



BRIGHTON AND HOVE ALBION FAN ADVISORY BOARD – TERMS OF REFERENCE

1. Purpose

The purpose of the Brighton and Hove Albion Fan Advisory Board (the “**Fan Advisory Board**”) is as follows:

- (a) to provide an opportunity for representatives of the Club’s fanbase to engage directly with senior representatives of the Club in order to discuss certain Club-related matters;
- (b) to facilitate a positive and engaged relationship between the Club and its supporters in line with the Club’s equality and inclusion action plan; and
- (c) to act as a discussion platform and sounding board on Club-related matters.

2. Membership

The Fan Advisory Board shall consist of eight members from across the Club’s fan-base, as follows:

- (a) four members who are season ticket holders for the Club’s men’s first team;
- (b) two members who are MyAlbion+ members;
- (c) one member who is a 1901 Club member; and
- (d) one member who is a season ticket holder for the Club’s women’s first team.

Individuals who are not members of the constituent groups highlighted above will not be considered for election to the Fan Advisory Board, unless advised otherwise.

3. Selection and replacement of Fan Advisory Board members

Short-list process

All season ticket holders (for both men’s and women’s first teams), MyAlbion+ members and 1901 Club members will be provided with the opportunity to put themselves up for election to the Fan Advisory Board. The Club actively encourages applications from supporters across all protected characteristics. An online application webform will be available for all members to fill in and submit to the Club for consideration.

The Club will then review the completed application forms and, in its absolute discretion, produce a short-list of applicants. In producing this short-list, the Club will:

- (a) consider how the applicants demonstrate appreciation of and compliance with the Club’s values;
- (b) seek to ensure that the short-list is diverse and inclusive; and
- (c) seek to include candidates that promote and support the importance of strong ethics and social responsibility.



Member voting process

All season ticket holders (for both men's and women's first teams), MyAlbion+ members and 1901 Club members will be provided with an opportunity to vote for the short-listed applicants. Each member from the aforementioned constituent groups will be provided with eight votes which must be placed as follows:

- (a) four votes for season ticket holders for the Club's men's first team;
- (b) two votes for MyAlbion+ members;
- (c) one vote for 1901 Club members;
- (d) one vote for season ticket holders for the Club's women's first team.

The Club will then elect to the Fan Advisory Board such individuals who from the constituent groups (in accordance with the number of places identified above for each constituent group) who receive the highest votes, subject to the fact that the Club reserves the right in its absolute discretion to apply extra weighting to certain candidates if, in the Club's view, the elected members do not ensure sufficient diversity on the Fan Advisory Board.

Each successful applicant must:

- (a) make themselves available to attend at least three in-person Fan Advisory Board meetings per year;
- (b) make themselves available to attend one in-person meeting with the Club's board of directors (the "**Club Board**") in order to present an agreed list of topics to the Club Board (NB – only two Fan Advisory Board members will be invited to attend such meeting(s) of the Club Board and the decision as to which Fan Advisory Board members shall attend shall be determined by the Club in its absolute discretion following consultation with the Fan Advisory Board);
- (c) be willing and able to use their personal time to meet with fellow supporters in order to gauge supporter sentiment in relation to certain Club-related matters;
- (d) bring to the role a wide perspective and open-mindedness;
- (e) be respectful of others and their views;
- (f) be a positive supporter role-model;
- (g) embrace the Club's values;
- (h) respect confidentiality, when required; and
- (i) confirm compliance with any codes of conduct or behaviour implemented from the Club from time to time.

Duration and replacement of membership

Each member shall remain as a member of the Fan Advisory Board for a maximum of two years, unless such membership is terminated early where the member fails to comply with these terms of reference or any code of conduct put in place by the Club from time to time. For the avoidance of any doubt, each year of membership shall run from 1 May in one year until 30 April in the following year.



At the end of the two years (or if a member leaves their constituent group or decides to stand down as a member of the Fan Advisory Board during this time) a replacement member will be appointed following the process described in this paragraph 3.

4. Chairperson

The Club will appoint a chairperson for each Fan Advisory Board meeting. The Chairperson shall be a Club appointee who is not a member of the Fan Advisory Board. The Chairperson's responsibilities will include but shall not be limited to:

- (a) ensuring that meetings are conducted in an orderly and respectful manner;
- (b) ensuring that sufficient time is dedicated to each agenda item;
- (c) ensuring that input is sought from all members of the Fan Advisory Board during each Fan Advisory Board meeting;
- (d) ensuring that the requisite number of Fan Advisory Board members and Club representatives are in attendance in order to form a quorum.

