



CUSTOMER CHARTER



STATEMENT FROM THE BOARD OF DIRECTORS

Since 1887 Cheltenham Town Football Club has represented our magnificent town, striving to attain the highest possible level of football for the local community and to sit alongside Cheltenham's many other attractions and attributes.

As Cheltenham has grown to become an important commercial and cultural centre so the football club has risen through the leagues and your Board of Directors are determined to maintain both our status and place within the local community of which we are a part.

We are all life-long Cheltenham Town supporters who were all either born or brought up in the town and have lived here all our adult lives. We see our role as custodians of an institution that has meant so much to generations of Cheltonians and our aim is to work together with all Cheltenham Town supporters and other stakeholders to ensure the health of the football club long after we have moved on.

CUSTOMER SERVICE

Cheltenham Town Football Club is committed to providing the best possible customer service for all supporters and stakeholders. This customer charter helps to explain our policies and procedures. Some of them are required by the regulations of the various football authorities and some have been formulated by ourselves.

CLUB CONTACTS

Official website - www.ctfc.com
Postal address - Cheltenham Town FC, Whaddon Road, Cheltenham, Glos GL52 5NA
Email address - info@ctfc.com
Telephone number - 01242 573558

CUSTOMER SERVICE CONTACTS

The following people are available to answer queries from supporters:

Supporter Liaison Officer

Dave Beesley – dave.beesley@ctfc.com
Dave is the Board director elected by the Robins Trust and is available to listen to comments and suggestions from supporters

Ticket Office Manager

Tim Nicholls - tickets@ctfc.com
Contact Tim for information regarding ticketing for home and away matches and supporters coach away travel

Club Shop Manager

Debbie Davis - shop@ctfc.com
Debbie is in charge of retail and merchandising at the main club shop at the ground and the matchday shop in the Colin Farmer Stand

Community Programme Director

Simon Perruzza - simon.perruzza@ctfccp.com
Simon runs our successful community programme, which manages programmes for health, education, social inclusion and football coaching in the local area

COMMUNICATING INFORMATION

Cheltenham Town Football Club aims to communicate openly and regularly with supporters. The primary source of information is the website www.ctfc.com. The Club will also make information available via local and national media and social media (www.facebook.com/ctfcofficial and twitter.com/CTFCofficial) as well as the match day programme. Information made available direct from the club in this way will be the result of confirmed Club policy and decision-making. Cheltenham Town will not comment on rumour, speculation, gossip or information released by other media outlets. This approach is taken to ensure that supporters can be confident of receiving accurate and trustworthy information from the Club.

SUPPORTER CONSULTATION

The club prides itself on being a very open one that actively encourages comments, constructive criticism and feedback from supporters. The club consults its supporters via:

- 1 The Robins Trust – The Club has close links to its supporters trust and consults regularly with the Trust Board, who are represented by a Supporter Elected Representative on the main Club Board.
- 2 Supporters forums and/or open days to which all supporters are invited to ask any questions of the Board of Directors and other staff. Under EFL regulations we are required to hold two consultation events per season. These usually take the form of a Robins Trust AGM/Fans Forum in the Autumn and a club Shareholders Information Meeting/Fans Forum open to all supporters in the Spring.
- 3 Emailed questions (info@ctfc.com). Emails will be forwarded to the relevant member of staff for a reply.
- 4 There is a regular feature in the match programme from the Board, which covers major issues of policy. The club website www.ctfc.com is also regularly updated with information covering a range of subjects and feedback on these is also very welcome.

COMPLAINTS PROCEDURE

Any complaint should be submitted to the Club in writing using the Club Contacts listed above. All complaints are referred to a director or senior member of staff and a written response will be given if requested. The Club will endeavour to respond to any letter or email within seven working days of receipt. If it is not possible to send a full response to the issue raised within that time, an acknowledgement will be sent and a detailed reply will follow within 28 working days of the original communication.

Independent Football Ombudsman

Any supporter who is unsatisfied with the response to their complaint is entitled to refer the matter to The Independent Football Ombudsman (IFO). Complaints to the IFO should be made in writing by post to: The Independent Football Ombudsman, Suite 33, Great George Street, Leeds, LS1 3AJ or by email to: contact@theifo.co.uk. Further information on the IFO can be found on their website at www.theifo.co.uk.

