



CUSTOMER CHARTER

Mission Statement

We will be a humble, respectful, hardworking Football Club. We will strive to be successful and to give the community of Cambridge a Football Club to be proud.

Customer Service

Cambridge United Football Club recognises the importance of maintaining an excellent approach to customer service. Such an approach is imperative to our daily operation, and we will strive to always maintain exceptional standards. We value each customer and appreciate that as a business, the Club relies on a strong customer base to progress.

The Club will endeavour to respond to any contact from a customer within 7 days from receipt of the initial communication. We believe in a simple and customer friendly approach in dealing with all enquiries. The Club responds by telephone, email, or letter. If a customer requests a response in writing, we will endeavour to provide one.

All staff employed by Cambridge United Football Club will receive training in customer service to a high standard and will be committed to constant development to improve productivity, quality and customer satisfaction.

The Club encourages customers to contact its Supporter Liaison Officers, in the first instance.

Dave Matthew-Jones – Supporter Liaison Officer	
davem@cambridgeunited.com	info@cambridgeunited.com
Club Phone Number	01223 566500
Club Correspondence Address	Cambridge United Football Club The Cledara Abbey Stadium Newmarket Road Cambridge Cambridgeshire CB5 8LN

Should your matter remain unresolved, or you are dissatisfied with the outcome please follow the Club’s Complaints Policy which can be found on the Club website.

Should the Club not be able to resolve the complaint satisfactorily and there is no prospect of resolution, or if the Club has not properly responded within six weeks of the original submission of your complaint, you have the right to contact the Independent Football Ombudsman (IFO) directly, for further investigation.

The IFO complaints process is available from their website at www.theifo.co.uk.

The Independent Football Ombudsman, Premier House, 1-5 Argyle Way, Stevenage SG1 2AD.
contact@theifo.co.uk

Details of all complaints are recorded and kept on file for reporting purposes in line with the Clubs Data Policies.



Equality Policy

Cambridge United Football Club is committed to eliminating all instance of discriminatory behaviour under any of the protected characteristics, whether by age, disability, gender reassignment, marital or civil partnership status, pregnancy, race, religion or belief, sex or sexual orientation.

Cambridge United Football Club is an equal opportunities employer. Our activities will in no way discriminate against any individual. This includes, advertisement of jobs, working environment, pay and employment terms, selection for teams, training and development and appointments to honorary positions.

No activities with Cambridge United Football Club will discriminate against any person on grounds of age, disability, gender reassignment, marital or civil partnership status, pregnancy, race, religion or belief, sex or sexual orientation.

Cambridge United Football Club will not tolerate any form of harassment whether that be on grounds of age, disability, gender reassignment, marital or civil partnership status, pregnancy, race, religion or belief, sex or sexual orientation, and will work to ensure that such behaviour is met with appropriate disciplinary action.

Cambridge United Football Club will support English Football League and The Football Association in its commitment to develop a programme of on-going training and awareness-raising events and activities to promote the eradication of discrimination.

Staff Conduct

Cambridge United Football Club is committed to providing quality services for all our customers. We will do our best to provide full attention to you by offering additional help if it is required.

All full-time, part-time staff and volunteers have a duty to act as ambassadors of Cambridge United Football Club and if a customer encounters any problems with a member of staff, they should respond via our complaint's procedure detailed previously.

Cambridge United Football Club is committed to providing quality services and products for everyone who encounters or visits the Club.

This means when meeting face to face we will:

- Be polite, courteous, friendly and helpful and listen to you, giving you our full attention.
- Use plain language and avoid jargon.
- Ensure that any office you are visiting is tidy, clean, pleasant, welcoming and accessible.
- Address you with proper respect at all times.

When answering the phone, we will:

- Endeavour to answer all calls within 30 seconds.
- Greet in a courteous and helpful manner.
- State which member of staff and department you are speaking to.
- Find out who can best help you, redirect your call if necessary and arrange further contact if appropriate.



Cambridge United Football Club is committed to informing staff of all key issues in order for any customer enquiry to be duly satisfied quickly and efficiently. We will brief our staff immediately on any changes of club rules or Football League policy so that you are informed of any changes that will affect your match day experience.

