

**ARBROATH FOOTBALL CLUB**  
**SUPPORTERS & COMMUNITY**  
**INVOLVEMENT POLICY**

**Reviewed July 2021**

**Adopted for Season 2021-22**



**Arbroath Football Club** (*hereinafter referred to as “The Club”*) continues to strive for wider access to matches by offering:

### **A broad range of ticket & admission prices.**

#### **Season Tickets**

There are a full range of season ticket prices from Under12's. Juveniles, Adults and OAP's. One price allows admission to the ground and a seat in the main stand if desired.

Half price season tickets are also available.

Season tickets are valid for all league and friendly matches at Gayfield.

#### **Match Admission**

There are also a full range of gate admission prices from Juveniles (under 18), Adult, and OAP and family gates, including concessions for senior citizens, students and unemployed

The Club provides ample access to games at Gayfield Park for non-season ticket holders and, in the event of the match being all-ticket, non season ticket holders will be able to purchase tickets after the requirements of season ticket holders have been met.

Similar procedures apply to all-ticket matches at away venues.

The club has a particular focus on encouraging the supporters of tomorrow. The 'Junior and Juvenile Ultra' Lichties' Season ticket is promoted heavily and these members are encouraged to come to open days at the Club with the players and Management and to matches.

All supporters are welcome in all sections of the stadium and families can be seated together in the main stand.

#### **Support for Disabled Customers and their Carers.**

Any disabled person and their carer/helper (who will be admitted free of charge) will be accommodated in the designated area of the main stand, this area includes ready access to disabled toilet facilities and a snack bar. Access for some cars to enter Gayfield to be closer to the main stand is available through contact with the Secretary.

Visiting fans with a registered disability should contact their own Club who will in turn advise the Club of any specific requirements.

#### **Visiting Supporters**

The Club does not charge to customers of a visiting club admission prices which are higher than those charged to our own customers at the corresponding away fixture.

The Club complies with Scottish Professional Football League rules governing the allocation of tickets to visiting clubs.

Tickets for Cup Competitions are priced according to the status of the opposition and are available first of all for Season Ticket holders and shareholders. If their usual seat is in the area designated for the opposing team, then a seat of similar location and price will be offered.

### **Consultation and Information**

The Club consults customers on a regular basis through forums, questionnaires, and fan surveys.

The Club publicises its position on major issues in annual statements, Club publications and on its website.

The Club continues to develop ways to consult with customers, members, sponsors, the local authority and other interested parties.

The Club adheres to the General Data Protection Regulation Act in how it processes personal data.

Shareholders are given financial statements, the Chairman's report and a financial review

Annually at the Club AGM.

Shareholders are invited to the statutory AGM while non-members, sponsors, the local authority and other interested parties are consulted through a series of informal activities.

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

### **Community Activity**

Arbroath FC has acknowledged its commitment to the community by the identification of specific people to deal with this activity.

The Club's efforts in the Community include:

Partnership with local coaching organisations in the coaching of young people

Partnership with Angus Council and local residents for community benefit

Partnership with the SPFL in healthy eating and fitness initiatives

Partnership with Angus Council in Anti Drugs initiatives

Support for the "Kick it Out" anti-racism campaign and Rainbow Laces campaign.

Invitations to local schools and disadvantaged young people and families to visit Gayfield Park.

## Customer Service

The Club endeavours to respond to any contact from a customer within a maximum of 7 days. The Club responds by telephone, e-mail, fax or letter and if a customer requests a response in writing he/she receives one.

The Club encourages customers to contact the Secretary in pursuit of specific enquiries and relevant contact information (names, postal address, telephone number, e-mail address is available through club publications and the official website.

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Website: <http://www.arbroathfc.co.uk>

## **Loyalty and Membership**

The Club offers discount for season ticket holders in the Club Shop on the sale of replica kit.

## **Merchandise**

All replica strip designs have a minimum lifespan of not less than two seasons unless extraordinary circumstances dictate otherwise.

Details of the next intended change of kits are available from the Club.

The Club offers refunds on merchandise in accordance with its statutory obligations.

The club will not knowingly purchase or otherwise acquire goods or merchandise from any supplier or manufacturer who does not fully comply with the labour, safety and other relevant statutory instruments of the countries of manufacture in respect of age of employees, health and safety of employees, hours of work, leave allowance, minimum wages, overtime and sick pay etc.

## Staff Conduct

The Club is committed to a policy of equality of opportunity and non-discrimination on grounds of; disability, sex, marriage, race, colour or religion, and to the principle that employees should be free to work in an environment free from harassment, victimisation or bullying. The Club endorses and actively promotes UEFA's recently issued Ten Point Plan of action for Professional Football Clubs in respect of Anti-Racism.