



Accrington Stanley Football Club Customer Charter 2021/22

Customer Service

Our customer service contacts are:

Jo Ashton

Accrington Stanley Football Club, Wham Stadium, Livingstone Road, Accrington, BB5 5BX.

Telephone – 01254 356950.

Email Address – jo.ashton@accringtonstanley.co.uk.

Robert Houseman (Supporter Liaison Officer)

Accrington Stanley Football Club, Wham Stadium, Livingstone Road, Accrington, BB5 5BX.

Telephone – 07754 665730.

Email Address – robert.houseman@accringtonstanley.co.uk.

Accrington Stanley Football Club is proud of its history. Accrington Football Club were a founder member of the Football League in 1888. We, as a whole, endeavour to ensure that all fans, customers and associates at all levels of the Club are treated without prejudice and with the upmost respect.

Our aims for the upcoming season are to continue to improve the current Club complaints process and to continue to provide a matchday experience for fans to enjoy regardless of the result on the pitch.

While we will make all efforts to satisfy all fans needs throughout the season, in the event a fan feels we have not reached the standards required, they only need to contact the Club and we will investigate and make the necessary improvements.

The Club will acknowledge contact from a customer within three working days. However, in most cases, we will endeavour to send an initial response, acknowledging receipt within 48 hours. The Club would normally respond by letter and this may take up to 21 days if further investigation is required. If the customer requests a response by either telephone or email, they will receive one.

Meetings are available by prior appointment.

In the unlikely instance where a customer is not satisfied by the Club's response, please contact:

The Independent Football Ombudsman

Suite 49, 33 George Street, Leeds, LS1 3AJ.

Telephone – 0800 588 4066.

Email – contact@theifo.co.uk.

Complaints

Accrington Stanley Football Club Complaints Policy

Policy Statement

- 1.1. Accrington Stanley Football Club (**'the Club'**) welcomes comments and complaints from all members of the Club's community and from the general public. We use this process to improve our services to stakeholders, football supporters, and the wider community in which we exist.
- 1.2. Accrington Stanley Football Club is committed to the continuous improvement of the services it provides. We do however recognise that there may be occasions whereby we don't meet an individual's requirements or expectations. For these reasons it is our policy that all complaints should be:
 - 1.2.1. Treated seriously and in an open manner.
 - 1.2.2. Acknowledged immediately, preferably in writing.
 - 1.2.3. Investigated.
 - 1.2.4. Resolved, whether it is reasonably practicable, within no longer than four working weeks.
 - 1.2.5. Used as feedback to drive the continuous improvement of the Club.

Scope

- 2.1. This policy applies to all members of the Club community but does not replace staff procedures for disciplinary and grievances. Any complaints or concerns raised which, in the Club's opinion, may have potential safeguarding implications will automatically be referred to the Designated Safeguarding Officer or Safeguarding Senior Manager for management in line with the Club's Safeguarding Children and Young People Procedure or Safeguarding Vulnerable Adults Procedure as appropriate.

Responsibilities

- 3.1. All Club staff have a responsibility for receiving complaints, treating them seriously, and dealing with them promptly and courteously in accordance with this policy.
- 3.2. Relevant department managers have a responsibility for investigating and resolving complaints, relative to their area of knowledge and expertise.
- 3.3. The Managing Director is responsible for resolving complaints which have not been resolved during the previous two stages. The decision made by the Managing Director is final.
- 3.4. The Board is responsible for ensuring that this complaints policy and procedure is operating effectively and may become directly involved if a complaint is directed against the Managing Director or Board member.

Actions to Implement and Develop Policy

4.1. Stage 1

The Club expects complaints to be made informally to a member of staff in the first instance. Where this is not possible, or does not result in a satisfactory resolution, the complaint should be submitted in writing as follows:

- Via email to info@accringtonstanley.co.uk.
- Via post to Supporter Liaison Officer, Accrington Stanley Football Club, Wham Stadium, Livingstone Road, Accrington, BB5 5BX.

The Club usually expects complaints to be made by the person concerned. However, it will consider complaints made by a parent, carer or advocate.

Anonymous complaints cannot be investigated. However, where there is a potential safeguarding risk these will always be referred to the Designated Safeguarding Officer or Safeguarding Senior Manager.

All complaints will be forwarded to either the Supporter Liaison Officer or Designated Safeguarding Officer, who will acknowledge receipt within five days. A manager within the Club will then be identified to investigate the complaint and respond as appropriate.

4.2. Stage 2

The relevant manager will respond in writing with seven working days, explaining what has happened as a result of the complaint. Where this involves a member of staff, specific detail of any action taken will not be made available. This is to ensure our staff are afforded appropriate confidentiality and dignity at work.

