

## **Customer Services**

Where required the club will acknowledge receipt of any contact from a customer within three working days. The club responds by telephone, email or by letter. If a written response is requested, a written response will be supplied.

Where a written response is requested, the club will endeavour to do so within 10 working days. The club may require up to 21 days to respond if it is necessary to devote more time to an investigation. The club does not respond to correspondence and/or complaints by mail unless the name and address of the sender is provided.

The club recommends that customers contact the relevant department of the club regarding their particular query or difficulty between normal weekday working hours, i.e. 9.30am to 5pm. The numbers for those departments can be found on the contacts page of the club's website or by contacting the department via the main number 020 7232 1222.

Where the customer feels that the query or difficulty has not been resolved satisfactorily following contact with the relevant department, the customer should write to the Club Secretary, Millwall FC, The Den, Zampa Road, London, SE16 3LN. The Chief Executive Officer has overall responsibility for customer service.

In the event that the club fails to respond in a satisfactory manner, and/or the complaint cannot be satisfactorily resolved, the matter may be referred directly to the Independent Football Ombudsman. The IFO can be contacted at Suite 49, 33 Great George Street, Leeds, LS1 3AJ, email [contact@theifo.co.uk](mailto:contact@theifo.co.uk) or phone 0800 588 4066.

The supporter liaison officer is Nena Gibson. She can be contacted at the club or by email to [ngibson@millwallplc.com](mailto:ngibson@millwallplc.com).

## **Staff Conduct**

The club is an equal opportunities employer. A copy of the club's policy can be obtained from the club secretary.

We endeavour to provide customers and supporters with quality, value for money and a high standard of service. Training and support is provided to ensure these standards are maintained.

## **Fan behaviour/Bad language**

We do not tolerate discrimination of any sort. This includes, but is not limited to, discrimination against sex, gender re-assignment, sexual orientation, marital or civil partnership status, race, colour, nationality, ethnic or national origin or political belief, pregnancy or maternity, religion or belief, age or disability, either on the pitch or in the stands. As such, we participate in a number of initiatives from the EFL aimed at eliminating discrimination of all types from football permanently.

Bad language is not acceptable anywhere and in the Family Stand we take a zero tolerance approach to this.

On a matchday, instances of anti-social behaviour can be reported to the nearest steward or direct to Stadium Control using the text hotline 07900 740 480. Please supply as much information as possible including row and seat numbers as well as a description if possible.

Club staff are instructed not to serve customers who use foul or abusive language or threaten them. Customers are advised that CCTV is in use and the club will not hesitate to remove and ban customers from the club's premises where their behaviour warrants it.

### **Safeguarding children, young people and vulnerable adults**

The club is committed to safeguarding and promoting the welfare of children, young people and vulnerable groups, and expects all staff to share this commitment. The club complies with all government legislation relating to the safeguarding of children and vulnerable adults.

The club have in place comprehensive safeguarding policies and procedures which meet the requirements of the EFL, the FA Safeguarding Children rules to ensure National Standards for safeguarding are met and implemented throughout the club.

If you have any concerns about you should contact the club's Safeguarding Advisor by writing to The Safeguarding Officer, Millwall Football Club, The Den, Zampa Road, London SE16 3LN.

If you are worried about the immediate safety or whereabouts of a child or vulnerable adult you can also contact:

In an emergency - the Police on 999

The NSPCC Child Line (Help for children and young persons) - 0800 1111

The NSPCC Main Line (Help for adults concerned about a child) - 0808 800 5000 Text 88858

Email [help@nspcc.org.uk](mailto:help@nspcc.org.uk)

### **Consultation and Information**

The club consults with its supporters on a regular basis through periodic forums, and at least two forums will be held per season for Millwall fans. The club will ensure that notice of Fans' Forums is given on its website and in the matchday programme. At least one director and one representative from the football management will attend. The forum would normally be chaired by the MSC Chair or, in their absence, one of the MSC Committee. Forums give supporters the opportunity to discuss significant issues relating to the club as well as ask questions and receive answers, subject to commercial confidentiality where appropriate. The club will provide a room with seating for the forums and open the bar for refreshments. If there is bad weather or fixture rearrangements or some other difficulty with a scheduled date, the club reserves the right to cancel and rearrange a forum to a new date.

