



**STEVENAGE** FOOTBALL CLUB

**CUSTOMER CHARTER  
2022/23**



# CONTENTS

- 
- 3** Mission Statement
  - 4** Customer Service
  - 6** Anti-Discrimination Policy
  - 7** Staff Conduct
  - 8** Merchandise
  - 9** Visiting Supporters
  - 10** Ticketing & Accessibility
  - 11** Disabled Ticketing
  - 12** Stewarding, Crowd Control  
& First Aid  
Catering
  - 13** Abandoned Fixtures
  - 13** Cup Competitions
  - 14** Transport & Travel
  - 15** Away Matches
  - 16** Stevenage FC Foundation
  - 17** Safeguarding
  - 17** Charity
  - 18** Supporter Consultation
  - 19** Data Protection  
Ground Regulations
- 

# MISSION STATEMENT

Stevenage Football Club has continued to make waves in the world of football since its formation in 1976 and is proud to celebrate its 42nd anniversary this season.

League Championships, Trophies, FA Cup shocks - these are all just part and parcel of supporting a Club which, unlike more established names, is busy creating history rather than living in it .

Stevenage Football Club aims to be a successful professional Football Club with a secure future and a safe and hospitable approach to our supporters. Stevenage Football Club will always take a prudent financial approach to ensure the long-term stability of the club.

The Club will always endeavour to play an active role within the local community and involve our supporters in identifying areas for change or improvement within the club. The Club aims to deliver to all supporters a friendly and professional service.

Stevenage Football Club aim to be a customer led organisation and produce well trained and motivated members of staff who will show excellence in customer service.

The Club is committed to confronting and eliminating discrimination 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.

All methods and details in ensuring the Club maintains a high level of professionalism and accessibility are detailed within this charter. We will endeavour to update our charter and principles, in line with the progress of the club, annually - no later than 1st August.

# CUSTOMER SERVICE

Stevenage 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 Stevenage 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.

Carl Rutherford  
Supporter Liaison Officer  
slo@stevenagefc.com

Alex Potter  
Disability Liaison Officer  
dslo@stevenagefc.com

01438 223223

Stevenage Football Club  
The Lamex Stadium  
Broadhall Way  
Stevenage  
SG2 8RH

Customer complaints should be put in writing or by email and directed to Molly Bryant (mollyb@stevenagefc.com), in line with the club's complaints policy which can be found at [www.stevenagefc.com/club/policies](http://www.stevenagefc.com/club/policies)

Should you not receive a satisfactory resolution to your complaint, you have the right to escalate your complaint further to the Club's Football Secretary, Ally Knell (allyk@stevenagefc.com), at the above address. Only complaints that have proceeded through the first level of escalation will be acknowledged by the Football Secretary. You will be responded to within 7 days.

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).

Independent Football Ombudsman  
Premier House  
1-5 Argyle Way  
Stevenage  
Hertfordshire  
SG1 2ADv

[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.

Football's formal complaints process enables supporters to refer any unresolved complaints at club level straight to the Independent Football Ombudsman (IFO). All clubs are required to reflect this procedure within their Charter.

# ANTI-DISCRIMINATION POLICY

Stevenage Football Club is committed to eliminating all instance 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.

Stevenage 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 Stevenage 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.

Stevenage 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.

Stevenage Football Club will support the 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

Stevenage 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 Stevenage Football Club and if a customer encounters any problems with a member of staff they should respond via our complaints procedure detailed previously.

Stevenage 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.

Stevenage 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.

# 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.

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

Stevenage 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.

Stevenage Football Club offers refunds on merchandise in accordance with its legal obligations.

Our refund policy can be found online at [www.stevenagefc.com/club/policies](http://www.stevenagefc.com/club/policies) and is displayed within the Club Shop and on our Online Store.



# VISITING SUPPORTERS

Stevenage Football Club does not charge admission prices to supporters of the visiting club, higher than those charged to our own supporters for comparable accommodation (i.e. seating vs. seating).

Stevenage Football Club has the facility to accommodate 1,304 away supporters plus 4 wheelchair and carer supporters in the South Stand, subject to its Safety Certificate and match by match safety assessments.

The Club abides by English Football League and Football Association Cup Competition rules, governing the allocation of tickets to visiting clubs.

# TICKETING

Stevenage Football Club continues to strive for value for money by offering a broad range of ticket prices including reduced rates for concessions, i.e. juniors, senior citizens & students, and also specific family deals.

All concessionary rate tickets must be qualified by production of a valid photographic ID upon purchase.

	Adult OIA:	Adult MIP:	Conc OIA:	Conc MIP:	U18 OIA:	U18 MIP:	U12 OAI:	U12 MIP:
East:	£18	£20	£15	£17	£10	£12	£5	£5
West:	£22	£24	£20	£22	£14	£16	£8	£10
North:	£22	£24	£20	£22	£14	£16	£8	£10
South (Away):	£22	£24	£20	£22	£14	£16	£8	£10

# IFOLLOW

Stevenage Football Club in conjunction with the EFL offers a streaming service called iFollow for certain league fixtures.

This service is available to supporters in the UK and overseas, for more information please visit [www.stevenagefc.com/ifollow/](http://www.stevenagefc.com/ifollow/).

# DISABLED TICKETING

All carers will receive free entry when accompanying a disabled supporter who has purchased a ticket at the normal rate. All adults will be charged at a concessionary rate.

Stevenage Football Club reserves the right to request 'proof of disability' before issuing a concession. Such proof shall include:

- Receipt of the middle or higher rate of the Disability Living Allowance (mobility or care component).
- Receipt of either the Severe Disability Allowance or Attendance Allowance.
- A letter from your General Practitioner.

N.B Receipt of an Orange/Blue disabled parking badge will not be considered sufficient proof of disability.

