

Review/audit of disability ticketing information

a. Original English document (this is a real policy, but the identifying details of the club concerned have been removed/changed).

FC Red offers a new ticketing service with discounted prices for fans with disabilities. The service provides dedicated, accessible seating for all home matches, in accordance with current regulations.

The service is reserved for fans holding a valid disability certificate falling into one of the following categories:

- 100% civil disability
- 100% civil disability requiring continuous assistance
- Blind, visually impaired, or individuals with multiple visual disabilities accredited (e-mail: accred@fc-red.com)

League fixture

FC Red v Purple Royal FC

Red Stadium - **19/10/2025, 20:45**

Tickets will be on sale from **08/10/2025 at 12:00 to 15/10/2025 at 16:00**

Price: 25\$ (includes admission for the fan with a disability and one accompanying adult)

[CLICK HERE to buy your ticket](#)

League fixture

FC Red v Castle FC

Red Stadium - **24/11/2025, 20:45**

Tickets will be on sale from **17/10/2025 at 12:00 to 22/10/2025 at 16:00**

Price: 25\$ (includes admission for the fan with a disability and one accompanying adult)

[CLICK HERE to buy your ticket](#)

HOW TO PURCHASE

To benefit from the discounted rate, you must:

- Register on the dedicated portal by clicking on "Create new account": [CLICK HERE to sign up!](#)
- Upload valid documentation that meets the specified criteria and has been translated into the local language.
- Wait for verification and confirmation from the Club.

LEAGUE SEASON TICKETS

- Season tickets are available for home **league** matches at a cost of **\$360**, which includes access for the fan with a disability and one adult companion
- Season tickets can only be purchased **exclusively online** after completing and validating your registration on the portal, by logging in with the credentials generated during registration and on the dates indicated by the Club
- A **Redder-than-Red Card** is mandatory for both the fan with a disability and the companion. It can be requested now

- The Redder-than-Red can be requested online or at The Red House: request the Redder-than-Red Card

The season ticket for the fan with disability is strictly personal and non-transferable

SINGLE TICKETS FOR LEAGUE AND CUP GAMES

Single tickets are also available for home matches in:

League:

- **\$40** for top matches (includes access for both the fan with a disability and one adult companion)
- **\$35** for regular matches (includes access for both the fan with a disability and one adult companion)

Cup:

- **\$12** for all matches (includes access for both the fan with a disability and one adult companion)

- Tickets can only be purchased **exclusively online**, after being enabled for the service, by logging in to the dedicated portal with the credentials generated during registration and selecting the desired event

TICKET SALE DATES FOR EACH MATCH WILL BE COMMUNICATED BY THE CLUB AND POSTED IN THE "EVENTS" SECTION OF THE PORTAL

The ticket issued to the fan with a disability is strictly personal and non-transferable

- Even when general sale is available, we recommend all fans have a **Redder-than-Red card**, which is required if the relevant government authority imposes restrictions. Without a Redder-than-Red card, ticket purchase will not be possible under such restrictions

Tickets and season tickets are non-refundable after purchase

COMPANIONS

For safety reasons, entry is only permitted with a **mandatory adult companion**, who must assist the fan with a disability throughout the entire match.

Please note that a person accompanying a supporter with a disability, who holds a season pass or a ticket purchased at a reduced rate, will not be allowed to access the stadium unless the person they are accompanying is present.

PARKING

A **free parking pass** is available for non-ambulatory fans who have purchased tickets or season tickets. Access is via The South Entrance.

For all other attendees, **paid parking** is available for each event via parking.com

STADIUM ACCESS:

Entry for fans with disabilities is via the **dedicated Gate D**

YOUTH TEAMS

Disabled fans who would like to attend youth team matches at Happy Valley stadium should send a request to the following email address: dao@fcred.com.

Review/Audit of disability ticketing information

b. Revised version with comments

FC Red has introduced a new ticketing service for fans with disabilities. The service allows them to book dedicated accessible seats for all home matches at a discounted price, in accordance with current regulations.