The Club shall in its absolute discretion appoint a vice-chairperson for each meeting. The vice-chairperson shall be a Fan Advisory Board member. The vice-chairperson's responsibilities shall be to assist the chairperson with the fulfilment of their duties in relation to the facilitation of Fan Advisory Board meetings.

5. Meetings

At least three Fan Advisory Board meetings shall be held per season. The dates and times of such meetings shall be determined by the Club following consultation with the Fan Advisory Board. Fan Advisory Board meetings shall take place in person where possible, or otherwise by video conference.

In order to be quorate, each Fan Advisory Board meeting must be attended by at least:

- (a) one Fan Advisory Board member; and
- (b) one member of the Club's Executive Committee; and
- (c) the Club's Supporter Liaison Officer.

Provided that a Fan Advisory Board meeting is quorate, the Fan Advisory Board shall be competent to exercise all or any of the authorities, powers and discretions vested in or exercisable by it.

All Fan Advisory Board meetings will be limited to a maximum of two (2) hours' duration and will typically start no later than 6:00pm on a weekday.

6. Meeting agenda and minutes

The Club shall circulate an agenda to the members of the Fan Advisory Board at least five working days ahead of each Fan Advisory Board meeting, following consultation with the Fan Advisory Board.



The Fan Advisory Board shall be entitled to propose agenda items to the Club for inclusion on the agenda, provided that such items are sent to the Club's Supporter Liaison Officer at least fourteen (14) days prior to the date scheduled for the Fan Advisory Board meeting. The Club may include such items on the agenda at its absolute discretion.

The Club shall produce minutes of each Fan Advisory Board meeting which shall then be circulated to the members of the Fan Advisory Board. The minutes of Fan Advisory Board meetings will be published by, or be available for wider inspection from, the Club.

The Club may, in its absolute discretion, provide Fan Advisory Board updates in such of its match-day programmes as it determines.

7. Responsibilities

At each meeting, the Fan Advisory Board shall discuss such topics as are proposed by the Club and/or the Fan Advisory Board and included on the relevant agenda, together with any such other topics are raised during the relevant meeting. Those topics may include, but shall not be limited to, the following:

- (a) the Club's vision for the future and ensuring stability;
- (b) the Club's efforts in the sustainability space;
- (c) the Club's work on diversity, inclusion and equality;
- (d) the Club's match-day experience (both in respect of home and away matches);
- (e) policies employed by the Club in connection with match-day ticketing;
- (f) facilities at the American Express Community Stadium;
- (g) communications by the Club with its supporters;
- (h) developing and continuing to build the Club's fan-base, both in the United Kingdom and abroad;
- (i) work undertaken by the Club in the local community;
- (j) preservation and development of Club traditions and heritage; and
- (k) the Club's charity partnerships.

Fan Advisory Board meetings **will not** involve the discussion of on-pitch or other "football"-related matters.

To the extent that the Fan Advisory Board agrees to pass any recommendations to the Club in respect of any of the matters discussed in a Board meeting, such recommendations will – following the meeting – be communicated directly to the relevant Club representative for consideration, discussion and/or implementation. The Club will continue to keep the Fan Advisory Board updated as to the status of any recommendation.

For the avoidance of any doubt:

- the Fan Advisory Board shall have no authority to speak for, or on behalf of, the Club to the mainstream national or local media, unless otherwise directed or requested to do so by the Chairperson of the Fan Advisory Board;



- no remuneration or expenses shall be payable for Fan Advisory Board members;
- to the extent that the Fan Advisory Board wishes to use a logo or branding, any such logo or branding shall be subject to the Club's prior written approval acting in its absolute discretion; and
- to the extent that the Fan Advisory Board wishes to set up a social media account in order to engage with the Club's wider fan-base, it shall first seek the Club's prior written approval which may be withheld in the Club's absolute discretion. If the Club approves the use of an "official" Fan Advisory Board social media account, then (a) the social media policy relevant to the use of such account shall be provided by the Club and the Fan Advisory Board must comply with such policy at all times; and (b) such social media account must have in place a designated administrator to be agreed by the Chairperson of the Fan Advisory Board, in order to ensure full accountability.

8. Review

On at least an annual basis, the Club and the Fan Advisory Board shall in consultation undertake an assessment to review:

- (a) the operation and performance of the Fan Advisory Board;
- (b) the membership of the Fan Advisory Board;
- (c) these Terms of Reference; and
- (d) the ongoing effectiveness of the Fan Advisory Board.