



ABERDEEN FOOTBALL CLUB

SUPPORTERS CHARTER Version 1.6

Version	Date	Author	Comments
1.0	04 January 2004	Chris Gavin	First Version
1.1	01 February 2010	Peter Roy	Review and amend
1.2	27 January 2012	John Morgan	Review and amend
1.3	11 January 2017	Paul Hendry	Review and amend
1.4	06 January 2018	Paul Hendry	Review and amend
1.5	12 February 2018	Scott Gormal	Review and amend
1.6	10 February 2021	Scott Gormal	Review and amend

Aberdeen 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 Supporters Charter and associated activities, and make changes as appropriate in line with the guidance from relevant governing bodies. Documentary evidence of this shall be included in the Club's audit submission.

KEY ISSUES

1. Accessibility
2. Match-day
3. Away Support
4. Membership
5. Consultation and Information
6. Community Activity
7. Merchandise
8. Staff Conduct
9. Customer Service

1. Accessibility

- 1.1.1. Aberdeen Football Club continues to strive for wider access to matches by offering the following:
- 1.1.2. The Club offers a broad range of ticket prices. Supporters buying more expensive seats or packages enable us to charge other supporters less for their tickets. From single match tickets and family tickets to corporate packages, a range of tickets are available.
- 1.1.3. More than 40% of tickets to each game are made available to non-season ticket holders.
- 1.1.4. Concessions are available for senior citizens over 65 years of age and for junior supporters under the age of 18.
- 1.1.5. The Club also offers Under 12 tickets in all areas of the ground which are available to purchase from the Pittodrie Ticket Office.
- 1.1.6. Support for disabled and visually impaired supporters and their carers. Our Disability Access Officer can be contacted at Pittodrie Stadium on 01224 650 465.
- 1.1.7. In the event of a game being abandoned after spectators are admitted to the ground before kick off or prior to half time, the ticket purchased shall be valid for the re-arranged game. Should individual spectators be unable to attend the re-arranged game then they will be entitled to a refund up to fourteen days after the abandoned game. Should a game be abandoned after half time refunds are not applicable. A comprehensive refund policy is on display in the Ticket Office.
- 1.1.8. Tickets for Cup competitions are announced to supporters following discussions between the clubs. Tickets for Cup matches are usually offered to supporters via our Priority points scheme

which awards supporters points for every match they attend. Official supporter's clubs are also allocated tickets before they go to general sale.

- 1.2. As a general rule, ticket refunds are only issued in exceptional circumstances and at the discretion of the Club. For full details of the Club's Refund Policy please contact Ticket Office Manager on **01224 650428** or the Ticket Office on **01224 63 1903**.

2. Matchday

- 2.1. Aberdeen Football Club accepts full responsibility for the conduct of their supporters at both home and away games alongside the following initiative on Unacceptable Conduct from the Scottish Professional Football League:
- 2.2. The list of offences is extensive but includes disorderly conduct, damage to the fabric of a stadium, using threatening or abusive words towards any group of gender, colour or race, nationality, ethnic origin, sexual orientation, transgender identity or disability. Also included are chants or songs of a racist, sectarian or of grossly offensive nature. Using words, conduct or displaying any writing or other thing which indicates support for, or affiliation to, or celebration of, or opposition to an organisation proscribed in terms of the Terrorism Act 2000. There is no list of banned songs or chants but the Event Safety Officer, Match Commander, SPFL Delegate, referee or the opposition club may report any of the above. Sanctions against the club can mean an official warning, a fine, ordering the game to be replayed or as a last resort the loss of points.
- 2.3. Should any spectator be arrested and found guilty of any breach of the unacceptable conduct initiative he/she will be banned from entering the stadium for a period of time prescribed by the Operations Manager.
- 2.4. Pittodrie Stadium is designated "No Smoking" throughout and any spectators who ignore this restriction should expect action to be taken against them by stewards or Aberdeen Football Club employees.

3. Away Support: All ticket matches

- 3.1.1. The Club's supporters are allocated tickets for away matches via our Priority Points scheme which awards supporters points for every match they attend. Official supporters clubs are also allocated tickets before they go to general sale. The host club determines the cost of these tickets, however, consultation with the away club may occur as appropriate.
- 3.2. 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 are offered to senior citizens and junior supporters of visiting clubs. The club will sell tickets to wheelchair bound away supporters with their carer going free of charge, up to the number of places available in their designated area.
- 3.3. The Merkland Stand is exempt from this charging policy.
- 3.4. The Club abides by the SPFL rules governing the allocation of tickets to visiting clubs.