Eligibility

The service is reserved for fans with the following types of disability:

- 100% civil disability.
 - 100% civil disability requiring continuous assistance.
 - Blind, visually impaired, or individuals with multiple visual disabilities.
- Fans will need to provide documentary proof of their disability in order to use the system.

League fixture

FC Red v Purple Royal FC

Red Stadium - 19 October 2025, 20:45

Tickets will be on sale from 1200 on 8 October 2025 at 1600 on 15 October 2025.

Price: \$25 (includes admission for the supporter with disabilities and one accompanying adult).

[CLICK HERE to buy your ticket](#)

HOW TO BUY TICKETS:

To use the disability ticketing system, you need to register on the dedicated portal. [CLICK HERE to set up your account.](#)

Once you register, you will need to upload proof of disability that has been translated. Once the club has checked and approved your documents, you will be able to buy tickets using the system.

LEAGUE SEASON TICKETS

- Season tickets for home league games are available at a cost of \$360. This price includes dedicated seats for the season-ticket holder and a companion. Companions must be over the age of 18.
 - Season tickets are **only available for purchase online, during the sales periods announced by the Club.**
 - To buy season tickets, you will need to log in to your account using the credentials generated when you registered on the portal, by logging.
 - Both the disabled season ticket-holder and their companion must have a **Redder-than-Red Card**. You can request one **here** or at The Red House.
 - request the Redder-than-Red Card
- Season tickets are issued to specific individuals, and are non-transferrable.**

SINGLE TICKETS FOR LEAGUE AND CUP GAMES

Single tickets are also available at the following prices. All prices include entry for a companion to assist the disabled ticket-holder:

1. [DW - 19/10/2025 17:54]:

These categories don't mean anything to disabled people outside FC Red's home country, because this system is nationally specific. Including them in the English version of the instructions could cause confusion. See my report on how this might be improved.

2. [DW - 19/10/2025 17:57]:

I would recommend spelling the dates out in full, because Americans use a different short form to other English speakers. To someone in the UK, 08/10/2025 means "8 October 2025". However, Americans always write the month first, so they would read "August 10 2025."

3. [DW - 19/10/2025 17:56]:

Currency symbol always comes before the number in English.

4. [DW - 19/10/2025 18:04]:

This is potentially problematic. I've seen a lot of systems like these, and most of them are not set up to accept documentation from countries other than the one the club is based in. This frequently makes it very difficult for foreign residents/tourists to buy tickets, which reduces revenue for the clubs.

5. [DW - 19/10/2025 18:29]:

What about the companion? This is very important, because if the disabled fan has to take the *same person* to every game, they are unlikely to be able to make full use of their ticket. With the best will in the world, it would be difficult for the same person to be available every matchday.

League games:

- \$40 for big games
- \$30 for all other matches

- **Cup games**
- \$12 for all matches

- As with season tickets, tickets for single games **must be bought online** by logging into the dedicated disability ticketing portal and selecting the match you wish to attend. **DETAILS OF WHEN TICKETS ARE ON SALE WILL BE ANNOUNCED BY THE CLUB AHEAD OF EACH MATCH, AND POSTED IN THE "EVENTS" SECTION OF THE PORTAL**
- **Tickets issued to fans with disabilities are issued to specific individuals, and are non-transferrable.**
- Even when tickets are on general sale, we recommend all fans obtain a **Redder-than-Red card**. This card will be required if the relevant government authority imposes restrictions on ticket sales. When such restrictions are in place, fans will not be able to purchase tickets without a Redder-than-Red card.
- **No refunds will be issued for season tickets or tickets to individual matches.**

6. [DW - 19/10/2025 18:27]:

The policy should specify what a "big game" is for ticketing purposes (i.e., it should tell people which opponents are in that category).

