



POLICY

SUPPORTERS CHARTER

INTRODUCTION

Annan Athletic Football Club [The Club] recognises the importance and need to develop a special relationship it has with its supporters. It also acknowledges and respects the many ways in which supporters - groups or individuals - can contribute to the Club.

As such, the Club will make every effort to ensure that, wherever possible, its Shareholders and supporters are involved in the affairs of the Club - ensuring that its policies and practices are open, accessible and communicated as effectively as possible.

The Club also recognises that it holds a special position within the local community and has a responsibility to initiate and promote community based schemes and to enhance the image and reputation of the community in which it operates.

The Club is committed to providing a quality service from professional and caring staff, with customer satisfaction being the focus of all of our activities - both on and off the field of play.

Additionally, the Club is committed to confront and eliminate discrimination whether by reason of gender, sexual orientation, race, ethnic origin, nationality, colour, religion, disability or age.

This Charter sets out the Club's policies in all of these respects and complements other specific policy documents in respect of Equal Opportunities, Anti Discrimination and Anti Racism.



An annual review of this Charter and its associated activities will be conducted to ensure that it is being effectively and consistently implemented and changes made as necessary in line with guidance from the relevant governing bodies and, also after consultation with supporters.

Documentary evidence of this review shall be included in the Club's National Club Licensing submission and made available publicly.

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1. Match Accessibility

The Club continues to strive to ensure that games are as accessible as possible to the majority of the community by offering:

- A broad range of ticket prices to reflect demand and affordability, in terms of season tickets, match day tickets and corporate packages.
- The availability of a substantial number of tickets for each game to non season ticket holders.
- Concession pricing for senior citizens [over 65 years of age], students, families, the unemployed, less-abled supporters as well as their carers and junior supporters.
- Free or reduced admission to replays of abandoned games. If a match is abandoned after spectators have been admitted to the ground and the game has not commenced, ticket holders are entitled to free admission to the re-arranged match or to a total refund. If a match is abandoned after kick off,



spectators are entitled to a reduced admission charge to the re-arranged match, or a part refund.

As a general rule, ticket refunds are only issued in exceptional circumstances and at the discretion of the Club.

For full details of the Club's refund policy, please contact the club on 01461 204108.

Tickets for cup competitions will be announced to supporters following discussions with the Club's opponents. These are offered to season ticket holders in the first instance, then to the general public.

In some circumstances a voucher system may be introduced at games played prior to 'all-ticket' matches. This will be in order that regular supporters can be rewarded for their patronage of the club.

The Club will give the earliest possible notice of any changes to its ticketing policy and the reasons for the changes, but reserves the right to make the availability of tickets appropriate to demand and, conduct ticketing policy appropriate to ensure this.

2. Matchday

The Club will endeavour to provide a safe, trouble free environment for all spectators and to provide a quality service through turnstile staff, catering outlets, stewards and all other staff employed on match days.

In return, the Club expects all spectators to refrain from unacceptable behaviour such as using foul and abusive language or, taunts or gestures of a racist or obscene nature. Anyone witnessing such behaviour is invited to inform members of the security staff regarding those engaged in such activity.

For security and safety reasons, under the terms of our Ground Regulations, standing is forbidden in seated viewing areas whilst the match is under way. The Club is



obliged to advise any spectators in breach of this requirement to desist and failure to comply with this request may result in the person, or persons, being removed from the ground.

3. Away Support

Where it is necessary to purchase tickets for an away fixture, the Club's supporters are allocated tickets for away matches on the same basis as that for cup competitions. The hosting club determines the cost of these tickets; generally following consultation between both competing clubs.

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, concessionary rates offered to senior citizens and junior supporters apply to supporters of a visiting club.

The Club also intends to offer tickets for disabled and visually impaired fans of visiting clubs at the same admission price and with the same facilities as our own fans.

The Club abides by the relevant association rules governing the allocation of tickets to visiting clubs.

4. Unacceptable Conduct

The Club has a strict policy on unacceptable conduct. The Scottish Professional Football League (SPFL) has instigated a policy on unacceptable conduct.

This policy makes it the responsibility of the club at both home and away games regarding the conduct of their supporters.

Annan Athletic Football Club will not tolerate unacceptable conduct at Galabank or at any other stadium. Unacceptable conduct is conduct which is violent or disorderly.

Disorderly conduct includes: Conduct which incites or sustains, or is likely or is designed to incite or sustain, hatred or ill will against or towards individuals or groups of people because of;

- Colour, race, nationality (including citizenship) or ethnic or national origin.



