



Reading Football Supporters' Society Limited,  
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## **TICKETING AND ACCESSIBILITY POLICY**

<b>Date of Review</b>	<b>Reason for review</b>	<b>Amendments</b>
09/05/2013	New Policy Approved	Not Applicable
07/05/2014	Periodic Review	Minor amendments
09/02/2017	Periodic Review	Revised Format and Updated Policy
12/03/2020	Periodic Review	Revised para. 3.8
03/08/2022	Periodic Review	Registered Office
12/09/2024	Periodic Review	New section "d) dynamic pricing", formatting tweaks and minor drafting changes

### **1. Introduction**

1.1. This document is drafted in accordance with the Rules of Reading Football Supporters' Society Limited and sets out the Policy towards RFC Ticketing and Accessibility adopted pursuant to a resolution at a Board Meeting held on 9<sup>th</sup> May 2013.

### **2. Definitions**

2.1. Definitions of the terms used in this policy are laid out in a separate Definition of Terms document, which should be read in conjunction with this policy.

### **3. Policy**

3.1. This policy has been adopted by STAR to outline principles it considers should be incorporated into all ticketing policies introduced by Reading FC ('the Club'). This policy serves as a "blueprint" for STAR's dialogue with the Club on ticketing matters.

3.2. STAR believes that attendance at live football matches should be as accessible as possible to all sectors of the community. Therefore, it considers that competitively-priced tickets should be made available to as many supporters as possible.

#### 4. Match & Season Ticket Prices

4.1. Ticket prices should represent a fair value, reflecting the league and division in which the team is playing. Ticketing should be reassessed properly in the event of either promotion or relegation, or periodically in the context of inflation and other financial considerations, with affordability for fans a primary factor for the Club.

##### a) Reward Season Ticket holder Loyalty

4.2. Season Ticket holders should be rewarded proportionately for their long-term financial commitment to the Club. Upon promotion, STAR would not necessarily object to reasonable Season Ticket price increases subject to consideration of the wider financial landscape (e.g. cost of living implications) and within the context of fair season ticket prices at comparably sized clubs within the same division, as long as proportionate discounts were available for existing Season Ticket holders.

4.3. STAR suggests that three levels of discount are applied depending upon the length of time that Season Ticket holders have held their Season Ticket, as below:

4.3.1. 2 full seasons or longer = high discount;

4.3.2. 1 full season = medium discount;

4.3.3. Half-season = low discount.

##### b) Reward Match Ticket holder Loyalty

4.4. STAR recognises that home supporters attend matches to watch Reading FC play, irrespective of opposition. Although STAR understands that it is a commercial fact of life that the Club may want to categorise matches by likely demand for tickets and price accordingly, it considers that it is unfair that frequently-attending, loyal supporters who do not have Season Tickets should be required to pay considerably more for certain matches than for others. We would therefore ask the Club to introduce a similar discount scheme for individual match day ticket holders based on bandings of Royalty Points holdings, the aim being to equalise as far as possible the price of a ticket for any match for a demonstrably loyal supporter.

##### c) Pricing of Tickets for Away Supporters

4.5. This applies both to Royals supporters at away grounds and visiting supporters to the Select Car Leasing Stadium.

4.6. STAR has strongly supported the principle of the Football Supporters' Federation's "Twenty's Plenty" campaign, calling upon football clubs at all levels of the game to recognise and reward the contribution of away fans by agreeing an universal price cap on away match tickets. STAR continues to advocate for the widespread adoption of this policy, and more broader fair ticket pricing, across the football pyramid.

4.7. While STAR believes that Reading FC should not charge visiting supporters more than £20 per ticket and appreciates the initiative was in place from the 2016/17 to 2022/23 season, it also encourages other clubs to reciprocate this effort.

d) Dynamic pricing

4.8. STAR opposes the introduction of dynamic pricing for tickets. We believe that ticket prices should be transparent and consistent, ensuring fairness for all supporters. Dynamic pricing can lead to unpredictability and potential exploitation of loyal fans. STAR advocates for stable pricing structures for both home and away supporters, and Reading FC fans at away games, reflecting the value of the match without sudden fluctuations.

e) Provide a Scheme to Buy Back or Sell On Unused Tickets

4.9. STAR has previously encouraged the Club to introduce a “Buy Back Scheme”, so that Season Ticket holders unable to attend a game might notify the Club and have their ticket re-sold, to ensure as many seats as possible are available for sale.

4.10. Should the Club introduce such a scheme, it should ensure that the right safeguards are introduced to prevent resale above face-value or ticket touting.

f) Minimise Ticket Abuse

4.11. Rigorously check abuse of concession Season Tickets at all turnstiles and take punitive action against genuine abusers.

4.12. Limit the number of occasions that Concession Season Tickets can be upgraded.

g) Cup and Other Competitive Matches

4.13. Season Ticket holders should have the right, but not the obligation, to purchase a ticket for their normal Season Ticket seat for Cup and other competitive matches (e.g. play-off matches) in advance of tickets for the fixture going on general sale.

h) Provide Away Season Tickets

4.14. Allow the purchase of Away Season Tickets, where holders commit to purchase tickets for all away games;

4.14.1. Sell a limited number of Away Season Tickets to avoid a “closed shop” for away games. We suggest a maximum number equal to 75% of the smallest away allocation.

4.14.2. Ensure a minimum “Royalty Points” threshold for Away Season Ticket holders.

4.14.3. Ensure that Away Season Ticket holders have the right, but not the obligation, to purchase tickets for away Cup and other competitive games.

4.14.4. Strictly enforce a minimum number of “opt-outs” per person.

i) Provide “Exiles” Season Tickets

4.15. Allow the purchase of Away Season Tickets, where genuine “exiles” groups can commit to purchase tickets for a specified number of away games.

j) Ensure Fair Ticket Allocations

4.16. Use “Royalty Points” as far as possible to allocate tickets to high-demand games.

4.17. Categorise points bandings as small as practicable to spread demand.

4.18. Notwithstanding the above, provide a system where certain supporters without Royalty Points (e.g. families, remote supporters, other special cases, etc.) still have a chance to obtain tickets.

k) Print at Home and Smartphone Tickets

4.19. Print at home and e-tickets should be encouraged as options for convenience.

l) Minimise Barriers to Ticket Purchase

4.20. Ensure that the Ticket Office has sufficient trained staff to meet normal levels of demand.

4.21. Make available alternative methods of purchasing tickets to counter or telephone purchase. (Online ticket purchasing is now a generally successful alternative for the Club.)

4.22. Have a Direct Debit or finance scheme to spread the payment of Season Ticket cost.

4.23. Publish (either directly or via STAR) telephone statistics to show usage peaks and troughs, average queue lengths and waiting times, etc.

4.24. Provide a reliable method of communicating with the Ticket Office to resolve problems or disputes, with a clearly publicised complaints procedure.

## 5. Review

5.1. This policy will be reviewed by STAR’s Board biennially, but members may call for it to be reviewed at any time by contacting the Secretary.