7
Work with disabled supporters in raising awareness of disability issues

This year saw the introduction of a new initiative to raise awareness of the part that disabled people play in football. 'A Level Playing Field' was supported by the Premier League, the Football Association, the Football Foundation and the National Association of Disabled Supporters.

Various events took place between March and the end of the season, which highlighted disabled football teams, the experience of disabled supporters travelling to matches, and the facilities on offer. The pilot was very successful, with coverage on numerous websites and a feature on Fulham's new minibus for disabled supporters on Sky TV. We were enormously encouraged by the enthusiasm of Clubs and supporters alike and we aim to build on the success of the pilot, launching a bigger and better series of events in Season 2005/06.



Commitment Number 8
 Conduct a comprehensive survey of the views of disabled supporters

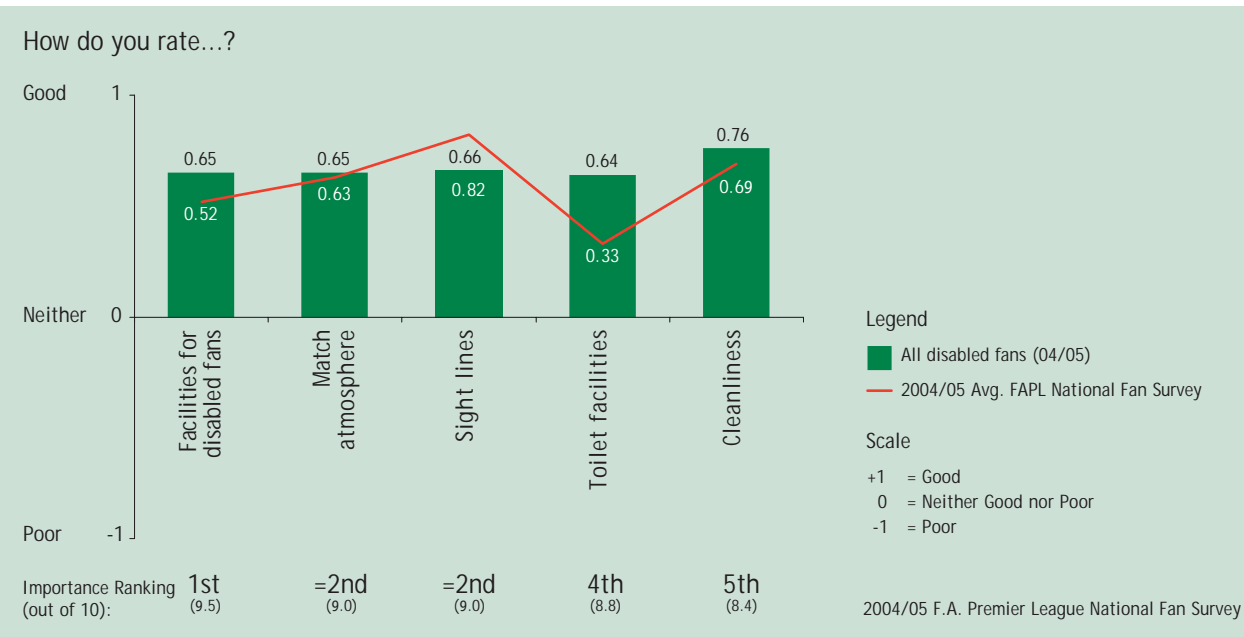
were handed out at matches. Unsurprisingly facilities for disabled fans was seen as the most important aspect of the matchday experience. As with the main survey, sight lines, match atmosphere and toilet facilities are the next important areas.

The 2004/05 Season saw the extension of the National Fan Survey with the same questionnaire being sent to an additional 2,656 disabled fans. We were aware that the nature of the collection of random samples for the main survey has meant that it has been difficult to capture the views of a robust sample of disabled fans. This new extension to the survey has meant that we have been able to ensure that we hear their views on the same subjects, and analyse any variations in the views of disabled and non-disabled fans. There were some key differences. The response rate was slightly smaller – 27% compared to 32% for the main sample – and this may have been due to varying distribution methods. Some questionnaires were sent by post, some

Stewarding and policing are rated slightly ahead of the main study and interestingly, disabled fans are more positive about the attitude of Club staff to fans than those in the main survey. This area attracts an overall good rating well ahead of the main study. As disabled fans are more likely to come into direct contact with Club staff than other fans, this is particularly encouraging.

