



## SUTTON UNITED FOOTBALL CLUB

### CUSTOMER CHARTER

Sutton United is extremely proud of the support given to the club by our supporters both home and away as partners. We are constantly reviewing the key policies of the club and are fully committed to providing an excellent standard of customer service and improving the overall supporter experience.

#### CUSTOMER SERVICE & COMPLAINTS PROCEDURE

Sutton United, and our partners, regard customer service as a major priority. On occasion though we may let ourselves down or not deliver in line with your, or our, expectations. In these cases we want you to let us know and we have a dedicated email address where those customer service issues or complaints can be heard. We encourage you to send these to [welisten@suttonunited.net](mailto:welisten@suttonunited.net) rather than to keep those frustrations and concerns to yourself. By listening we not just learn how we are doing, how are supporters are feeling, but we also get an opportunity to do something about it. This email address is an important part of Sutton United's Communications Strategy and this email address is monitored by our Comms team who report directly to a Board Director who will see these emails.

In addition our Supporter Liaison Officer is a first point of contact for all supporters to the Club and they too will access any emails sent to our “welisten” channel. The club's policy is to respond to all enquiries and complaints - whether via telephone, email, social media or letter - within a maximum of fourteen working days. If there are justifiable reasons as to why a full response cannot be given within this time, the customer will receive as a minimum an acknowledgement and be advised as to how long a full response will take.

In addition for general supporter enquiries, please email [info@suttonunited](mailto:info@suttonunited) in the first Instance. The Club runs multiple sections and individual feedback or complaints can be directed to these also, but be assured any email to [welisten@suttonunited.net](mailto:welisten@suttonunited.net) will be directed to the correct area and a direct response from those responsible for these areas may also be the outcome in addition to a response from our Comms or SLO teams.

With all complaints should a supporter be unsatisfied by the club's response or failure to respond, then the next stage for the complaint to be escalated is to the Independent Football Ombudsman, their contact details are: The Independent Football Ombudsman Premier House Stevenage SG1 2AD [contact@theifo.co.uk](mailto:contact@theifo.co.uk)

## SUTTON UNITED OBJECTIVES

- The Sutton United Customer Charter outlines the principal objectives, policies and commitments whereby the club will:
- Offer a high level of customer service
- Maintain and improve upon the high level of communication with all interested parties
- Aim to constantly improve the match day experience both on and off the pitch
- Attract new supporters and investors
- Provide a safe environment where people can enjoy themselves
- Create an inspiring commercial environment with which businesses want to be associated
- Continue to work closely with the Sutton United Foundation improving links with the local community
- Maintain and improve upon our commitment to all families and young supporters
- To communicate our commitment to equality and diversity most effectively

## CONSULTATION, COMMUNICATION AND INFORMATION

The club recognises the importance of proactive communication with all of its supporters, stakeholders, sponsors and local authorities. Sutton United's position on

major policy issues and all club announcements will be publicised on a regular basis through supporter forums and via its official media channels. In particular:

- The official club website: [www.suttonunited.net](http://www.suttonunited.net)
- The official Facebook page: <https://www.facebook.com/SuttonUnited/>
- The official Twitter account: <https://twitter.com/suttonunited>
- The official Instagram account: <https://www.instagram.com/suttonunited/>
- Club newsletter
- Match day communication: including but not limited to ground advertising and matchday programme

The club will endeavour to give the earliest possible notice of any changes to its membership and/or ticketing policy and the reasons for the changes. The club organises numerous events through the season whereby supporters and all interested parties can meet with the players and staff in an open and informal atmosphere. Sutton United is extremely proud of our relationship with all of our interested parties and will continue to strive for improvement of the overall supporter experience through regular communication with supporters in a clear and precise manner.

The club is a voluntary adherer to the recommendations in the English Football League National Fans Survey which researches and gives feedback on the overall supporter experience of all clubs in the EFL.

