

# CUSTOMER CHARTER

WATFORD FOOTBALL CLUB



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## OPENING STATEMENT

WATFORD Football Club is a family Club at the heart of the local community, which strives to deliver an outstanding family experience. The delivery of excellent customer service is at the heart of every aspect of our business. All employees of Watford FC share this vision and are committed to providing supporters with a first class sporting experience when they visit Vicarage Road on a matchday.

## OUR KEY COMMITMENTS

We are committed to operating a business that is self-sufficient and has the ability to remain competitive at the highest level of the game.

We are committed to maintaining Vicarage Road's reputation as the safest and friendliest stadium in English football.

We are committed to identifying, confronting and eliminating discrimination, whether by reason of race, colour, nationality, religion or belief, sex, sexual orientation, marital or civil partner status, age, ethnic and national origin, pregnancy or maternity, disability or gender reassignment.

We are committed to being an equal opportunities employer. We aim to ensure that all employment decisions are taken without reference to irrelevant or discriminatory criteria, and that staff feel valued and are able to aspire to achieve their full potential.

Our Chief Executive Officer and Board will ensure that everyone who wishes to engage with the Club, whether as supporter, staff, players, participants in Community Trust programmes and any other person engaged with the Club's activities, is able to do so. We have appointed a Lead Equality Officer in support of the CEO/Board, who will deal with the day to day implementation of Equality within the Club.

We are committed to being a consumer champion on behalf of our supporters. That's why prices for our season tickets, match tickets and replica kit will continue to be among the most competitive in the Premier League.

We believe our players should set a good example to children and young adults - that's why we are committed to ensuring our professional players and Academy scholars are a credit to the Club and town of Watford.

We are committed to the many different communities we serve and value the contributions made on our behalf by the people of Watford.

At all times, we will endeavour to communicate efficiently and effectively regarding the Club's business dealings.

We will develop and implement systems and services that make transactions quick and easy for our supporters.





# CORPORATE SOCIAL RESPONSIBILITY

As part of our continued commitment, we will carry out a number of matchday activities focusing on key local community initiatives (often involving our own registered charity) and including national campaigns (such as Kick it Out's anti-discriminatory work). At least three matchdays per season are dedicated to such good causes.

Under the banner of Watford FC's Community Sports & Education Trust, the Club commits itself to providing a wide range of activities, events and projects for people across the spectrum of our local community.

## OBJECTIVES

Comments received from supporters relating to all aspects of the business are logged before being actioned by relevant Club personnel. All feedback is taken seriously and given the necessary management time in order to understand the needs of our supporters. We will continue to pro-actively monitor all comments – positive and negative – as we endeavour to deliver the best customer service and product offering to our supporters.

As well as responding wherever we can to customer feedback, we will also be reviewing the feedback received following the matchday assessment from Visit Football, as part of their 'Quality Assured Stadium' scheme, which is run in conjunction with the Premier League. We will strive to, wherever possible, implement the recommendations and improvements highlighted in the reports.

We undertake to continue our commitment to Watford FC's Community Sports & Education Trust. We are proud of the Trust's work in the community and participation of our players in the delivery of projects to young people. The Trust is a registered charity (No. 1102239).

## THE CONDUCT OF OUR STAFF

Our staff will conduct themselves in a helpful and courteous manner in all dealings with supporters. As a business, we are committed to providing equal opportunities in employment and to avoid unlawful discrimination in employment and against supporters.

This means we do not discriminate against people on the grounds of race, colour, nationality, religion or belief, sex, sexual orientation, marital or civil partner status, age, ethnic and national origin, pregnancy or maternity, disability or gender reassignment.

We also believe that our employees should be able to work in an environment free from harassment of any kind.



# ACCESS FOR HOME MATCHES

Please check the sales arrangements for each game when information is released on [watfordfc.com](http://watfordfc.com) and social media channels to confirm purchase eligibility. Sales priority will be given to fans who've attended regular home matches over recent seasons.

The club reserves the right to make available the option for season ticket holders to bring along their non-season ticket-holding child/children who would otherwise be ineligible to be assigned a match ticket. We also reserve the right to make a small number of tickets available to supporters based overseas or exiled elsewhere in the UK. Such tickets will be sold entirely at the club's discretion.



MATCH TICKETS

## MATCH TICKETS

We will always do our very best to ensure that you receive the best tickets in terms of price and position whenever you attend Vicarage Road on a matchday.

To achieve this goal, full details of all prices are available both online and by phone when speaking to one of our Ticket Sales staff, who will always be happy to give advice specific to your request. Please contact the ticket office hotline on 01923 223023 or Email your query to [ticket.office@watfordfc.com](mailto:ticket.office@watfordfc.com).

