



Customer Charter

INFORMATION AND POLICIES

2020-21

The Hibernian Football Club Limited

Customer Charter

Hibernian Football Club is committed to delivering the very highest standards of service and care to all its supporters and customers. It is recognised that the bond between these groups is invaluable and the Club will make every effort to ensure that all policies and practices adopted by the Club are open, accessible and communicated as far as is practically possible with the various groups.

The Club will annually conduct a review of its Customer Charter, making changes in accordance with the recommendations put forward from the various groups and from guidelines received from the relevant governing bodies. A record of this audit shall be kept, summarising all amendments made.

KEY ISSUES

1. 1 Accessibility
2. 2 Matchday
3. 3 Away Supporters
4. 4 Loyalty and Membership
5. 5 Consultation and Information
6. 6 Community Activity
7. 7 Merchandise
8. 8 Staff Conduct
9. 9 Customer Service

1 - Accessibility

Hibernian Football Club is committed to providing a high quality, value for money customer experience, which is accessible to the widest possible audience.

Specifically, Hibernian Football Club:

- Will provide a broad range of ticket prices allowing Customers to select from the more expensive seasonal corporate seating with hospitality through to single match tickets.



- Will offer a wide choice of seating and a range of ticket prices including a reduced rate to Concessions (Adults over 65, Children and Young Adults under the age of 18 and full-time students).
- Will retain at least 10% of available tickets to each home match for sale to non-season ticket holders.
- Will encourage family groups to attend matches together, through Family Season Tickets. · In line with government legislation the whole Stadium has been designated as a non-smoking Stadium.
- Will provide access for disabled supporters up to limits set for each disabled group. Disabled supporters may apply for a reduced season ticket in conjunction with friends or family members. The Clubs will make every effort to ensure that these groups are seated adjacent to each other at all times. Disability Stewards employed by the Club will operate in each designated disabled section to assist disabled members of the public in access and egress of the stadium, ordering and collecting refreshments from the catering kiosks, direction to toilet facilities and assisting spectators in the use of platform and passenger lifts.
- Will provide free access to all SPL Reserve matches played at Easter Road Stadium for Season Ticket Holders and Hibs Kids Members.
- Will provide the opportunity for Customers to pay for Season Tickets via interest free instalments or at competitive rates of interest over a longer period.
- Will not increase the price of tickets for home domestic cup competitions above the levels charged for home Scottish Professional Football League matches. Generally, when playing lower league opposition in Cup-ties the Club will try to reduce its match admission subject to the approval of the Visiting Club. The Club takes account of the status of the away Club and the stage of the Competition when determining its' prices. Season Tickets Holders will be given the opportunity to purchase their seat in advance of the match should they wish.
- Should a match be abandoned before half-time spectators attending the match will be admitted free of charge to the rescheduled match.
- As a rule, ticket refunds are only issued in exceptional circumstances and at the discretion of the Club, while always acting reasonably.

2 - Matchday



At all times Hibernian Football Club will endeavour to provide a safe and enjoyable atmosphere to watch football in.

Specifically, Hibernian Football Club:

- Will provide a safe and trouble free environment for all spectators and shall ensure that the quality of service provided whether it be from Hibernian Staff, The Clubs Catering Contractor, Stewarding Contractor, Police, etc. is of as the highest standard possible.
- Any individual found to be in breach of the Ground Regulations are likely to be ejected from the Stadium. In extreme cases the individual may face the withdrawal of their Season Ticket, banning from the Stadium and potential prosecution under the Criminal Law (Consolidation) (Scotland) Act, 1995 as amended by the Crime and Disorder Act, 1998 or the Public Order Act, 1986.
- In return the Club will expect all Spectators to refrain from foul and abusive language, taunts or gestures as outlined in the Club's Policy on Unacceptable Conduct. In addition, racist or obscene behaviour of any kind, will not be tolerated and any Spectator finding an individual breaking these policies should contact the nearest Steward.

3 Away Support

Specifically, Hibernian Football Club:

- Where the Club's Supporters are allocated tickets for away matches as follows: tickets go on sale to Seasons Ticket Holders first and where a large demand is expected tickets will be limited to one per season ticket holder. If any remain, they go on sale to the public. The hosting club determines the cost of these tickets; however, consultation with the host Club shall take place where appropriate.
- We will charge the same admission prices to supporters of visiting clubs for comparable stadium facilities in compliance with the SPFL Rules.
- Tickets for Disabled Groups in the Away Support will be sent to the Visiting Club in advance of the match for distribution to their own disabled supporters.
- At all times, the Club will abide by the SPFL rules and regulations governing the allocation of tickets to Visiting Clubs.



