



Cove Rangers Football Club
Supporter and Customer Charter

Version 6.0 - 1st July 2020

Member of the Scottish Professional Football League

Supporter and Customer Charter

Cove Rangers 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 guidance received from relevant governing bodies and in line with any new applicable legislation. Documentary evidence of this shall be kept by the Secretary, summarising all amendments made.

The Club also reserves the right to make amendments at short notice to this Policy but all changes will be communicated to supporters through the Club's Website and in the Club's Match-Day Programme.

Key Issues

1. Accessibility
2. Matchday arrangements
3. Visiting Support
4. Loyalty and Membership
5. Consultation and Information
6. Community Activity
7. Merchandise
8. Staff Conduct
9. Customer Service

1. Accessibility

Cove Rangers Football Club is committed to providing a high quality, value for money customer experience, which is accessible to the widest possible audience.

1.1. Concessions are available for persons over 65 years of age and for Junior Supporters under 18 years of age. Concessions will also be available to full-time Students on production of their Student Card.

1.2. The Club will make Season Tickets for Balmoral Stadium available for purchase prior to the start of each Season. The cost and availability of these will be advertised on the Club's Website, on Social Media Sites and at the Stadium. These Tickets, which will be for League games only, will be priced to allow the purchaser to attend three matches free of charge throughout the Season. They will not be acceptable at Cup matches and most Pre-Season Friendly matches as a shared gate will normally apply on these occasions.

1.3. The Club will provide free access for supporters with registered disabilities as well as their Carers. It would be helpful if these Supporters could give prior notice to the Secretary that they will be attending.

1.4. In the event of a game being abandoned after Spectators are admitted to the Stadium before kick off or prior to half-time a voucher will be issued upon leaving to allow the Spectator free admission to the re-arranged game. Should individual Spectators be unable to attend the re-arranged game then they will be entitled to a refund up to fourteen days after the abandoned game. In the event of a game being abandoned after half-time refunds are not applicable and no vouchers will be issued.

1.5. The Club will set admission prices for Scottish Professional Football League matches in line with the minimum price enforced by the SPFL. The Club, however, reserves the right to review and amend admission charges at short notice. If this happens Supporters will be notified via the Club's Website, on Social Media Sites and at the Stadium.

1.6. Admission prices are presently £12.00 for Adults and £6.00 for Concessions

1.7. Admission prices for Cup Matches under the auspices of the Scottish Professional Football League will be in line with the recommended price but will be agreed between the two competing sides. For Cup matches under the auspices of the Aberdeenshire & District Football Association admission prices will be the same as those charged for SPFL League matches. Admission prices for Scottish Cup matches will be as per SPFL League matches in the earlier rounds increasing in the later stages of the competition in line with the status of and with the approval of the away Club.

1.8. Tickets will only be sold in advance for games for which a crowd in excess of 1500 is expected. Season Ticket holders will have the first opportunity to buy tickets before they are made available to the general public. After consultation between the Clubs the Away Club will also receive an allocation of Tickets. These will be sold in accordance with their Club rules.

2. Matchday

Cove Rangers Football Club will endeavour to provide a safe and enjoyable atmosphere for watching football.

2.1. The Club will provide a safe and trouble free environment for all spectators and shall ensure that the quality of service provided from Cove Rangers Staff, Turnstile Operators, Catering Staff, Stewards, Police, Medical Staff etc., is of the highest standard possible.

2.2. The Club will provide an appropriate number of Stewards for all home games based on the expectant crowd. These Stewards will be identifiable as they will wear high visibility jackets or bibs, usually in yellow.

2.3. The Club will endeavour to have the Shop in the Stadium open at all First Team matches for the purpose of supplying hot and cold snacks.

2.4. Any individual(s) found to be in breach of the Ground Regulations can expect to be ejected from the Stadium. In extreme cases the individual may face the withdrawal of his or her Season Ticket, face being banned from the Stadium and potential prosecution under the Criminal Law (Consolidation) (Scotland) Act, 1995 as amended by the Crime and Disorder Act, 1998 or the Public Order Act, 1986.

2.5. The Club will expect all Spectators to refrain from foul and abusive language, taunts or gestures as outlined in the Club's Policy on Unacceptable Conduct. In addition racist or obscene behaviour of any kind will not be tolerated and any Spectator finding an individual breaking these policies should make contact with the nearest Steward or Club Official.

