

Dundee F.C. Customer Charter

Dundee Football Club recognises the special bond between the Club and its supporters. It recognises and respects the invaluable contribution the supporters make to the life of the Club. As such, the Club makes every effort to ensure that its policies and practices are open, accessible and communicated as effectively as possible with its supporters. The Club will conduct an annual review of its customer charter and associated activities, and make changes as appropriate in line with the guidance from relevant governing bodies. Documentary evidence of this shall be included in the Club's audit submission.

Key Issues

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

1.ACCESSIBILITY

- 1.1 Dundee FC continues to strive for wider access to matches by offering...
 - 1.1.1 The Club offers a broad range of ticket prices. Customers buying more expensive seats or packages enable us to charge other customers less for their tickets. From single match tickets and family tickets to corporate packages, a range of tickets are available. In addition, all Season Ticket holders are admitted free to all reserve team matches. Entry is also available free for reserve team matches .
 - 1.1.2 More than 40% of tickets to each game are made available to non- Season Ticket holders.
 - 1.1.3 Concessions are available for senior citizens over 60 years of age, and for junior supporters, full-time students and disabled supporters. No seating offers a restricted view to supporters.

(Our meaning of "restricted view" is where you have to physically move to gain an unrestricted view. Movement of the head to the side to gain a view is not considered a restricted view.)
 - 1.1.4 3 areas of the ground representing 40% of total capacity are made available for the exclusive use of family groups.

- 1.1.5 Support for disabled and visually impaired supporters and their carers. Our disability coordinator, Neil Cosgrove, can be contacted at Dens Park on (01382) 889966 option 1 for further details of our disabled facilities and ticket allocation.
- 1.1.6 The Club offers free or reduced admission to replays of abandoned games. If a match is abandoned after spectators are admitted to the ground, but before kick off, ticket holders are entitled to free admission to the re-arranged match or a total refund. If a match is abandoned after kick off, spectators are entitled to reduced admission to the re-arranged match or part refund
- (We have a comprehensive refund policy, which is on display in our Ticket Office)
- 1.1.7 Tickets for cup competitions are announced to supporters following discussions between the Clubs. Away Clubs will receive a minimum of 10% of tickets, and tickets for cup matches are usually offered to Season Ticket holders and official Supporters Clubs in the first instance, and then to the general public.
- 1.1.8 As a general rule, ticket refunds are only issued in exceptional circumstances and at the discretion of the Club. For fuller details of the Club's refund policy please contact Neil Cosgrove / Ticket Office on (01382) 889966 option 1.

2.AWAY SUPPORT

- 2.1 The Club's supporters are allocated tickets for away matches as follows: Tickets go on sale to Season Ticket Holders and official Supporters Clubs in the first instance, and then if any remain, they go on sale to the general public. The hosting club determines the cost of these tickets, however consultation with the away club may occur as appropriate.
- 2.2 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 and junior supporters apply to supporters of a visiting club. The Club also intends to offer tickets for away visually impaired fans at the same admission price and with the same facilities as home fans.
- 2.3 The Club abides by the SPL rules governing the allocation of tickets to visiting Clubs.

3.LOYALTY & MEMBERSHIP

- 3.1 The Club offers all Season Ticket holders a 10% discount off all official merchandise over £5.00 (excluding sale items) purchased at DFC Xara retail shop or through the Company's official direct mail channels. The customer's Season Ticket number will be required for all purchases and personal callers will be required to produce their Season Ticket
- 3.2 The Club runs a membership scheme for junior supporters (Junior Dark Blues) which costs £5.00 per annum and entitles members to a membership pack, newsletter, certificate of membership, free entry to Christmas party, free birthday card and random opportunity to be chosen as a match day mascot at home games. Also at selected SPL away games, the Club organises and escorts junior members to those games at a subsidised cost. Preference will be given to members of supporters clubs affiliated to the Dundee Supporters Association i.e. prior to access to away tickets, and any other benefits negotiated between the DSA and the Club.