4. Membership

In March 2018 the club launched the AberDNA membership, which offer supporters a variety of benefits ranging from discounts within the club, priority points, free merchandise and more. Supporters contribute to the membership via Direct Debit or Annual Payments. The membership offers a range of categories tailored towards different age ranges and geographical locations. In 2020 a free membership was introduced for U12s – AberDNA Junior. There is also a Stand Free Membership which was put in place to reward regular match buyers with discounted tickets and a priority period ahead of general sale for home matches.

5. Consultation and Information

- 5.1. The Club maintains contact with supporters on a regular basis via a number of communication tools such as social media, our in house tv channel RedTV and through our e-newsletter 'Red Alert' reaching over 50,000 subscribers every week, our website www.afc.co.uk, Match-day Programme 'Red Matchday'. Regular meetings are also held with supporter's groups and organisations such as Dons Supporters Together.
- 5.2. The Club publicises its position on major policy issues in a concise format through press releases and additional communication channels such as the club match-day programme 'Red Matchday' and our website www.afc.co.uk.
- 5.3. The Club is in regular consultation with shareholders, sponsors, local authorities and other interested parties.
- 5.4. The Club gives the earliest possible notice of any changes to its ticketing policy and the reasons for the changes.
- 5.5. The Club undertakes research on the design of new strips.
- 5.6. Meetings with Supporters Clubs will take place organised by a club director and attended by senior staff members of the club and the Club's Supporter Liaison Officer.
- 5.7. The Club will not knowingly buy goods from any supplier or manufacturer who does not comply fully with 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.

6. Community Activity

- 6.1. The Club supports activity both in the local community and the wider football community and is actively involved in a number of schemes through our partner charity Aberdeen FC Community Trust. The Trust seeks to provide support and opportunity to those who need it throughout the North-East. The Trust looks to promote and foster greater participation in football at all levels, while tackling important social issues. Fuller details can be provided on request on **01224 650400**.
- 6.2. 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.
- 6.3. The Club organises football coaching for boys and girls in mainstream primary schools, including the provision of certificates. After school coaching is also available for various age groups.
- 6.4. The Club continues to develop the provision of football opportunities for girls and women's football via the Club's own Aberdeen Football Club Ladies team and girls only after school soccer coaching sessions.

- 6.5. The Club will support and work with outside agencies, especially disadvantaged groups (disabled, ethnic minorities and the unemployed).
- 6.6. 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. The Club also works closely with Grampian Racial Equality Council.
- 6.7. The Club supports local charities and national worthy causes.
- 6.8. The Club supports pre-arranged stadium tours to all interested parties.
- 6.9. The Club supports community and school events via player visits whenever possible.

7. Merchandise

- 7.1. Both home and away replica strip designs are normally replaced on a seasonal basis, unless changes are enforced due to contractual obligations.
- 7.2. The Club will inform its supporters regarding new replica strip designs and prospective launch dates.
- 7.3. Future details of the next intended change of kits will be made available from the Club Shop and via the AFC website www.afc.co.uk
- 7.4. The Club carries out its obligations to prevent price fixing in relation to the sale of replica strips.
- 7.5. The Club offers refunds on merchandise in accordance with its legal obligations.

8. Staff Conduct

- 8.1. 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.

9. Customer Service

- 9.1. The club strives to provide value for money in all areas of its business
 - 9.1.1. The Club seeks to achieve the highest level of service.
 - 9.1.2. The Club will treat customers with respect and courtesy.
 - 9.1.3. The Club guarantees that all messages on its automatic telephone answering service will be current.
 - 9.1.4. The Club responds promptly to any contact from a supporter.
 - 9.1.5. To avoid confusion Aberdeen 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 supporters to contact the department relevant to their query and the department concerned is committed to acknowledge any letter of complaint within 3 working days of receipt and will endeavour to provide a full response within 10 days.
 - 9.1.6. If your complaint has not been dealt with speedily and efficiently by the department concerned, then recourse is again in writing to:

Signed:..... **Date:**.....

Robert Wicks

Commercial Director

Aberdeen Football Club plc

Pittodrie Stadium

Pittodrie Street

ABERDEEN

AB24 5QH

Telephone Number: 01224 650 400

Facsimile Number: 01224 650 460