Equality policy

Cambridge United Football Club is committed to confront and eliminate discrimination whether by reason of sex, sexual orientation, race, nationality, ethnic origin, colour, religion or disability.

Cambridge United Football Club is an equal opportunities employer and is committed to equal opportunity within our own organisation.

Equality of opportunity at Cambridge United Football Club means that in none of our activities will we discriminate against, or in any way treat less favourably, any person on grounds of sex, sexual orientation, race, nationality, ethnic origin, colour, religion or disability. This includes:

- The advertisement of jobs
- The selection of candidates for employment or promotion
- Job location or working environment
- Pay and employment terms and conditions
- Internal training and development activities
- External education activities and awards
- Football development activities
- Selection for Academy

Cambridge United Football Club will not tolerate sexual or racially based harassment or other discriminatory behaviour, whether physical or verbal, and will work to ensure that such behaviour is met with appropriate disciplinary action in whatever context it occurs.

Cambridge United Football Club supports EFL and The Football Association in its commitment to develop a programme of ongoing training and awareness-raising events and activities in order to promote the eradication of discrimination.

Merchandise

All replica kits are designed with a minimum lifespan of one season.

Details of the Club's next intended change of kits will be communicated to supporters via the Official Club Website and the Club Shop, subject to contractual confidentiality. Due to sponsorship requirements, it may be required that a club's replica kit is changed during a season or after a single season. In that case, all relevant changes will be communicated via the Club's Official Website and via the Club Shop. Supporters will be notified of any proposed change of kit in advance of any such changes taking place.

The Club aims to provide a wide range of official products available for purchase from the club shop.

The Club will also endeavour to maintain a high level of post-purchase support. All our prices are in line with merchandise available from other Football League clubs. We do not willingly overprice our stock and all prices for products will be freely advertised in the club shop and on the club website.

Cambridge United Football Club is committed to preventing price fixing in relation to the sale of replica team kit.



Cambridge United Football Club reserves the right to withdraw any product on offer at any time. Normal refund policy applies to any product on offer. All offers are not transferable and may be available for a limited time only. On occasion we may run special promotions through the club shop whereby season ticket holders and club members benefit ahead of other supporters. The club will endeavour to set out rules in relation to each promotion as and when they occur.

Cambridge United Football Club offers refunds on merchandise in accordance with its legal obligations. Our refund policy can be found within our [Ticketing & Retail Policy](#).

Consultation and Information

The Club actively consults supporters on a regular basis through a variety of forums, and Supporters' Groups.

The Club publicises its position on major policy issues in the match day programme and on the official Club website.

The Club issues information in the match day programme, on the official Club website as well as on local radio, newspapers and via the Press Association.

The Club has created a new Shadow Board to help unify and give a stronger voice to fan groups, strengthen fan engagement and ensure fans can act as a sounding board for the Club. The Shadow Board will complement the existing four fan groups; Cambridge Fans United (CFU) and Cambridge United Supporters Panel (CUSP), Amber Belles and the Cambridge United Supporter's Club.

Sponsors - Continual dialogue during season and annual networking function involving all sponsors of the Club.

Ticketing

The Club gives the earliest possible notice of any changes to its ticketing policy and the reasons for the changes.

In order to obtain a refund on the Home Match Ticket, a written request must be received by the Club's box office no later than 72 hours prior to the time of the advertised kick off of the Match and must include the Match Ticket or proof of purchase. A refund (excluding booking fees and subject to a cancellation fee) will only be issued on production of identification that the individual requesting the refund is the person to whom the Home Match Ticket was originally sold. For the avoidance of doubt, entitlement to refunds will be determined at the sole discretion of the Club.

In order to obtain a refund on the Away Match Ticket, a written request must be received by the Club's box office no later than 72 hours prior to the time of the advertised kick off of the Match and must include the Match Ticket or proof of purchase. A refund (excluding booking fees and subject to a cancellation fee) will only be issued on production of identification that the individual requesting the refund is the person to whom the Away Match Ticket was originally sold. For the avoidance of doubt, entitlement to refunds will be determined at the sole discretion of the Club.