The club is committed to close liaison with the MSC (Millwall Supporters Club). Efforts are made during the season to hold regular meetings with the MSC Committee with a director of the club being present.

The club publicises its position on major policy issues in an easily digested format in the matchday programme, via the official website [www.millwallfc.co.uk](http://www.millwallfc.co.uk), and through press releases and social media including Facebook and Twitter.

## **Ticketing**

The club continues to strive for wider access to matches by offering a broad range of ticket prices.

The club will provide:

1. Concessions for junior supporters under the age of 16
2. Concessions for supporters in the 16-21 age range
3. A Family Stand for the exclusive use of family groups and junior home supporters (Contact Ticket Office on 0844 826 2004\* or email [tickets@millwallplc.com](mailto:tickets@millwallplc.com) to join the family club)
4. Concessions for senior citizens (Age 61 or over)
5. Support for disabled supporters in wheelchairs and their personal assistants

\*Calls to this number cost 7p per minute from your BT Landline. Calls from other networks may vary and from mobiles will be considerably more.

The club will require evidence of age to be submitted prior to a concessionary ticket or season ticket being issued.

The club's co-ordinator for disabled supporters is Shona Groves. Information is available on the club website under 'Tickets' - 'Disabled Info'.

Where disabled supporters require a personal assistant, proof of disability should be provided to the Ticket Office. This should be one of the following:

- Evidence of receipt of personal independence payments showing medium to high rate for mobility
- A statement of high mobility/living allowance from the Dept of Work & Pensions - Evidence of receipt of severe disablement or attendance allowance
- A blind or partially sighted registration certificate - A personal letter from the GP

Subject to the requirement for personal support being satisfied, the club will admit the personal assistant free of charge on the understanding that they are providing a

service to the disabled supporter to enable them to access our facilities on a matchday.

Disabled supporters who have registered the requirement for a personal assistant may be refused entry if they seek to enter the ground unattended as the club does not provide staff for this purpose. No personal assistant may enter the ground using a free PA ticket if the disabled person to whom assistance is normally provided is not attending the match.

Ticket prices for matches in the EFL are generally finalised at the start of the season. Ticket prices for Cup and other competitions have to be agreed between the two clubs and will be announced when agreed.

The club will seek to offer tickets at reduced prices in the early rounds of Cup and other competitions subject to agreement from the opposing club. Prices for later Rounds will depend on the stage reached and the opponents.

The club has a small number of restricted view seats and the club's policy is to charge the standard price for these seats when they are sold.

A new ticketing system was installed during the summer of 2009. A website has been established for ticketing sales: [www.millwalltickets.com](http://www.millwalltickets.com). This enables supporters who have registered their details to purchase season tickets and match tickets online, including away match tickets (if eligible by being a season ticket holder or member and depending on if loyalty points scheme is applicable). Members may have their match ticket added to their TeamCard so match access can be obtained by using the TeamCard without the need to queue to collect a paper ticket.

Discounts will be offered to members for match ticket purchases for our home League matches in advance of the matchday subject to conditions.

In the case of telephone booking, a service charge currently of £2 will be added to the match ticket price.

Different charges may be applicable to FA Cup matches or other big matches.

Where the club indicates to customers that postal booking is acceptable, all applications for tickets must be accompanied by details of the tickets required, a remittance for the correct amount in favour of Millwall FC, the correct voucher or TeamCard details if required and a stamped addressed envelope.

The club is under no obligation to process applications for postal bookings when the application does not meet with the above requirements and is therefore incomplete.

The purchase of a ticket signifies acceptance of the official Ground Regulations and customers are expected to comply with the Ground Regulations and not engage in anti-social behaviour.

Breaches of the Ground Regulations may result in a ban from the club. The length of the ban may be linked to the severity of the breach. Any ban imposed would be

subject to not less than a yearly review, if appropriate, and a dedicated appeals procedure.

