



# Customer Charter 2019/2020

## WHO ARE YA?

- The vision of the club is to develop a sustainable business model that encompasses an attractive attacking style of football for our supporters, club and city to be proud of.
- Peterborough United runs with a Whole Club Philosophy as a core element of its business across all departments of the football club, including Football, Administration and Matchday Staff.
- Peterborough United are aiming to establish themselves as a Championship club, and a return to that league is our short-term objective.
- Whilst striving for promotion we are aiming to develop both The Weston Homes Stadium and the Mick George Training Academy to support the long-term aim of the fixed contractual opportunity to purchase the stadium from Peterborough City Council. This enhancement of the club's status will ultimately increase our average annual attendance, which will aim to reach the capacity of The Weston Homes Stadium.
- The football club also seeks to embed a sustainable Community & Charitable, Corporate Social Responsibility ethic via the Peterborough United Foundation.
- The development and recruitment of young, hungry, ambitious footballers runs throughout our First Team and Academy, culminating in a player pathway into the first team for players who have been brought up within the Club's Football Philosophy.
- Peterborough United will continually strive to develop players to a world class level that will see them gain international recognition for their respective national teams.
- This will take place whilst we continually have an open mind towards the changes and challenges that are on-going within the modern day game and the football industry.

## CUSTOMER SERVICE

### Complaints Procedure

Initial contact regarding any query or complaint should in the first instance be made to the head of the appropriate department. However, should the customer not be satisfied after so doing they may wish to address the designated customer charter contact at the Club, this is: -

Bob Symns (Chief Executive Officer)  
Telephone: Peterborough (01733) 563947  
E-mail: [bob.symns@theposh.com](mailto:bob.symns@theposh.com)

Peterborough United Football Club  
The Weston Homes Stadium, London Road, Peterborough, PE2 8AL

Contact initially must be made by email or letter via the details above.

### Response

The Club undertakes to respond to any equitable contact from any customer, normally within a maximum of seven working days. Every effort will be made to respond as soon as possible and particularly so if the nature of any communication warrants an urgent or early reply.

Response may be by telephone, letter or e-mail as deemed appropriate.

Please be aware that not all written and/or verbal communication reach their intended destination due to technical, human error or distribution anomalies.

If the supporter or customer remains unhappy they can refer the matter directly to The Independent Football Ombudsman (IFO) using the following details:

The Independent Football Ombudsman  
Suite 49, 57 Great George Street, Leeds, LS1 3AJ  
Telephone: 0800 588 4066

### Liability

The Football Club is not liable for any loss, damage or injury sustained or incurred (howsoever arising) by any individuals or groups of individuals whilst on Club premises.

### Staff Conduct

The Club undertakes to communicate with its customers in a courteous and helpful manner. We would appreciate details of any breach of this policy.

Furthermore the Club operates an Equality Policy, an Anti-Discrimination Policy that lays out its commitment to eliminate all discriminatory behaviour and the Club recognises its responsibility to the safety and well-being of children and young persons who participate in the Football in the Community scheme's activities. The Club has adopted a formal Child Protection Policy and ensures that all personnel adhere to it accordingly.

## CONSULTATION & INFORMATION

The Club consults supporters through various official and independent bodies chaired by the Chief Executive Officer Bob Symns.

Peterborough United, uniquely, have appointed an independent SLO (Supporters' Liaison Officer) to help improve communications and ensure proper and constructive discourse between the supporters and the football club.

In addition, where appropriate, supporter's views are periodically solicited via the Club's official matchday programme, the issue of questionnaires and leaflets, invitation through local newspaper and radio broadcasts and occasional forums.

The Club publishes its position on major policy issues via the official matchday programme as well as on its web site and in press releases and agreed articles in the local media.