Expert Working Group Recommendations on Supporter Engagement - Regulation 121  
Following the outcome of the Government's recent Expert Working Group (EWG) Supporter Ownership and Engagement discussions, from 2016/17, the introduction of FL regulation 112 means senior executives at clubs will be required to, 'hold at least two meetings/fans forums per Season to which its supporters (or representatives) are to be invited in order to discuss significant issues relating to the Club'.

Sutton United undertakes to hold such meetings which will take place throughout the season and be chaired by representatives from the Club and the SLO.

#### STAFF CONDUCT

Sutton United is committed to confronting and eliminating all forms of discrimination to all involved in the professional game. Sutton United is an equal opportunities employer: No job applicant or current employee of the club will receive less favourable treatment by the club on any of the following grounds: age, gender, gender reassignment, sexual orientation, marital status or civil partnership race, nationality, ethnicity (race), religion or belief, ability or disability, pregnancy and maternity or any other unjustifiable reason.

This is in relation to:

- The advertisement of jobs.

- The selection of candidates for employment or promotion.
- Job location or working environment.
- Pay and employment terms and conditions.
- Internal training and development activities.
- External education activities and awards.
- Football development activities.
- Selection for representative teams.
- Appointments to honorary positions.

Sutton United will not tolerate any form of harassment or other discriminatory behaviour, whether physical or verbal, and will work to ensure that such behaviour is met with appropriate disciplinary action in whatever context it occurs. Staff, and volunteers, of Sutton United will always conduct themselves in an honest and courteous manner.

Sutton United strictly adheres to any National League anti-discrimination policy and fully supports the Football Association in its commitment to develop a programme of ongoing training and awareness raising events and activities in order to promote the eradication of discrimination.

#### SAFEGUARDING POLICY

Sutton United is committed to safeguarding the welfare of every child, young person and vulnerable adult who has been entrusted to our care. A child or young person is anyone under the age of 18 engaged in any club football activity. Every child or young person who plays or participates in football should be able to take part in an enjoyable and safe environment and be protected from poor practice and abuse. Sutton United is committed to working to provide a safe environment for all and we aim to achieve this through adherence to The Football Association's Safeguarding Children Policy and Procedure and to The National League guidelines that have been adopted by the club.

Sutton United Football Club recognises and acknowledges that safeguarding is the responsibility of every adult involved in our club. It is noted and accepted that in line with the FA's guidance this applies to everyone in football whether in a paid or voluntary capacity. Sutton United Football Club expects any person involved with the club in any capacity to adhere to and be committed to this safeguarding policy and follow the procedures outlined if they have a concern or receive a disclosure regarding the welfare of a child or vulnerable adult.

Football is for everyone; it belongs to and should be enjoyed by anyone who wants to participate in it, whether as a player, official, staff member or spectator. The aim of Sutton United Equality Policy is to promote our own equality objectives and in doing so, help to ensure that everyone is treated fairly and with respect. All Sutton United representatives should abide and adhere to this Policy and to the requirements of the

Equality Act 2010. In doing so, we are working towards being legally compliant in relation to equality legislation.

THE KEY PRINCIPLES OF THIS POLICY ARE: 1. The child's welfare is, and must always be, the paramount consideration. All children and young people have a right to be protected from abuse regardless of their age, gender, disability, culture, language, racial origin, religious beliefs or sexual orientation 2. Develop promote and review ways of protecting this group of children and young people from discrimination, abuse, exploitation, or treatment which degrades them 3. All concerns and allegations of abuse will be taken seriously and responded to appropriately 4. Working in partnership with other organisations, e.g. Police and Children's Social Care, The Football Authorities, children and young people and their parents/carers is essential. Guidance from The Football Authorities, The Local Safeguarding Children's Board and Government Guidance or in light of any serious safeguarding incident.