A copy of the Ground Regulations may be downloaded from the club website under 'Club' - 'Ground Regulations'.

A copy of the stadium plan is available on this website under 'Tickets'- 'Stadium Map and Pricing'.

### **Season Tickets**

The club will offer a saver period scheme for season ticket purchases. However, the relevant cut-off date will be strictly adhered to.

Proof of age is required when application is made to purchase a concessionary priced season ticket.

The club will arrange through an external credit agency a suitable scheme whereby customers may pay for season tickets by instalments. The interest rate or handling fee will be determined by the credit provider. Our current credit provider is Zebra Finance. All applications will be subject to status.

The club has no obligation to offer refunds on season tickets no longer required or in respect of matches not attended.

Season ticket holders that attend a match and have forgotten their TeamCard should visit the main Ticket Office enquiries window prior to the match. It may be possible to issue a temporary ticket for the match so long as the season ticket has not been already used. The club may levy a charge if the season ticket is forgotten on a regular basis. Evidence of identity must be provided.

### **Allocation**

The club will make available at least 5% of tickets to each match at The Den to non season ticket holders

Where tickets are sold for home matches for other competitions, the club will offer them for sale in the following order:

1. Season ticket holders
2. Members & Lions Cardholders
3. General sale

Where the club sells tickets for its away matches, the club will offer them for sale in the same priority. Season ticket holders in the away ticket membership scheme will receive tickets for away matches and their debit/credit card will be charged accordingly.

Whilst the Millwall away ticket scheme is in operation, there will be no general sale. The host club determines the cost of these tickets.

When requested, season ticket holders, members or Lions Cardholders must produce the appropriate voucher or their current valid Lions Card/ TeamCard.

The overriding principle when demand exceeds supply is to reward loyalty. The Loyalty Points Scheme will be used as a means of allocating tickets for the bigger games.

## **Refunds**

Refunds are available on matchday tickets purchased for our home matches up to 24 hours before kick-off time. No refunds will be given on the day of the match or later. Booking or other fees paid are not refundable.

If a home match is postponed prior to kick-off, ticket holders are entitled to free admission to the rearranged home match or a refund. If a refund is required, the ticket must be returned to the Ticket Office not less than 24 hours prior to the kick-off on the new date.

Refunds will not be made if a home match is abandoned after kick-off. However, spectators are entitled to half-price admission to the rearranged home match so long as the matchday ticket or TeamCard evidencing the purchase of a ticket to the abandoned match is retained. The club will advise the procedure to be followed through the appropriate channels.

If an original TeamCard season ticket or membership card is lost, there is a charge of £10 for a new card to be issued. For Junior Lions lost cards, the charge is £5.

No duplicate TeamCards will be issued in respect of lost, stolen, or forgotten TeamCards on members only matchdays.

## **Membership Schemes**

The club has official membership and away season ticket membership schemes (the latter is for season ticket holders only). Membership is open to all Millwall supporters so long as they are not banned or subject to an exclusion order. Away Ticket Membership allows the automatic purchase of away match tickets subject to terms and conditions

By becoming a member, supporters can qualify to receive any benefits provided by the club.

For season 2018/19 the charge for adult membership is £20. If you join online via [www.millwalltickets.com](http://www.millwalltickets.com) you will receive 300 TeamCard points. Fans under 16 can join the Junior Lions membership scheme for £10.

The benefits that the club gives to members may be varied from time to time.

For 2018/19, adult members can claim a £3 discount when purchasing a match ticket before matchday or receive 5% discount if purchasing a seat in the Executive Lounge. Members aged between 16-21 can obtain tickets at a concessionary rate, subject to conditions and proof of age. Junior Lions (up to the age of 16) can obtain a £2 discount for advance ticket purchase and a range of other benefits including invitations to parties, discounts and offers from our partners.

You do not have to be a member to buy tickets for our home matches. However, all supporters that wish to attend matches at The Den designated as 'members only' matches will be required to join the scheme or they will not be allowed into the stadium. New applicants for membership may be required to provide proof of identity and address together with a current photograph.

When a match is designated as members only, notice will be posted on the website, in local newspapers, in the matchday programme, and on social media channels.