EQUALITY AND ANTI-DISCRIMINATION

Cheltenham Town FC is committed to promote inclusion and to confront and eliminate discrimination whether by reason of ability or disability; age; gender; gender reassignment; marital status or civil partnership; pregnancy and maternity; race, nationality or ethnicity; religion or belief; or sexual orientation and to encourage equal opportunities.

We will not tolerate 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.



SPECTATOR SAFETY AND SECURITY

Cheltenham Town FC is committed to providing a safe and inclusive environment for all supporters to watch football. The Club is regulated by the County Council Safety Advisory Group and operates under its own Safety Certificate. Matchday staff are trained and experienced in the delivery of safe events. Supporters are encouraged to adhere to safe methods of viewing matches and events and show respect to other spectators. Where behaviour by spectators falls below acceptable standards, those involved may be ejected from the match and/or banned for longer periods if the Club so decide. The Club reserves the right to exchange information with Gloucestershire Police on any behaviour that could lead to the Club banning a supporter from its matches and events.

Cheltenham Town FC expects the highest standard of behaviour from its customers and staff. Disciplinary action will be considered for any action that brings, or is likely to bring, the name or image of Cheltenham Town FC into disrepute. The Club adopts a zero-acceptance approach to its staff being verbally abused or threatened. Any member of the public that is abusive to staff members, uses foul and abusive language or makes threats will not be served or allowed admission to the stadium. The requirement for the highest standard of

behaviour by supporters extends to away games and the Club reserves the right to ban supporters from home games if their behaviour has fallen below the required standards while attending or travelling to or from away games.

Supporters may report bad behaviour to the nearest steward on a Matchday or by using the Club Contacts above.

GROUND REGULATIONS

Cheltenham Town FC has adopted the ground regulations issued from time-to-time by the English Football League. The regulations are displayed around the stadium and on the Club website. Supporters agree to abide by these regulations by purchasing a ticket and gaining admission to the stadium.

BANNING POLICY AND APPEALS PROCESS

Cheltenham Town FC has the right to ban anyone from the stadium at its own discretion. However, such a ban will only be applied in the event of major (or repeated minor) breaches of ground regulations or proof of a serious football-related offence elsewhere. Before a ban is considered, the Club's representatives will warn a supporter that their behaviour is liable to lead to a ban. Should the Club decide to enforce a ban, the supporter will be notified in writing, detailing specifics of the alleged offence(s) and what evidence exists in support of these allegations. The supporter will be entitled to appeal in writing to request a meeting with Club representatives, at which the supporter will be invited to state his or her case. The supporter may be accompanied by a person nominated by them, who may speak on their behalf, although the Club will not pay travel or attendance expenses for either person.

STADIUM ESSENTIALS

Cheltenham Town's stadium is a non-smoking venue, although areas are provided for supporters to smoke at half-time.

There is a first aid post situated in the Main Stand/Prestbury Road End corner of the ground, which is staffed by the crowd doctor and members of the St John's Ambulance. Anyone feeling unwell should report to the nearest steward for assistance.

Car parking priority is given to full-time staff, selected matchday staff, the emergency services, the disabled, the media and matchday sponsors. Any remaining parking spaces are placed on general sale at a cost of £5 per space.