The staff and volunteers of Sutton United Football Club are not experts in recognising child abuse. It is therefore expected that if any person at the club has a concern about the welfare of a child they will discuss their concerns with the Safeguarding Lead who is the person designated within the club to deal with child protection matters. Direct contact should be made to [safeguarding@suttonunited.net](mailto:safeguarding@suttonunited.net) in the strictest confidence.

#### TICKETING POLICY

Details of all changes regarding ticketing will be regularly made available via the club's official website and social media channels and via the online ticketing system. All ticket sales are subject to terms and conditions in conjunction with the Ground Regulations. Accessibility to matches is priority and the club strives to make purchasing a ticket as quick and easy as possible.

Supporters can purchase tickets via the following options: Online: Simply visit the official Sutton United website, navigate to the tickets and matchday section, and click 'Ticket Shop' (or Ticket FAQ if more appropriate). The option to pay on the day will generally be made available whenever possible for home fans and on occasion for away fans too, but a ticket WILL need to be bought before entering through the turnstiles.

Payment Options All major credit/debit cards are accepted with some exceptions. There is no additional charge for credit card payment. Sutton United operates a cashless stadium and club. Sutton United endeavours to offer a broad range of ticket prices and initiatives and the club actively participates in ticket promotions.

Match tickets are not available at the turnstiles. On a match by match basis, standing tickets may be available from the ticket booth on match day, as maybe the availability of tickets to future matches or events. An additional cost will be charged for this service. (The primary source of tickets remains our online ticketing platform via our website).

If a supporter arrives at the match without their season ticket, then they can request a reprinted ticket from the ticket office. Should a supporter lose their season card, or have it stolen then the ticket office will be able to provide a replacement season card, although this may incur an administration charge of £10.00.

The Club considers there are no severely restricted view seats that qualify for discounted prices. Accommodating Away Supporters The Club abides by NL regulations governing the allocation of tickets to visiting clubs. Admission prices to supporters of a visiting club will never be 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. Concessions Concessionary prices are available to under 14s, under 18s and over 62s. For the avoidance of doubt the person must be under/over the age stated on the ticket on match day (or for Season Tickets 1<sup>st</sup> August of the relevant season). We recommend that the supporter should carry ID in case validation of age is required.

**U14 tickets in particular require the accompaniment of an adult.**

Disabled fans should purchase the ticket which is relevant to their age category: Carers are admitted free of charge and will be seated next to the wheelchair spaces or as close as possible subject to availability. Proof of disability is required from any supporter wanting to receive a free carer ticket. This can be any of the following: • A statement of high mobility/living allowance as issued by the Department of Work & Pensions. • Receipt of enhanced PIP Allowance. • Blind or partially sighted registration certificate. For further information, please look at our disability policy.

Away Matches. Typically away supporters will purchase tickets directly from the Home Club. Where that isn't the case the club's supporters are allocated tickets for away matches in accordance with the opposition club's rules, and then as follows: Where ticket allocation by the home club is restricted, season ticket holders and other priority groups will typically have the first opportunity to purchase tickets, and subsequently any remaining tickets will then go on open sale. The home club determines the cost of these tickets.

Cup Competitions Tickets for cup competitions are priced relative to the importance of the competition and are allocated as follows: Where tickets are restricted, season ticket holders will typically have the first opportunity to purchase tickets, and subsequently any remaining tickets will go on open sale. The club reserves the right to promote allocations to purchasers of previous similar matches to encourage rewarding supporters present during a cup run.

Returns & Refunds: The club's policy on the return and distribution of unwanted tickets is as follows: If a match is postponed before kick-off, ticket holders are entitled to free admission to the re-arranged game. If a match is abandoned after kick-off, spectators are entitled to half-price admission to the re-arranged match, if a match is abandoned after the second half has begun, no refund shall be given.

Unwanted tickets returned with a genuine reason with a minimum of 24 hours prior to the kick-off of any match will be considered a full refund, whereas tickets returned after a game has taken place will not be eligible for a refund under any circumstances. Any returned tickets are immediately put back on open sale.