- Membership, or presumed membership, of a religious group or of a social cultural group with a perceived religious affiliation
- Sexual orientation
- Transgender identity
- Disability
- Using threatening, abusive or insulting words or conduct
- Displaying writing or any other things which is threatening, abusive or insulting

This list is not exhaustive and must be read in conjunction with the Stadium Regulations. Upon determining that a breach or failure to fulfil the rules has been established, a number of options are available to the SPFL, three of which are:

- Give a reprimand to the club
- Impose a fine on the club
- Impose a deduction of points

Any person engaging in unacceptable conduct may be subject to any or a combination of the following:

- Removal from the stadium
- Suspension from attending official matches involving the club
- Indefinite ban from attending official matches involving the club
- Report to Police Scotland and possible criminal proceedings

Information regarding the Annan Athletic Unacceptable Conduct Policy can be found on the Club website and on signage within the ground

5. Loyalty and Membership Schemes

The Club may offer season ticket holders the benefit of a discount on official merchandise [excluding sale items] purchased at the official Club shop. The customer's season ticket number will be required for such purchases and personal callers will be required to produce their season ticket.

6. Communications and Consultation

The Club will consult with Shareholders through periodic meetings and with supporters on a regular basis through meetings with members of the Official Supporters Club.



The Club also intends to undertake, at appropriate intervals, questionnaires, opinion polls and suggestion schemes, to allow as many of our supporters as possible to express their views and opinions on a wide range of issues. The Club conducts regular fans' forums, in association with the supporters' bodies mentioned above.

The Club will communicate regularly with supporters on a number of matters through its match day programme, official website [www.annanathleticfc.com] or media releases

Whilst the Club acknowledges the desire of some supporters to create other channels of communication - such as unofficial message boards on the internet - the content of these sites is not the responsibility of Annan Athletic Football Club.

The Club continues to develop ways to consult with members, sponsors, the media, local authorities, community groups and other interested parties.

7. Community Activity

The Club recognises that it has an important role to play in the both the local community and in the wider football community. As such it will promote and support football based activities, educational activities, community initiatives and good causes. In particular, the Club will endeavour to ensure that young children benefit from the positive influences which football can deliver in these matters.

The Club also conducts meetings and discussions with Annan Athletic Football Club Youth sections to promote and encourage not only football activity, but also health promotion and social awareness.

The Club supports community events and will encourage players to attend such events wherever possible and to participate in public appearances and activities organised by the Club or Supporters Groups.

8. Merchandise

Both home and away replica strips designs will normally have a life span of one season. This is generally through changes in sponsorship or by the strip manufacturer not being in a position to guarantee ongoing production of a particular design.



The Club offers refunds on merchandise in accordance with its legal obligations and on production of a valid receipt.

9. Staff Conduct

All employees and members of staff will conduct themselves in a courteous and responsive manner in all dealings with our customers.

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 opportunities for training and promotion regardless of gender, marital status, creed or religion, colour, race, disability, sexual orientation, or ethnic or national origin.

This policy applies equally to the treatment of our customers, clients and suppliers. The Club has an anti discrimination policy that lays out its commitment to eliminate all discriminatory behaviour, together with an anti racism policy which is designed to provide clarity to employees, stakeholders, supporters and everyone connected with the club on the Club's attitude to racial harassment and abuse.

10. Customer Satisfaction

The Club will strive to provide value for money in all areas of its business, seeking to achieve the highest level of service and treating all customers with respect and courtesy.

The Club will respond promptly to any contact from customers. To avoid confusion and delay, any complaints should be made in writing as this will ensure that a thorough investigation, together with a documented record, is established. Verbal complaints (by telephone or in person) will be responded to courteously, but confirmation in writing of the complaint will be requested for the reasons stated above.



Any complaints should be clearly marked for the attention of the Club Secretary at:

Annan Athletic FC
Galabank,
Annan
DG12 5DQ

Alternatively, complaints may be made by email to the Club Secretary .

The Club will respond to written complaints as quickly as possible. If it is not possible to resolve the matter immediately, an acknowledgement of the letter of complaint will normally be sent within 3 working days of receipt. Depending upon the nature of the complaint, or the complexity involved, the Club will endeavour to forward a full response within 14 days of receipt including details of the proposed resolution.

The Club will maintain a record of all written complaints received and use the information provided by this record as part of our programme to continuously monitor and improve our services.

The Club will make every effort to comply with the statements and activities included in this Charter, however it will be appreciated that changing circumstances throughout the year may require certain adjustments to be made.

Approved for Issue

A handwritten signature in black ink, consisting of a large 'A' followed by a wavy line.

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9th December 2018