Matchday Experience

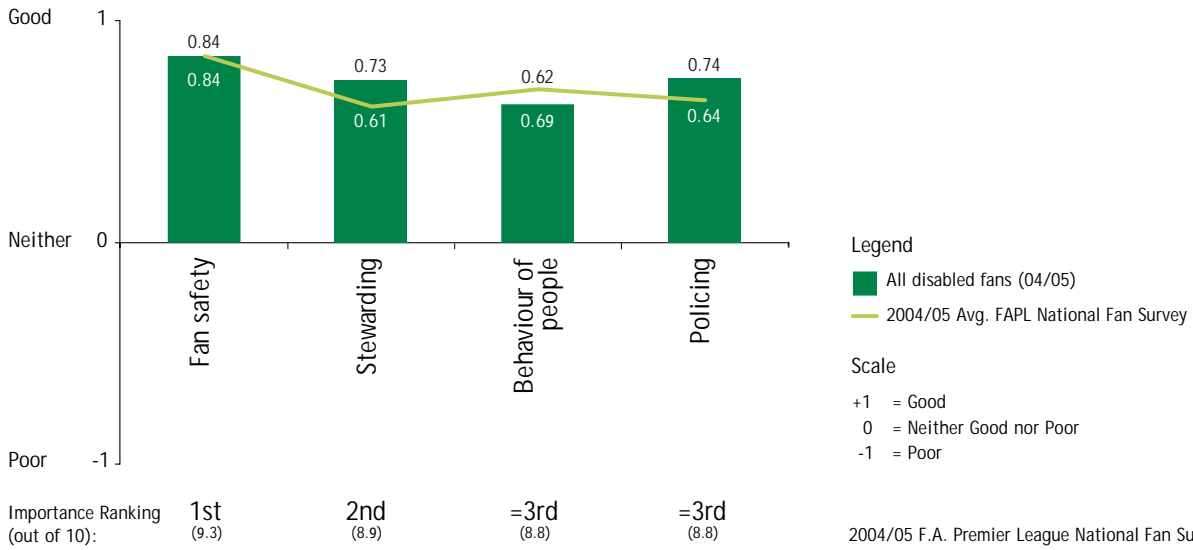
Season Ticket Holders



Stadium and Safety Experience

Season Ticket Holders

How do you rate...?



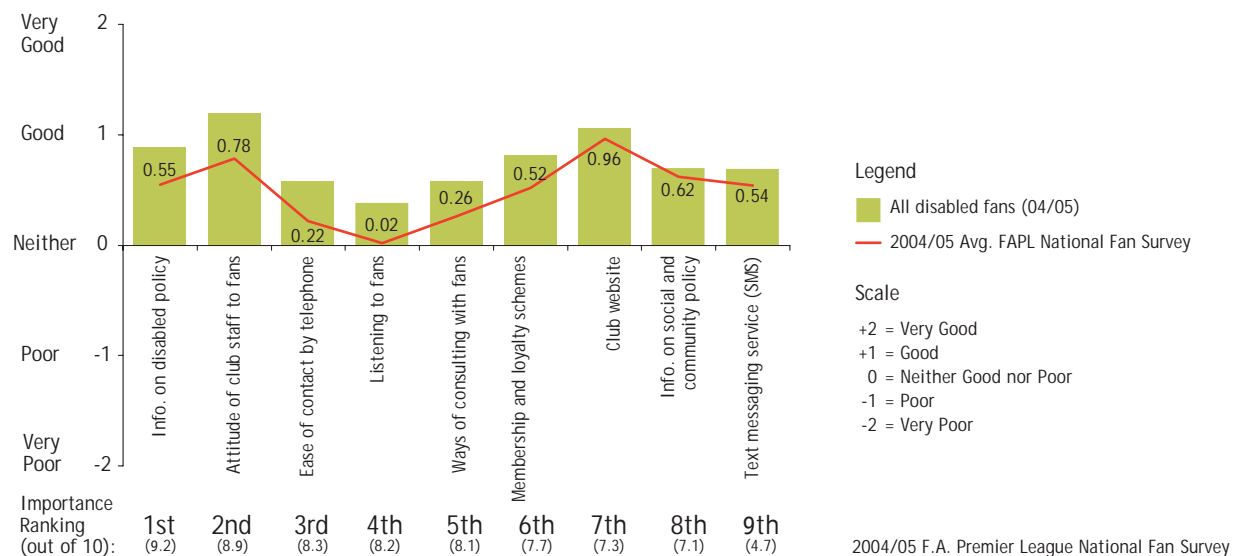
2004/05 F.A. Premier League National Fan Survey



Contacts with Club

Season Ticket Holders

How do you rate...?



Our Commitments for Season 2005/06

- Cut down response times to customer complaints
- Establish ethnic media forum and find new ways to promote the game to ethnic minorities
- Expand the 'Level Playing Field' initiative
- Continue rolling out the Racial Equality Standard to all Clubs
- Launch a new fixture change service via email



This report has been compiled by the F.A. Premier League.

For copies of our Fact Sheets, Braille fixture lists or any other information, you can get in touch with us in the following ways:

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Write to us at **The FA Premier League, 11 Connaught Place, London, W2 2ET**

PHONE

Call our public information line **0207 298 1647**

WEB

Visit our website **premierleague.com**

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