



Wycombe Wanderers Football Club Ltd

Customer Charter

2011

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1.0 Introduction

Wycombe Wanderers Customer Charter

Wycombe Wanderers Football Club Ltd (WWFC) takes great pride in its reputation as a friendly community based football club. It is committed to offering the very highest standard of customer service.

This customer charter is designed to outline how WWFC delivers this commitment.

All Football League Clubs are required to publish a customer charter according to section 4, paragraph 4 of the Football League rules. Such is our culture we go much further than the leagues minimum requirements.

This charter is reviewed annually to ensure that it is kept up to date in the light of changing laws, regulations and best practice. As new policies are formulated they will be added to this charter.

The Ambition of Wycombe Wanderers Football Club Ltd

Wycombe Wanderers' ambition is to create a successful Championship Football Club, which is fully accountable to and involved with its community.

It should offer value for money and professional service whilst engaging its supporters, customers, local businesses, local authorities and community groups in a collective drive to bring success and respect to the town of High Wycombe.

1.1 Vision, Mission & Values

VISION

A successful football community club, providing pride and passion in performance.

MISSION

To create a Championship level community club, rewarding supporters, sponsors and customers with an environment of great entertainment, first class service and high quality facilities.

VALUES

Our Fans - We are driven by the needs of our fans to provide exciting, entertaining, successful football in a safe friendly stadium.

Our Players - We will be fair in our dealings and provide an opportunity to flourish, grow and breed success.

Our Employees - We respect each other, we communicate with each other and we succeed as a team.

Our Shareholders - We provide a pride in investment and long term potential for increased shareholder value.

Our Community - We want to contribute to the community in which we are based to make it a better place for living, working and playing.



Our Sponsors - We want to offer commercially beneficial relationships, linked to a sense of pride, loyalty and friendship.

Our Suppliers - We will demand the best but reward quality, service and pride with loyalty and the potential for enduring relationships.

Our Customers - We will endeavour to make everyone whom does business with us, feel special, appreciated and valued.

1.2 **Club Ownership**

Mr Stephen Hayes owns 100% of the voting shares of Wycombe Wanderers Football Club Limited, which is run by a board of directors, two of which are nominated by the supporters of WWFC and are elected by the members of Wycombe Wanderers Trust Ltd.

All football league club directors are required to provide the football league with a declaration that they meet their "Fit and Proper Persons" test (details of which are available by contacting WWFC Club Secretary, Keith Allen on 01494 441589)

2.0 **Consultation and Information**

Policy Statement

WWFC is committed to ensuring that its customers are consulted and advised on all major policy issues.

WWFC will:

- Consult widely with supporters in forming its policies and engage with supporters with maturity and respect, e.g. via fans forum meetings, consultation with the Wycombe Wanderers Trust Ltd and through conducting market research programmes (questionnaires).
- Inform its supporters on a regular basis through media such as 'fans forums' and the clubs official website.
- Publicise its position on major policy issues in all relevant media such as the matchday programme, the clubs official website, local press and local radio.
- Consult with all shareholders in WWFC, supporters, customers, local authorities and other interested parties and grant all reasonable requests to meet with them as required if they so wish.
- Ensure that the earliest possible notice is given of any changes to fixture and ticketing arrangements and the reasons for these changes via all relevant media.
- Give due consideration to all feedback, comments and reasonable suggestions and implement changes where it is in the best interests of WWFC and/or its customers and supporters (see below- customer service, for all details of how to contact the club).

WWFC welcome and encourage supporters to come forward with suggestions as to how the club could improve.

Whilst it is not possible to solicit supporters' views on every topic, WWFC is committed to doing the right things, and employing the right people with the proper skill, in pursuance of achieving the short, medium and long-term goals of the club. In addition, those people will work in an atmosphere in which the views of supporters



are afforded consideration and respect.

3.0 Customer Service

Policy statement

Wycombe Wanderers Football Club is firmly committed to providing the highest standards of customer care and service to all our supporters and customers. Nevertheless we accept that on occasions these high standards may not be kept and that there may be cause for concern or complaint. WWFC welcomes both positive comments and suggestions and also constructive criticism and complaints.

WWFC acknowledges the right of every supporter and customer to be treated with the utmost courtesy and respect at all times.