If the complaint requires further investigation that cannot be carried out within seven working days, the investigating manager shall keep the complainant informed and indicate the expected timescale for a response to be given.

4.3. Stage 3

If the complainant is dissatisfied with the relevant manager's response, then the complaint will be forwarded to the Managing Director to resolve.

The Managing Director will acknowledge receipt of the complaint within two working weeks and a final response will be sent within 28 working days to allow time for further investigations to be carried out where appropriate.

4.4. The Independent Football Ombudsman

If the complainant is still dissatisfied, they have the right to submit a complaint to The Independent Football Ombudsman (IFO).

Complaints should be submitted as follows:

- Via email to contact@theifo.co.uk.
- Via the website www.theifo.co.uk.
- Via post to The Independent Football Ombudsman, Suite 49, 33 Great George Street, Leeds, LS1 3AJ.

4.5. Monitoring and Evaluation

The Club will maintain a confidential record of all complaints, appeals and outcomes. Information from these records will be used to promote continuous improvement and learning outcomes for the Club. Anonymised data will be provided to the Board from time to time for review.

Accrington Stanley Football Club is committed to ensuring the safety and wellbeing of all vulnerable groups who attend our premises or are in our care; this includes children, young people and adults at risk.

Should your complaint be of serious nature, or you wish to report an incident of serious nature, please contact:

Mark Turner (Head of Safeguarding)

Accrington Stanley Football Club, Wham Stadium, Livingstone Road, Accrington, BB5 5BX.

Telephone – 01254 356950.

Email Address – mark.turner@accringtonstanley.co.uk.

Staff Conduct

Club employees aim to conduct themselves in a courteous, co-operative and responsive manner in all dealings with supporters treating all persons equally.

Supporter Conduct

The Club encourages supporters to express their passion and support for their team at the Wham Stadium in a safe, secure and enjoyable environment.

The Club is therefore committed to preventing people from behaving in a manner likely to jeopardise the safety and enjoyment of others, or to bring discredit on the Club or the community of Accrington.

If the Club becomes aware of any person having been convicted of a football related offence (whether at the Club's ground or otherwise) or having been in serious breach of any of the Club's ground regulations, it will, in consultation with Lancashire Constabulary or the relevant Police Authority in the case of an away game, make a decision as to whether that person should become subject to a Club ban.

If the Club considers that a supporter or person has been behaving in a manner likely to jeopardise the safety or enjoyment of others, or may bring discredit on the Club or the community of Accrington at home or away fixtures it will make a decision as to whether that person should become subject to a Club ban. In exceptional circumstances the club may also consult with the Accrington Stanley Football Club SLO & GSO before any ban comes into effect.

Each case will be judged on its own merits and the length of any ban will depend on the severity of the offence and/or the breach of the Club's ground regulations. The individual will be invited to a meeting to receive the reasons for the ban and given the opportunity to set out any mitigating circumstances.

Any person made subject to a Club ban will have the right to appeal to a committee of arbitration comprising members of the Accrington Stanley Football Club Board of Directors. The procedure for which appeal is available from the Club's Company Secretary. The person will also have the right to be accompanied and represented by another person of their choice.

Any season ticket holder who becomes subject to a Club ban may forfeit the right to a part refund on their season ticket for any remaining games in the season for which they have been banned.

Consultation and Information

The Club publicises its position on major policy issues in a user-friendly manner, via the Club's matchday programme and the Club's official website. The Club has and continues to develop

ways to consult with shareholders, sponsors, season ticket holders and other interested parties. The Club gives the earliest possible notice of any changes to its ticketing policy and the reasons for any changes.

Ticketing

To view our Ticketing terms and conditions, please follow the link below:

[Terms and Conditions](#)

Smoking

The Wham Stadium operates a strict smoke free policy within the stadium. Smoking – including cigarettes, pipes, cigars, herbal cigarettes, e-cigarettes and any other substance (whether containing tobacco or not) – is prohibited in line with EFL regulations.

Stadium Food and Drink Concessions

Any customer who is not completely satisfied with any item purchased from the Club's concessions within the stadium and has a reasonable reason for complaint will receive either a replacement item to the same value or a full refund, which will be the customer's choice.

Merchandise

The Club will provide information on replica strips stating their launch dates.

