

# CUSTOMER CHARTER

**Gillingham Football Club is committed to providing a high quality of service to all our customers together with maintaining and enhancing its relationship with the local community.**

## **WE WILL RESPOND TO ALL ENQUIRIES AND COMPLAINTS PROMPTLY**

Customers should direct all their questions, feedback, or complaints to [enquires@priestfield.com](mailto:enquires@priestfield.com) with all relevant staff ensuring that all issues are dealt with promptly and efficiently.

Where required, the club will acknowledge receipt of any contact from a customer within three working days. The club responds by telephone, e-mail, and/or by letter. If a written response is requested, a written response will be supplied.

Where a written response is requested, the club will endeavour to do so within 10 working days. The club may require up to 21 days responding if it is necessary to devote more time to an investigation. The club does not respond to correspondence and/or complaints by mail unless the name and address of the sender is provided.

If the customer feels that they are less than satisfied with the service, they receive they should direct their complaints to the below employees.

Disability Liaison Officer: **Ben Reeves**  
Telephone: **01634 300000**  
Email: **enquires@priestfield.com**

Under the ADR system, supporters can refer any complaints straight from club to IFO stage, removing the requirement for a formal governing body stage.

**Independent Football Ombudsman: [www.theifo.co.uk](http://www.theifo.co.uk)**

**Independent Football Ombudsman**  
**IFO, Premier House,**  
**1-5 Argyle Way,**  
**Stevenage**  
**SG1 2AD**

Furthermore, under the Government's recent Expert Working Group (EWG) Supporter Ownership and Engagement discussions, we will hold at least two fan forums per seasons, to which supporters (and/or representatives) will be invited to discuss significant issues relating to the Club.

Our supporter liaison officer and relevant members of senior staff will be present at such meetings; information on dates, locations and how to obtain entry into the meetings will be published on the club website and GFC social media channels in advance of the fan forums.

For more information on the fan forums, contact Ben Reeves on [enquires@priestfield.com](mailto:enquires@priestfield.com).

We also encourage interactive engagement through social media and any fan feedback is encouraged via our social media channels:

Twitter - **@TheGillsFC**  
Facebook - **Gillingham Football Club Official**  
Instagram – **gfcofficial**  
YouTube - **GFCofficial**

## **WE WILL BE COURTEOUS, HELPFUL AND WELL-INFORMED**

The club expects its staff, stewards, and representatives to be courteous, helpful, and well informed. Any person who feels that any of the club's personnel are failing to meet the standards they would reasonably expect should notify the club as above.

The club will monitor the telephone system, official website, and official Social Media Channels regularly to ensure that all information provided is current, fully updated and working efficiently.

## **WE WILL MAKE PRIESTFIELD STADIUM A WELCOME PLACE FOR EVERYONE**

The Club is striving to make Priestfield Stadium accessible to all members of the community and in doing so comply with the Equality Act 2010.

To this end the club offers:

A pricing strategy to meet the needs of all individuals by means of a range of ticket prices.

Concessions on match day tickets for Senior (65+) supporters, Young Adults (18-21) and Junior (Under 18 and Under 14) Supporters

Also, Season tickets payable by instalments through the club, with no added interest.

An equal opportunities policy - The club will not discriminate against any person on grounds of sex, sexual orientation, race, nationality, ethnic origin, colour, religion, or disability.

Gillingham Football Club operates a no smoking policy throughout the stadium.

## **WE WILL BE FAIR IN SELLING TICKETS**

For home matches the club will sell tickets in the following order of priority, subject to availability. Discretion will be applied to the number of tickets available to each applicant.

1. Season Ticket Holders
2. General Sale

Ticketing details for cup competitions will be announced via the official website, official social media channels, local press, and other media outlets, once agreed by the two clubs.

## **MATCH ABANDONMENT/POSTPONEMENT POLICY**

In the event of the postponement of a Match before you have entered the Ground and before kick-off, the Ticket will be valid for the rearranged playing of the Match.

Where a Match is postponed after you have entered the Ground, but before the Match has kicked-off, entry to the Ground for the re-arranged Match shall only be permitted on presentation of the ticket and subject to compliance with any other requirements announced by Gillingham Football Club at the time.

