



GILLINGHAM FOOTBALL CLUB LTD

CUSTOMER CHARTER

CLUB MISSION

Gillingham Football Club is committed to creating an inclusive, successful football club with a focus on sustainability and community. We believe it is our duty to provide an environment where all supporters, visitors, staff and officials feel safe and respected, regardless of gender, colour, race, religion, sexual orientation, gender identity, age or disability.

SUPPORTER SERVICES

Customers should direct all questions, feedback, or complaints to enquiries@priestfield.com. Where required, the club will acknowledge receipt of any contact from a customer within three working days by telephone, e-mail, and/or letter.

Where a written response is requested, the club will endeavour to do so within 21 working days. The club does not respond to correspondence and/or complaints by mail unless the name and address of the sender is provided. We are committed to timely and efficient responses. If a customer is dissatisfied, they may direct complaints to the following:

Supporter Liaison Officer: **Ben Reeves**

Telephone: **01634 300000**

Email: **enquiries@priestfield.com**

Alternately, under the ADR system supporters can refer any complaints directly from club to IFO stage, removing the requirement for a formal governing body stage. Contact information: Independent Football Ombudsman, Premier House, 1-5 Argyle Way, Stevenage SG1 2AD. Website: www.theifo.co.uk.

ANTI-DISCRIMINATION POLICY

There is no place for any manner of discriminatory, offensive, or abusive behaviour or language of any kind, both inside our ground or at away fixtures. We have a zero-tolerance policy against language or behaviour that discriminates on the basis of gender, colour, race, religion, sexual orientation, gender identity, age or disability, all protected under the Equality Act of 2010.

We commit in earnest to timely and thorough investigation of such matters. Furthermore, we encourage supporters to report said behaviour in live time:

- Directly to stewards
- Via our anonymous reporting line 07717 605501
- Email enquiries@priestfield.com

Additionally, we encourage supporters to report said behaviour to Kick It Out or Her Game Too, using the information below:

KICK IT OUT: It is recommended that you provide screenshots or links when reporting something on social media. Report incidents to Kick It Out via the following:

- Use the [online form](#)
- Via the Kick It Out app
- Email report@kickitout.org
- Dial 0800 169 9414
- Alert social media accounts @kickitout and @kickitoutreport
- Private message on the Kick It Out Facebook page

HER GAME TOO: Report incidents to Her Game Too via the following:

- Use the [online form](#)
- Seek out the local Gillingham FC Her Game Too ambassador

SUPPORTER CODE OF CONDUCT

In solidarity with the 'Love Football, Protect the Game' campaign adopted by the FA, Premier League and EFL in 2022/23, Gillingham Football Club wants every supporter to enjoy football in a safe, secure and healthy environment. Whilst we respect and embrace spectators' passion for the game, we will not tolerate the following:

- Physical violence
- Foul language
- Threatening behaviour
- Discrimination of any sort
- Tragedy abuse
- Offensive gestures
- Throwing projectiles onto pitch
- Use of smoke bombs or pyrotechnics
- Disregard for safeguarding children and vulnerable adults
- Disaster chanting
- Pitch invasion
- Drug Use
- Disregard for Ground Regulations

Violators may be subject to our Club Sanctions Policy.

MATCH ABANDONMENT/POSTPONEMENT POLICY

- In the event of the postponement of a match before patrons have entered the ground and prior to kick-off, the ticket will be valid for the rearranged playing of the match.
- In the event of the postponement of a match after patrons have entered the ground, but prior to kick-off, entry to the ground for the re-arranged match shall only be permitted on presentation of the original ticket and subject to compliance with any other requirements announced by Gillingham Football Club.
- If the match is played 'behind closed doors', or the postponed/abandoned match is (i) not re-arranged or (ii) the Ticket Holder is unable to attend the rearranged match, the Ticket Holder will be entitled to a reallocation of the ticket to a home league fixture of the same season.

SUPPORTER CONSULTATION/ENGAGEMENT (R128)

Gillingham Football Club adhere to EFL Regulation 128 regarding supporter consultation via:

- At least two Fan Forums per season, to which supporters will be invited to discuss issues relating to the club. The club's Supporter Liaison Officer and relevant members of senior staff will be present at such meetings.
- Liaising with the officially recognized Gillingham Supporters' Club multiple times throughout the season.
- Liaising with social media fan channels multiple times throughout the season.
- Regular meetings with local residents group.
- Supporter surveys regarding EDI issues and matchday experience.
- Regular networking events with sponsorship partners.
- Live social media Q&A with the Chairman.

TICKETING

For home matches the club will sell tickets in the following order of priority, subject to availability. Discretion will be applied to the number of tickets available to each applicant:

1. Season Ticket Holders
2. General Sale

Ticketing details for cup competitions will be announced via the official website, official social media channels, local press, and other media outlets, once agreed by the two clubs.

DATA PROTECTION

Any personal information supporters give to us will be processed in accordance with the UK Data Protection Act 1998. Any sensitive information is securely stored. We do not hold credit card information on site.

COMMUNITY FOUNDATION

In close collaboration with our community trust Gillingham FC Foundation, the club is committed to delivering a range of opportunities for local clubs, schools, organisations, and communities throughout the year.