Importantly, the Club meets with the independent SLO and representatives of the following supporter groups on the first Monday of every month (where possible) to develop dialogue and exchange information and ideas:

- foreverposh
- The Posh Supporters' Trust
- PISA 2000

Supporters who do not belong to any of these organisations are welcome to contact the independent SLO by email on [fans@theposh.com](mailto:fans@theposh.com)

The Club will give the earliest possible notice of any changes and offers in respect of ticketing policy and prices and endeavours to publicise any such changes via a wide variety of means including the local media.

The Club undertakes research on the design and issue of new strips. Wherever possible and appropriate this will include soliciting input from official and independent supporter groups and the general public also.

The Club continues to consult with Peterborough City Council, Sponsors, local Charity and Community organisations and other interested parties.

## Stewarding, Crowd Control & First Aid

Peterborough United have introduced a continual assessment programme for stewarding and first aid personnel which will be carried out by the Stewards' Training Officer and Assessors. In the event of developmental needs being identified appropriate training, instruction and/or courses will be undertaken.

## Banning Procedure & Appeal Process

Peterborough United Football Club has the right to ban any supporter or other person from The Weston Homes Stadium at the discretion of the Club. Bans will be considered, with consultation with the local authorities, in the event of major breaches of ground regulations, proof of football-related offences of a serious nature committed elsewhere, and any other circumstances that are likely to bring the reputation of Peterborough United into disrepute.

Any person made subject to a Club ban will have the right to appeal to a committee of arbitration comprising of a Club Director and/or a senior member of the appropriate department.

At the end of each season, the Club will provide to the EFL in confidence, a

summary of club bans imposed that season, which will include; the number of supporters receiving club bans, the duration of these bans, the offences for which they were imposed, the number of initial meetings with supporters held, the number of supporters who have used the appeal process and the number of successful and unsuccessful appeals.

In the event of any proposed changes to Club policy, early notice of the proposed changes will be published to enable those with concerns to express their views before a final decision to change major policy is finalised.

## Environmental Policy

Peterborough United recognises that our operations may have an impact on the environment. The Club is committed to taking steps where practicable to minimise any adverse impact that the club, staff and fans may have on the environment.

## TICKETING

### Pricing

The Club continues to strive for wider access to matches by offering a broad range of ticket prices, initiatives and offers. Such prices and offers will be subject to periodic change and are available at the sole discretion of the Club.

### Matchday Tickets

A full list of our match day pricing structure can be found at [www.theposh.com](http://www.theposh.com)

### Away Matches

The Club will publicise the fullest information available, as supplied by the host Club. Please note that the host Club sets ticket prices and availability at away League matches. Peterborough United have no input into this issue.

### Allocation

At least 10% of tickets to each game will be made available to non season ticket holders.

### Upgrading Tickets

Should you require someone else to use your season smart card on a match day and their price class is different to that of your season ticket, you may be required to pay the difference in price as an upgrade which can be obtained from the ticket office.

### Concessions

Concessionary prices are available to junior supporters, students in full-time education and senior citizens. Details of such schemes are available on the Club's website. The Club reserves the right to insist upon 'proof of age' in respect of reduced admission prices. In particular, access to very low rates of admission may require 'proof of age' by means of identification bearing date of birth and a current photograph.

### Card/Ticket Replacement

In the event of a lost smartcard on a match day, a replacement match day ticket will be issued (on proof of ID) for a non-refundable admin fee of £10 at the ticket office. A replacement smartcard will only be issued on a non-match day for a non-refundable fee of £10. The club will reprint, at the discretion of the ticket office, any lost match day tickets, subject to proof of identity.

### Disabled Spectators

The Club has designated wheelchair areas and allows a carer free entry for disabled persons (subject to availability). For details contact the Ticket Office on (01733) 563947.

### Family Groups and Junior Supporters

The Club provides an area of the ground for the use of family groups and junior supporters. The area given over for this purpose is The BGL Family Stand (South).

### Cup Competitions

Ticket prices for cup competitions vary and will be based on the competition rules and stage of that competition, the nature of the opposition and other variable circumstances. Should the availability of tickets be limited due to potential demand, full details of allocation and availability will be well publicised in advance of the game.

