

Wycombe Wanderers Football Club

Customer Charter

2018

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1 Introduction

Wycombe Wanderers Football Club (“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 English Football League (“EFL”) Clubs are required to publish a customer charter according to Clause 20 of the regulations of the EFL. Such is our culture we go much further than the league’s 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 WWFC is to create a successful 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.

Vision, Mission & Values

VISION

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

MISSION

To create a successful football 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 Trust Members - We provide a pride in investment and long term potential for increased value of the club.

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 Partners- 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.

Club Ownership

100% of the voting shares of WWFC are owned by Wycombe Wanderers Trust (“The Trust”). The club is run by a board of directors, elected by The Trust. All EFL club directors and owners are required to provide the EFL with an annual declaration that they meet their “Owners and Directors” test (details of which are available by contacting WWFC club secretary on 01494 472100)

2 Consultations and Information

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

WWFC and the Trust 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 Trust and through conducting market research programmes (questionnaires).
- Inform its supporters on a regular basis through media such as fans forums and the club's official website, Facebook and Twitter accounts.
- Publicise its position on major policy issues in all relevant media such as the matchday programme, the club's official website, local press and local radio.
- Consult with all stakeholders 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 welcomes and encourages 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 skills, in pursuance of the Club achieving the vision, mission and values, as stated above.

3 Customer Service

WWFC 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 positive comments, 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 441589), via the feedback form on the club's official website at www.wwfc.com or in writing, addressed to Customer Services at Adams Park, Hillbottom Road, Sands, 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 for obvious reasons 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 the Supporters Liaison Officer Matt Cecil, who will be able to respond accordingly. Matt can be contacted via email at matt.cecil@wwfc.com or by letter to: Matt Cecil, Supporter Liaison Officer, Wycombe Wanderers Football Club, Adams Park, Hillbottom Road, High Wycombe, Bucks, HP12 4HJ.

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 of supporters not being satisfied with the response from WWFC they can seek guidance and assistance from the Supporter Services Department at the EFL but may take up their grievance with the Independent Football Ombudsman, using the following contact details:

The Independent Football Ombudsman
Suite 49, 33 Great George Street
Leeds
LS1 3AJ
contact@theifo.co.uk
0800 588 4066

The IFO Complaints Procedure document is available on the IFO website at www.theifo.co.uk

4 Merchandising

WWFC will endeavour to ensure that all replica strip designs shall have a minimum lifespan of two seasons. Alterations to these timeframes may arise in centenary years or due to kit manufacturers contractual licensing. The club carries out its obligations under EFL 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.

The club shop at Adams Park is open Monday, Tuesday, Thursday and Friday, as a minimum, from 1000hrs to 1700hrs and on Saturday home match days from 10am. Merchandise enquiries can be made by phone on 01494 472100 or via the club's official website www.wwfc.com

5 Kit Wear

WWFC commit to the first team wearing the first-choice kit 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 Referee and / or football team manager.

6 Staff Conduct

Employees of WWFC and their representatives will deal with other supporters, customers and suppliers in a friendly efficient manner 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 in the Club's Staff Handbook. 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 Inclusion and Anti-discrimination

Wycombe Wanderers Football Club is committed to providing an enjoyable experience for all supporters and hold inclusion and anti-discrimination at the core of our values. We are committed to creating an environment which welcomes and respects people from all communities, promoting equality and diversity at Adams Park and its associated premises. As a club we recognise the nine protected characteristics (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex and sexual orientation) under the Equality Act 2010 and will play an active role in supporting inclusion and putting an end to discrimination.

You can find our mission statement for inclusion and anti-discrimination on the Club`s website, wwfc.com Supporters can also play an important part in the fight against discrimination on a matchday. Each matchday programme details specific numbers and confidential text services for fans to report discriminatory chanting or anti-social behaviour.

8 Ticketing

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.

Ticket office opening hours are:

Monday, Tuesday, Thursday and Friday 1000hrs to 1700hrs

Weekend match days 1000hrs to 1500hrs and then re-open after full- time, with phone lines open from 1000hrs to 1200hrs on a Saturday game. For more information contact:

Contact details:

01494 441118

Ticket Office

Adams Park

Hillbottom Road

High Wycombe

HP12 4HJ

Email: tickets@wwfc.com

*“Season Ticket Holder” includes long-term hospitality box holders and members of the vice presidents and similar clubs.

