

WHITLETTS VICTORIA FOOTBALL CLUB



SUPPORTER & CUSTOMER CHARTER

Introduction

Whitletts Victoria Football Club (“The Club”) is a member of the West of Scotland Football League and a registered member of the Scottish Football Association.

We recognise the commitment we owe to our supporters, and the policies below lay out the Club’s continuing commitment to not only supporters but also to the wider community and the environment. This charter is designed to improve standards of customer relations between the Club and its supporters.

Supporter and Customer Charter

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

The Club recognises the special bond between the Club and its supporters and respects the invaluable contribution that supporters have made in the past and continue to make to the life of the Club. As such, the Club will make every effort to ensure that its policies and practices are open, accessible and communicated as effectively as possible with its supporters.

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. The Club reserves the right to make amendments at short notice to this policy, but all changes will be communicated to supporters through the Club website.

Key Issues Contained in This Charter

- i. Accessibility
- ii. Matchday
- iii. Loyalty and Membership
- iv. Consultation and Information
- v. Community Activity
- vi. Merchandise
- vii. Staff Conduct
- viii. Customer Service

1. Accessibility

The Club is committed to providing a high-quality customer experience which is accessible to the widest possible audience.

1.1. Concessions are available for persons over 65 years of age and for young supporters under 16 years of age. The Club may on occasions request proof of eligibility.

1.2. The Club will provide Half Price access for carers looking after a registered disabled supporter.

1.3. For supporters with a disability, arrangements will be made to ensure that they the best available arrangements to watch the match safely, with access to disabled car parking, catering refreshments and disabled toilets.

1.4. The Club offers reduced admission to replays of abandoned games as per the constitution and rules of the West of Scotland Football League. Spectators will be given a voucher/ticket upon leaving the ground which they must present at the rearranged game to qualify for any agreed discount. Refunds are not given under any circumstance.

1.5. The club will where-ever possible set admission prices for home matches at an affordable level. The club will not charge supporters over and above this rate during the season and the same pricing will be available to home and away supporters. The Club however reserves the right to review admission charges and amend at short notice if necessary for competitions not under the auspice of the West of Scotland Football League. In such circumstances, supporters will be kept fully informed via the Clubs website.

1.6. Setting of admission prices for Cup-Ties is subject to the approval of the Scottish FA Cup and/or visiting club. The Club will also take account of the competition, status of the away Club and the stage of the Competition when determining Cup Tie prices.

1.7. The Club may sell tickets in advance of matches, but an all-ticket fixture will only be considered where a capacity crowd could be reasonably expected. In such circumstances, Season Ticket holders will have the first opportunity to buy tickets before they are made available for the public. Consultation will take place with Away clubs to agree the ticket allocation which they will get allocated.

2. Matchday

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

2.1. The Club will provide a safe and trouble-free environment for all spectators and shall ensure that the quality of service provided is of the highest standard possible.

2.2. The Club will provide an appropriate number of Stewards for all home games if the crowd is expected to exceed 500. These Stewards will be identifiable as they will wear high visibility jackets or waistcoats.

2.3. The Club will endeavour to make available hot and cold snacks for all home games for spectators, available from the Kiosk inside the ground.

2.4. The Club have produced a separate Spectator Safety Policy, Health and Safety Policy, Stadium Regulations, Contingency Plan and Stewards Code of Practice. These documents will be used by the Club to ensure spectator safety is of the highest quality possible during match days.

2.5. Any individual who is found to be in breach of the Ground Regulations are likely to be ejected from the Ground. In extreme cases the individual may face the withdrawal of their Season Ticket, banning from the Ground 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.

2.6. 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 Club Steward.

3. Loyalty and Membership

3.1. The Club recognises the loyalty of its Supporters and Season Ticket Holders. At the beginning of each season the Club will run an “early-bird” scheme where Season Tickets will be offered at a discounted rate if purchased before a specific date.

3.2. The Club will offer a similar discount for membership fees if paid at the same time as the “early-bird” season ticket.

3.3 Supporters and Season Ticket holders will be able to elect a Supporters Liaison Officer (SLO) to the Club Committee. This position shall ensure a voice for the supporters and season ticket holders but shall not prevent the SLO from taking on any other role within the Club.