4.CONULTATION & INFORMATION

- 4.1 The Club consults supporters on a regular basis through Supporters' Club meetings, and with the Supporters Trust, DSA committee, and via question and answer sessions with supporters in general. The Supporters Trust has a representative on the Club Board. Also regular meetings with the membership of the DFC Development Club through open forums.
- 4.2 The Club publicises its position on major policy issues in a concise format in the Club matchday programme, through the official Club Internet website, and through press releases.
- 4.3 The Club is in regular consultation with shareholders, sponsors, the local authority, and other interested parties.
- 4.4 The Club gives the earliest possible notice of any changes to its ticketing policy and the reasons for the changes.
- 4.5 The Club undertakes research on the design and number of new strips.
- 4.6 The Club will not knowingly buy goods from any supplier or manufacturer who does not comply fully 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

5.COMMUNITY ACTIVITY

- 5.1 The Club supports activity both in the local community and the wider football community, and its actively involved in a number of schemes through its Dundee FC in the Community scheme. The scheme looks to bring football to the community while tackling important issues such as disability, racism, female participation and general social inclusion. Fuller details can be provided on request from Club Community Development Officer Kevin Lee (01382) 889966.
- 5.1.1 The Club seeks to promote close links between the Club and its community and to introduce young people, male and female, to football as Players and spectators.
- 5.2 The Club organises football coaching for boys and girls in mainstream primary schools, including the provision of certificates and a tournament trophy plus medals for the winning school team. After school coaching is also available for various age groups.
- 5.3 The Club continues to develop the provision of football opportunities for girls and women's football via the Club's own Dundee FC ladies team and girls only after school soccer coaching sessions.
- 5.4 The Club will support and work with outside agencies, especially disadvantaged groups (disabled, ethnic minorities and the unemployed).
- 5.5 The Club has initiated a project, Kick It Kick Off, specifically aimed at helping young people to divert their attention away from drug misuse, offending in the community and school non-attendance / exclusion. As an extension to this the Club has in partnership with Dundee City Council opened a Community Learning Centre at a Build cost of £34,000.
- 5.6 Regarding anti-racism initiatives, the Club supports the aims of leading initiatives such as "Show Racism the Red Car" to tackle problems of racism in the game, working closely with Tayside Racial Equality Council.
- 5.7 The Club supports local charities and national worthy causes including Football Aid.
- 5.8 The Club supports pre-arranged stadium tours to all interested parties.
- 5.9 The Club supports community and schools events via Players visits whenever possible. Schools Cup Finals have been staged at Dens Park and will continue in future.

6.MERCHANDISE

- 6.1 Both home and away replica strip designs will normally have a life span of at least one or two seasons, unless changes are enforced due to contractual obligations.
- 6.2 The Club will provide swing tickets attached to each replica strip stating its launch date starting from season 2003 – 2004.
- 6.3 The Club intends to communicate with its supporters regarding new replica strip designs and prospective launch dates.
- 6.4 Future details of the next intended change of kits will be made available from the Club Shop.
- 6.5 The Club carries out its obligations to prevent price fixing in relation to the sale of replica strip.
- 6.6 The Club offers refunds on merchandise in accordance with its legal obligations.

7.STAFF CONDUCT

- 7.1 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 or religion, colour, race, age, disability, sexual orientation or ethnic or national origin. Also 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

Dundee Football Club...

- 8.1 Strives to provide value for money in all areas of its business.
 - 8.1.1 Seeks to achieve the highest level of service.
 - 8.1.2 Will treat all customers with respect and courtesy.
 - 8.1.3 The Club guarantees that all messages on its automatic telephone answering service will be current.
 - 8.1.4 The Club responds promptly to any contact from a customer

- 8.1.5 To avoid confusion, Dundee Football Club prefers all complaints to be made in writing by email, fax or letter and will respond in form. In the first instance we encourage customers to contact the department relevant to their query and the department concerned is committed to acknowledge any letter of complaint within 3 working days of receipt and will endeavour to provide a full response within 10 days.
- 8.1.6 If your complaint has not been dealt with speedily and efficiently by the department concerned, then recourse is again in writing to Jim Thomson, Operations Manager, who has overall responsibility for Customer Service. Contact Details are as follows:

Dundee Football Club Ltd
Dens Park Stadium
Sandeman Street
Dundee
DD3 7JY
Facsimile Number: (01382) 832284
E-mail: www.dundeefc.co.uk

David MacKinnon
Chief Executive