



FORMARTINE UNITED FOOTBALL CLUB

CUSTOMER CHARTER

1ST JULY 2026

**Formartine United Football Club
Customer Charter**

Staff Conduct

The Club Believes:

- Customer care starts on the inside, with a good staff team and work ethic.
- Always keep customers updated with progress reports whenever they have to wait.
- Remain courteous even in difficult situations, including emails, social media, telephone calls and face to face meetings.
- The club and its staff know they are offering a service and that they would like every customer to return.
- Do end every conversation on a positive note.
- No problem is too big that together we cannot solve.
- It is important to remember that people come first when offering a service.
- Friendly, helpful service with a smile and knowing your job and everyone's rights is the key.
- Forget the distractions, ensure that without being subservient the customer comes first and be sure to give them your full attention.

In Addition:

- Caring about your job will ensure you care about your customer.
- If you make sure each customer has something positive to say about you and the club, each customer will remain happy.
- Treat every customer, as you would like to be treated yourself.

You should always aim to achieve ultimate customer satisfaction in the club's business.

Consultation and Information

- The club consults supporters on a regular basis through public meetings organised by the Committee, fans forums, and feedback through the club's official Internet site.
- The club publicises its position on major policy issues in a user-friendly manner via the clubs matchday programme, specialist publications and the club's official Internet site.
- The club has and will continue to develop ways of consulting with sponsors, season ticket holders and other interested parties.
- The club gives the earliest possible public notice of any changes to its ticketing policy and the reasons for the change.

The club undertakes research on the design and the number of new strips and any other key branding decisions.

Ticketing

Pricing:

- The club continues to strive for wider access to its home matches by offering a range of ticket prices.
- The club operates a Season Ticket Discount Scheme to enable regular supporters' first refusal on the choice of seat for all League and Cup matches played at North Lodge Park.

Allocation:

- At least 5% of tickets to each game will be made available to non season ticket holders.

Concessions:

- Concessionary prices are available to juniors, senior citizens and disabled supporters.
- Currently the clubs policy provides concessions to juniors up to 16 years of age and senior citizens at the age of 65 for men and women.

Away Matches:

- The club's supporters are allocated tickets for away matches where applicable and where the demand is expected to exceed the allocation received, the club will give priority to season ticket holders and supporter members.

Cup Competitions:

- Tickets for cup competitions are priced at normal league admission prices unless stated or as mutually agreed with the visiting club.
- Season ticket holders can claim their allocated seat during a priority sales period.

Returns/Refunds. The club's policy on the return and distribution of unwanted tickets is as follows:

- Supporters are not entitled to return tickets for a refund.
- Any unwanted tickets i.e. unclaimed season ticket holders tickets for cup competitions will go on sale to the general public after the priority sales period has ended.
- For each match all the relevant sales times are advertised.
- If a match is postponed after spectators have been admitted to the ground but before the match has kicked off, ticket holders and any spectators having entered the ground will be offered free admission to the re-arranged game.
- If a match kicks off but is abandoned before commencement of the second half spectators in attendance at the match will be offered admission to the re-arranged game for 50% of the admission price they paid to attend the original fixture.

Away Supporters:

- The club does not charge admission prices or pre-booking fees to supporters of a visiting club, which are higher than those, charged to our own supporters for comparable facilities.

In particular pre-booking concessionary rates offered to junior, senior citizen and the disabled supporters apply to supporters of a visiting club.

Membership Scheme

The club runs membership schemes for adults and juniors providing the following benefits:

- All the money raised through membership schemes will be invested into Formartine United Football Club and you will therefore be contributing to the success of the team, youth development and the continued improvement of the stadium.
- Priority allocation of tickets for all home Cup, friendly and play off matches.

Merchandise

- The club endeavours to ensure that all replica strip designs shall have a minimum lifespan of one season.
- The club will provide supporters with information on replica strip launch dates.

The club offers refunds on merchandise sales in accordance with its obligations under the sale of goods act.

