# Customer Charter

Peterhead 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.

***Customer Charter Key Issues***

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

## 1. ACCESSIBILITY

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 through to corporate packages, a range of tickets are available. Where a game at Balmoor is deemed necessary to be all ticket and season tickets are not valid, season ticket holders will be given first opportunity to purchase tickets.

Concessions are available for senior citizens over 65 years of age, and for junior supporters who are under 17 years of age, 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.)

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.

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.

## 2. AWAY SUPPORT

The Club’s supporters are allocated tickets for away matches where applicable 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.

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. The Club abides by the SPL/SFL rules governing the allocation of tickets to visiting Clubs.

## 3. LOYALTY & MEMBERSHIP

The Club offers all Supporters Club members a 10% discount off all official merchandise (excluding sale items) purchased at Club retail shop at Balmoor or through the Company's official website channels. The Young Supporters member's number will be required for all purchases and personal callers will be required to produce their membership card. Other benefits of membership are a newsletter, certificate of membership, official club Christmas card and random opportunity to be chosen as a match day mascot at home games.

## 4. CONSULTATION & INFORMATION

The Club consults supporters on a regular basis through the Supporters Liaison Officer (SLO),Supporters' Club meetings and via question and answer sessions with supporters in general. 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. The Club is in regular consultation with shareholders, sponsors, the local authority, and other interested parties.

The Club gives the earliest possible notice of any changes to its ticketing policy and the reasons for the changes. The Club undertakes research on the design and number of new strips.

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. MERCHANDISE

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.

The Club intends to communicate with it supporters regarding new replica strip designs and prospective launch dates. Future details of the next intended change of kits will be made available from the Club website. The Club carries out its obligations to prevent price fixing in relation to the sale of replica strip.

The Club offers refunds on merchandise in accordance with it legal obligations.

## 6. COMMUNITY ACTIVITY

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 Football 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.

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.

The Club participates in 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.

The Club is looking to develop the provision of football opportunities for girls and women's football via girls only football coaching sessions. The Club will support and work with outside agencies, especially disadvantaged groups (disabled, ethnic minorities and the unemployed).

Regarding anti-racism initiatives, the Club supports the aims of leading initiatives such as "Show Racism the Red Card" to tackle problems of racism in the game, working closely with the Racial Equality Council.

The Club supports local charities and national worthy causes.

The Club supports pre-arranged stadium tours to all interested parties.

The Club supports community and schools events via Community Liaison Officer, Team Manager and player visits whenever possible. Schools Cup Finals have been staged at Balmoor and will continue in future.

## 7. STAFF CONDUCT

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, martial 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

**Peterhead Football Club…**

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

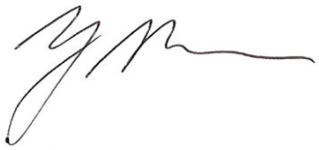
To avoid confusion, Peterhead Football Club prefers all complaints to be made in writing by email, fax or letter and will respond in form. In the first instance we encourage customers to contact the General Manager; the club is committed to acknowledge any letter of complaint within 3 working days of receipt and will endeavour to provide a full response within 10 days.

If your complaint has not been dealt with speedily and efficiently by the Head of Football Admin, then recourse is again in writing to the Chairman; who has overall responsibility for Customer Service.

Contact Details are as follows:

Chairman or the General Manager
Peterhead Football Club
Balmoor Stadium
Balmoor Terrace
Peterhead
Aberdeenshire
AB42 1EU

Telephone Number: (01779) 478256
Website: www.peterheadfc.co.uk



**Rodger Morrison**
**Chairman**
**Peterhead Football Club**

**UPDATED AND REVIEWED : 10th March 2026**