4 - Loyalty and Membership

The Club recognises the loyalty of its Supporters and Season Ticket Membership in addition to the discounts offered on the walk-up prices. These benefits include

- Access to the “Behind the Goals” (Licensing restrictions apply)
- Free admission to all Reserve and SFA Youth Cup home fixtures when played at Easter Road Stadium. · Access to ticket offers and free matches throughout the season
- Discount to Hibernian TV subscription services in addition to this the Club recognises its’ fans of the future and through membership of the Clubs Youth Supporters Club kids - youths and students are offered;
- Further Discount to Ticket Prices or free admission to up to five Cats ‘B’ matches per season. · Membership pack
- Birthday Card
- Christmas Event
- Football tournament
- Discounts at several activities.
- Entry into the Club Mascots and Ball Person Draw.
- Discount rates for the Clubs’, “Hibernian Community Coaching Programme”

5 - Consultation and Information

Regular two-way communication with supporters, customers, suppliers, partners, shareholders, the media, and the local community remains a priority focus for Hibernian Football Club. Specifically, Hibernian Football Club:

- Consults regularly with its’ customers through questionnaires, fans forums and discussion group and welcomes all feedback, comments, and suggestions.
- Will give due consideration to all feedback, comments and suggestions implementing change where appropriate.
- Will communicate regularly with supporters and customers, informing them of new developments, policies, fixtures and price changes, promotions, and new product launches.



- Will establish and maintain effective partnerships with all sectors of the media and provide the media with suitable facilities for all matches at Easter Road Stadium.

6 - Community Activity

The Club recognises the role it can play in generating and supporting activity both in the local community and the wider football community, and is actively involved in several schemes:

- The Club through its' 'Kick for Kids' initiative promotes football to groups of children who otherwise would be unlikely to get access to tickets for football matches. This is achieved through Commercial Partners who sponsor season tickets which are given to various groups free of charge in what is the first partnership of its' type in the SPFL.
- The Club is involved in promoting issues such as anti-racism, drug, and crime messages through the media.
- The Club supports the aims of leading initiatives such as 'Show Racism the Red Card' to tackle problems of racism in the game and was the first Scottish Premier Club to come out openly against racism through publicising its' own policy against racism.
- The Club continues to support girls and women's football through the Hibernian Ladies and Girls Football Teams.
- The Club supports local charities and worthy causes through a fund set aside each season. The Club will support pre-arranged Stadium Tours to all interested parties and Groups.
- The Club continues to support community events through visits and appearances of the Football Players and Management where possible.

7 - Merchandise

- The Club will publicise and advertise the dates of new replica kit introductions well in advance of the scheduled launch date. Details of this launch date will be available from the Clubstore.
- The Club carries out its obligations to prevent price fixing in relation to the sale of replica kits.
- The Clubstore offers refunds on all merchandise in accordance with its legal obligations.



8 - Staff Conduct

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, colour, race, age, disability, sexual orientation or ethnic or national origin. 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

All Hibernian personnel are responsible for ensuring that the very highest standards of customer service and customer care are maintained.

Specifically, Hibernian Football Club:

- Respect the right of every supporter and customer to be treated with the upmost courtesy and respect by all Hibernian personnel.
- To avoid confusion Hibernian Football Club would prefer that all requests/complaints/comments or suggestions, are made in writing by letter, fax, or e-mail. Having consulted with the

Let us Work Together Group of Hibernian supporters, the Club announced that written correspondence will be dealt with as follows:

- Specific consumer complaints – for example around ticketing, catering, or club store issues, will be passed to the specific line manager responsible for that area and they will be responsible for responding about that matter within a reasonable time frame. In the first instance all correspondence should be with the Department concerned and they are committed to acknowledge within 5 working days of receipt and shall endeavour to provide a full response within 10 working days.
- More general emails and those dealing with football issues, will be collated, and read by members of the Board. The Club will respond to the major points coming out of this correspondence by way of regular written statements on the Club website. Customers are reminded:



Customers are reminded

- Hibernian Football Club operates a zero tolerance to staff abuse. Any correspondence that is of an abusive nature will not be acknowledged.
- Our staff come to work to provide a service for others, not to become victims of violence, threatening behaviour, physical, verbal, racial abuse, or discrimination.
- If you are violent or abusive in any way towards our staff, we have the right to refuse admission, remove you from the premises and in extreme cases the matter may be reported to the Police.

If you feel your complaint has not been dealt with promptly or satisfactorily by the Department concerned, please contact the Chief Executive, in writing, who has overall responsibility for the Customer Charter.

All correspondence should be addressed to the following.

The Hibernian Football Club Limited

Easter Road Stadium

12 Albion Place

Edinburgh, EH7 5QG

Tel: 0131 661 2159 (Switchboard)

Fax: 0131 659 6488 E-mail: club@hibernianfc.co.uk

Last review – Jan 2016