Complaints and contact response procedure

- Contact may be made verbally, by telephone (01494 472100), by email at wwfc@wwfc.com, by fax (01494 527633), via the feedback form on the clubs official website at www.wwfc.com or in writing, addressed to Customer Services at Adams Park, Hillbottom Road, High Wycombe, Bucks, HP12 4HJ.
- In all cases the contact must include certain basic information, which will include the name and address of the customer together with a telephone number so that we can respond. All anonymous complaints or contacts will be investigated but obviously cannot be replied to.
- WWFC will endeavour to respond to any complaint or customer service contact within seven working days. If the problem takes longer than that to resolve we will keep the customer up to date with the progress made in solving it.
- In the event of remaining unsatisfied, WWFC encourages supporters and customers to contact Steve Hayes, the owner of WWFC, and who will be able to respond accordingly.

Steve Hayes can be contacted via email at: customerservice@wwfc.com and by marking the email for his attention, or by letter to: Mr Steve Hayes, Wycombe Wanderers Football Club Ltd, Adams Park, Hillbottom Road, Sands, High Wycombe, Bucks, HP12 4HJ.

If it is not possible to respond within 7 days, an acknowledgement will be sent and a detailed reply will follow.

WWFC is committed to responding to all enquiries via the same method used by the customer contacting the club unless requested otherwise, e.g. a telephone enquiry will be responded to via telephone unless there is a request for a written response.

In the event that the customer is still not satisfied with the response, they have the option of taking their complaint to the Football League. The Football League has a customer charter that states they aim to respond within 7 working days, and to resolve any justifiable complaints within 28 days.

The Football League's website can be found at www.football-league.co.uk and they can be contacted by:

- Emailing: fl@football-league.co.uk
- Telephone on: 0870 443 9222
- Fax on: 0870 442 1188; or



- Writing to The Football League, Customer Services, Edward VII Quay, Navigation Way, Preston, PR2 2YF

Finally, in the event of supporters not being satisfied with the response from the football league, they may take up their grievance to the Independent Football Ombudsman.

Further information about the Independent Football Ombudsman can be found at www.theifo.co.uk

4.0 **Football in the Community Activities**

Policy Statement

Wycombe Wanderers Football Club is passionate about its role in the local community and loyal to the action and promotion of football development. We are committed to further improving our wide range of activities including; training and coaching, participation of youth, educational initiatives and networking with local organisations and educational establishments.

The club endeavours to create the strongest possible links with all areas of the local community, regardless of age, sex or ethnic group.

Specific activities

The Wycombe Wanderers Community Trust organises the following activities throughout the year in various schools & venues within High Wycombe and the surrounding areas, reaching out as far as Windsor, Henley, Burnham, The Chalfont's and Aylesbury:-

After School Clubs - up to 75 sessions are delivered each week, coaching children from 5-12 football and multi sports activities

In-School Coaching - free coaching sessions offered to over 120 schools throughout the school year

Evening Venues – these coaching sessions, open to all boys & girls of all ages are run at various venues in all our areas

Holiday Courses – 1, 2 and 5 day football and multi sports courses are run throughout all school holidays

Saturday Morning Clubs - these coaching sessions, open to all boys & girls of all ages are run at various venues in all our areas

Tournaments – 3 major tournaments are run by WWFC each season. One specifically for Schools (48 teams), one for Girls teams (15 teams) and then club U7's, U8's, U9's & U10's tournament (80 teams)

Matchday Activities – Indoor activities are provided every matchday to enhance the matchday experience for our supporters. We offer mascot packages, matchday birthday parties, stadium tours and the opportunity to take Penalties on the pitch at half time.

Coach Education – Level 1 & 2 football coaching courses are offered



Birthday Parties – WWFC FA qualified coaches can be booked to run football themed birthday parties at a venue in our area

Local Initiatives – Wycombe Wanderers Community Trust are always looking for local community groups to partner with. They have successfully run projects reducing street crime & anti-social behaviour over the period of Ramadan, started a street soccer league giving young people the opportunity to play away from residential areas plus many others.

Wycombe Wanderers Community Trust has been nationally recognised for its efforts in engaging with the local community and will carry on delivering activities and sessions to engage all the diverse ethnic groups within Wycombe.

5.0 Merchandising

Policy Statement

WWFC will endeavour to ensure that all home replica strip designs shall have a minimum lifespan of two seasons and all away a minimum of one season. Alterations to these timeframes may arise in centenary years or due to kit manufacturers contractual licensing. The club carries out its obligations under Football League regulations to prevent price fixing in relation to the sale of the replica strip. We will offer exchanges or refunds on merchandise in accordance with our legal obligations.