3. Visiting Support

3.1. The Club does not charge admission prices to Supporters of Visiting Clubs which are higher than those charged to our own Supporters for comparable accommodation. In particular our concessionary rates are also offered to senior citizens, Students with their appropriate Card and junior Supporters of Visiting Clubs.

3.2. For All Ticket Matches the allocation of tickets to visiting clubs is determined after consultation between the Clubs and the Police, where appropriate.

4. Loyalty and Membership

4.1. The Club recognises the loyalty of its Supporters and at the beginning of each Season offers Supporters the chance to purchase Season Tickets at a discounted rate.

4.2. The Club also has a well run Supporters Club which provides transport to away matches when demand is sufficient. Supporters Club Members who pay their yearly membership fee receive discounted travel rates.

5. Consultation and Information

Regular two way communications with supporters, customers, suppliers, partners, the media and the local community remains a priority focus for Cove Rangers Football Club.

5.1 The Club welcomes open consultation from its supporters, customers etc., and welcomes all feedback, comments and suggestions. This can be conveyed to any Committee Member or sent to the Club in writing for the attention of the Secretary or e-mailed to the following e-mail address: dlittle@coverangersfc.com

5.2 The Club will give due consideration to all feedback, comments and suggestions implementing change where appropriate.

5.3 The Club will communicate regularly with supporters and customers, informing them of new developments, policies, fixtures and price changes, promotions and new product launches. This will be done in the main through the Club's official web-site but will also be relayed via Social Media e.g. The Supporters Group page on Facebook.

5.4 The Club will establish and maintain effective partnerships with all sectors of the media and will provide local newspapers with Club and Squad information relating to forthcoming matches, new signings etc.,

5.5 The Club will maintain its official website with the latest information regarding match fixtures, cancellations, match reports and all other related information.

6. Community Activity

The Club recognises the role it can play in generating and supporting activity both in the local community and the wider football community.

6.1 The Club supports local charities and worthy causes allowing appropriate Matchday collections and working with local groups.

6.2 The Club supports local community and schools events that promote youth football, girls football and grass roots football.

6.3 The Club will support pre-arranged Stadium Tours to all interested parties and groups, especially school children.

6.4 The Club supports the aims of leading initiatives such as ‘ Show Racism the Red Card ‘ to tackle problems of racism in the game.

6.5 The Club continues to support community events through visits and appearances of its Players and Management.

7. Merchandise

7.1 The Club is more than happy to delegate the sale of all Club merchandise to it's Supporters Club who will advertise and sell their stock through the web-site and at the Stadium on Match-days..

7.2 The Club will give as much notice as possible to the Supporters Club when it's kit is to change in order that they can arrange for the purchase of new replica kits. These strips will normally have a life span of at least two seasons, unless changes are enforced due to contractual obligations or sponsorship issues.

8. Staff Conduct

8.1 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. The Club is also committed to the development and promotion of such equality of opportunity. The policy also applies equally to the treatment of our customers and suppliers.

9. Customer Services

All Cove Rangers Football Club personnel are responsible for ensuring that the very highest standards of customer service and customer care are maintained.

9.1 The Club respect the right of every supporter and customer to be treated with the upmost courtesy and respect at all times by all Cove Rangers Football Club personnel.

9.2 The Club aims to respond promptly to any contact made by a customer.

9.3 To avoid confusion Cove Rangers Football Club would prefer that all requests/complaints/comments are made in writing by e-mail or letter to the Addresses below. The Club will then endeavour to respond within 14 days.

9.4 In the first instance all correspondence should be addressed to the Club Secretary.

9.5. In the event that you feel your complaint has not been dealt with promptly or satisfactorily by the Club Secretary, you have the further right to progress the matter directly through the Club Chairman, who has overall responsibility for the Customer Charter.

All correspondence should be addressed to:

Cove Rangers Football Club,
Per Duncan Little,
Secretary,
Balmoral Stadium,
Wellington Circle,
Altens, Aberdeen
AB12 3JG

Tel No. 01224 392850/392111

e-mail: dlittle@coverangersfc.com

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Document Control
Mandatory Review Date (To be reviewed and published annually)

Review Date 1st July 2021

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