



STIRLING ALBION FOOTBALL CLUB Customer Charter – Last Updated 21 May 2024

Preamble

Stirling Albion Football Club (“we”, “us”, “the Club”) seeks to improve the service we provide for home and visiting supporters and to the people in the wider community. The standards we strive to achieve will be embodied within this Customer Charter. The Charter is subject to regular review and amendment as efficiency and improvements are affected and in line with those required under the Scottish Football Association Club Licensing Scheme.

Equality

We are committed to treating everyone with equal consideration. The Club, in association with its governing bodies (The Scottish Football Association and The Scottish Professional Football League) is determined to eradicate prejudice in football by ensuring that no barriers exist to anyone playing or enjoying the national game. The Club will not tolerate any such form of discriminatory behaviour (physical or verbal), and will work to ensure that any such behaviour is met with appropriate disciplinary and/or legal action in whatever context it occurs.

1. Tickets

- a) For season 2024/25 we continue to partner with our ticketing platform provider TicketCo. The platform allows us to provide season tickets and matchday tickets in electronic format. The use of these e-tickets speeds entry to the ground and increases our efficiency behind the scenes. We would urge all fans to buy an electronic ticket if they can. We will continue to provide alternative payment methods such as cash and card at the turnstiles
- b) For season 2024/25, discounted season tickets will be made available to Senior Citizens (65 years of age and over), students, and junior customers (17 years and under).
- c) For season 2024/25 “12 and under” season tickets will give free admission to all league matches for younger fans. These season tickets must be bought in conjunction with an adult or 65 and over ticket.
- d) For season 2024/25, “12 and under UA” season tickets will give free admission to league matches for younger fans who are unaccompanied by a paying adult. These season

tickets can only be bought from the office and require a form to be completed and returned in advance. The form contains details of the ticket holder's parent or guardian.

- e) Discounted "pay at the gate" rates will be available to Senior Citizens (65 years of age and over), students on production of valid matriculation cards, and all juniors of 17 years and under. 12 and unders gain free entry when accompanied by a paying adult.
- f) We will also offer free or discounted entry to specific groups from Stirling and its environs for specific matches.
- g) With the exception noted above, we will charge visiting fans the same general admission prices as we do for our home support.
- h) We are committed to exploring a range of ticket prices for different groups.
- i) Home fans will be seated in the West Stand. At its discretion, and subject to police advice, the Club will open the South Terracing for home supporters.
- j) Away fans will be seated in the East Stand, unless, in consultation with the Stadium Safety Officer it is agreed that the number of such fans can be safely accommodated within West Stand, alongside the Home fans. At its discretion, and subject to police advice, the Club will open the North Terracing for visiting supporters. In exceptional circumstances, and again subject to its discretion and police advice, the Club may open the South Terracing for away supporters. In such instances, home supporters will be restricted to the West Stand only.
- k) In the event of all-ticket matches, non-season ticket holders will be able to purchase tickets after the requirements of season ticket holders have been met. For all-ticket matches at away venues, this option may be exercised at the Club's discretion.
- l) The Club will determine its policy for returned and unwanted tickets, and its tickets return policy for abandoned matches, on a match-to-match basis which will have regard to police and other requirements.
- m) 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.
- n) If a match kicks off but is abandoned before commencement of the second half spectators in attendance at the match will be offered free admission to the re-arranged game.
- o) Details of the availability and pricing of all tickets will be promulgated via the Club website and via the press. Amendments to availability and pricing will be published through these means at the earliest possible opportunity.

p) For the very few “restricted view” seats in Forthbank Stadium, the Club will offer price reductions for all-ticket games. These seats will only be offered for sale once all other tickets for the home stand have been sold.

2. Special Needs

- a) The Club will facilitate access for disabled customers and their carers.
- b) Subject to at least 48 hours’ notice being given, we will endeavour to reserve car parking space for a wheelchair user and their carer (one per disabled person) who will be admitted free of charge and will be accommodated with other supporters in the disabled area.

3. Fixture Lists

- a) The Club undertakes to keep supporters informed as to postponements and fixture changes through its website, social media and the press.

4. Forthbank Stadium

- a) The Club undertakes, through Active Stirling, to provide a clean and safe environment with the appropriate facilities.
- b) It welcomes feedback from all supporters where it is perceived that the match day experience does not meet these essential requirements. It also welcomes contributions from all supporters as to how that experience could be improved.

5. Catering

- a) The Club undertakes to provide a first-class hospitality offering to private and corporate customers
- b) The Club undertakes to continue to sub-contract a catering service for use by all supporters.
- c) It welcomes feedback from supporters where such service is perceived to fall short of expectations and how it might be improved.

6. Community Activity

- a) The Club commits to working with the Stirling Albion Foundation to develop and strengthen its bonds with the local community.
- b) The Club will support and work with outside agencies, both independently and with the Stirling Albion Foundation, especially with regard to disadvantaged groups.
- c) The Club will actively support local and national initiatives that promote fairness, equality and inclusion within football and the wider community.

d) Whenever possible, the Club will support local charities and national worthy causes.

7. Merchandise

a) Both home and away strips will normally have a life span of at least one or two seasons, unless changes are enforced due to contractual obligations or to meet the requirements of the Scottish Professional Football League or Scottish Football Association.

b) We will provide both a physical and online store for the purchase of a range of club merchandise.

c) Dates of introduction of current and new replica strips will be made known upon request.

d) The Club offers refunds on merchandise in accordance with its legal obligations.

8. Supporter Information

a) The Club commits to working closely with its owners, the Supporters Trust, through the arrangements laid out in the Working Together Agreement including regular operational and financial updates

b) The Club undertakes to keep supporters informed through a combination of some or all of the following means - website, newsletters, and social media and by fans' meetings.

c) The Club acknowledges the need to promulgate information to supporters timeously and that some means of disseminating information will more readily lend themselves to meeting this need and will be more cost effective.

9. Customer Service and Standards of Performance

a) The Club will respond to any reasonable contact from a supporter within 7 days, by whichever method appears to the Club to be most appropriate, unless there are extreme circumstances which render the Club unable to respond within that timescale.

b) The Club strives to provide value for money in all areas of its business.

c) The Club commits to achieving the highest level of service.

d) We will treat all customers with respect and courtesy.