

Morecambe Football Club Customer Charter



2016/17



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1. Club Charter Introduction

1.1 Customer Charter Morecambe FC Club Charter 2016/17

Morecambe Football Club takes great pride in its reputation and history.

Morecambe Football Club is committed to offering a community-orientated experience and a high standard of customer service at all levels.

This Customer Charter outlines how the Club aims to deliver this promise. All EFL clubs are required to present a Customer Charter. However, Morecambe Football Club goes beyond the basic requirements set-out in Regulation 20 of EFL Rules.

This Charter is reviewed on a regular basis in light of changes to the law, regulations and feedback from supporters.

1.2 Morecambe Football Club's Ambition

Morecambe Football Club's ambition is to create a competitive EFL Club which is at the heart of its community; offers value for money; provides a professional service at all levels of the business and engages customers and the local authorities to bring success to the town as a whole.



2. Customer Service and Communication

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2.1 Customer Service Policy Morecambe FC Club Charter 2016/17

Morecambe Football Club is committed to providing a high level of customer care at all levels of the business. There may be occasions when customers feel that the Club has not reached the highest standard and the Club will respond to complaints in accordance with the procedure outlined in this Charter. The Club also welcomes positive feedback and suggestions. We acknowledge that all customers have a right to express their views and will ensure that they and their views are treated with total respect.

2.2 Customer Service / Supporters' Liaison Officer Contacts

The Football Club strives to make communication with customers as easy and accessible as possible. As a result, the Club offers a number of different methods to make contact. The Club will always aim to acknowledge receipt of correspondence within 7 working days of any communication, with a fuller response (if necessary) provided within 28 working days. Letters should be addressed to:

Mick Horton
Football Secretary
Morecambe Football Club
Globe Arena
Christie Way
Westgate
Morecambe
LA4 4TB

By telephone on: (01524) 411797 between the hours of 9am to 5pm, Monday to Friday.

By e-mail: office@morecambefc.com.

A full list of contact details for the club's different departments is available through the Morecambe official website, or on request.

2.3 Complaints Procedure

Suggestions, complaints or constructive criticism will all be treated with equal respect and in a timely manner. In all cases the contact must include basic information, which will include the name and address of the customer together with a telephone number, so that we can respond. All anonymous complaints or contacts will be investigated but obviously cannot be replied to.

Morecambe Football Club will always endeavour to reply to any communication within seven to fourteen days of receipt.

If customers feel a complaint has not been dealt with satisfactory in line with our complaints procedures, they should refer the matter directly to The Independent Football Ombudsman (IFO) using the following details:

The Independent Football Ombudsman
Suite 49, 33 Great George Street
Leeds
LS1 3AJ

contact@theifo.co.uk

0800 588 4066

2.4 Staff Conduct

Morecambe Football Club, its representatives and its employees will conduct themselves in a helpful, courteous manner at all times when dealing with customers and the general public, regardless of the method of communication. Any customer who is unhappy with a member of staff or representative of the Club may ask to speak initially with the head of the department they are dealing with. Also please refer to the Club's complaints procedure.

2.5 Safeguarding

All employees whose role involves working with children or vulnerable adults will be subject to disclosure from the Criminal Records Bureau.

We are currently updating our Safeguarding Policy, to reflect recent changes in procedure. For further information or advice, please use our customer service contacts, as above.

3. Consultation and Information

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3.1 Consultation Policy Morecambe FC Club Charter 2016/17

Morecambe Football Club is dedicated to communicating and consulting with its customers. The Club will:

- consult widely with supporters whilst forming its policies. The Club will do this through fans' forums, supporters' focus groups and direct market research (questionnaires).
- keep supporters informed through the use of the media, the Club's official website at www.morecambefc.com and the official matchday programme.
- publish its views on major policy issues through any relevant media such as the Club's official website, local media and the matchday programme.
- ensure that the earliest possible notice is given of any changes to fixtures and ticketing arrangements and the reasons for these changes via all relevant media; and
- give due consideration to all feedback, comments and reasonable suggestions and implement changes where it is in the best interests of the Club and/or its customers.

Morecambe Football Club welcomes and encourages supporters to come forward with suggestions as to how the Club could improve (see Section 2). Whilst it is not possible to solicit supporters' views on every topic, the Club is dedicated to doing things correctly and employing the right people with the proper skills, in pursuit of achieving the short, medium and long-term goals of the Club.

Morecambe Football Club now operates Fans/Board Communications Meetings, at least 4 times a season, attended by members of the Board.