Our [Ticketing & Retail Policy](#) provides full details.

Supporters' Conduct

The Club strives to ensure that the Cledara Abbey Stadium is a safe and pleasant environment in which to watch professional football. The Club requests that supporters co-operate with this policy.



- Entry to the ground is subject to the Ground Regulations displayed upon entry
 - Smoking is only permitted in designated areas of the ground
 - Foul, abusive and racist language and behaviour will not be tolerated
 - Anti-Social behaviour will not be tolerated
 - Any problems should be reported to a Match Day Steward
 - CCTV Cameras are in operation at the ground and may be used in accordance with Ground Regulations
- Cambridge United Football Club in conjunction with Cambridgeshire Police have agreed guidelines of a policy to deal with any serious offences relating to supporter misconduct.

The Board of Directors of Cambridge United Football Club Limited will sanction all bans regarding supporters' conduct. Warning letters and or entrance restrictions may be placed upon supporters whose offences may fall outside the scope of the policy guidelines. Such entry restrictions may include the signing of an attendance register, purchase of a known seat in the Main Stand and the provision of a recent passport sized photograph.

Transport and Travel

The Club supports the policy of encouraging supporters to find alternative travel arrangements to the car. Details of all routes to the stadium can be found in the 'club' section of the website. In line with our Traffic Management Plan the Club's onsite Official Car Park will remain closed at 90 minutes and until 10 minutes after this period of time or until such time as the spectators have left the stadium.

Catering

The Club aims to provide both value for money and variety of choice with regards to its catering facilities. The Club is committed to offering healthy and child-friendly options at its catering outlets and hospitality areas, further details can be found in our First Time Fan Guide.

Community Activities

Cambridge United is proud of its increasingly developing role in the local community. The Cambridge United Youth & Community Trust was launched in 2010 and is registered with the Charities commission. Please visit the website for more details: www.cuctrust.co.uk

Charity

The Club endeavours to support local charitable organisations rather than local arms of national organisations. Any requests for support should be directed to the Communications Manager Dan Branowsky – danb@cambridgeunited.com

First Aid

The safety of Cambridge United's customers is paramount. We will provide first class medical facilities for all visitors on a matchday. This will include a team of medical personnel dedicated to the well-being of all spectators. This will comply with the required Green Guide standards and Club Safety Certificate.

Stewarding & Crowd Control

The Club operates a fair and open policy with regards to stewarding with spectator safety being the primary focus. The West and South Stands are all seated and standing in these areas is not accepted. In the North and East Terraces, all gangways must be always kept clear.



Aggressive and abusive words and behaviour towards fellow spectators or staff is not tolerated by the Club.

Fire

Cambridge United will provide a safe environment for all visitors to the Cledara Abbey Stadium. The stadium will be inspected on an annual basis by the Fire & Rescue services to ensure that it complies with current fire legislation. Risk assessments will be completed, firefighting and detection equipment will be inspected/tested and maintained to required standards and staff will be trained to deal with an incidence of fire. Pre, during and post-match checks will take place to ensure that areas remain in a safe condition and dedicated Fire Stewards will be on duty during a match.

Safeguarding

The Club takes its commitment to safeguarding very seriously and has a series of dedicated Safeguarding Officers, who can be contacted at the Club’s address. All staff who work with young people and/or vulnerable adults hold a valid enhanced DBS certificate.

The club policy on Safeguarding Children is available on the website.

Data Protection

Clubs are required to maintain the privacy and security of the customer details held on record, in accordance with the Data Protection Act 1998.

Ground Regulations

The club policy on Ground Regulations is available on the website.

Contacts

Cambridge United
Dave Matthew-Jones – Fans Elected Director
Cledara Abbey Stadium, Newmarket Road, Cambridge CB5 8LN
davem@cambridgeunited.com
01223 566500

Version Updates

	Date
Policy Update	September 2023
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UNITED IN ENDEAVOUR

CAMBRIDGE UNITED FOOTBALL CLUB