COMPANIONS

For safety reasons, fans with disabilities may only enter the stadium when accompanied by an able-bodied adult. Companions must assist the fans they are accompanying throughout the entire match.

Please note that discounted tickets and season tickets for companions are only valid if they are accompanying a disabled supporter.

PARKING

Non-ambulatory fans with individual or season tickets can apply for a **free parking pass**. They should access the stadium via [The South Entrance](#).

For all other spectators, **paid parking** is available via [parking.com](#).

STADIUM ACCESS:

Fans with disabilities should enter the ground via the **dedicated entrance at Gate D**

YOUTH TEAM MATCHES

Disabled fans who would like to attend youth team matches at Happy Valley stadium should send a request for tickets to dao@fcred.com.

Away matches

FC Red is not responsible for issuing tickets for away matches to disabled fans. Fans with disabilities looking to attend an away match should contact the home team's Disability Access Officer.

Report and recommendations on FC Red's disability ticketing policy

Opening remarks

The fact that FC Red has made this policy available to English-speakers is commendable; a lot of clubs fail to translate this information. The procedure described is reasonably detailed and, while the published translation is far from perfect, it allows English-speaking fans to understand most aspects of the procedure for booking tickets.

To that extent, the existing published wording is fit for purpose. However, both the substance of the policy and the way it is worded could be improved in multiple areas. Doing so could save time and money spent dealing with queries, as well as generating additional revenue by making it easier for fans to attend matches.

Potential areas for improvement

1. Linguistic and cultural considerations

The published version has been translated into English. This translation is comprehensible, but it is more literal than it needs to be, and has clearly not been written by a native-speaker of English. In my edited version of the text, I have suggested ways to make the English version more natural and precise. This will help to avoid confusion and ensure key messages are communicated clearly to English-speakers (including speakers of English as a second language).

There are also a number of references in this policy that are specific to FC Red's home country. These references could be explained in more detail for the benefit of foreign supporters (most of whom will be relying on the English translation rather than the original). For example, what does the phrase "government restrictions" mean in practice? My suggested wording in the edited version reflects my understanding of this term, but I would look to discuss the full implications of these restrictions with FC Red and amend the text accordingly.

2. Content of the policy and specific issues to address

a. Eligibility criteria

The requirement to provide proof of disability in order to qualify for a discounted ticket is entirely reasonable. However, the criteria set out in the published version are not as clear as they could be. Moreover, those criteria are specific to the welfare system in FC Red's home country; in many other countries (including the UK and the US) there is no such category as "100% disabled." This means that the reference to "100% disability" will be meaningless to many English-speakers. At worst, it could come across as offensive, because it could be interpreted as implying these fans are not capable of doing anything independently. (See **Recommendations 1 & 2**).

b. Requirement to provide proof of disability

This nationally-specific approach to defining disability could have knock-on effects on the electronic ticketing system for disabled supporters. In my experience, systems like these tend to be set up for the standard disability documentation issued by the local government. Too often, this means that disabled supporters who want to take in matches while travelling are excluded, because the the system refuses to recognise proof of disability from other parts of the world.

In addition, the requirement that all documentation must be submitted in FC Red's native language is understandable from a compliance point of view. However, it risks excluding some fans, especially those based overseas. It is not clear from the current policy exactly what type of

translation is required, but a certified translation of all relevant documents by a qualified translator could cost several hundred dollars. Other clubs in FC Red's country will accept copies of original, untranslated documents, and FC Red might consider doing likewise. (See **Recommendations 1 – 3**).

3. Online-only ticket sales

There are sound business and security reasons for encouraging online ticket sales. However, requiring all fans with disabilities to buy tickets online excludes anyone who cannot use the online system for any reason (for example, if they cannot see the screen properly, or if it is not compatible with assistive technology). (See **Recommendation 4**).

