

# The Ross County Football Club Supporter and Customer Charter



Ross County Football Club is committed to delivering the very highest standards of service to all supporters and customers.

The Club will annually conduct a review of its Customer Charter, making changes in accordance with the recommendations put forward from the various groups and from guidelines received from the relevant governing bodies. A record of this audit shall be kept, summarising all amendments made.

## KEY ISSUES

- 1 Accessibility
- 2 Matchday
- 3 Loyalty and Membership
- 4 Consultation and Information
- 5 Community Activity
- 6 Merchandise
- 7 Staff Conduct
- 8 Customer Service

### 1 Accessibility

Ross County Football Club is committed to providing a high quality customer experience which is accessible to the widest possible audience.

Specifically, Ross County Football Club:

- *Will provide a range of ticket prices allowing Customers to select from the more expensive seasonal corporate seating with hospitality through to single match tickets.*
- *Will offer a wide choice of seating and a range of ticket prices including a reduced rate to Concessions (OAP's over 65 for male and 60 for female; students; junior supporters under the age of 16, Job Seekers and persons receiving Incapacity benefit).*
- *Will retain at least 20% of available tickets to each home match for sale to non-season ticket holders.*
- *Will ensure all areas of the Stadium are suitable for the use of families.*
- *Will provide free access for disabled supporters and their carers up to limits set for each disabled group. Disabled supporters may apply for a free season ticket in conjunction with friends or family members. The Clubs will make every effort to ensure that these groups are seated adjacent to each other at all times and have access to adequate facilities. (toilet facilities and passenger lifts).*
- *Any reduction in the match admission prices for Cup-Ties is subject to the approval of the Visiting Club. The Club takes account of the status of the away Club and the stage of the Competition when determining it' Cup Tie prices. Season Tickets Holders will be given the opportunity to purchase their seat in advance of the match should they wish.*
- *Should a match be abandoned before half-time spectators attending the match will be admitted free of charge to the rescheduled match on production of their ticket stub.*
- *As a general rule, ticket refunds are only issued in exceptional circumstances and at the discretion of the Club, while always acting reasonably.*

## **2 Matchday**

At all times Ross County Football Club will endeavour to provide a safe and enjoyable atmosphere for watching football.

Specifically, Ross County Football Club:

- Will provide a safe and trouble free environment for all spectators and shall ensure that the quality of service provided whether it be from Ross County Staff, The Clubs Catering Contractors, Stewarding Contractor, Police, etc. is of as the highest standard possible.
- Any individual who is found to be in breach of the Ground Regulations are likely to be ejected from the Stadium. In extreme cases the individual may face the withdrawal of their Season Ticket, banning from the Stadium and potential prosecution under the Criminal Law (Consolidation) (Scotland) Act, 1995 as amended by the Crime and Disorder Act, 1998 or the Public Order Act, 1986.
- In return the Club will expect all Spectators to refrain from foul and abusive language, taunts or gestures. In addition racist or obscene behaviour of any kind will not be tolerated and any Spectator finding an individual breaking these policies should contact the nearest member of the Stadium Security Staff.

## **3 Loyalty and Membership**

The Club recognises the loyalty of its Supporters and Season Ticket Holders and benefits have been introduced into the Season Ticket Offers which is in addition to the discounts offered on the walk-up prices. These benefits include; Priority ticketing for Cup and Friendly ticketed matches

## **4 Consultation and Information**

Regular two-way communication with supporters, customers, suppliers, partners, shareholders, the media and the local community remains a priority focus for Ross County Football Club.

Specifically, Ross County Football Club:

- Consults regularly with its' customers through questionnaires, fans forums and discussion groups and welcomes all feedback, comments and suggestions.
- Will give due consideration to all feedback, comments and suggestions implementing change where appropriate.
- Will communicate regularly with supporters and customers, informing them of new developments, policies, fixtures and price changes, promotions and new product launches.

Will establish and maintain effective partnerships with all sectors of the media and provide the media with suitable facilities for all matches at Victoria Park Stadium.

## **5 Community Activity**

The Club recognises the role it can play in generating and supporting activity both in the local community and the wider football community, and is actively involved in a number of schemes:

- The Club through its Community Department's Holiday programmes, Soccer Centres, Little Liga, Mini Kickers, Matchday Club and Little Dribblers promotes football to groups of children throughout the Highlands and Islands.
- The Club is involved in promoting issues such as anti-racism, drug and crime messages through the media.
- The Club supports the aims of leading initiatives such as 'Show Racism the Red Card' to tackle problems of racism in the game and has its own policy against racism.
- The Club continues to support girls and womens football through Girls Football Centres
- The Club supports local charities and worthy causes through matchday collections and working with local groups.
- The Club will support pre-arranged Stadium Tours to all interested parties and groups.
- The Club continues to support community events through visits and appearances of the Football Players and Management where possible.

## 6 Merchandise

- The Club will publicise and advertise the dates of new replica kit introductions in advance of the scheduled launch date. Details of this launch date will be available from the Website and other media releases.
- The Club carries out its obligations to prevent price fixing in relation to the sale of replica kits.
- The Club offers refunds on all merchandise in accordance with its legal obligations.

## 7 Staff Conduct

It is the policy of the Club that there should be equal opportunity for all. This applies to external recruitment, internal appointment, terms of employment, conditions of service and opportunity for training and promotion regardless of sex, marital status, creed, colour, race, age, disability, sexual orientation or ethnic or national origin. The Club is committed to the development and promotion of such equality of opportunity. The policy also applies equally to the treatment of our customers, clients and suppliers.

## 8 Customer Service

All Ross County personnel are responsible for ensuring that the very highest standards of customer service and customer care are maintained.

Specifically, Ross County Football Club:

- Respect the right of every supporter and customer to be treated with the up most courtesy and respect at all times by all Ross County personnel.
- To avoid confusion Ross County Football Club would prefer that all requests/complaints/comments or suggestions, are made in writing by letter, fax or e-mail.
- In the first instance all correspondence should be addressed to the **Head of Administration**

In the event that you feel your complaint has not been dealt with promptly or satisfactorily by the Department concerned, please contact the Clubs' **Director of Football**, in writing, who has overall responsibility for the Customer Charter.

All correspondence should be addressed to the following;

The Ross County Football Club Limited  
 Victoria Park Stadium  
 Dingwall  
 IV 15 9QZ

Tel: 01349 860860 (Reception)  
Fax: 01349 866277 (Football, Accounts and Operations)  
E-mail: [info@rosscountyfootballclub.co.uk](mailto:info@rosscountyfootballclub.co.uk)