Cup Competitions

Where high demand is expected for a cup match, tickets will be offered to fans based on a priority scheme which will operate as follows:

- i. Season Ticket Holders* for the current season
- ii. Half Season Ticket Holders or other Season Ticket concessions holders, 500 Club members
- iii. Season Ticket Holders, Half Season Ticket Holders or other Season Ticket concessions holders, 500 Club members can buy two tickets
- iv. General Sale

In games of which the away end is restricted to 2000 or less, where high demand is expected for a cup match, tickets will be offered to fans based on a priority scheme which will operate as follows:

Where high demand is expected for a cup match, tickets will be offered to fans based on a priority scheme which will operate as follows:

- i. Season Ticket Holders* for the current season attending four away games or more
- ii. Season Ticket Holders* for the current season
- iii. Half Season Ticket Holders or other Season Ticket concessions holders, 500 Club members
- iv. Season Ticket Holders, Half Season Ticket Holders or other Season Ticket concessions holders, 500 Club members can buy 2 tickets
- v. 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 Season Ticket Holders outnumber the tickets available, Season Ticket Holders 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, an analysis of the ticketing database will be carried out to determine the cut-off point which covers the number of tickets available.

The maximum number of tickets per booking will be determined depending on the fixture.

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 18's, senior citizens (over 60s) and young adults are encouraged to attend.

Ticket Returns/Refunds

No refund will be given on any match ticket unless it is received by Wycombe Wanderers FC no later than 7 days prior to the match. Only match tickets for matches at Adams Park are available to be refunded by Wycombe Wanderers Football Club.

Postponed and Abandoned Matches

If the game is postponed or abandoned before or during half time, tickets for that match, on return of the match ticket to the ticket office, can be refunded in full or be exchanged for the rearranged fixture.

Refunds can be arranged by presenting the match ticket to the ticket office and will be issued once the date of the rearranged fixture is known.

If a match is abandoned after half time, tickets will not be valid for the rearranged fixture and no refunds will be issued.

Upgrades

Requests to upgrade tickets will be treated sympathetically provided that space is available. The upgrade will be charged at the difference in the matchday ticket price between the held ticket and that of the requested ticket. E.g. an upgrade from an U18's ticket in an area of the ground that costs £14 to an adult ticket that costs £18 in the same area of the ground will be charged at £4. All upgrades must be done by 5pm Friday before the game.

Lost Tickets

In the instance that a Season Ticket Holder should forget their Season Ticket for a home league fixture, they will be issued a replacement paper ticket at a charge of £1. Should Season Ticket Holders lose or have their Season Ticket stolen, a £5 fee will be charged for a replacement.

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 under 12s free of charge (charges may apply elsewhere in the Stadium), junior supporters (13-18), senior citizens (60 years plus) and young adults (19-25). 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 EFL 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 apply to supporters of a visiting club.

9 Stadium Parking

Access to the stadium car park is via the main gates on 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 match days only. Parking may become limited in the Upper Tier Car Park due to bad weather. The majority of car parking spaces available are allocated on a reserved basis, the remaining spaces are issued by the club on a match-by-match basis with some remaining available for sale on matchday. The cost of parking at the stadium starts from £5

Disabled Blue Card holders must pre-register with the Club. The Club provides 15 spaces for such disabled supporters on a first come first served basis. Thereafter, spaces can either be pre-booked by both home and away fans, in which case the space must be occupied at least one hour prior to kick off, or the vehicle will be accommodated if spaces exist, and will be charged at the standard rate. The Club will also offer season long bookings. In all cases, the vehicle must display a blue card and the card holder must be present in the vehicle.

10 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 WWFC 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 Bucks County Council, events at the Stadium require the attendance of Medical Services, specifically:

For attendances below 2,000:

The Club will provide 1 first aider per 1,000 spectators

A doctor, not necessarily a Crowd Doctor, will be in attendance

For attendances between 2,000 and 5,000:

A Crowd Doctor, qualified and experienced in pre-hospital immediate care. The Club will ensure that the Club Doctor is at the Stadium prior to supporters being admitted and will remain in position until all spectators have left.

St. John Ambulance personnel and vehicle(s), as defined in the Combined Services Emergency Plan (CSEP).

The Club will provide 1 first aider per 1,000 spectators.

For attendances above 5,000:

Crowd Doctor, qualified as above

Paramedic crew with ambulance

St. John Ambulance personnel and vehicle(s), as defined in the CSEP

A dedicated professional first aid support at the Control Room

The Club will provide 1 first aider per 1,000 spectators

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.

11 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 of our lounges and executive boxes. Within the stadium, food kiosks are situated in every corner of the ground as well as on 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 455766.

WWFC will comply with all relevant licencing laws including, but not limited to, the FA, UEFA and FIFA, dependent upon the fixture being staged at Adams Park.

12 Wycombe Wanderers Sports & Education Trust (WWSET) Activities

WWSET is the charitable arm of WWFC and shares WWFC's passion about its role in the local community and is committed to the action and promotion of football development. We are also 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.

Wycombe Wanderers Sports and Education 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.

WWSET's current vision, mission, aims and objectives can be viewed at www.wwset.co.uk

13 Good Causes

Each season the EFL nominates 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 partners. [The club's charity policy can be found at wwfc.com.](http://wwfc.com)

14 Data Protection

WWFC complies 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.