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

Returns Policy

- Supporters not entirely happy with purchases from Accrington Stanley Football Club, should return it in its original and unused/unworn condition, along with any wrapping and proof of purchase within 28 days.
- We will exchange the item or offer a full refund in line with your receipt.
- We regret we are unable to exchange/refund personalised goods unless the goods are faulty.
- We are also unable to offer any exchange/refund on printed shirts should the player leave the Club, or his squad number changes during his career at Accrington Stanley Football Club.
- The policy does not affect your statutory rights.

To contact the Club Shop, please call 01254 356950.

Data Protection and GDPR

Accrington Stanley Football Club are working to ensure we are GDPR compliant, therefore by joining as a season ticket holder, or matchday ticket purchaser, or attending any event inside the Wham Stadium, you agree to the GDPR terms and conditions below.

Terms and Conditions

- Accrington Stanley Football Club will retain your details on our database for a period of one season, that being the 2021/22 season.
- Use of this data will be solely for the marketing and promotion of Accrington Stanley Football Club products, fixtures, games and events and its partners/sponsors.
- You have the right to be forgotten (removal from database) at any time by contacting info@accringtonstanley.co.uk, referencing RIGHT TO BE FORGOTTEN.
- You have the right to object and prohibit the use of your data by contacting info@accringtonstanley.co.uk, referencing DATA OBJECTION.
- Incomplete data will not be stored on our database and therefore you will not receive offers, news or promotions in respect of your purchase.
- You have the right to access and learn how your data is being processed and how by contacting info@accringtonstanley.co.uk, referencing RIGHT TO ACCESS.
- You have the right to request your data is transported to another data controller/purchaser, if required.
- No other Accrington Stanley Football Club data is accessed by any other Processor.
- With respect to the data of an under 16-year-old, Accrington Stanley Football Club will only contact the parent/guardian of the young person via the data supplied.
- No payment details are held at Accrington Stanley Football Club or through our Processor.
- By attending an event or fixture at the Wham Stadium, Accrington Stanley Football Club reserve the right to record footage, or take pictures for use on the Club's publicity materials. In the event you do not wish for this to be utilised this is the responsibility of the ticket holder to inform info@accringtonstanley.co.uk. However, if your image is part of a large crowd we will not be able to remove your image from this therefore having purchased a ticket you consent to your image being utilised.

Arrest and Acceptable Behaviour Policy

Any person who is arrested for a football related offence whether home or away and convicted of that offence at court will receive a banning order from the Wham Stadium at the discretion of the Club's Board of Directors. The ban may be reviewed on request after a period of five years has elapsed. Persons breaching ground regulations may be requested to sign an 'acceptable behaviour contract' before being allowed to watch matches at the Wham Stadium.

Ground Regulations

The Wham Stadium ground regulations can be found at:

[Ground Regulations](#)

Safeguarding Children Advocacy Statement

Accrington Stanley Football Club believes that children must be protected at all times.

We fully support and comply with The Football Association with regard to the safeguarding of children and vulnerable adults. We believe every child should be valued, safe and happy. We want to make sure that children at Accrington Stanley Football Club know this and are empowered to tell us if they are suffering harm. We want all who work with us to have confidence and recognise that we are a safe organisation. We will achieve this by having an effective safeguarding children procedure and follow the Football Club Child Protection Policy.

Children under 12 are not permitted inside the stadiums on matchdays without an adult.

Equal Opportunities Policy

Inclusion and Anti-Discrimination Mission Statement

Accrington Stanley Football Club is committed to inclusion and confronting and eliminating discrimination whether by reason of age, gender, gender reassignment, sexual orientation, marital status or civil partnership, race, nationality, ethnicity (race), religion or belief, ability or disability, pregnancy and maternity whilst encouraging equal opportunities. These are known as 'Protected Characteristics' under the Equality Act 2010.

Equality Policy

The Football League is responsible for setting the standards, values and expectations of all Clubs in relation to equality, inclusion and diversity. Football is for everyone; it belongs to and should be enjoyed by anyone who wants to participate in it, whether as a player, official, staff member or spectator.

The aim of Accrington Stanley Football Club's Equality Policy is to promote our own equality objectives and in doing so, help to ensure that everyone is treated fairly and with respect. All Accrington Stanley Football Club representatives should abide and adhere to this Policy and to the requirements of the Equality Act 2010. In doing so, we are working towards being legally compliant in relation to equality legislation.

Accrington Stanley Football Club's commitment is to promote inclusion and to confront and eliminate discrimination whether by reason of age, gender, gender reassignment, sexual orientation, marital status or civil partnership, race, nationality, ethnicity (race), religion or belief,

ability or disability, pregnancy and maternity and to encourage equal opportunities. These are known as 'Protected Characteristics' under the Equality Act 2010.