### Catering & Hospitality

Hospitality is available for all home fixtures and full details can be obtained by calling 01733 563947, emailing [hospitality@theposh.com](mailto:hospitality@theposh.com), or visiting [www.theposh.com](http://www.theposh.com).

### Returns/Refunds/Abandonment

The Club's policy on the return and distribution of unwanted tickets is as follows:

- Refunds on tickets are given at the discretion of the Club.
- The Club will not make a refund in respect of any unwanted or unused ticket returned to the Club after the match for which it has been issued.
- If a match is postponed before kick-off, tickets issued will be valid for the rearranged fixture. Alternatively the Club may, at its discretion, refund the face value of the ticket.
- If a game is abandoned after spectators have been admitted to the stadium but before the game has kicked off, admission to the rearranged game (on production of the original ticket stub) or a total refund up to 48 hours before that match will be offered. A fair and reasonable decision will be made on refunds or admission prices based on the individual circumstances when a home game is abandoned after the kick-off and taking into account the rules of the football authorities pertaining to abandoned matches.

### Accommodating Away Supporters

The Club abides by EFL Regulations governing the allocation of tickets to visiting clubs. The Club does not charge admission prices (subject to League initiatives) 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 and junior supporters apply to supporters of a visiting club.

## COMMERCIAL & MARKETING ACTIVITY

The Peterborough United Commercial Team pride themselves on excellent service and reputation. Wherever possible the Club will seek to gather quotes locally and endeavour to work with local businesses. We will not send unsolicited one-to-one (direct) marketing email and/or SMS communications unless they comply with the rules of GDPR and PECR and related guidance. Direct marketing covers the promotion of aims and ideals as well as the sale of products and services. We will not send or instigate the sending of one-to-one commercial communications to any customer using data obtained in breach of data protection and/or privacy legislation.

## DATA PROTECTION (GDPR)

Peterborough United takes the privacy of all its supporters, customers and website users very seriously, whilst taking great care to protect your information. Our privacy policy explains what information we collect about you, how we may use it, and, the steps we take to ensure that it is kept secure. It also explains your rights and how to contact us. To view our policies on GDPR, visit [www.theposh.com/club/gdpr](http://www.theposh.com/club/gdpr)

## EFL INITIATIVES

The Club fully recognises and supports the following EFL Initiatives; 'Enjoy The Match', 'Respect The Ref', 'Fans of the Future', 'Show Racism The Red Card', 'Family Excellence Status' and 'Kick It Out'.

## STADIUM

### Car Parking

There is no public car parking available at the stadium. However, council operated car parks can be found diagonally opposite to the stadium, adjacent to the town bridge.

## Ground Regulations

Entry into The Weston Homes Stadium shall constitute acceptance of the Ground Regulations. Full ground regulations can be found outside the stadium and online at [www.theposh.com](http://www.theposh.com)

## No Smoking Policy

The Club operates a 'No-Smoking' Policy (including Electronic Cigarettes) within the stadium in accordance with government laws. All bars, restaurants and stands (both seating and standing) are strictly no-smoking areas. Those persons attending matches in 'no-smoking' areas will be required to adhere to this policy.

The Club provide designated smoking areas within the grounds which are clearly marked by signs. These are:

- 1) Behind the BGL Family South Stand.
- 2) Behind the Weston Homes London Road Terrace.
- 3) In each Main Stand fan zone.
- 4) Each end of the Motorpoint Stand.

The Club provide wall-mounted ash boxes for the purpose of stubbing out cigarettes or cigars safely, before entering the no-smoking areas.

No Smoking signs are placed around the stadium and stewards will enforce the policy on match days.

## MERCHANDISE

The Club endeavours to ensure that all replica strips are retained as long as possible. However, this may not always be possible and changes after one season may be deemed necessary. Factors involved, but not limited to, include the change of main sponsors and kit suppliers. Details of the next intended change of kit will be made available and well publicised at the earliest possible date.