If the Match is played 'behind closed doors' or the postponed or abandoned Match is: (i) not re-arranged; or (ii) the Ticket holder is unable to attend the rearranged Match, the Ticket holder will be entitled to a reallocation of the ticket to a home league fixture of the season that the fixture in mention is played. The procedure for such, will be announced by Gillingham Football Club

## **WE WILL WORK TO BUILD OUR RELATIONSHIPS WITHIN THE LOCAL COMMUNITY**

Gillingham Football Club are committed to delivering a range of opportunities and activities for local clubs, school, and communities for the coming season.

Our work with local schools will continue to expand, working within curriculum time, after school sessions and holiday courses. Schools will be invited to visit the club and opportunities to watch first team games will be available.

## **WE WILL BE FAIR TO VISITING SUPPORTERS**

The club abides by Football Association and EFL rules governing the allocation of tickets to visiting clubs.

## **CATERING**

All retail, hospitality and event catering at Priestfield Stadium are provided by Gillingham Football Club.

## **WE WILL NOT EXPLOIT BUYERS OF OUR MERCHANDISE**

Replica kit has a life span of a minimum of one season. The club is committed to ensuring a competitive price for all replica kit and not entering into price fixing in relation to the sale of replica kits.

The club will communicate with supporters regarding future replica kit designs and prospective launch dates.

The club offers refunds on merchandise in accordance with its legal obligations under the Consumer Rights Act 2015.

## **WE WILL CONSULT OUR SUPPORTERS AND STAKEHOLDERS**

Gillingham Football Club will publicise its policies and initiatives on the official website, official social media channels and through the local press and media outlets.

The club will arrange to consult with sponsors, the local authority, residents' groups, and other interested parties, where appropriate.

Under the ADR system, supporters can refer any complaints straight from club to IFO stage, removing the requirement for a formal governing body stage. We will seek representation from supporter groups and host two meetings per season, to which the club's supporters (or representatives) are to be invited to discuss significant issues relating to the club.

The club will give early notice of any changes to its ticketing policy and the reasons for those changes.

## **COMMERCIAL/MARKETING**

The club deals with all sponsorship and commercial enquiries in house and can be contacted via sales@priestfield.com

Our Marketing and Communications department is run by Phill Catterick; all important news will be communicated via the club's official website and official social media channels.

## **DATA PROTECTION**

Any personal information supporters give to us will be processed in accordance with the UK Data Protection Act 1998.

Any sensitive information is stored in secure, locked areas. We do not hold credit card information on site.

## **PARKING POLICY**

This is restricted to roads surrounding the stadium, but visiting supporters should note that many nearby roads are for permit holders only.

Chicago Avenue and the bottom end of Sunnymead Avenue are both free for parking use.

Woodlands Primary School has offered the use of its car parks for supporters' use. This is private land which is owned and securitised by Woodlands Primary School. Its 70 spaces will be available on a first-come, first-served basis at £5 each (CARD ONLY) from 1.00pm for every Saturday fixture and 6.00pm for mid-week fixtures throughout the season. Please note that the car park is not available outside of the football season and anyone parking there over the summer is liable to find their car locked inside the school.

Woodland Primary School Staff will be on hand to assist with the arrangements and will be locking the gates at 6.00pm for Saturday fixtures and 10.00pm for mid-week fixtures.

## **SAFEGUARDING**

The club believes that the general well-being and welfare of all children, young persons and adults at risk who are involved with the Club in any way, is of paramount importance.

Gillingham FC staff are role models and are in a unique position of influence and must adhere to behaviour that sets a good example to all within the club. adhere to behaviour that sets a good example to all within the club.

Therefore, the Club will provide a safe setting for any child or young person under the age of 18 or an adult at risk. It encourages best practice in

safeguarding children and adults at risk matter in spirit or partnership and openness with all children, adults at risk, their families, and local agencies.

The Club will promote good outcomes in terms of health, development and educational achievement alongside football and sporting excellence. It will encourage everyone working for the club to recognise the significance of ethnic and cultural diversity.

Safeguarding is the responsibility of everyone who has contact with children, young people, and vulnerable groups, we provide a positive environment, enjoyable experiences and to protect from harm. The Club safeguarding policy provides details of different types of abuse, guidance on identifying issues and procedures and support for use by staff and volunteers.