The meetings will provide an opportunity for supporters to ask questions, provide feedback and be updated regarding developments within the Club.

Information regarding these are on the official Club Website
www.morecambefc.com

4. Ticketing

4.1 Ticketing Policy

Morecambe FC Club Charter 2016/17

Morecambe Football Club will strive to widen access to games by offering a range of ticket prices. For further information on tickets and purchase details please contact the Club's Main Office on (01524) 411797. Alternatively the Main Office can be contacted at the following address:

Morecambe Football Club
Globe Arena
Christie Way
Westgate
Morecambe
LA4 4TB



4.2 Pricing and Purchasing

Full pricing details are available on the Club's official website: www.morecambefc.com and also from the Main Office and the Club Shop.

4.3 Cup Competitions and Away Fixtures

When demand for cup competitions or away fixtures is expected to be high, fans will be offered tickets on a priority basis. Season ticket holders from the current season will have first refusal on tickets during a designated period. Tickets will go on general sale at the end of this priority period to all supporters. Any further arrangements for the dispersal of tickets will be made through the Club's official website and the local media.

4.4 Refunds

Refunds on tickets are at the discretion of the Directors of Morecambe Football Club. In all cases refunds can only be issued if the ticket is returned before the day of the game. Tickets must be returned in a reasonable condition.

In the event of a game being postponed before supporters are admitted to the ground, a full refund will be available up to a specified date prior to the rearranged game for pre-purchased ticket holders, or free entry will be granted into the rearranged game. If the game is postponed after supporters have been admitted into the ground, but before kick-off then a full refund will be available up to a specified date prior to the rearranged game or free entry will be granted into the rearranged fixture.

If the match is abandoned before the start of second half then half price admission will be available to the re-arranged game. A half refund will be available up to a specified date prior to the re-arranged game. If the match is abandoned after the start of second half then an early decision on admission charges and refunds will be made after consulting both our opponents and the relevant authorities and this will be communicated via the Club website.

4.5 Ticket Upgrades/Downgrades

Requests to upgrade tickets will be treated sympathetically, provided that space is available for the upgrade. The upgrade will be charged at the difference between the two ticket prices. No upgrades can take place once the spectator has entered the ground. We will try to accommodate downgrades wherever possible, however no refund will be made.

4.6 Lost Tickets

In the instance that a season ticket holder should forget their ticket for a home league fixture, they will be expected to pay the full price for a match day ticket in the area in which they hold their season ticket. This match day ticket will be refunded when the season ticket holder presents both their season ticket with the valid match voucher in the book, and the match day ticket at the club's Main Office/Club Shop at the earliest available opportunity. Non-season ticket holders who forget or have lost their ticket must purchase a new ticket.

4.7 Away Supporters

The Club abides by EFL Regulations governing the allocation of tickets to visiting 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, our concessionary rates offered to senior students and junior supporters apply to supporters of a visiting Club.

5. Football in the Community Activities

5.1 Morecambe FC Community Sports

Morecambe FC Club Charter 2016/17

Morecambe FC Community Sports is a registered charity which works alongside Morecambe Football Club and operates with its own board of trustees. We have a team of employees and volunteers who deliver a diverse range of activities across the district. We work hand-in-hand with Morecambe Football Club, the local community, schools, businesses, Councils, the NHS and police; to name just a few.

5.2 Activities

Morecambe FC Community Sports is part of the EFL Trust and delivers work across 5 key themes of Education, Health, Sports Participation, Inclusion, and Disability.

Our work includes coaching sessions for children in local schools across the district, free football sessions for girls, 'Extra Time' sessions for over 50s, work with the Princes Trust, free football sessions for local youths who are at risk of offending, specialist sessions of deaf-friendly football and for coaching for children with Autistic Spectrum Disorder.

We run a futsal education programme which enables young people to train and represent Morecambe FC in the EFL Trust Futsal League, whilst studying for a BTEC Level 3 diploma in sport.

We also deliver the National Citizen Service programme, which takes young people on residential activity trips and gets them involved in a social action project in their community.

We deliver sports sessions for the local council, including disability sessions. We also work with MENCAP and local care homes, providing activity programmes for their residents.

On match days we host visits from local junior teams and charities, as well as looking after mascots and birthday parties.

We also co-ordinate appearances by Morecambe FC players in the community, which includes everything from visiting the local hospital to attendance at our regular Soccer Schools.