Details of the next intended kit launch date will be available from the club shop at Adams Park.

The Club Shop in the Eden Shopping Centre, High Wycombe is open Monday to Saturday from 9.00am – 5.30pm

The Club Shop at Adams Park is open on regular Saturday home matchdays. Merchandise can also be purchased through mail order via the club shop catalogue, (call 01494 443085) or via the clubs website at: www.wwfc.com

6.0 Staff Conduct

Employees of WWFC and their representatives will deal with other supporters, customers and suppliers in a friendly efficient manner designed to enhance the image of WWFC in both local and national communities.

WWFC is dedicated to ensuring that its staff and their representatives conduct themselves in a manner befitting a professional football club and in accordance with the guidelines set out in the Club's anti-discrimination policy.

Customers who are unhappy with the conduct of any employee or their representative can initially ask to speak to the head of the department with which they are dealing. Also, please refer to the 'customer service' section above for details of how WWFC strive to deal with customer complaints.

7.0 Ticketing

Policy statement

WWFC strives to offer the best possible service and value for money accessing a wide audience. Our supporters are important to us and we are committed to catering



to the needs of our fans.

Our Ticket office opening hours are:

Monday to Friday 9.00am – 5.30pm
Week End Match Days 10am – Half time and then re-open after full time

For more information contact:

01494 441118

Or contact:

The Ticket Office
Adams Park
Hillbottom Road
High Wycombe
HP12 4HJ

Email: neil.peters@wwfc.com

Clarification of a Platinum Member:

For clarification, the term 'Platinum Member' replaces the formerly used term "Season Ticket Holder" and includes long-term Hospitality Box holders, members of the vice presidents and similar clubs.

Cup Competitions / Away Fixtures:

Where high demand is expected for a cup match, tickets will be offered to fans based on their attendance at Wycombe Wanderers games. This priority will operate as follows:

1. Home Tickets

- Platinum Members* (including seasonal packages) from the current season only
- Those who as determined by bookings on the WWFC ticket database have attended the highest number of home matches – the number will be determined depending on the fixture. Gold, Silver & Bronze members will be entered at the appropriate level.
- Those with the highest number of games attended. This includes home and away games as determined by the WWFC ticket database. The exact number of games required will be determined depending on the specific fixture.
- General Sale

2. Away Tickets

- Platinum Members* (including seasonal packages) from the current season only
- Tiered Members (Gold, Silver, Bronze & Blues Card Holders)
- Those who as determined by bookings on the WWFC ticket database have attended the highest number of away matches – the number will be determined depending on the fixture
- Those with the highest number of games attended. This includes home and away games as determined by WWFC ticket database. The exact number of games required will be determined depending on the specific fixture



- General Sale

* In the instance of an away play off semi final leg, initial priority will also be given to those supporters who have attended all recordable away games in that season.

Where Platinum Members outnumber the tickets available

Platinum Members from that season only who have attended the highest number of home (i.e. cup) and away games in that season. The exact number of games required will be determined depending on the specific fixture.

NOTE When a decision is taken regarding the number of matches required to obtain a ticket, an analysis of the ticketing database will be carried out to determine the cut off point which covers the number of tickets available.

Pricing

The club continues to strive for wider access to matches by offering a broad range of ticket prices. The Club endeavours, where possible, to ensure that under 16's, senior citizens (over 60's) and full-time students are encouraged to attend.

Returns/Refunds

The clubs policy on the return and distribution of unwanted tickets is NO REFUNDS. However, in exceptional circumstances refunds will be considered at the discretion of the ticket office staff.

If a match is postponed before kick-off, ticket holders who retain their tickets are entitled to free admission to the re-arranged game.

If a match is abandoned after kick off, all customers who retain tickets are entitled to half price admission to the re-arranged match.

Platinum Members are admitted F.O.C to any rearranged league games.

Upgrades

Requests to upgrade tickets will be treated sympathetically provided that space is available for the upgrade.

The upgrade will be charged at the difference in the match day ticket price between the held ticket and that of the requested ticket. E.g. An upgrade from an U16's ticket in an area of the ground that costs £14 to an adults ticket that costs £18 in the same area of the ground will be charged at £4.

Lost Tickets

In the instance that a Platinum Member should forget their Platinum Member card for a home league fixture, they will be issued a replacement thermal ticket at a charge of 50pence. Should Platinum Members lose or have their Platinum Member card stolen they will be expected to pay £5 for a replacement card.