## ACCESS FOR ALL

We will advertise ticket availability, prices, change in ticketing policy and fixture changes as quickly as possible through our website, other Club publications and through the media. Match tickets cover a broad range of prices and a minimum 10 per cent of tickets for each match will be available to non-season ticket holders. Concessions are given to those aged 18 & Under, 65 & Over and students in full-time education (holding a valid NUS card).



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MATCH  
TICKETS

## ACCESS FOR FAMILIES

Particular emphasis will be given to encouraging young people and their families to come to Vicarage Road. We have a dedicated Family Area for the exclusive use of family groups and junior supporters. We reserve the right to relocate supporters in the Family Area should police advice suggest this will enable the stadium environment to be safer on matchday. If their usual seat is to be occupied by the opposition, an alternative will be offered before the match goes on sale.

MATCH

## ACCESS FOR DISABLED SUPPORTERS

The Club is fully committed to ensuring provision is made for supporters with all types of disability.

Watford FC works closely with the 'Watford FC Enables' disabled supporters' association on all matters relating to disabled supporters. The associations dedicated website can be accessed [HERE](#)

Some concessions are available, but are not based on impairment type, rather the recognition that some disabled supporters have a restricted choice of viewing area in the stadium and/or could not attend a match without personal support or the provision of an auxiliary aid.

Where the need for personal support has been identified, the Club will admit the personal assistant free of charge on the understanding that they are providing a service to the disabled supporter to enable them to access matchday facilities. You will be entitled to a free personal assistant if you are in receipt of Middle or Higher rate components of Disability Living Allowance (DLA) or Personal Independence Payment (P.I.P.) however proof of eligibility may be required before tickets are issued.

The personal assistant should be capable of supporting the disabled person's needs in the event of an emergency and the Club require the disabled person and their PA to enter the ground together and sit together.

If you have a query relating to our provision for disabled supporters, please contact Shelly Newman, the Club's Disabled Liaison Officer on 01923 223023 or via email to [disabled.supporters@watfordfc.com](mailto:disabled.supporters@watfordfc.com)

## ACCESS FOR AWAY MATCHES

Please check the sales arrangements for each game when information is released on [watfordfc.com](http://watfordfc.com) and social media channels to confirm purchase eligibility. Sales priority will be given to fans who've attended regular away matches over recent seasons.

Such tickets will be sold entirely at the club's discretion.

# ACCESS TO SEASON TICKETS

Season tickets may be available periodically before and during each season at the Club's discretion. We will advertise season ticket availability and prices through our website, social media outlets, other Club publications and through local media.

We are only able to offer credit facilities to enable supporters to renew season tickets via Direct Debit. We reserve the right to charge an administration fee relating to the processing of direct debits.

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# MATCH ACCESS FOR VISITING SUPPORTERS

A minimum of 2,100 tickets for Premier League games will be made available to visiting Clubs.

Prices for visiting supporters will be capped at £30, in line with the agreement made by all Premier League Clubs. Prices will not be higher than those charged to home supporters for comparable areas of Vicarage Road. We will abide by Premier League rules governing the allocation and pricing of tickets to visiting Clubs.

We will also actively engage in any available discussions with other Premier League Clubs with a view to offering reciprocal deals to benefit travelling supporters from both respective Clubs.



# ACCESS FOR CORPORATE CLIENTS

Corporate facilities will be offered at competitive prices. We will regularly monitor our prices to ensure they remain competitive and are in-step with the wider business community. The corporate sales team can be contacted on 01923 496006 or via email sales@watfordfc.com

# ACCESS TO CUP MATCHES

Ticket prices for cup matches can only be announced once approved by competition organisers. Watford has no jurisdiction to drive pricing structure when drawn away from home, although is included in pricing discussions before publication.

Whilst prices will often be set in accordance with the status of the opposition, it is the Club's intention to keep these as low as possible to ensure as many fans as possible are able to attend. Season ticket holders will be given the opportunity to purchase their usual seat. We reserve the right to move supporters from the Family Area of the Vicarage Road Stand where a visiting Club wishes to exercise its right (under competition rules) to take up a ticket allocation greater than 10% of the Vicarage Road Stadium capacity.

MATCH  
TICKETS

# ACCESS TO REPLAYS (OF ABANDONED GAMES)

Refunds will only be offered if there are extenuating circumstances which are agreed by the Ticket Office and the ticket is returned to the Ticket Office not later than 24 hours prior to the game.

# ACCESS TO REFUNDS

If a match is abandoned after spectators are admitted to the ground but before kick-off, ticket holders will be entitled to free admission to the rearranged match. If a match is abandoned after kick-off the Club reserves the right to charge the full ticket price for the rearranged match, however, every effort will be made to avoid this.

