

## **BERWICK RANGERS FOOTBALL CLUB PLC**

### **Supporters’ and Customers’ Charter: Season 2024/25**

Berwick Rangers Football Club recognises the special bond between the Club and its supporters. It recognises and respects the invaluable contribution the supporters make to the life of the Club. As such, the Club makes every effort to ensure that its policies and practices are open, accessible and communicated as effectively as possible with its supporters.

The Club will conduct an annual review of its customer charter and associated activities, and make changes as appropriate in line with the guidance from relevant governing bodies.

#### **Key Issues**

1. Accessibility
2. Away Support
3. Consultation & Information
4. Community Activity
5. Merchandise
6. Staff Conduct
7. Customer Service

#### **1. ACCESSIBILITY**

1. Berwick Rangers continues to strive for wider access to matches by offering:

1.1.1 The Club offers a broad range of admission prices. These include adult/ concessions (see 1.1.3)/children prices for all games. The club will make these fair to all home and away fans alike. See also 1.1.3 below.

1.1.2 More than 40 % of tickets to each game are made available to non-season ticket holders. Season ticket holders are hereby defined as those possessing a Berwick Rangers season ticket card, or valid membership of Club 1881, The Gers, or My Gers groups.

1.1.3 Concessions are available for senior citizens aged 65 and over, and for junior supporters under 18, full-time students and disabled supporters. Almost 100% of seating offers an un-restricted view to supporters. The club however reserves the right to amend/alter concession prices of admission if required and would announce details for any particular game prior to this on official club website [www.berwickrangers.com](http://www.berwickrangers.com)

(Our meaning of “restricted view” is where you have to physically move to gain an unrestricted view. Movement of the head to the side to gain a view is not considered a restricted view).

1.1.4 Three family sections can be made available when and if required. This decision will be at the discretion of the club for a particular game.

1.1.5 Support for disabled and visually impaired supporters and their carers. Our disability co-ordinator, Dennis McCleary, can be contacted at Shielfield Park on: (01289) 307424 for further details of our disabled facilities and ticket allocation.

1.1.6 The Club Policy on abandoned matches is listed separately under the Club Policies header on [www.berwickrangers.com](http://www.berwickrangers.com)

Tickets for cup competitions are announced to supporters following discussions between the clubs and Police. Away clubs will receive a minimum of 10 % of tickets, and tickets for Cup matches are usually offered to season ticket holders and official supporters clubs in the first instance, and then to the general public.

As a general rule, ticket refunds are only issued in exceptional circumstances and at the discretion of the club. For fuller details of the Club’s refund policy please contact Dennis McCleary Club Secretary (01289) 307424, Kieran Bowell (General Manager, [generalmanager@berwickrangers.com](mailto:generalmanager@berwickrangers.com) ), or go to [www.berwickrangers.com](http://www.berwickrangers.com)

## **2. AWAY SUPPORT**

2.1 The Club’s supporters are allocated tickets for away matches if needed as follows: tickets go on sale to season ticket holders and official supporters’ clubs in the first instance, and then if any remain, they go on sale to the general public. The hosting club determines the cost of these tickets, however consultation with the away club may occur as appropriate.

2.2 The Club does not charge admission prices to supporters of a visiting club which are higher than those charged to our own supporters for comparable accommodation. In particular our concessionary rates offered to senior citizens and junior supporters apply to supporters of a visiting club. The Club also intends to offer tickets for away visually impaired fans at the same admission price and with the same facilities as home fans. See also note on Concession prices listed at 1.1.3 above.

2.3 The Club abides by the SFL and SFA rules governing the allocation of tickets to visiting clubs. See also 1.1.3 above.

### **3. CONSULTATION & INFORMATION**

3.1 The Club consults supporters on a regular basis through the Supporters’ Club and Trust, alongside feedback from our Club 1881, The Gers and Wee Gers members (and their guardians in the case of Wee Gers).

3.2 The Club publicises its position on major policy issues in a concise format in the club match day programme, through the official club website, and through press releases.

3.3 The Club is in regular consultation with the Supporters’ Club, Supporters’ Trust, sponsors, the local authority, and other interested parties.

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

3.5 The Club undertakes research on the design and number of new strips.

3.6 The Club will not knowingly buy goods from any supplier or manufacturer who does not comply fully the labour, safety and other relevant laws of the countries of manufacture with respect to minimum wages, hours of work, overtime, sick pay and holiday entitlement.

### **4. COMMUNITY ACTIVITY**

4.1 The Club supports activity both in the local community and the wider football community.

4.1.1 The Club seeks to promote close links between the Club and its community and to introduce young people, male and female, to football as players and spectators.

4.2 The Club will support and work with outside agencies, especially disadvantaged groups (disabled, ethnic minorities and the unemployed).

4.3 Regarding anti-racism initiatives, the Club supports the aims of leading initiatives such as “Show Racism the Red Card” to tackle problems of racism in the game, working closely with local Racial Equality Council.

4.5 The Club supports local charities and national worthy causes including Football Aid.

4.6 The Club supports pre-arranged stadium tours to all interested parties.

4.7 The Club supports community and schools events via players’ visits whenever possible.

## **5. MERCHANDISE**

5.1 Both home and away replica strip designs will normally have a life span of at least one or two seasons, unless changes are enforced due to contractual obligations.

5.2 The Club intends to communicate with its supporters whenever possible regarding new replica strip designs and prospective launch dates.

5.3 Future details of the next intended change of kits will be made available from the club shop.

5.4 The Club carries out its obligations to prevent price fixing in relation to the sale of replica strip.

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

## **6. STAFF CONDUCT**

6.1 It is the policy of the Club that there should be equal opportunity for all. This applies to external recruitment, internal appointment, terms of employment, conditions of service, and opportunity for training and promotion regardless of sex, marital status, creed or religion, colour, race, age, disability, sexual orientation or ethnic or national origin. Also the Club is committed to the development and promotion of such equality of opportunity. The policy also applies equally to the treatment of our customers, clients and suppliers.

## **7. CUSTOMER SERVICE**

Berwick Rangers Football Club....

7.1 strives to provide value for money in all areas of its business.

7.2 seeks to achieve the highest level of service

7.3 will treat all customers with respect and courtesy.

7.4 The Club guarantees that all messages on its automatic telephone answering service will be current.

7.5 The Club responds promptly to any contact from a customer.

7.6 To avoid confusion, Berwick Football Club prefers all complaints to be made in writing by e-mail, fax or letter and will respond in form. In the first instance we encourage customers to contact the department relevant to their query and the department concerned is committed to

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acknowledge any letter of complaint within 3 working days of receipt and will endeavour to provide a full response within 10 days.

7.7 If your complaint has not been dealt with speedily and efficiently by the department concerned, then recourse is again in writing to Dennis McCleary, Club Secretary. Contact details are as follows:

Berwick Rangers Football Club  
Shielfield Park Stadium  
Shielfield Terrace  
Tweedmouth  
Berwick upon Tweed  
TD15 2EF  
Tel: 01289 307424 Facsimile number :  
( 01289 ) 309424  
E-mail : [club@berwickrangers.com](mailto:club@berwickrangers.com)  
[generalmanager@berwickrangers.com](mailto:generalmanager@berwickrangers.com)

Signed: Dennis McCleary

Club Secretary