STAFF CONDUCT

The club expects its staff, stewards, and representatives to be courteous, helpful, and well informed. Additionally, Gillingham FC staff are in a unique position of influence and must adhere to all club policies to set a good example within the club and in the wider football community. Any person who feels that any of the club's personnel are failing to meet those standards should notify the club (see Supporter Services section).

CHARITY POLICY

We donate a number of Family Packs (four tickets) each month. Interested parties are invited to email us at enquiries@priestfield.com with the following information: name of organisation, event date/description, and contact information (name/phone/email). Selections are made on the last day of the month during which the request is submitted. Additionally, we are happy to facilitate the signing of merchandise which the requesting organisation purchases directly from our Club Shop.

ENVIRONMENTAL POLICY

Gillingham Football Club is dedicated to minimising the environmental impacts of our activities. We will continue to embrace initiatives and technologies that will reduce our environmental impact whenever possible. We will work towards improving efficiency and sustainability within the club at all levels, and encourage employees, suppliers and partners to do the same.

SAFEGUARDING

The general well-being and welfare of all children, young persons, and adults at risk who are involved with Gillingham FC is of paramount importance.

The club encourages best practice in safeguarding children and adults at risk, and in working with their families and local agencies. We are committed to promoting good outcomes in terms of health, development and educational achievement alongside football and sporting excellence. We believe that safeguarding is the responsibility of everyone who has contact with children, young people, and vulnerable groups and that it our duty to engage in safeguarding with a spirit of partnership and openness. The club's Safeguarding Policies detail different types of abuse, guidance on identifying issues, as well as procedures to be implemented by staff and volunteers. Our responses to safeguarding concerns are consistent with mandatory legislation, local authority guidance and best safeguarding practices.

The club's Safeguarding Policies are reviewed annually and are subject to Board approval to ensure they remain in line with statutory guidance and relevant to the work of the organisation.

CROWD PROTECTION

Gillingham Football Club is committed to providing a safe environment for all persons attending the ground, whether as a spectator, employee or official. The club will deploy a Safety Management Team and sufficient Safety Stewards to comply with the Safety Certificate issued by the local authority. Stewards will be deployed to monitor entrance and exit gates, as well as in spectator areas for crowd observation and monitoring for signs of disorder.

The club will also deploy sufficient medical staff, including at least one Ambulance Officer, a fully equipped Paramedic Ambulance, and a number of qualified first aiders, to provide first aid for those inside the ground. The club will maintain and equip a medical room for use by the medical team in compliance with the Guide to Safety at Sports Grounds.

CLUB SANCTIONS POLICY

Gillingham Football Club is committed to providing a positive atmosphere allowing all fans to enjoy the match. We publish copies of the EFL Ground Regulations, and it is a condition of entry to the ground that all spectators will adhere to these rules.

Any breach of ground regulations, whether it be at home or away matches, including the use of discriminatory language or behaviour, may result in any or all of the following sanctions:

- The offender may be immediately ejected from the ground.
- The offender may be given the opportunity to modify their behaviour. However, should the behaviour continue, the offender may be removed from the ground.
- If the breach of regulations is also a criminal offence, we will immediately remove the offender and hand the matter over to the police. Should the offender be put on bail during a police investigation or have a pending court appearance for a football-related incident, they will be banned from the ground whilst the bail is on force or the matter is resolved.
- Serious breaches are likely to result in an extended ban, the duration of which will be determined by the club.
- Some matters may attract a ban of approximately one to five home games, the exact number to be determined by the club.
- Re-admission to the ground after any ban may depend on the offender signing an Acceptable Behaviour Agreement, which will remain in force for one calendar year from the date of signing. Any ejection while a person is the subject of an Acceptable Behaviour Agreement will result in a season-long ban.

There will not be any recompense for season ticket holders who miss games as a result of being banned from the ground, nor will there be refunds for individual matchday tickets.

INFORMATION SERVICES

Gillingham Football Club values communication with its supporters. The club will regularly monitor the telephone system, official website, official social media channels, and streaming services to ensure that all information provided is current, fully updated, and working efficiently.

Media channels:

Twitter - **@TheGillsFC**

Facebook - **www.facebook.com/GillinghamFootballClubOfficial**

Instagram – **@gfcofficial**

YouTube - **GFCofficial**

Streaming services - **Stream AMG**

VISITING SUPPORTERS

The club abides by Football Association and EFL rules governing the allocation of tickets to visiting clubs.

MERCHANDISE

Replica kit has a life span of a minimum of one season. The club is committed to ensuring a competitive price for all replica kit and not entering into price fixing in relation to its sale. The club offers refunds on merchandise in accordance with its legal obligations under the Consumer Rights Act 2015.

PARKING POLICY

Parking is restricted to roads surrounding the stadium, including Chicago Avenue and the bottom end of Sunnymead Avenue which are both free for parking use. Visiting supporters should note that many nearby roads are for permit holders only.

CORPORATE SOCIAL RESPONSIBILITY

The club believes it should be a part of the community in the widest sense and that its success should partly be judged on the impact it has on the community in which it exists. Everyone at the club is committed to tackling environmental, social, and community-based issues.