Allocation



At least 20% of tickets to each home game will be made available to non season ticket holders.

Concessions

Concessionary prices are available to junior supporters (under 16's), senior citizens (60 years plus) and full time students (with a valid ID/NUS card).

Concessions to senior citizens are available to men and women at the same age.

Disabled Supporters

The club provides two areas of the ground specifically for wheelchair bound disabled supporters to sit alongside their able bodied companions.

The ticket office can be contacted for details of our disabled facilities and ticket allocation using the contact details and more information is also provided in the special disabled policy section.

Accommodating Away Supporters

- The club abides by Football League Regulations governing the allocation of tickets to visiting clubs.

- The club does not change 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 apply to supporters of a visiting club.

8.0 Stadium Parking

Access to the stadium car parks is via the main gates at the end of Hillbottom Road. The stadium has a hard-standing lower tier car park and a grass-banked upper tier car park, which is used for overflow parking on matchdays only.

The majority of car parking spaces available are allocated on a reserved basis for the whole season, the remaining spaces are issued by the Club on a match by match basis with some remaining available for sale on a matchday. The cost of parking at the stadium is £5.

9.0 Stewarding & First Aid

Our stewarding operation will at all times reflect the very best professional standards so that control of situations is maintained as they arise.

Training and development of our stewards is actively promoted in order that they gain the skills required to respond calmly and knowledgeably in any emergency

The safety and welfare of spectators, players and staff is a vital part of Wycombe Wanderers Football Club and our stewards have an indispensable role to play.

In accordance with the Guide to Safety at Sports Grounds ("Green Guide") and the Safety Certificate issued by Wycombe District Council, events at the Stadium require the attendance of Medical Services, Specifically:



First Aid Cover – First Aiders, to the ratio of 1 per 1000 spectators to a maximum of 20,000 spectators and then 1 per 2,000 to the maximum ground capacity.

Paramedic Cover – Events with between 5,000 and 25,000 spectators in attendance

- 1 x Ambulance Officer
- 1 x Ambulance Paramedic Crew
- 1 x Paramedic Ambulance

In the event of the expected crowd attendance being at capacity levels, these numbers may be reviewed and increased according with the “Green Guide”.

A skeleton First Aid service will be in attendance when the gates are opened for admission of the public, prior to a fixture.

10.0 Catering & Hospitality

WWFC prides itself in the quantity and quality of the catering provision at Adams Park.

An in-house team of chefs and kitchen staff provide first class catering to all our lounges and executive boxes.

Within the stadium, food kiosks are situated in every corner of the ground as well as in the concourse. All kiosks serve a wide variety of high standard, good value food and drink.

Our hospitality and commercial packages represent excellent value for money and we are committed to being able to tailor packages to suit the needs of all of our customers. For more information about our matchday hospitality options, please contact the Commercial Team on 01494 455705.

11.0 Loyalty and Membership Schemes

What is The Blues Card?

The Blues Card is a stadium access control system used to increase stadium security and information about our supporters at the club. The Blues Card replaces Season The Blues Card is also a loyalty/membership card that you the supporters can use to collect points on merchandise purchased at the Club Shop, selected home match tickets and at selected retailers, online and in the high street. You can then use these points to pay for Club merchandise, season tickets or match tickets at Wycombe Wanderers FC. The idea of the loyalty scheme is to lower the cost of the supporter's football experience and reward our supporters with money off orders.

Prices are: £5.00 Adults
 £2.50 Concessions

To get your Blues Card call the ticket office on 01494 441118 or apply online via www.wafc.com

For season 2011/12 the Club have also introduced a Tiered Membership Scheme, allowing access to 12, 9 or 3 games of your choice throughout the season. See www.wafc.com for more details.



12.0 Kit Wear

WWFC commit to the first team wearing the home kit (quarters) at all opportunities where the kit does not clash with that of the opposition. The ultimate decision on which kit to wear will remain with the Football Team Manager.

13.0 Data Protection

WWFC comply with The Data Protection Act 1998 and all other relevant legislation. All personal data is held, stored and disposed of securely and the data is only used for WWFC marketing purposes. WWFC is committed to not sharing data held on its systems with 3rd parties.

14.0 Good Causes

Each season the Football League nominate a Charity of the Year. WWFC commits to providing fundraising assistance to this charity for the duration of the Football Season.

Occasionally the Club may choose to adopt their own Charity of the Year. Full details on this can be found on www.wwfc.com