

## **Cambridge United Football Club - Customer Charter**

Cambridge United Football Club is committed to providing excellent service in every interaction with our customers. We will endeavour to make every attempt to provide excellent service levels in all operations of the Club.

### **Customer Service**

The Supporter Liaison Officer (SLO) at the Football Club in the first instance is Dave Matthew-Jones, who can be contacted on (01223) 566500. He will ensure your enquiry will reach the right person:

Dave Matthew-Jones  
Cambridge United Football Club  
Abbey Stadium  
Newmarket Road  
Cambridge  
CB5 8LN  
dave.matthew-jones@cambridge-united.co.uk

Office Hours: 9.30am to 4pm Monday to Friday

If a supporters feels their complaint has not been satisfactorily resolved at club stage, they can now refer the matter straight to the Independent Football Ombudsman. Click here [www.theifo.co.uk/](http://www.theifo.co.uk/) to follow the complaints procedure.

### **Matchdays as publicised**

Customer reports are encouraged for both positive and negative aspects of the business and activities of Cambridge United Football Club. We welcome feedback and comments from our Supporters.

The Club will make an initial response to any contact from a customer within a maximum of five working days. If the initial contact from the customer is in a written format then a telephone call may be made to acknowledge receipt and to establish any further facts required. An outcome will then be communicated within a further ten working days from the date of acknowledgement.

Any responses may be in the form of a telephone conversation, a fax or an e-mail with all such communication confirmed in writing by post.

### **Staff Conduct**

Cambridge United staff will conduct themselves in a courteous and helpful manner in all dealings with customers, offering them the best possible service and information available at any given time. We expect all of our staff and those representing the Club in an official capacity to conduct themselves in accordance with the highest ethical standards. Employees are expected to maintain these standards on and off Club premises.

### **Anti-discrimination policy**

Cambridge United Football Club is committed to confront and eliminate discrimination whether by reason of sex, sexual orientation, race, nationality, ethnic origin, colour, religion or disability.

Cambridge United Football Club is an equal opportunities employer and is committed to equal opportunity within our own organisation.

Equality of opportunity at Cambridge United Football Club means that in none of our activities will we discriminate against, or in any way treat less favourably, any person on grounds of sex, sexual orientation, race, nationality, ethnic origin, colour, religion or disability. This includes:

- The advertisement of jobs
- The selection of candidates for employment or promotion
- Job location or working environment
- Pay and employment terms and conditions
- Internal training and development activities
- External education activities and awards
- Football development activities
- Selection for Academy

Cambridge United Football Club will not tolerate sexual or racially based harassment or other discriminatory behaviour, whether physical or verbal, and will work to ensure that such behaviour is met with appropriate disciplinary action in whatever context it occurs.

Cambridge United Football Club supports EFL and The Football Association in its commitment to develop a programme of ongoing training and awareness-raising events and activities in order to promote the eradication of discrimination.

### **Consultation and Information**

The Club actively consults supporters on a regular basis through a variety of forums, and Supporters' Groups.

The Club publicises its position on major policy issues in the match day programme and on the official Club website.

The Club issues information in the match day programme, on the official Club website as well as on local radio, newspapers and via the Press Association.

The Club has and continues to develop ways to consult with the following stakeholder groups as follows:

Fans' Director - Cambridge Fans United and our Supporters' Trust, are represented on the Cambridge United Football Club Limited Board of Directors by elected Directors. The Fans' Director will be largely responsible for developing communications with all supporter groups to enable increased interaction between the Club and its supporters.

Supporters - Open forum with Directors and Management following formal business at Annual General Meeting. Provision of at least two Fans' Forums during the course of each season. Occasional special meetings are arranged to discuss particular projects or events. Regular meetings are held with Cambridge Fans United (CFU) and the newly formed Cambridge United Supporters Panel (CUSP).

Sponsors - Continual dialogue during season and annual networking function involving all sponsors of the Club

## **Ticketing**

The Club gives the earliest possible notice of any changes to its ticketing policy and the reasons for the changes.

