



# UNITED IN ENDEAVOUR

CAMBRIDGE UNITED FOOTBALL CLUB

## CUSTOMER CHARTER

### Mission Statement

We will be a humble, respectful, hardworking Football Club. We will strive to be successful and to give the community of Cambridge a Football Club to be proud.

### Customer Service

Cambridge United Football Club recognises the importance of maintaining an excellent approach to customer service. Such an approach is imperative to our daily operation and we will strive to maintain exceptional standards at all times. We value each customer and appreciate that as a business, the Club relies on a strong customer base to progress.

The Club will endeavour to respond to any contact from a customer within 7 days from receipt of the initial communication. We believe in a simple and customer friendly approach in dealing with all enquiries. The Club responds by telephone, email or letter. If a customer requests a response in writing we will endeavour to provide one.

All staff employed by Cambridge United Football Club will receive training in customer service to a high standard and will be committed to constant development to improve productivity, quality and customer satisfaction. The Club encourages customers to contact the its Supporter Liaison Officers, in the first instance.

|  |   |
|--|---|
| Dave Matthew-Jones – Supporter Liaison Officer | Ticket Office/Club Shop   |
| dave.matthew-jones@cambridge-united.co.uk      | info@cambridge-united.co.uk   |
| Club Phone Number                              | 01223 566500  |
| Club Correspondence Address                    | Cambridge United Football Club<br>The Abbey Stadium<br>Newmarket Road<br>Cambridge<br>Cambridgeshire<br>CB5 8LN |

Should you matter remain unresolved or you are dissatisfied with the outcome please follow the Club's Complaints Policy which can be found on the Club website.

Should the Club not be able to resolve the complaint satisfactorily and there is no prospect of resolution, or if the Club has not properly responded within six weeks of the original submission of your complaint, you have the right to contact the Independent Football Ombudsman (IFO) directly, for further investigation. The IFO complaints process is available from their website at [www.theifo.co.uk](http://www.theifo.co.uk).

The Independent Football Ombudsman, Suite 49, 33 Great George Street, Leeds , LS1 3AJ  
[contact@theifo.co.uk](mailto:contact@theifo.co.uk)

Details of all complaints are recorded and kept on file for reporting purposes in line with the Clubs Data Policies.

## **Anti-Discrimination Policy**

Cambridge United Football Club is committed to eliminating all instances of discriminatory behaviour under any of the protected characteristics, whether by age, disability, gender reassignment, marital or civil partnership status, pregnancy, race, religion or belief, sex or sexual orientation.

Cambridge United Football Club is an equal opportunities employer. Our activities will in no way discriminate against any individual. This includes, advertisement of jobs, working environment, pay and employment terms, selection for teams, training and development and appointments to honorary positions.

No activities with Cambridge United Football Club will discriminate against any person on grounds of age, disability, gender reassignment, marital or civil partnership status, pregnancy, race, religion or belief, sex or sexual orientation.

Cambridge United Football Club will not tolerate any form of harassment whether that be on grounds of age, disability, gender reassignment, marital or civil partnership status, pregnancy, race, religion or belief, sex or sexual orientation, and will work to ensure that such behaviour is met with appropriate disciplinary action.

Cambridge United Football Club will support English Football League and The Football Association in its commitment to develop a programme of on-going training and awareness-raising events and activities in order to promote the eradication of discrimination.

## **Staff Conduct**

Cambridge United Football Club is committed to providing quality services for all our customers. We will do our best to provide full attention to you by offering additional help if it is required.

All full-time, part-time staff and volunteers have a duty to act as ambassadors of Cambridge United Football Club and if a customer encounters any problems with a member of staff they should respond via our complaints procedure detailed previously.

Cambridge United Football Club is committed to providing quality services and products for everyone who comes into contact with or visits the Club.

This means when meeting face to face we will:

- Be polite, courteous, friendly and helpful and listen to you, giving you our full attention.
- Use plain language and avoid jargon.
- Ensure that any office you are visiting is tidy, clean, pleasant, welcoming and accessible.
- Address you with proper respect at all times.

