



***Providing Sport in our  
Community for over 42 years***

## Ballymun United F.C. Customer Charter

Ballymun 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. Documentary evidence of this shall be included in the Club's audit submission.

### **Key Issues**

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

### **1. ACCESSIBILITY**

1.1 Ballymun United FC continues to strive for wider access to matches by offering ...

- 1.1.1 The Club offers a first class facility for amateur football supporters. Supporters have the option to pay as they enter or they can purchase a season ticket that will allow them into all games at the venue other than fundraising events. Entry is available for first team matches at €2 for adults and free for children. National Cup, up to and including the last 16 games, there will be a €4 charge.
- 1.1.2 Concessions are available for senior citizens over 60 years of age, and for junior supporters, full-time students (student ID required) and disabled supporters.
- 1.1.3 The Club offers free or reduced admission to replays of abandoned games. If a match is abandoned after spectators are admitted to the ground, but before kick-off, ticket holders are entitled to free admission to the re-arranged match. If a match is abandoned after kick-off, spectators are entitled to free admission to the re-arranged

match, provided thereof that the abandoned match is not due to spectator abuse or violence.

- 1.2 All monies raised at the "gate" will go towards future development of a seated area and floodlights on the Schoolboy pitch.

## **2. AWAY SUPPORT**

- 2.1 The away Club's supporters will pay the entrance fee as requested, however consultation with the away club may occur as appropriate from time to time.
- 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. Our concessionary rates offered to senior citizens and junior supporters apply to supporters of a visiting club.
- 2.3 The Club abides by the FAI & LFA rules governing the allocation of tickets or entrance fees to visiting clubs.

## **3. LOYALTY & MEMBERSHIP**

- 3.1 The Club offers all season ticket holders a 10 % discount off all official merchandise over €5.00 (excluding sale items ) purchased at the club shop or through the Company's official direct mail channels. The customer's season ticket number will be required for all purchases and personal callers will be required to produce their season ticket.
- 3.2 The Club runs a membership scheme for junior supporters ( Mun Babes ) which costs €4.00 per annum and entitles members to a membership pack, newsletter, certificate of membership, free entry to Christmas party, free birthday card and random opportunity to be chosen as a match day mascot at home games. Also at selected FAI & LFA Cup games, the Club organises and escorts junior members to those games at a subsidised cost. Preference will be given to members of the supporters club.

## **4. CONSULTATION & INFORMATION**

- 4.1 The Club will consult supporters on a regular basis through supporters' club meetings, and with the BUFC Board of Directors, and via question and answer sessions with supporters in general. Also regular meetings with the membership of the BUFC development club committee through open forums.
- 4.2 The Club publicises its position on major policy issues in a concise format in the club match day programme, through the official club Internet website, and through press releases.
- 4.3 The Club is in regular consultation with shareholders, sponsors, the local authority, and other interested parties.
- 4.4 The Club gives the earliest possible notice of any changes to its ticketing policy or entrance charges and the reasons for the changes.
- 4.5 The Club undertakes research on the design and number of new strips.
- 4.6 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.

## **5. COMMUNITY ACTIVITY**

- 5.1 The Club supports activity both in the local community and the wider football community, and is actively involved in a number of schemes through its Ballymun United FC in the Community scheme. The scheme looks to bring football to the community while tackling important issues such as disability, racism, anti social behaviour, drug awareness, female participation and general social inclusion.
- 5.1.1 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 and general volunteers.
- 5.2 The Club will organise football coaching for boys and girls in mainstream primary schools, including the provision of certificates and a tournament trophy plus medals for the winning school team. After school coaching is also available for various age groups.
- 5.3 The Club continues to develop the provision of football opportunities for girls and women's football via the Club's own Ballymun United FC Ladies team and girls only after school soccer coaching sessions.
- 5.4 The Club will support and work with outside agencies, especially disadvantaged groups (disabled, ethnic minorities and the unemployed.)
- 5.5 The Club is in the process of initiating a project, Kick It – Kick Ball, specifically aimed at helping young people to divert their attention away from drug misuse, offending in the community and school non-attendance/exclusion.
- 5.6 Regarding anti-racism initiatives, the Club supports the aims of leading initiatives such as "Show Racism the Red Card", "Know Racism" to tackle problems of racism in the game, working closely with Irish Racial Equality Council.
- 5.7 The Club supports local charities and will adopt a charity on an annual basis and fundraise for the selected charity throughout the season.
- 5.8 The Club supports community and schools events via players visits whenever possible.

## **6. MERCHANDISE**

- 6.1 Both home and away replica strip or other club casual wear designs will normally have a life span of at least one or two seasons, unless changes are enforced due to contractual obligations.
- 6.2 The Club intends to communicate with its supporters regarding new replica strip designs and prospective launch dates.
- 6.3 Future details of intended change of kits will be made available from the club shop.
- 6.4 The Club carries out its obligations to prevent price fixing in relation to the sale of replica strip.
- 6.5 The Club offers refunds on merchandise in accordance with its legal obligations.

## **7. STAFF CONDUCT**

7.1 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.

## **8. CUSTOMER SERVICE**

Ballymun United Football Club...

- 8.1 strives to provide value for money in all areas of its business.
- 8.1.1 seeks to achieve the highest level of service
- 8.1.2 will treat all customers & supporters with respect and courtesy.
- 8.1.3 The Club guarantees that all messages on its automatic telephone answering service will be current.
- 8.2 The Club will respond promptly to any contact from a customer.
- 8.2.1 To avoid confusion, Ballymun United 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 & supporters to contact the club, the club is committed to acknowledge any letter of complaint within 5 working days of receipt and will endeavour to provide a full response within 14 days.
- 8.1.2 If your complaint has not been dealt with speedily and efficiently by the department concerned, then recourse is again in writing to James Dunne, Chairperson, who has overall responsibility for Customer Services.