The following policies apply in respect of all ticketing arrangements:

### **Pricing**

The Club continues to strive for wider access to matches by offering a broad range of ticket prices and initiatives in order to attract new supporters or specific target groups.

The Club currently operates, and will make its best endeavours to continue to operate, a scheme to enable supporters to pay for Season Tickets by instalment at a reasonable rate of interest.

All people entering the ground must have paid for admission or have a valid ticket.

The Club reserves the right to and may increase general admission charges at any point throughout the season.

### **Sales**

In the case of an all-ticket home game, the last opportunity for purchasing tickets, subject to availability, will be before the close of business, as publicised, the day prior to the game.

Ticket Office opening hours will be adjusted for increased accessibility for all-ticket fixtures. Details of opening hours will be publicised in the match day programme, official Club website and local media.

The Club reserves the right to charge an administration charge for processing telephone bookings for tickets for all fixtures.

Tickets booked over the telephone can be posted out to customers, but will be left for collection if the booking is made any later than two clear working days before the date of the fixture.

Tickets will not be reserved for collection without prior payment.

The Club reserves the right to withdraw Season Tickets from supporters whose conduct is not in keeping with that stated in this Customer Charter under Supporters' Conduct.

### **Allocation**

At least 5% of tickets for each game will be made available to non-Season Ticket holders.

### **Concessions**

Concessionary prices are available to junior supporters (under 17 on 31st August of the current season), senior citizens (age 62 and over at the commencement of the current season), full-time students possessing a current and valid NUS card or proof of full-time education, 17-21 year olds or unemployed with relevant documentation. The Club reserves the right to charge normal match day admission prices in the absence of proof of qualifying for a concessionary rate.

Children under five years of age will be admitted to the ground free of charge. If entering the Main Stand or Family Enclosure they will be issued with an allocated seating ticket. The Club recommends that supporters should refrain where possible from bringing children of such a young age to the game and for safety reasons will not permit this policy to be used on the terraced areas. Any supporters

wishing to bring children aged three and under onto the terraces will be encouraged to use either the Main Stand or Family Enclosure.

The Club provides an area of the ground for the exclusive use of family groups and junior supporters, which has been designated a no-smoking area of the ground. In addition and following changes to the law, smoking is now only permitted in open air sections of the ground, out of view of the pitch.

The Club provides accommodation and assistance for disabled spectators and their carers. Tickets should be booked in advance, as admission cannot be guaranteed on the day of the game. Please contact the Ticket Office for details of our disabled facilities, admission prices and ticket allocation. The Club have a written policy detailing its commitment to disabled supporters in accordance with the requirements of the Equality Act 2010. Please note, patrons who turn up on the day of a fixture at the turnstile without pre-booking may be asked for documentation to confirm they are entitled to a disability concession. This also applies to tickets booked in advance, documentation may be requested on collection of the tickets, e.g. a blue badge or disabled living allowance documentation.

### **Away Matches/All Ticket games**

When demand is likely to exceed supply, Season Ticket holders are given priority on the sale of tickets for away fixtures, matches played on a neutral venue or Cup matches at the Abbey Stadium, for a publicised period of time. Any remaining tickets then go on general sale.

The home Club or organising body determines the cost of these tickets.

### **Cup Competitions**

The Club reserves the right to decrease or increase the price of admission to home Cup fixtures. Generally for all Cup Competitions tickets will be no higher than for league games.

Season Ticket holders will be given priority over the general public for ticket sales for a publicised period of time.

### **Returns/Refunds**

Refunds are issued on unwanted tickets provided they are returned to the Club at least 24 hours in advance of the advertised kick-off time of such game, during opening hours.

If a match is postponed before kick-off and after entry to the Stadium, tickets will be valid for the re-arranged fixture. For those supporters not issued with a ticket upon entry, vouchers will be issued by the Club on exiting the ground that will enable free admission to the re-arranged fixture.

If a match is abandoned after kick-off, but before half-time, spectators will be entitled to up to 50% reduced-price admission to the re-arranged match on production of an original ticket or voucher issued on exiting the ground. The Club reserves the right to set the reduced price of admission.