5.3 Contacting FITC

Morecambe FC Community Sports is led by Janet Preston. Contact details are:
Morecambe FC Club Charter 2016/17

Morecambe FC Community
Sports
Globe Arena
Christie Way
Westgate
Morecambe
LA4 4TB
Tel: 01524 412125
Email:
communityadmin@morecambefc.com



6. Merchandising

6.1 Morecambe Football Club's Policy

Morecambe FC Club **Charter 2016/17**

- The Club will endeavour to ensure that all replica shirt designs have a minimum life span of 1 year.
- The Club will provide supporters with information on replica strip, training kit and other leisure wear launch dates.
- The Club carries out its obligation under EFL regulations to prevent price fixing in relation to the sale of replica kits.
- The Club offers refunds on merchandise sales in accordance with its obligations under the Sale of Goods Act.

6.2 Club Shop

The Morecambe FC Club Shop is located at the Globe Arena and normal opening hours are as follows:

Monday: *Closed*

Tuesday (non match): *Closed*

Tuesday (Match night):

5pm - 7.45pm & 9.30pm - 10pm

Wednesday: *Closed*

Thursday: 1pm - 6pm

Friday: 10am - 1pm

& 1.30pm - 6pm

Saturday (non match): 9am -

1pm & 1.30pm - 4.30pm

Saturday (Matchday):

9am - 3pm & 4.45pm - 5.30pm

Sunday: *Closed*



Purchases can also be made online via the Club Shop website: <http://www.morecambefcshop.co.uk/>

The shop can be contacted during opening times on 01524 411797.

7. Equal Opportunities

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7.1 Equality, Inclusion & Anti-Discrimination

Morecambe FC is actively committed to upholding The Football League and its own standards, values and expectations in relation to Equality. The club has an Equality Policy which can be viewed at www.morecambefc.com.

As a professional Football Club, Morecambe FC is committed to embracing the Equality Act 2010 and the confrontation and elimination of discrimination whether by reasons of age, gender, gender reassignment, sexual orientation, marital status or civil partnership, nationality, ethnicity (race), religion or belief, ability or disability, pregnancy/maternity and to encourage equal opportunities.

The Club has a zero tolerance approach to all forms of discrimination or harassment, whether physical or verbal, and will work to ensure that such behaviour is met with the appropriate disciplinary action.

The Club supports the Football Association and the EFL in their commitment to develop a programme of ongoing training and awareness raising events and activities in order to promote the eradication of discrimination.

7.2 Tackling Racism in Football - Morecambe Football Club's Policy

The Club recognises that football has made significant attempts to tackle the issues of racism in recent years. The Governing bodies have committed themselves to the campaign and have been keen to spread the message through their members. The anti-racism policy at Globe Arena incorporates the pledges below:

- The Club has issued statements that racism will not be tolerated.
- The Club uses the public address system to re-enforce this.
- The Club strives to ensure season ticket holders do not take part in racist abuse.
- The Club will take action to prevent the sale of racist literature both outside and inside the ground.
- The Club will take disciplinary action against players who engage in racial abuse.
- The Club encourages a common strategy between all staff, stewards and police for dealing with racial abuse.
- The Club would remove racist graffiti from the ground and its environs as a matter of course.
- The Club works with other groups and agencies such as the PFA, supporters, voluntary organisations, youth clubs, sponsors, local authority, local business and police to develop an active programme and raise awareness to eliminate racial abuse and discrimination.

7.3 Persons with Disabilities - Morecambe Football Club's Policy

Charter 2016/17

As part of our equal opportunities policy, the club opposes all forms of unlawful or unfair discrimination on the grounds of disability. The Club operates a ticketing policy for disabled supporters and will ensure that the scheme does not discriminate between disabled people with differing impairments.



7.4 Definitions of Disability

As a fundamental principal, the Equality Act 2010 states that disabled people should not be treated “less favourably, without justification” and that reasonable adjustments should be made to make goods, facilities and services accessible. For the purpose of this policy only, the definition of a disabled person is; any person who, because of their disability or impairment, is unable to use areas of stand seating or terracing without contravening Health and Safety Regulations, Guidelines or Policy. Any such person will be considered for the use of the “designated areas” of the stadium, in line with the procedures set out in this policy.

7.5 Proof of Disability

A person is considered disabled if he/she has a physical or mental impairment which has a substantial long term adverse effect on his/her ability to carry out normal day to day activities. The said person should have proof of this disability, and examples of such are, middle or high rate Disability Living allowance, (mobility or care component), receipt of either Severe Disablement Allowance or Attendance Allowance, or a personal letter from your GP.