4. Consultation and Information

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

4.1. The Club welcomes open consultation from its customers and welcomes all feedback, comments and suggestions. Ideally this should be conveyed via the SLO but can be made to any other committee member, sent to the Club in writing, or emailed to the following email address: secretary@whitlettsvictoria.com

4.2. The Club will give due consideration to all feedback, comments and suggestions implementing change where appropriate.

4.3. The Club will communicate regularly with supporters and customers, informing them of new developments, policies, fixtures and price changes, promotions and new product launches. This will be done in the main through the Club’s official web site.

4.4. The Club will establish and maintain effective partnerships with all sectors of the media and will provide up to date, accurate information via all of its’ social media outlets, as well as liaising with local media.

4.5. The Club will maintain its official web site www.whitlettsvictoria.com with the latest information regarding match fixtures, cancellations, match reports, and all other related information.

4.6. The Club will publicise its position on major policy issues in the Club matchday programme, through the official Club website and other social media channels, and where applicable through media releases to the local press.

4.7. The Club will advertise the date of its annual general meeting on the Club website.

4.8. In line with the Clubs constitution committee members will be elected by the Club members at annual general meetings.

4.9. In line with the Club constitution members have the right to call for an extraordinary annual general meeting if they feel the requirement to do so.

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.

5.1. The Club supports local charities and worthy causes allowing appropriate Matchday collections and working with local groups.

5.2. The Club supports local community and schools' events that promote youth football and grass roots football.

5.3. The Club will support visits by charities carrying out events

5.4. The Club will support pre-arranged Ground Tours to all interested parties and groups, especially school children.

5.5. Whenever possible and appropriate the Club will promote issues such as anti-racism, drug and crime. 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.

5.6. The Club continues to support community events through visits and appearances of the Football Players and Management where possible.

5.7. The Club will engage where possible with all activities undertaken by our charity, Vics in the Community

5.8. For each home game the match sponsor will be invited to have a match mascot(s). A match mascot(s) will be sourced by other means wherever possible if not available from the match sponsor.

6. Merchandise

6.1. 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.

6.2. Both home and away replica strip designs will normally have a life span of at least two seasons, unless changes are enforced due to contractual obligations, sponsorship issues, or availability of make\model of the strips.

6.2. The Club will only charge what it believes to be a fair price for the sale of replica kits and other associated merchandising items.

6.3. The Club will make available for purchase all Club merchandising on the official Club website, or at the Ground on match days or at other suitable locations and times.

6.4. The Club offers refunds on all merchandise in accordance with its legal obligations. Customers should note washing instructions, especially on replica team jerseys, where these should be washed at a low temperature ~30 degrees c, and never tumble dried as this will crack the sponsors printing. Customers should also recognise that the printing of sponsors logos and team badge will eventually fade from the original artwork.

6.5. The Club will not knowingly buy goods from any supplier or manufacturer who does not comply fully with the labour, safety and other relevant laws of the countries of manufacture with respect to minimum wages, hours of work, overtime, sick pay and holiday entitlement.

6.6. Customers of Club merchandise who make purchase must agree to all terms and conditions of the sale and accept responsibility for following guidance relating to washing instructions.

7. Staff Conduct

7.1. The Club is committed to eliminating discrimination. We will not tolerate sexual or racially based harassment or other discriminating behaviour and will work to ensure that such behaviour is met with appropriate disciplinary action in whatever context it occurs. The Club has a separate Anti-Discrimination Policy.

7.2. 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. The Club has a separate Disability Discrimination Policy.

8. Customer Service

All club committee members and personnel are responsible for ensuring that the very highest standards of customer service and customer care are maintained.

8.1. The Club respect the right of every supporter and customer to be treated with the up most courtesy and respect at all times by all club personnel. The club has a separate Stewards Code of Conduct document.

8.2. The Club strives to provide value for money in all areas.

8.3. The Club aims to respond promptly to any contact from a customer.

8.4. To avoid confusion the Club would prefer that all requests/complaints/comments or suggestions, are made by email. We will endeavour to provide a full response within 14 days.

8.5. In the first instance all correspondence should be addressed to the Club Secretary or the SLO.

8.6. In the event that you feel your complaint has not been dealt with promptly or satisfactorily by the Club Secretary, you have the further right to progress directly through the Club Chairman, who has overall responsibility for the Customer Charter.

All correspondence should be addressed to the following:

Stuart Jackson
Whitletts Victoria Football Club
New Voluntary Park

Glenmuir Place
Ayr
KA8 9RW

Document Control

Mandatory Review Date (To be reviewed and published annually).

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