Mandatory legislation and best practice underpin the activities which are available at the Club and this policy will help to ensure that responses to activities and issues are consistent considering local authority guidance law and individual needs across our community.

The Safeguarding and Safeguarding Adults policies will be evaluated and reviewed annually and will be subject to Board approval to ensure they remain in line with statutory guidance and relevant to the work of the organisation. All other policies and procedures are reviewed regularly to ensure they are in line with current guidance and good practice.

As a member of the community, each employee has an individual responsibility to maintain their reputation and reputation of the club.

## **ENVIRONMENTAL POLICY**

Gillingham Football Club is dedicated to minimising the environmental impacts of our activities.

To ensure we will fulfil our commitment we will continue to embrace initiatives and technologies that will reduce our environmental impact whenever possible. We will work towards improving efficiency and sustainability within the club at all levels and encourages employees, suppliers and partners to do the same.

## **DEALING WITH UNACCEPTABLE BEHAVIOUR**

Gillingham Football Club is committed to providing a positive atmosphere allowing all fans to enjoy the match. We publish copies of the EFL Ground Regulations at all entrances, and it is a condition of entry to the ground that spectators will adhere to these rules.

Any breach of ground regulations could result in the offender being ejected from the ground.

In all but the most serious cases the individual will be warned and given an opportunity to modify their behaviour. If the behaviour continues, then the person may be removed from the ground. If the breach of regulations is also a

Criminal offence, then we will call the police to deal with the offender once they have been removed from the stand.

The circumstances surrounding any ejection will be considered by the club. Serious breaches are likely to result in an extended ban. Less serious matters would normally attract a ban of between 1-5 home games depending on the nature of the incident. There will not be any recompense for season ticket holders who miss games as a result of being banned from the ground.

Persons on bail during a police investigation or pending a court appearance for a football related incident will be banned from the ground whilst the bail is on force.

At the end of any ban re-admission to the ground will be dependent on signing an Acceptable Behaviour Agreement, to be of good behaviour, which will remain in force for one calendar year from the date of signing. Any ejection while a person is subject of an ABA will result in a season-long ban.

## **CROWD PROTECTION**

The club will deploy a Safety Management Team and Safety Stewards in sufficient numbers to comply with the Safety Certificate issued by the local authority. Stewards will be deployed to monitor entrance and exit gates as well as in spectator areas to observe the crowd and look for signs of discomfort or disorder. The purpose of this deployment is to provide a safe environment for all persons attending the ground, whether as a spectator, employee or official.

The club will also deploy sufficient medical staff to provide first aid cover for those inside the ground. This will normally comprise at least an Ambulance Officer, a fully equipped Paramedic Ambulance and a number of qualified first-aiders. The club will maintain and equip a medical room for use by the medical team in compliance with the Guide to Safety at Sports Grounds.

## **Equality, Diversity, and Inclusion**

At Gillingham Football Club we ensure that when you visit Priestfield Stadium that it is a fantastic and welcoming experience for everyone regardless of sex, religion, race, sexuality, disability, maternity, or age.

We believe all fans in our stadium should be as diverse, dynamic, and vibrant as the people in our town and we are working hard to break down barriers and make watching The Gills as accessible for everyone. Working with charities including Kick it Out, Her Game Too, we do all we can to ensure Gillingham Football Club is the football team of choice for everyone living in Gillingham.

If you see discriminatory language being used online or in our stadium, we urge you to report it to Kick It Out using one of the reporting methods below:

**Online:** You can report online using their online form which can be found here.

**App:** Kick It Out have created an app to help make reporting a simple process.

**Phone:** Report an incident of discrimination by calling 0800 169 9414

**Social media:** You can incidents on Twitter directly by alerting @kickitout and @kickitoutreport. You can also report via private message on Facebook by visiting the Kick It Out page. It is recommended that you provide screenshots or links when reporting something on social media.

**Email:** You can also email to report an incident of discrimination here by contacting [report@kickitout.org](mailto:report@kickitout.org)

## **CORPORATE SOCIAL RESPONSIBILITY**

The club believes it should be a part of the community in the widest sense and that its success should partly be judged on the impact it has on the community in which it exists.

Everyone at the club is committed to tackling environmental and social issues and Gillingham Football Club works towards self-imposed targets.