7.6 Ticket pricing for disabled persons

The pricing structure for disabled persons is as follows:

The disabled person will pay the concessionary price relevant to the area of the ground that they enter (except in the case of a 16 year old or under, who would pay that relevant price). The carer of a disabled person will be admitted free of charge. The Club reserves the right to request proof of disability before issuing any concessionary price. Season tickets will be made available for disabled persons and their carer if the need arises.



8. Stadium

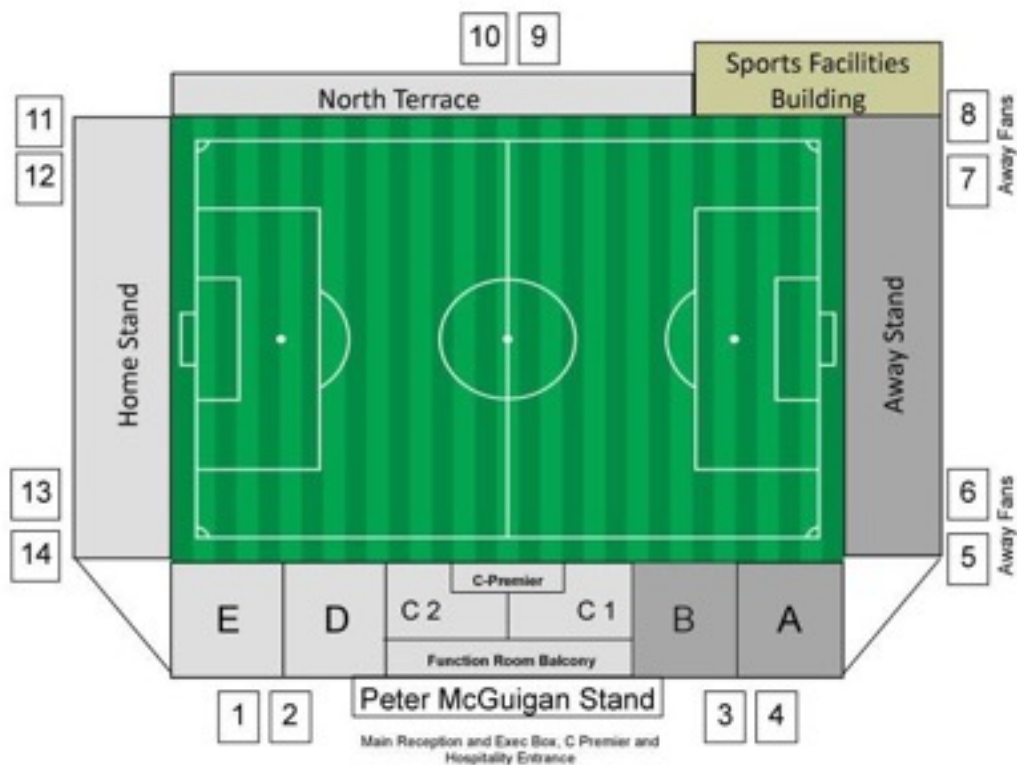
8.1 EFL Ground Regulations

Morecambe FC Club **Charter 2016/17**

Copies of the EFL Ground Regulations are displayed at all points of ticket sale around the stadium.