4. Status of "companions" and companion tickets

There are two questions that ought to be answered here:

a. Firstly, is it really necessary for *all* disabled supporters to be accompanied by an able-bodied companion at all times? While safety is of course paramount, this requirement risks preventing disabled supporters from attending matches. Many wheelchair users can propel themselves unaided, and are physically capable of getting to and from the stadium by themselves. Having to take a companion with you when you do not need one restricts your ability to attend matches on the same terms as able-bodied supporters. (See **Recommendation 5**).

b. Secondly, is the companion's ticket transferrable between companions? The policy as it stands does not make this clear. If a companion's ticket cannot be transferred to another companion accompanying the same supporter to the same match, this implies that disabled supporters can only attend matches if the specific companion named on their ticket is available to accompany them. To put it another way, a disabled fan could buy a season ticket, but if their designated companion were unavailable on a given matchday, they would be unable to use it. Disabled fans should not be prevented from watching their team if, for instance, their companion falls ill, or misses a game because they are travelling for work. In situations like these, disabled fans should be able to change their nominated companion, and transfer the companion ticket accordingly. (See **Recommendation 6**).

Recommendations

1. Amend the wording of the English-language version to include provision for proof of disability from other countries. For example:

"This system is reserved for supporters who have been certified as "100% disabled" under [local] law, or who can provide equivalent proof of disability issued in other countries."

Obviously, the club's computer systems might also have to be updated to accommodate foreign documentation, which might require a small investment (see below). However, this investment would pay off by giving club staff the flexibility to apply a common-sense approach to requests for tickets from supporters based abroad (of which FC Red has many). This would make it easier for those supporters to attend matches, improve their experience, and make them more likely to spend money at the stadium.

2. Ensure the system for submitting proof of disability will accept foreign paperwork. The simplest way to do this could be to allow fans to upload scanned copies of the relevant documents as attachments. It is very important to ensure that the system should not require disabled supporters to submit details that only citizens of FC Red's country could obtain (for

example, a national ID card number in a specific format).

3. Consider whether the requirement to translate proof of disability is actually justified. Other clubs in FC Red's country will accept government paperwork in the original. The risk of someone pretending to use a wheelchair or to be blind in order to obtain a discounted ticket is generally very low, and good translations of official documents are expensive. Insisting on them creates a barrier to attending games.

4. Ensure there is alternative way for fans with disabilities to book tickets that does not tie them to a single, internet-based system. To avoid excluding fans who cannot use an online booking system for any reason (either because they have specific requirements that cannot be booked online, or because they cannot physically use the technology required), FC Red should ensure there is an alternative system in place. One way of doing this might be to allow them to request tickets by phone (or textphone) using a dedicated line.

5. Consider whether the requirement for all disabled fans to be accompanied at all times is absolutely necessary. Health and safety should always be the top priority for all supporters, but if a disabled fan can make their way to the stadium on their own (including in a wheelchair or with a guide dog, for instance), it is likely they will be able to get out of it on their own, too.

6. Clarify whether the companion ticket can be transferred between companions accompanying the same supporter to the same match. Depending on the policy, potential wordings might be:

"Note that the companion's ticket will be issued specifically to the named companion, and cannot be transferred. The disabled supporter will not be allowed to enter the stadium without their named companion."

or

*"The companion ticket will be issued specifically to the named companion. If the named companion is unable to attend, **the club can issue a new ticket to an alternative** companion. Supporters must contact the club no later than (x) hours before the match to request a change."*

or

"The companion ticket will be issued to the disabled supporter along with their own ticket. The disabled supporter can give this ticket to an able-bodied companion of their choice. Companions must remain with the supporter they are accompanying at all times. Companions will not be permitted to enter the stadium unless they are accompanying their designated supporter."

Conclusion

FC Red's ticketing policy is already comprehensive, but there is room for improvement. Implementing the recommendations above would serve to underline FC Red's commitment to catering to supporters with disabilities. They also have the potential to reduce the time and money spent dealing with enquiries about the disability policy, and to increase the club's revenue by making it easier for fans to buy tickets and other merchandise.