# LOYALTY AND MEMBERSHIP

Our season ticket holders will be offered a range of benefits that reward their loyalty and increase the benefits to them of being associated with Watford FC. This includes:

**Away match tickets:** As detailed above, priority for high demand games will be given to season ticket holders that regularly attend away matches, and then to other season ticket holders. Remaining tickets will then be placed on general sale. The Club staging the match determines the cost of these tickets.

**Away match travel:** We will, periodically, offer subsidised travel and/or match tickets to away matches, to encourage greater participation and reward those who already travel regularly.

**Other priority access:** From time to time, the Club will endeavour to run specific ticket-related or access-related privilege activities by way of thanks for purchase.

**Junior Hornets:** We will continue to encourage junior supporters to become members of the Club. Members will receive benefits such as newsletters, access to member only-competitions and prize draws, occasional promotional discount on Hornets Shop merchandise and Community Trust courses. There is no charge for Junior Hornets membership and registration is available on the dedicated website, which can be found **HERE**



# SUPPORTER COMMUNICATION

We will strive to be open and transparent in our communication towards supporters.

There are many media by which supporters can now keep up-to-date with news from the Club.

These include the Club's official services via  
Web (watfordfc.com)  
e-mail (newsletters),  
Twitter (@watfordfc),  
Facebook (facebook.com/watfordfc)  
Instagram (instagram.com/watfordfcofficial)  
YouTube (youtube.com/WatfordFCofficial)

The Club has a dedicated Supporter Liaison Officer to manage the overall function of supporter engagement, ensuring a proactive and cohesive approach across all areas of the Club. The Supporter Liaison Officer provides a direct line of communication for supporters to the Club, will act as a conduit between the Club and its supporters and will also engage with supporters on matchdays and at all Club functions. The Supporter Liaison Officer, Dave Messenger, can be contacted on 01923 496397.

We welcome interaction and feedback through day-to-day dialogue. Constructive criticism and positive feedback is often used to shape future decisions or timings and will be treated with respect and answered where appropriate.

As well as the forms of communication described above, the Club will continue meeting with supporters on a face-to-face basis. Our 'At Your Place' meetings give fans the

opportunity to attend Q&A sessions with senior Club management, football management and players. These informal evenings are free to all Watford supporters and allow fans to ask questions on wide-ranging topics.

We undertake to review this Customer Charter annually and wherever possible implement changes and improvements in line with comments and feedback from our supporters.

Despite our best intentions we acknowledge that we can always improve our products and services to our supporters. If you wish to register a complaint about a product or our service, then there are two key ways of getting in touch.

Either write to: Dave Messenger, Supporter Liaison Officer, Watford FC, Vicarage Road Stadium, Vicarage Road, Watford, WD18 0ER.

Or you can email us at: yourvoice@watfordfc.com. Your correspondence will be acknowledged and forwarded to the appropriate manager(s) for attention - and action, if appropriate.

Supporters are asked to include contact telephone numbers, FAN ID numbers where appropriate and email addresses as part of their correspondence. All correspondence will be acknowledged within 4 working hours of receipt. Following subsequent investigation, we will always aim to resolve any issues within 5 working days. If we are unable to meet this timeline, we will communicate and advise extended timelines accordingly.

# COMPLAINTS TO AN INDEPENDENT BODY

If you feel that Watford Football Club has not dealt with your matter to your satisfaction, the Independent Football Ombudsman (IFO) can adjudicate any on complaints that have not been resolved. For more information about the IFO, please visit their website which can be found [HERE](#)

Supporters who are dissatisfied with any response received from the Club can escalate their complaint in writing to the address below;

**The Independent Football Ombudsman  
Suite 49  
57 Great George Street  
Leeds**

The Premier League are also available to mediate between a complainant and the Club to achieve a positive resolution. For information or guidance, please contact [supporters@premierleague.com](mailto:supporters@premierleague.com)

# COMMUNITY, SPORTS AND EDUCATION TRUST

Watford FC's Community Sports & Education Trust is a registered charity that is about more than just football. It provides community based sports, physical activity, education and skills based activities on behalf of Watford Football Club.

The Trust's vision is 'Improving Lives, Enhancing Communities' and its mission is 'Making a positive difference for all through sport and learning'. It strives to achieve this by delivering a diverse range of community programmes, activities and events within Hertfordshire and its surrounding areas, as well as in the London Boroughs of Harrow and Hillingdon.

The Trust's work currently focuses on five key themes; Sports Participation, Social Inclusion, Health, Education and Community Facilities. In addition to the wide range of outreach projects based at community venues, the Trust also runs and manages two community facilities, Cedars Youth & Community Centre in Harrow and Meriden Community Centre in Watford. These community

hubs, alongside a range of community projects and initiatives, enable the Trust to work with all sections of the community.

With a dedicated, enthusiastic and extremely passionate team of staff, the Trust is able to place Watford FC at the heart of local communities. Through its work the Trust is able to promote health and wellbeing, motivate and inspire, as well as provide opportunities for people to develop life skills and realise their potential.