TICKETING

- The club offers a wide range of concessionary tickets for under 18's, students, senior citizens (i.e. both men and women over 65 years of age) and for disabled supporters. It also gives free tickets to schools via the Community Trust programme. Carers of disabled supporters also receive free entry. In addition, the club offers FREE admission to League matches to children aged 11 and under who are members of the club's 'Junior Robins' scheme.
- At least 50% of tickets to each game will be made available to non-season ticket holders. We do not consider that any of our seats offer restricted viewing and therefore no reduction in prices applies.
- Changes to ticketing policy are announced well in advance but are rarely implemented mid-season.
- As a general rule, ticket refunds are only issued in exceptional circumstances and at the discretion of the club. Should a match be abandoned following admission to the stadium but before kick-off, supporters will be entitled to free admission to the rearranged match. Should a match be abandoned after kick-off, but before half-time and the match rearranged, supporters will be entitled to half price admission. Should a match be abandoned at or after half time, discounted admission to a rearranged match is at the club's discretion.
- For certain matches at which a lower than average attendances is expected, the club reserves the right to open only certain sections of the ground. Information regarding variances in pricing and those sections of the ground to be opened will be made available on the official website and distributed to the local media for use. The club is not responsible for the usage or otherwise of this information by the local media.
- Ticket prices for Cup competitions will be at the discretion of the Club and subject to agreement with the opposing Club. Tickets for certain cup matches may be allocated on a priority basis with season-ticket holders being given an option to buy tickets before they go on general sale. Other groups (e.g. Away Travel Club Members, Robins Trust members) may also receive a level of priority before general sale at the discretion of the Club.
- Priority on tickets for Cheltenham Town away matches, when available, will be given to members of the Away Travel Club and season ticket holders before going on general sale.
- The Club reserves the right to alter matchday prices from-time-to-time. For example, in the case of a one-off 'local promotion' match designed to

encourage more people to attend matches. By purchasing a season ticket, the holder acknowledges that a substantial discount on the matchday ticket price has already been applied and no further discount is therefore possible in the case of a 'local promotion' match.

- The Club does not charge prices for visiting supporters that are higher than those charged to home supporters for comparable accommodation or to particular concessionary rates (e.g. children and senior citizens).
- The Club abides by the English Football League and Football Association rules governing the allocation of tickets to visiting clubs and it reserves the right to re-locate supporters to alternative seating in order to comply with safety requirements or the rules of the Football League or Football Association.
- In the event of a supporter being denied entry to the stadium or being ejected because of inappropriate behaviour or banned for a period of time, no refunds will be made on any match tickets or season tickets paid in advance.



MERCHANDISE

Cheltenham Town FC seeks to offer merchandise at a broad range of prices and to suit all ages. With regard to merchandising the Club or its franchisee will:

- Undertake research of suitable goods including the design of new strips.
- Meet, or ensure that franchisees meet, its obligations under the Football League rules to prevent price fixing in relation to the sale of replica strips.
- Offer, or ensure that franchisees offer, refunds on merchandise in accordance with its legal obligations.
- Strips are not changed every season but usually every other season and the home strip is always based upon the club's traditional colours of red and white. Details of the next intended change of kits are available from the Club shop.

STADIUM CATERING

Cheltenham Town FC will endeavour, as far as reasonably practicable, to ensure that quality catering facilities and products are provided in all areas of the stadium. The catering outlets are provided through franchise arrangements and the Club will forward any complaints by supporters about catering to the appointed franchisee.



LOST PROPERTY

Post-match checks are carried out to locate any property left in the stadium. Any such property will be passed to the Stadium Safety Officer for safe keeping prior to collection by the rightful owner. The Club reserves the right to dispose of any unclaimed lost property from 28 days after the date of the event at which the property was lost. Where suitable, the lost property will be used for charitable purposes. To claim an item of lost property please use the Club Contacts listed above. ID may be requested.

SAFEGUARDING

Cheltenham Town FC acknowledges its responsibility to safeguard the welfare of every child and vulnerable person who has been entrusted to its care and is committed to working to provide a safe environment for all children and vulnerable people with whom it comes into contact.

Cheltenham Town FC subscribes to the Football Association's Safeguarding Children Policy and Procedures and endorses and adopts the Policy Statement contained within that document. Cheltenham Town FC also subscribes to both the English Football League's child protection policy and the guidelines and procedures on child protection and working with vulnerable groups of Gloucestershire County Council Social Services.



COMMUNITY ACTIVITY

Cheltenham Town FC is proud to be at the centre of the local community and to ensure its involvement in the local community the Club will:

- Support the Cheltenham Town Community Trust which operates from the ground.
- Support any football initiatives to promote social inclusion, equality etc. (e.g. Kick-it-out Campaign and Enjoy the Match initiative).
- Where reasonably practicable and safe to do so, allow its facilities to be used by the local community.
- Allow charity collections to take place on first team match days.
- The Club also arranges for donations of match tickets for charity raffle prizes and for players and staff to sign items delivered to the Club including items pre-purchased by charity event organisers. In addition, by arrangement through the Community Trust, players will participate in personal appearances where matches and training schedules allow.