If a match is abandoned after half-time, spectators will be entitled to reduced-price admission to the re-arranged match on production of an original ticket or voucher issued on exiting the ground. The Club reserves the right to set the reduced price of admission.

NOTE: Main Stand Tickets bought for the original fixture, to include also Terrace Tickets in the case of an all-ticket game, or vouchers issued on exiting the ground must be retained in order to qualify for the above.

### **Accommodating Away Supporters**

The Club abides by EFL and Football Association Regulations governing the allocation of tickets to visiting Clubs.

The Club does not charge admission prices to supporters of a visiting Club, which are higher than those charged to our own supporters for comparable accommodation. In particular, our concessionary rates offered to senior citizens, students and junior supporters also apply to supporters of a visiting Club.

The Club reserves the right to charge normal match day admission prices in the absence of proof of qualifying for a concessionary rate.

### **Merchandise**

The Club will look to display a sign, and detail on the website, stating the launch date of replica kit sold in the Club Shop and via the online Shop. Club Staff are also expected to inform the customer of this information, especially in circumstances where the introduction of a new replica kit is imminent.

The Club carries out its obligations under EFL Regulations to prevent price fixing in relation to the sale of replica strip.

Cambridge United offers refunds on merchandise on production of a receipt and at the discretion of the Management.

### **Community Activities**

Cambridge United is proud of its increasingly developing role in the local community. The Cambridge United Youth & Community Trust was launched in 2010 and is registered with the Charities commission. Please visit the website for more details: [www.custrust.co.uk](http://www.custrust.co.uk)

### **First Aid**

The safety of Cambridge United's customers is paramount. We will provide first class medical facilities for all visitors on a matchday. This will include a team of medical personnel dedicated to the well-being of all spectators. This will comply with the required Green Guide standards and Club Safety Certificate.

### **Fire**

Cambridge United will provide a safe environment for all visitors to the Abbey Stadium. The stadium will be inspected on an annual basis by the Fire & Rescue services to ensure that it complies with current fire legislation. Risk assessments will be completed, firefighting and detection equipment will be inspected/tested and maintained to required standards and staff will be trained to deal with an incidences of fire. Pre, during and post-match checks will take place to ensure that areas remain in a safe condition and dedicated Fire Stewards will be on duty during a match.

### **Supporters' Conduct**

The Club strives to ensure that the Abbey Stadium is a safe and pleasant environment in which to watch professional football. The Club requests that supporters co-operate with this policy.

- Entry to the ground is subject to the Ground Regulations displayed upon entry
- Smoking is only permitted in designated areas of the ground
- Foul, abusive and racist language and behaviour will not be tolerated

- Anti-Social behaviour will not be tolerated
- Any problems should be reported to a Match Day Steward
- CCTV Cameras are in operation at the ground and may be used in accordance with Ground Regulation 16

Cambridge United Football Club in conjunction with Cambridgeshire Police have agreed guidelines of a policy to deal with any serious offences relating to supporter misconduct.

The Board of Directors of Cambridge United Football Club Limited will sanction all bans regarding supporters' conduct.

Warning letters and or entrance restrictions may be placed upon supporters whose offences may fall outside the scope of the policy guidelines. Such entry restrictions may include the signing of an attendance register, purchase of a known seat in the Main Stand and the provision of a recent passport sized photograph.

### **Data Protection**

Clubs are required to maintain the privacy and security of the customer details held on record, in accordance with the Data Protection Act 1998.

### **Contacts**

Cambridge United  
Dave Matthew-Jones – Fans Elected Director  
Abbey Stadium, Newmarket Road, Cambridge CB5 8LN  
[dave-matthew-jones@cambridge-united.co.uk](mailto:dave-matthew-jones@cambridge-united.co.uk)  
01223 566500

[http://www.cambridge-united.co.uk/club/index\\_charter.aspx](http://www.cambridge-united.co.uk/club/index_charter.aspx)