Stevenage Football Club will strive to accommodate all disabled supporters but it is advisable that a request be made for disabled spaces prior to the day of the match. A request can be made by contacting the Disabled Supporter Liaison Officer Alex Potter ([dslo@stevenagefc.com](mailto:dslo@stevenagefc.com) or 01438 223 223).

# STEWARDING, CROWD CONTROL & FIRST AID

The Club operates a fair and open policy with regards to stewarding with spectator safety being the primary focus. The West, North and South Stands are all seated and standing in these areas is not accepted. In the East Terrace, 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.

The Club provides full medical support for spectators within the ground.

A copy of the Crowd Disorder and Anti-social Behaviour Plan can be found at <https://www.stevenagefc.com/club/policies/>

## CATERING

The Club aims to provide both value for money and variety of choice with regards to its catering facilities. Any feedback in relation to our catering is always valued and should be sent to [info@stevenagefc.com](mailto:info@stevenagefc.com).

## COVID-19

Stevenage Football Club seeks to ensure its venues operate in a COVID secure manner and implements a variety of operating procedures which are updated inline with Government guidance.

Staff, players, volunteers, supporters and customers are required to adhere to these protocols at all times and should not attend venues if they are displaying symptoms of COVID-19 and/or any other variants or are isolating/self-isolating/quarantining.

# ABANDONED FIXTURES

If a match is abandoned after kick-off spectators are entitled to the following:

- Match Abandoned before half time: At the discretion of the Chairman and Board of Directors, supporters will be able to gain admission to the corresponding rearranged fixture upon production of their original match ticket.
- Match Abandoned from conclusion of the first half onwards: no refund

# CUP COMPETITIONS

Tickets for Cup Competitions are generally priced at the usual League match rates, although we may be at liberty to consider some reductions for early rounds of Cup competitions or increases for later rounds with the agreement of the opposing Club.

Tickets are usually allocated on a priority basis with Season Ticket holders and Supporters Association members given an option to purchase tickets prior to sale for the general public.

Tickets are strictly non-refundable.

# TRANSPORT & 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.

Further details of alternative travel arrangements are also published periodically in the match day programme.

There is free car parking available to supporters on match day located at Fairlands Valley Park on Broadhall Way, opposite the stadium. Please be aware that this is not controlled by Stevenage Football Club and is under the control of Stevenage Borough Council. **We strongly request all supporters to use the underpass and not to cross the A602 road.** Should these arrangements change at any time, for whatever reason, supporters will be informed via the club website.

Please also be aware that due to a change in parking restrictions at the Roaring Meg retail park, there is a 2 hour parking limit on match days which may result in a fine should you park for longer. Again this parking is not controlled by the Club.

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.

# AWAY MATCHES

For matches designated as All Ticket, Stevenage Football Club's supporters will be allocated tickets for away matches, in succession, on a priority basis as follows:

- Season Ticket Holders
- Supporters Association members
- General Sale
- Our opponents will determine the cost of these tickets.

Supporters can book a seat on the official Stevenage Football Club supporters coach, supplied by the Supporters Association, to all away games. Spaces on the coach may be limited and are distributed on a first come, first serve basis. Supporters can book their seat on the coach by calling John Carroll of the Supporters Association on 01438 814 285.

# STEVENAGE FOOTBALL CLUB FOUNDATION

Stevenage Football Club has a very active Foundation which aims to encourage all members of the local community to play football, encourage more people (especially children) to watch football, to improve the image of the game and to improve atmospheres at matches. We are also committed to improving the behaviour of players and spectators. We will, at all times, consider, revise and implement new and evolving strategies that will allow us to engage with our younger supporters through coaching courses, ticketing offers and special promotions & events.

Shephalbury Sports Academy is a dedicated facility allowing us to fulfil our community objectives and connect with our younger supporters. Further information on our community strategy can be obtained by emailing [community@stevenagefcf.com](mailto:community@stevenagefcf.com) or by calling 01438 223 223.



# 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.

Details of Club Safeguarding Staff can be found at [www.stevenagefc.com/safeguarding/](http://www.stevenagefc.com/safeguarding/)

The club policy on Safeguarding Children is available at [www.stevenagefc.com/club/policies](http://www.stevenagefc.com/club/policies).

# 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 Head of Marketing & Media Alfie Dinsey at [alfied@stevenagefc.com](mailto:alfied@stevenagefc.com).

# DIGITAL CHANNELS

**Twitter** - @StevenageFC

**Facebook** - /StevenageFCOfficial

**Instagram** - @stevenagefcofficial

**YouTube** - StevenageFC

**TikTok** - @stevenage\_fc

**LinkedIn** - Stevenage Football Club

# SUPPORTER CONSULTATION

The Club consults supporters on a regular basis through the following channels:

- Meet the Chairman event
- Meet the Manager event
- Liaison with the Supporters' Association
- Direct surveys and questionnaires

The Club publicises its position on major policy issues in an easily digested format in the Club's Digital Matchday Programme / Official Website and through the local media.

[www.stevenagefc.com/news/digital-programmes/](http://www.stevenagefc.com/news/digital-programmes/)

The Club has had and continues to develop ways to consult with the Shareholders, Sponsors, the Local Authorities and other interested parties.

## DATA PROTECTION

The Club ensures that any personal data provided to the Club will not be shared with any third parties without individuals consent, in line with General Data Protection Regulations (GDPR - 26th May 2018). Further details of the club's Data Polices can be found at [www.stevenagefc.com/club/policies](http://www.stevenagefc.com/club/policies).

## GROUND REGULATIONS

The club policy on Ground Regulations is available at [www.stevenagefc.com/club/policies](http://www.stevenagefc.com/club/policies).