The Club carries out its obligations under EFL Regulations to prevent price fixing in relation to the sale of replica strip. The Club offers refunds on merchandise in accordance with its legal obligations and in accordance with its stated policy, which is posted in the Club shop.

## DIGITAL CHANNELS

We aim to provide a trusted and all-encompassing service across our digital media platforms that offers the most up-to-date and reliable Peterborough United content directly to the homes and devices of our supporters across the UK and beyond. The Club will continuously strive to provide an improved level of interaction on social media, in particular on Facebook and Twitter, which has been key in improving the ease with which Posh supporters can share their views with the Club on topics and issues that are important to them, which has allowed the Club to enhance two-way dialogue with its supporters and respond more effectively.

## NOMINATED CHARITIES

Due to unprecedented demand for external charitable support the Club has decided to nominate and work exclusively with two registered charities and their local branches.

The Club will review the nominated charities each season and understand any disappointment felt by other fundraisers. The Club does not make monetary donations and as previously mentioned above, due to the high number of requests, the Club does not support personal enquiries for signed merchandise.

## IN THE COMMUNITY & CORPORATE SOCIAL RESPONSIBILITY

Peterborough United Football Club are heavily committed to instigating and supporting initiatives through its charitable trust, the Peterborough United Foundation, by providing a range of community activities throughout Peterborough and its surrounding towns and districts. For more information visit [www.theposhfoundation.com](http://www.theposhfoundation.com)

The Club remains totally committed to grass roots football participation, training and coaching providing activity for players from four years old up to adults.

We ensure that all those who participate in any activity will receive the same high standard of coaching, tuition and professionalism irrespective of age, sex, ethnic background or ability. All of our activities are delivered by FA qualified coaches and all staff working unsupervised with children have completed an enhanced level DBS check. Further information in regard to these projects can be found on the club website.

## INCLUSION & ANTI-DISCRIMINATION POLICY

Peterborough United Football Club is committed to confront and eliminate discrimination whether by reason of race, nationality, ethnic origin, colour, religion, disability, sex or sexual orientation.

Peterborough United Football Club is an equal opportunities employer. It is committed to equal opportunity within its own organisation and to encourage similar commitment from every organisation with which we have business or social dealings.

Equality of opportunity at Peterborough United Football Club means that in none of its activities will it discriminate against, or in any way treat less favourably, any person on grounds of sex, sexual orientation, race, nationality, ethnic origin, colour, religion or disability. This includes:

- The advertisement of jobs
- Job location or working environment
- Pay and employment terms and conditions
- Internal training and development activities
- External education activities and awards
- The opportunity to take part in club activities

Peterborough United Football Club will not tolerate sexual or racially based harassment or other discriminatory behaviour, whether physical or verbal, and will work to ensure that such behaviour is met with appropriate disciplinary behaviour in whatever context it occurs.

Peterborough United Football Club supports the Football Association and other football bodies in their commitment to develop on-going training and awareness-raising events and activities in order to promote the eradication of discrimination.

Peterborough United Football Club will not tolerate the use of racist language or behaviour inside or outside The Weston Homes Stadium. Whether home or visiting supporters are responsible, the Club will take action, through the Courts if necessary, to eliminate such unacceptable behaviour. Any person found using such language or behaviour will be banned by the Club, will be liable for arrest and the Club will support any prosecution.

The senior inclusion and anti-discrimination contact at the football club is Liz Elsom on 01733 563947.

## SAFEGUARDING CHILDREN

Peterborough United Football Club acknowledges its responsibility to safeguard the welfare of every child and young person who has been entrusted to its care and is committed to working to provide a safe environment for all members. A child or young person is anyone under the age of 18 engaged in any club football activity. We subscribe to The Football Association's (The FA) Safeguarding Children - Policy and Procedures and endorse and adopt the Policy Statement contained in that document.

For the our full safeguarding children policy please visit [www.theposh.com](http://www.theposh.com)

## Bob Symns

Chief Executive Officer, June 2019