



# **DUNBAR UNITED FOOTBALL CLUB**

## **CUSTOMER CHARTER**



**VERSION 2.0**

**JANUARY 2022**

## **INTRODUCTION**

Dunbar United Football Club recognises the special bond between the Club and its supporters. It further 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 customers charter and associated activities and make changes as found appropriate in line with the guidance from relevant governing bodies. Documentary evidence of this shall be included in its Club Licensing audit submission.

Key Issues:

- Accessibility
- Visiting Support / Away Matches
- Loyalty and Membership
- Consultation and information
- Community Activity
- Equality
- Customer Service

### **Accessibility**

Dunbar United FC continues to strive for wider access to matches by offering Concession rate tickets for full time students, over 65s and disabled supporters. In addition, children aged 12 and under are permitted to attend New Countess Park free of charge.

Season Tickets can be purchased by contacting the club online (Facebook, Twitter or Website). Generally, tickets purchased are non-refundable except where the club for whatever reason does not fulfil the fixture for which the ticket was purchased.

### **Visiting Support / Away Matches**

Operating in the East of Scotland League we recognise that most games are walk up. Should, in future, the club participate in any matches which are ticketed the club's supporters will be offered initially to season ticket holders. The hosting club normally determines the cost of these tickets.

As a policy the Club will not charge admission prices to visiting supporters which are higher than those charges to home supporters. Our concessionary rates offered to senior citizens, students and the disabled are also available to the away support as is free access to children aged under 12.

Where relevant, the Club will always adhere to the rules of both the Scottish Football Association and East of Scotland Football Association and East of Scotland Football League when allocating ticket allocations to visiting clubs.

### **Loyalty and Membership**

Dunbar United FC offer a season ticket package. Concessions season tickets and Adult season tickets are keenly priced and offer a substantial discount compared to walk up prices.

## **Consultation & Information**

The club will consult with supporters on a regular basis through meeting with the Dunbar United supporters club at least three times per year.

Q&A sessions open to all supporters may be organised and regular information disseminated via Official Club website and official social media pages. The club will publicise its position on major policy issues on the Official Website. The Club will give the earliest possible notice where changes are made to club policies. This will of course have been preceded by Board discussion and decision which will involve supporter's representatives from Dunbar United supporters club.

Where material changes are proposed the Club will consult with the supporter's club regarding the design of both home and away kit. The method and timing of this consultation process will be determined by the Board.

## **Community Activity**

The Club supports activity both in the local community and the wider football community. The club looks to bring football to the community whilst tackling important social issues such as disability, racism, discrimination of all kinds and general social inclusion.

The Club will work in partnership with Dunbar United Colts, and outside agencies including the Local Authority to bring our community programme to a variety of social groups including the disabled, ethnic minorities, looked after children and the unemployed.

In partnership with our landlords at Hallhill the club will offer pre-arranged tours to all interested parties.

## **Equality**

It is the policy of the Club that there should be equal opportunity for all. This applies to external recruitment, internal appointments, 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, ethnic or natural origin. The club is also committed to the development and promotion of such equality or opportunity. This policy also applies to the treatment of customers, clients, and suppliers.

The club operates both disability and anti-discrimination policies and both are published on the club website.

## Customer Service

Dunbar United Football Club strives to achieve and provide good value for money in all areas of its business. All Customers will be treated with courtesy and respect. The Club will respond promptly to any contact from customers. For the avoidance of doubt, the club would prefer that any complaints are made in writing by email or letter and will be responded to in the same form. We will always seek to acknowledge any complaint within 3 working days of receipt and will endeavour to provide a full response within 10 working days.

If you feel your complaints has not been dealt with speedily and within the timescales above, please contact the Club Secretary, Pamela Munro, who has overall responsibility for customer service. Contact Details are as follows

Post: Dunbar United Football Club, New Countess Park, Dunbar. EH42 1RF

Email: [club@dunbarunitedfc.co.uk](mailto:club@dunbarunitedfc.co.uk)

## DOCUMENT CONTROL

Version	Date	Notes
V1.0	November 12 2020	Original Version
V1.1	November 20, 2020	Updated following feedback from SFA
V2.0	January 16, 2022	Annual review of Policy