Accrington Stanley Football Club will ensure that it treats everyone fairly and with respect and that it will provide access and opportunities for all members of the community to take part in and enjoy its activities. Every staff member, Board member, official, spectator, visiting fan and visiting team can be assured of an environment in which their rights, dignity and individual worth are respected, and in particular that they are able to work and watch football in an environment without the threat of intimidation, victimisation, harassment or abuse. This Equality Policy is fully supported by the Board of Accrington Stanley Football Club and David Burgess (Managing Director) is responsible for the implementation of this policy.

Complaints and Compliance

Accrington Stanley Football Club regards all forms of discriminatory behaviour, including (but not limited to) behaviour described in the Appendix as unacceptable, and is concerned to ensure that individuals feel able to raise any bona fide grievance or complaint related to such behaviour without fear of being penalised for doing so. Appropriate disciplinary action will be taken against any employee, member or volunteer, spectator or fan who is found, after a full investigation, to have violated the Equality Policy.

Positive Action and Training

Accrington Stanley Football Club is committed to equality inclusion and anti-discrimination as part of The Football League's Code of Practice. Accrington Stanley Football Club will commit to a programme of raising awareness and educating, investigating concerns and applying relevant and proportionate sanctions, campaigning, widening diversity and representation and promoting diverse role models, which we believe are all key actions to promote inclusion and eradicate discrimination within football. This Equality Policy will be reviewed and updated, if required, on an annual basis.

This Equality Policy will be applicable to:

- 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, internal and external coaching and education activities and awards and football development activities. The Club will not tolerate sexual or racially based harassment, or other discriminatory behaviour, whether physical or verbal.

The Club supports the bodies of The Football Association on their commitment to develop a programme of ongoing training and awareness raising events activities in order to promote the eradication of discrimination within football.

At Accrington Stanley Football Club we employ in excess of 50 stewards on a matchday and one of their primary roles is to monitor supporters' language. Any so-called supporter who persists in using racist language, which constitutes a criminal offence, faces being ejected and banned from the Wham Stadium. Every matchday programme carries a warning about foul language and racist chanting and, if the situation dictates, we will make extra announcements over our public address system as well as including extra reminders and warning in our Club publications.

Disabled Supporters

Disabled fans, both wheelchair and ambulant, are admitted at the standard ticket price for their age bracket. Where assistance is required in the form of a PA (Personal Assistant), the PA will be offered a free of charge carer's ticket.

Proof of disability when purchasing a ticket is required in order to qualify, having either:

- Receipt of the medium to high rate Disability Living Allowance (mobility or care component).
- Receipt of Enhanced Rate PIP (Personal Independence Payment).

NB: Proof required may change depending on alterations to current legislation regarding the benefit payments system. Receipt of a Blue Badge will not be considered sufficient proof of disability. It is the responsibility of the supporter to inform the Club of any changes in their circumstances.

A total of 22 wheelchair bays are available for spectators in the Main Stand. On matchdays these will be equally shared between home and away fans that require a wheelchair bay. As the wheelchair accommodation is located in the Main Stand and which is for home supporters, all supporters home and away must contact the Club to book these bays in advance.

There are also 28 seats in the Family Stand for ambulant disabled supporters split equally between home and away supporters.

Parking

Limited parking is available at the Wham Stadium for supporters at a charge of £5.00 per match. There are seven disabled parking spaces available. To secure a parking space please contact the club up to 24 hours before the match. To book a space please call 01254 356950.

Charitable Requests

The Club receive a large number of charity requests. We do not give away free of charge signed footballs or shirts however if a charity wishes to purchase an item we will have it signed by the

First Team players. Requests should be sent via email to info@accringtonstanley.co.uk or by post to the Club at the address at the top of the first page.

Community Trust

The Accrington Stanley Community Trust run sessions on weekdays and during school holidays, for more information please visit www.stanleytrust.co.uk.

The Club is committed to developing all possible links with the local community. Promotions and initiatives to encourage supporters from all walks of life will be offered on a non-discriminatory basis.

Supporter Engagement

Accrington Stanley Football Club will comply with EFL regulation 118 in the following manner:

- The Club will hold at least two meetings/fans' forums in conjunction with Official Accrington Stanley Supporters' Trust per season to which the supporters (or representatives) are to be invited to discuss significant issues relating to the Club. The dates and times of these meetings will be advertised on the Club's official website and in the matchday programme.
- The Club will be represented by the Club's majority shareholder, a Board Director or similar senior executives.
- Individuals cannot be excluded by the club without good reason.

Social Media Guidance

The Club's guidance on social media can be found at:

[Social Media Guidance](#)