DATA PROTECTION

Cheltenham Town FC complies with relevant data protection legislation. All personal data is stored securely for the shortest time as possible and then disposed of in an appropriate and responsible manner.



EFL GROUND REGULATIONS

Notice: Entry to the Ground is expressly subject to acceptance by the visitor of these Ground Regulations and the rules and regulations of FIFA, UEFA, The Football Association, the Premier League and the English Football League (EFL) in respect of the relevant competition. The Ground Regulations incorporate the Club's Customer Charter (if any). Entry to the Ground shall constitute acceptance of the Ground Regulations.

"Ground" means this football stadium and all locations owned, occupied or utilised by the Club.

"Club" means this football club.

"Match" means any association football match (or any part or aspect of such a match) taking place at the Ground.

"Material" means any audio, visual or audio-visual material or any information or data.

"Football Authority" means each of the English Football League (EFL), the Premier League, The Football Association, the Football Association of Wales, FIFA, UEFA and any other relevant governing body of association football

1 Notwithstanding possession of any ticket the Club, any police officer or authorised steward may refuse entry to (or eject from) the Ground any person:

1.1 that fails (or in the Club's reasonable opinion is likely to fail) to comply with these Ground Regulations or any reasonable instruction issued by a police officer or authorised steward; and/or

1.2 whose presence within the Ground is, or could (in the Club's reasonable opinion), constitute a source of danger, nuisance or annoyance to any other person.

2 On no account will admission be granted to a person who is the subject of a current Banning Order under the Football Spectators Act 1989 (as amended) or has been convicted of ticket touting offences under the Criminal Justice and Public Order 1994 (as amended).

3 The Club excludes to the maximum extent permitted by law any liability for loss, injury or damage to persons/property in or around the Ground.

4 No guarantees can be given by the Club that a Match will take place at a particular time or on a particular date and the Club reserves the right to reschedule the Match without notice and without any liability whatsoever.

5 In the event of the postponement or abandonment of the Match, refunds (if any) will be made in accordance with the Club's Customer Charter. The Club will have no further liability whatsoever, including (but not limited to) any indirect or consequential loss or damage, such as (but not limited to) loss of enjoyment or travel costs.

6 All persons seeking entrance to the Ground acknowledge the Club's right to search any person entering the Ground and to refuse entry to or eject from the Ground any person refusing to submit to such a search.

7 The following articles must not be brought within the Ground - knives, fireworks, smoke canisters, air-horns, flares, weapons, dangerous or hazardous items, laser devices, bottles, glass vessels, cans, poles and any article that might be used as a weapon and/or compromise public safety. Any person in possession of such items will be refused entry to the Ground.

8 Further, you may not bring into the Ground any sponsorship, promotional or marketing materials save in respect of official club merchandise and/or other football related clothing worn in good faith nor may you offer (either free or for sale by any person) any goods (including literature) of any nature without the express written approval of the Club's management.

9 The use of threatening behaviour, foul or abusive language is strictly forbidden and will result in arrest and/or ejection from the Ground. The Club may impose a ban for one or more Matches.

10 Racial, homophobic or discriminatory abuse, chanting or harassment is strictly forbidden and will result in arrest and/or ejection from the Ground. The Club may impose a ban for one or more Matches.

11 The following acts are offences under the Football (Offences) Act 1991 (as amended):

11.1 The throwing of any object within the Ground without lawful authority or excuse.

11.2 The chanting of anything of an indecent or racist nature.

11.3 The entry onto the playing area or any adjacent area to which spectators are not generally admitted without lawful authority or excuse. Conviction may result in a Banning Order being made.

12 All persons entering the Ground may only occupy the seat allocated to them by their ticket and must not move from any one part of the Ground to another without the express permission or instruction of any steward, officer of the Club and/or any police officer.

13 Nobody may stand in any seating area whilst play is in progress. Persistent standing in seated areas whilst play is in progress is strictly forbidden and may result in ejection from the Ground.