To find out more about the Trust's work, please visit the Trust website [HERE](#)

# MERCHANDISING

Working with our technical partner we will undertake extensive research on design and quality to ensure our supporters receive the best possible product at a reasonable price.

All replica strip design will have a minimum life span of one season, and it is currently the Club's intention to launch new home and away kits every season.

Watford will offer refunds on merchandise in accordance with our legal obligations. Please visit our online Hornets Shop [HERE](#), where you will find full details of our conditions of sale.







# CHARITABLE REQUESTS AND SIGNED ITEMS POLICY

We receive so many requests for assistance with charities and fund-raising that we have developed a policy to determine which will be put forward for consideration.

Preference will be given to organisations supporting the local community, and young people in particular. In addition to this, we also support the nominated Premier and Football League charities.

All requests should be put in writing so they can be given due consideration. We very much regret that it is not possible to meet all requests.

Requests should be sent by post on letter-headed paper to Charity Requests, Vicarage Road Stadium, Vicarage Road, Watford WD18 0ER.

Watford FC also receive a very high volume of requests for signed footballs and shirts. Our policy is to request that you purchase or supply the shirt/football in the first instance. We also request that a donation is given to the Watford FC Community Sports and Education Trust for any item that Watford FC have agreed to be signed by the Watford FC squad. Our suggested donation is £50, but supporters are welcome to donate whatever amount they feel comfortable with sending.

Once payment has been received by either cash, credit/debit card payment or cheque, the Club will organise for the item to be signed within a maximum of six weeks. We will also provide a certificate of authenticity for any item signed. We can only allow one item to be signed within a 12-month period, and the item must not be sold or placed on any auction sites.

For further information please contact Alex Ashby (alex.ashby@watfordfc.com) or Dave Messenger (dave.messenger@watfordfc.com).

# SAFEGUARDING

The Club places great importance on the safeguarding of children and adults at risk (vulnerable groups)

The Club has a child-centered approach to its work and their care and welfare is of paramount importance to us.

It is the duty of everyone at the Club to safeguard the welfare of children and young people by creating an environment that protects them from harm.

We will ensure the safety and protection of all vulnerable groups involved in all activities arranged by or in the name of the Club through the strict adherence of our safeguarding guidelines.

Further information can be found **HERE**





# STADIUM

We are committed to ensuring that Vicarage Road Stadium is always a safe and friendly environment for both Watford supporters and supporters of the visiting Club. Our stewards are fully trained to the nationally recognised level 2 qualification in Spectator Safety and will follow the official Ground Regulations strictly whilst also being on hand for any customer support required.

Our Vicarage Roadies are on hand to meet and greet all supporters visiting the stadium on matchdays. The Roadies are a team of volunteer Watford supporters who aim to enhance the supporter experience by offering advice, providing assistance to those needing extra support to access the stadium, managing away match ticket collection and helping with any other issues or queries that arise.

It is our ambition to make Vicarage Road Stadium a state of the art venue with a traditional feel. We are committed to ensuring all areas are cleaned to the highest standard and we aim to continually modernise our facilities.

With the commitment made by Premier League owners and chairmen to achieve full compliance with the Accessible stadia guidelines in mind, we will continue work to increase our provision for supporters with all types of disability.

The Club has designated the Rookery Stand, Sir Elton John Stand, Graham Taylor Stand and the Family Stand (North West side of Vicarage Road Stand) as areas for home supporters only. It is the policy of the Club that any visiting supporter found in these stands will be ejected from the stadium.

The Club has designated the North East side of the Vicarage Road Stand as an area only for the visiting Club's supporters to be seated.

The stadium safety policy and Ground Regulations and a map of the ground, including all accessible areas of the stadium, can be found **HERE**



# DATA PROTECTION

Information and data on our supporters may be stored on computer or manual files in order to maintain accurate records and may be analysed to assist us in providing our products and services to them.

We may, from time to time, contact supporters by letter, telephone, email or otherwise to inform them about events, products or services that we think might be of interest to them.

Supporters can advise us at any time if they wish to opt out of receiving this information and have the choice to opt out of just correspondence from third parties, or all correspondence. Remember, however, that opting out could stop the Club from contacting supporters about things that may benefit them, for example ticket availability or a forthcoming event. Unless supporters have given their consent, we will not provide information about them to third parties to use for their marketing purposes.

Supporters have the right of access to information we hold about them on payment of a fee. If anything is inaccurate or incorrect, please let us know and we will correct it. If supporters wish to exercise any of these rights then please contact: Operations Director, Watford FC, Vicarage Road Stadium, Watford, WD18 0ER. Supporters should remember to state their full name and address.

Our software suppliers comply with our stated policy.