When answering the phone, we will:

- Endeavour to answer all calls within 30 seconds.
- Greet in a courteous and helpful manner.
- State which member of staff and department you are speaking to.
- Find out who can best help you, redirect your call if necessary and arrange further contact if appropriate.

Cambridge United Football Club is committed to informing staff of all key issues in order for any customer enquiry to be duly satisfied quickly and efficiently. We will brief our staff immediately on any changes of club rules or Football League policy so that you are informed of any changes that will affect your match day experience.

## **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.

### **Merchandise**

All replica kits are designed with a minimum lifespan of one season.

Details of the Club's next intended change of kits will be communicated to supporters via the Official Club Website and the Club Shop, subject to contractual confidentiality. Due to sponsorship requirements it may be required that a club's replica kit is changed during a season or after a single season. In that case, all relevant changes will be communicated via the Club's Official Website and via the Club Shop. Supporters will be notified of any proposed change of kit in advance of any such changes taking place.

The Club aims to provide a wide range of official products available for purchase from the club shop.

The Club will also endeavour to maintain a high level of post-purchase support. Our pricing policy is strictly internal, however all our prices are in line with merchandise available from other Football League clubs. We do not willingly overprice our stock and all prices for products will be freely advertised in the club shop and on the club website.

Cambridge United Football Club is committed to preventing price fixing in relation to the sale of replica team kit.

Cambridge United Football Club reserves the right to withdraw any product on offer at any time. Normal refund policy applies to any product on offer. All offers are not transferable and may be available for a limited time only. On occasion we may run special promotions through the club shop whereby season ticket holders and club members benefit ahead of other supporters. The club will endeavour to set out rules in relation to each promotion as and when they occur.

Cambridge United Football Club offers refunds on merchandise in accordance with its legal obligations. Our refund policy can be obtained upon request and is displayed within the Club Shop and on our Online Store.

### **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 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.

### **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.

## **Concessions**

Concessionary prices are available to junior supporters (under 18 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, 18-23 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.

## **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 Regulations

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.

## **Transport and Travel**

The Club supports the policy of encouraging supporters to find alternative travel arrangements to the car. Details of all routes to the stadium can be found in the 'club' section of the website.

In line with our Traffic Management Plan the Club's onsite Official Car Park will remain closed at 90 minutes and until 10 minutes after this period of time or until such time as the spectators have left the stadium.

## **Catering**

The Club aims to provide both value for money and variety of choice with regards to its catering facilities. The Club is committed to offering healthy and child-friendly options at its catering outlets and hospitality areas, further details can be found in our First Time Fan Guide.

## **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.cuctrust.co.uk](http://www.cuctrust.co.uk)

## **Charity**

The Club endeavours to support local charitable organisations rather than local arms of national organisations. Any requests for support should be directed to the Marketing & Media Manager Dan Branowsky – [dan.branowsky@cambridge-united.co.uk](mailto:branowsky@cambridge-united.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.

## **Stewarding & Crowd Control**

The Club operates a fair and open policy with regards to stewarding with spectator safety being the primary focus.

The West and South Stands are all seated and standing in these areas is not accepted. In the North and East Terraces, all gangways must be kept clear at all times.

Aggressive and abusive words and behaviour towards fellow spectators or staff is not tolerated by the Club.

## **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.

## **Safeguarding**

The Club takes its commitment to safeguarding very seriously and has a series of dedicated Safeguarding Officers, who can be contacted at the Club's address. All staff who work with young people and/or vulnerable adults hold a valid enhanced DBS certificate.

## **Data Protection**

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

## **Ground Regulations**

The club policy on Ground Regulations is available here.

## **Contacts**

Cambridge United

Dave Matthew-Jones – Fans Elected Director  
Abbey Stadium, Newmarket Road, Cambridge CB5 8LN  
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)