14 The obstruction of gangways, access ways, exits and entrances, stairways and like places is strictly forbidden. Nobody entering the Ground shall be permitted to climb any structures within the Ground.

15 EFL stadia are smoke-free and smoking is not permitted inside the Ground.

16 Mobile telephones and other mobile devices are permitted within the Ground PROVIDED THAT (i) they are used for personal and private use only (which, for the avoidance of doubt and by way of example only, shall not include the capturing, logging, recording, transmitting, playing, issuing, showing, or any other communication of any Material for any commercial purposes); and (ii) no Material that is captured by a mobile telephone or other mobile device may be published or otherwise made available to any third parties including, without limitation, via social networking sites.

17 Under the Sporting Events (Control of Alcohol etc) Act 1985 (as amended), the following are offences for which a person can be arrested by a police officer and conviction could result in a Banning Order being made:

17.1 Attempting to enter the Ground or being inside the Ground whilst drunk;

17.2 Being in possession of any intoxicating liquor, or bottle, can or other portable container and which could cause damage or personal injury, when entering the Ground or in a public area of the Ground from which the event can be directly viewed.

18 Any individual who has entered any part of the Ground designated for the use of any group of supporters to which he does not belong may be ejected from the Ground either for the purposes of his own safety or for any other reason.

19 Save as set out in paragraph 16 above, no person (other than a person who holds an appropriate licence) may capture, log, record, transmit, play, issue, show or otherwise communicate (by digital or other means) any Material in relation to the Match, any players or other persons present in the Ground and/or the Ground, nor may they bring into the Ground or use within the Ground (or provide to, facilitate or otherwise assist another person to use within the Ground) any equipment or technology which is capable of capturing, logging, recording, transmitting, playing, issuing, showing or otherwise communicating (by digital or other means) any such Material. Copyright, database rights and any other intellectual property rights in any unauthorised recording or transmission is assigned (by way of present assignment of future rights) to the Club and the EFL. You further agree (if and whenever required to do so by the Club and/or the EFL) to promptly execute all instruments and do all things necessary to vest the right, title and interest in such rights to the Club and the EFL absolutely and with full title guarantee.

20 No goods (including literature) of any nature may be offered either free or for sale by any person within the Ground without the express written permission of the Club.

21 Tickets are not transferable and may not be offered for sale without the prior written permission of the Club - or otherwise in accordance with the relevant ticket terms and conditions. Any tickets that are transferred are transferred subject to these Ground Regulations. Any tickets offered for sale may be confiscated by any steward, officer of the Club or any police officer. The Club reserves the right to refuse admission to or eject from the Ground and/or "blacklist", any person who has offered for sale or transferred his/her ticket in contravention of the relevant ticket terms and conditions (and/or the holder of any ticket that has been transferred in contravention of the relevant ticket terms and conditions). Tickets remain the property of the Club at all times.

22 CCTV cameras are in use around and in the Ground. Body worn video cameras recording video and/or audio may also be used as appropriate, for example to record prohibited behaviours as referenced in paragraphs 9 and 10. The Club may itself use or pass to the police or any Football Authority or other clubs, any recordings for use in any proceedings.

23 At all times whilst present in the Ground, persons must comply with any and all instructions of any steward or officer of the Club and/or any police officer. Failure to comply with any instruction may lead to immediate ejection from the Ground.

24 By entering the Ground, all persons are acknowledging that photographic images and/or video recordings (and/or stills taken from video recordings) may be taken of them and may also be used, by way of example and without limitation, in televised coverage of the game or by or on behalf of the Club or any Football Authority (or their commercial partners) for marketing, training or promotional purposes. Entry into the Ground is confirmation that all persons have consented to such use of their image. If these images should feature an individual prominently the Club will make reasonable efforts to gain the consent of that person before publishing such images, however, if this is not possible, then entry into the Ground shall be deemed consent unless the Club is notified in writing to the contrary.

25 Further to paragraph 24, if such person is under 18 years of age, the parent, guardian, or responsible adult who is accompanying them into the Ground shall be deemed to have provided consent on their behalf.

26 Refused entry to (or ejection from) the Ground may lead to further action by the Club including, but not limited to, the withdrawal of any season ticket (without reimbursement), Club Membership and other benefits.

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