**Supporters are kindly reminded that any attempt to sell a ticket that they have purchased is a criminal offence as per section 166 of the Criminal Justice and Public Order Act 1994, without the agreement of the Club or its ticketing partner.**

The club will not provide refunds on season ticket purchases. In the case of exceptional circumstances, the club will accept a written application or emailed to [welisten@suttonunited.net](mailto:welisten@suttonunited.net) explaining the reason for the refund request and a decision will be reached by the club's management. The club reserves the right to reject any applications.

## RETAIL

All official club merchandise can be purchased in our Club Shop, which is located in the Home Fanzone. The club endeavours to ensure where possible that all replica strip designs shall have a minimum life span of two seasons, although this can be affected by the commercial terms regarding both sponsors and our commercial kit suppliers. We will endeavour to consult with supporters as to the frequency of strip changes and its design and pricing.

The club carries out its obligations under regulations to prevent price-fixing in relation to the sale of replica strips, and offers refunds on merchandise in accordance with its legal obligations. We promise that all official merchandise is, to our knowledge, of satisfactory quality.

The club will endeavour to communicate with our supporters to acquire a better understanding of preferred stock. **The Club does not endorse non-official merchandise and has and will undertake legal action where the Club, its brand, contracts and copyrights are breached.**

## DATA

Sutton United may collect personal information from supporters. We take personal data very seriously and this data will be used in line with the GDPR legislation:

- To contact supporters with official club news.

- To contact supporters with details of special offers from the club or its affiliates.
- To process any transaction a supporter may make with the club.
- To personalise any communication between the club and its supporters.
- Under no circumstances will Sutton United disclose supporter's personal data to any third party unless required by law. **The Club considers the promotion and marketing associated with it to be covered by “legitimate interest” under the GDPR legislation.**

## COMMUNITY ACTIVITIES

Sutton United is extremely proud of its community programme, organised through our charitable organisation The Sutton United Foundation (charity number 1178888) which organises a varied programme of activities aimed at all sectors of the community. The Foundation aims to support the local community regardless of age, gender, race, religion, or skill level and promote a healthier lifestyle through sport by encouraging individuals to take part in fun – based activities, which develop confidence, co-operation, and education.

## CORPORATE SOCIAL RESPONSIBILITY

Sutton United is extremely proud of its fundraising achievements. Each season we work with a local charity as our nominated charity partner of the year.

## CHARITY DONATIONS

Sutton United receives an extremely large number of donation requests. Although the requests come from very worthy causes, it is impossible for the club to be able to help everyone.

Sutton United Donation Policy.

Where Sutton United agrees to a charity request the donation will typically be two match tickets per charity request valid for league matches only, although the club reserves the right to make more substantial donations at its sole discretion. All requests must be submitted in writing and accompanied by authorisation from the charity. The usual channel for the Club to provide charitable support is via the Foundation.

Otherwise all charity requests should be sent in writing to [info@suttonunited.net](mailto:info@suttonunited.net)

## THE BOROUGH SPORTS GROUND

For segregated matches, entry for away supporters shall only be by the turnstiles located by Gate B in the north west corner of the stadium. It is policy for all First Team matches to be segregated as standard and only by exception is segregation relaxed. Even when segregation is not fully in force there may remain restrictions on away fans,

and without exception the Ground Regulations remain in place and enforceable for all attendees.

The Borough Sports Ground is a strictly no smoking stadium (including vaping) and re-admittance on match-days is not permitted should a supporter wish to leave the stadium to smoke.

Sutton United is committed to its zero-tolerance policy regarding racism and any other form of discrimination. The club fully endorses the anti-discrimination campaigns 'Kick It Out', and 'Show Racism The Red Card'.

(Last reviewed March 2026 – Tim Allison:-Chief Operating Officer)