Community Activities

Formartine United Football Club Community Scheme:

- The club is committed to working towards developing a strong community partnership in the Formartine area.
- The club shall endeavour to provide coaching facilities for all ages in the Formartine area using registered and qualified staff in accordance with SFA regulations and Code of Practice.

Formartine United Football Club Community Activities are working towards:

- Women's Football development
- School in-term coaching courses
- Football Fun Days

- Youth and Schools tournaments
- Working with special schools and young people with disabilities
- Football skill programmes for people with special needs
- Learning through football schemes

Participation and visits by the first team managers, coaches and players

Anti-Discrimination Policy

General Policy:

- Formartine United Football Club will continue to work alongside and with supporters to eliminate discrimination on the grounds of race, nationality, ethnic origin, colour, religion, disability, sex or sexual orientation.
- Formartine United Football Club does not condone any sexual or racially based harassment or other discriminatory behaviour, whether physical or verbal and works with others to ensure such behaviour is met with the appropriate action in whatever context it appears.
- Formartine United Football Club supports the Scottish Football Association and the other football bodies in their commitment to develop ongoing training and awareness-raising activities in order to promote the eradication of discrimination.
- Formartine United Football Club does not condone the use of racist language or behaviour inside or outside North Lodge Park.
- Whether home or visiting supporters are responsible, the club seeks to eliminate unacceptable and anti-social behaviour. Any person found using such language or behaviour may be banned by the club and the person concerned may be liable for arrest and subsequent prosecution. This in turn may lead to a banning order being served by the club.

Tackling Racism in Semi-Professional Football:

- The club recognises that Semi-Professional 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 "Let's Kick Racism Out of Football" campaign was launched in 1993 with a ten-point action plan.

Ten Point Plan and Ongoing Campaign:

1. The club has issued a statement stating they will not tolerate racism, spelling out the action it will take against those engaged in racist chanting. These objectives have been printed in the match day programme and displayed prominently around the ground, from time to time, as part of an ongoing campaign.
2. The club uses its public address announcements to condemn racist chanting as part of the campaign.
3. The club strives to ensure that season ticket holders do not take part in racist abuse.
4. The club takes action to prevent the sale of racist literature both inside and around the ground.
5. The club takes disciplinary action against players who engage in racial abuse.
6. The club contacts other clubs as required and when asked to do so to ensure that they understand the clubs policy on racism.
7. The club encourages a common strategy between all staff, stewards and police for dealing with racial abuse.
8. The club removes racist graffiti from the ground as a matter of course.
9. The club adopts an equal opportunities policy in relation to employment and service provision.
10. The club works with other groups and agencies such as the Scottish Football Association, supporters, schools, voluntary organisations, youth clubs, sponsors, local authorities, local businesses and police, to develop an active programme and raise awareness to eliminate racial abuse and discrimination.

Equal Opportunities Policy

General Policy:

- Formartine United Football Club is an equal opportunities employer.
- The club is committed to equality of opportunity within its organisation and encourages a similar commitment from organisations with which we have contact, either through our business or socially.

- Equality of opportunity at Formartine United Football Club means that we will not discriminate against or in any way treat less favourably, any persons on grounds of race, nationality, ethnic origin, colour, religion, disability, sex or sexual orientation in any of our activities.

These activities include:

- The advertisement of jobs
- The selection of candidates for employment or promotion
- Job location or working environment
- Pay and employment terms and conditions
- Internal and external training activities and awards

The club provides:

- The Club provides an area of the ground exclusively for non-smoking supporters.
- Support for disabled spectators and their carers in designated areas.

The following person listed can be contacted for details of our disabled facilities and ticket allocation - Secretary – 07738 468267.

Customer Service

Our Customer Service Charter Contact is:

- **Ian Rennie (Secretary):** Telephone: 07738 468267
- e-mail: formartineunitedfc@highlandleague.com
- The club will respond to any contact from a customer within a period of 14 working days.
- The club would normally respond by either letter or e-mail.
- If a customer requests a response by telephone he/she will receive one.

The Secretary can arrange meetings for supporters by prior arrangement.