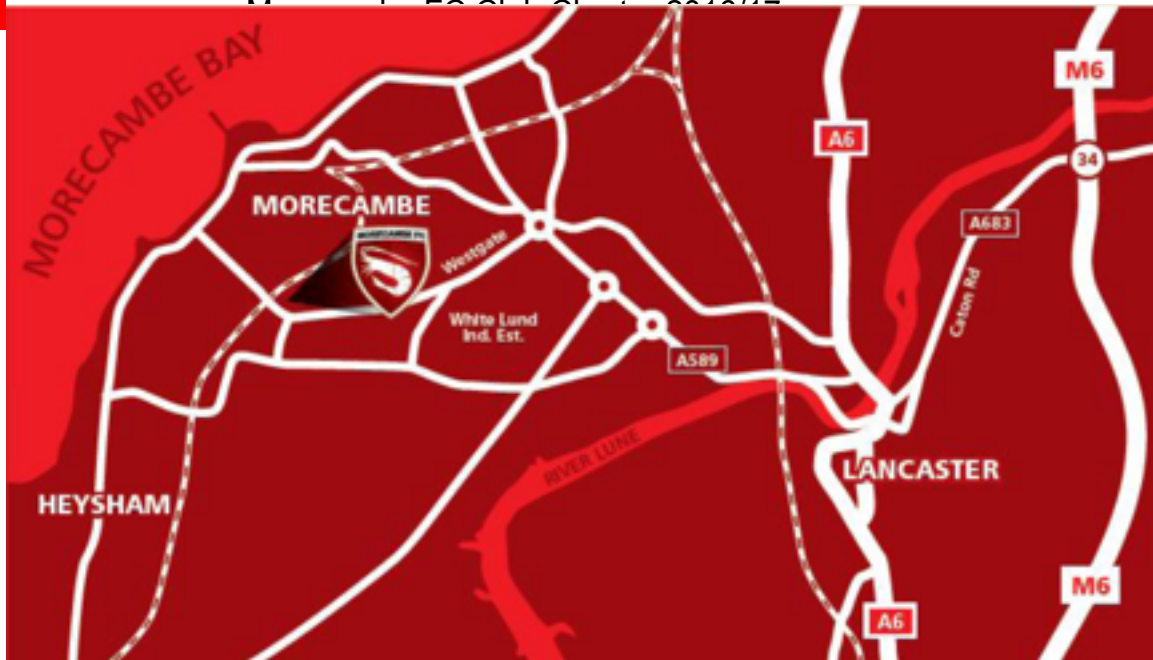
8.2 Stadium plan

The stadium plan shows the location of each section of Globe Arena, plus the numbered turnstiles. The Ticket Office is located adjacent to turnstiles 1 & 2.



8.3 Directions to Globe Arena by car

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Leave the M6 motorway at junction 34 and follow the signs to Morecambe. Cross the River Lune via Greyhound Bridge in the left-hand lane and continue following the signs for Morecambe on the A589. At the first two roundabouts, keep in the right-hand lane and carry straight on. At the third roundabout turn left and continue along Westgate for about a mile. You will pass Morecambe Fire Station on your right just before you reach the Globe Arena, also on your right.

8.4 Matchday parking

Car parking immediately outside Globe Arena is allocated through a ticketing system and spaces are not available for purchase on the day of a match. Cars approaching the stadium without a permit will be turned away by stewards on the entrance road.

260 parking spaces are available at nearby Westgate Primary School. The school is located on Langridge Way, 450 yards from Globe Arena. The postcode is LA4 4XF. This parking is operated by the school.

Secure motorcycle parking bays are provided at Globe Arena. These are situated at each side of the concourse in front of the Main Stand. No charge is made for parking a motorcycle.

8.5 Public transport

We encourage visitors to Globe Area to use public transport and there are a number of options available.

Bus services 6 and 6A serve Globe Arena and are run by Stagecoach. The services operate from both Morecambe town centre and Lancaster Bus Station.

Rail services operate from Lancaster to Morecambe, via Bare Lane.

To create your own travel plan, visit <http://www.traveline-northwest.co.uk/> and select the 'Plan your journey' option. Enter 'Morecambe Football Club' as your destination.

8.6 Pedestrians and cyclists

Directions to Globe Arena for pedestrians and cyclists can be found on the club website:

<http://www.morecambefc.com/club/globe-arena/>

Secure cycle parking racks are provided at each corner of the stadium.



9. Objectives for the 2016/17 season

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Morecambe Football Club endeavours to provide the highest possible standard of customer care and to offer the best possible experience for visitors to the Globe Arena. During the 2016/17 season, the club intends to undertake the following initiatives as part of our programme of continual improvement:

- Objective 1:** During the season the Club will review it's Customer Charter, to include information on Stewarding, Crowd Control, First Aid Procedures and the process for Banning Supporters. It will also include information relating to Catering Facilities and Hospitality.
- Objective 2:** The Club will provide a number of ticketing offers during the course of the season, with the aim of bringing new visitors to watch football at the Globe Arena and also to expand the number of spectators in certain demographic groups (e.g. children and families.) Offers will be advertised on the Club website, social media and through other established marketing channels.
- Objective 3:** The Club will hold an open day during the season, enabling all members of the community to visit Globe Arena free of charge. The event will offer stadium tours and an opportunity to see behind-the-scenes of matchday operations; visitors will be able to meet players and staff and watch the players undertake a training session. Where possible, the event will be held during the school holiday period, to enable families to attend. The open day will be advertised on the Club website, through social media and the local press.

Revisions

This Club Charter is reviewed on a regular basis in light of changes to the law, regulations and feedback from supporters. Last revised 6th April 2017. Morecambe FC Club Charter 2016/17



**A LARGE PRINT VERSION OF THIS CHARTER IS AVAILABLE
ON REQUEST.**