Season ticket holders are given free membership of the MSC. They receive benefits from the club that may be varied from time to time and do not automatically become entitled to all the benefits available to MSC members. If you purchase a season ticket and a membership, your entitlement to purchase tickets for the bigger matches will be the season ticket holder entitlement, not both.

The club allows supporters to elect a committee to represent the MSC. The Chairman of the MSC and the club liaise closely on issues affecting supporters and the MSC gives supporters the opportunity to air their views and meet the club's chairman, team manager and officers at forums.

The Lions Card scheme is now closed. The club is providing to Lions Card holders discounts on match tickets and the ticket priority promised when the Lions Card Scheme was launched.

The Junior Lions organisers operate a selection process whereby Junior Lions can apply to be chosen as ballboys/girls and the matchday mascot at home matches. Application forms are available from the Ticket Office. There are age limits applicable.

### **Accommodating Away Supporters**

Our policy is to allocate the Upper North stand to away supporters where the capacity is in the region of 2,200 seats. This is in excess of 10% of the capacity.

Where a large away following is expected, consideration may be given to opening the lower tier of the North stand. This is at the club's discretion and subject to the agreement of the Police & other authorities.

The club abides by EFL regulations governing the allocation of tickets to visiting clubs. However, if it is deemed necessary for reasons of safety, after consultation with the Police and other authorities, the club reserves the right to ban away supporters from the stadium.

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 (Age 61 or over) and junior supporters under 16 apply to supporters of a visiting club.

## **Merchandise**

The club's current sponsorship obligations require a new home replica kit to be launched each season. Replica kits are unlikely to have a lifespan of more than one season.

The club will launch one new home kit, one new away kit and one third kit for the 2018/19 season. The dates of availability will be announced through social media and on the club's website.

Details of the next intended change of kits will be advised in the matchday programme, in local newspapers, on the club's website, and through social media.

The club carries out its obligations under EFL regulations to prevent price fixing in relation to the sale of replica strips.

The club offers refunds on merchandise in accordance with its stated policy and legal obligations. Proof of purchase is required. Videotapes, cassette tapes, computer software, DVDs and compact discs can only be exchanged if faulty.

## **Data Protection**

The club ensures that all information held and processed complies with the principles of the Data Protection Act. All data and information is kept confidential and only used for purposes of which customers are aware.

## **Stadium Parking**

The club has very limited parking facilities and there is rarely any availability on a matchday. Further information on how to get to the stadium is shown on the website under 'Club' - 'Getting to The Den'. The nearest rail station is South Bermondsey, which is one stop from London Bridge. The nearest London Overground station is Surrey Quays.

## **Catering Facilities/Hospitality**

The stadium concourse offers a number of food and drink kiosks and unless restricted by the police or regulations of the competition, alcoholic drinks may be purchased. The kiosks do get busy on matchdays, particularly at half-time.

The club also has a matchday supporters bar known as 'Arry's Bar for use by its season ticket holders and members. There is a limit on capacity. The club's License does not allow Under 14s in 'Arry's.

The club's main matchday restaurant is Kitchener's Restaurant. This can be booked by phoning 020 7740 0504 or 020 7740 0501, preferably no later than five days before the match

For information on hospitality, sponsorships, executive boxes or seating, phone 020 7740 0501.



## **Environment Policy**

The club is committed to continue and improve sound environmental practices. Our activities potentially affect our surroundings and the environment. We try to ensure that natural resources are preserved and we prevent environmental pollution.

We try to manage the business to manage and minimise any adverse environmental impact and achieve pollution prevention.

## **Stewarding/Crowd Control/First Aid Procedures**

The club employs stewards and uses the services of stewards employed by independent contractors to support its own staff when events are held at the stadium.

The stadium is all-seater and there are no standing areas.

The role of stewards is to look after the health and safety issues and not to be abused and threatened.

The main first aid facility is located in the lower west concourse near to gate W14. There is also a facility in the East (Dockers) stand.

In the event of accident, illness or injury a steward should be advised so that the appropriate assistance can be arranged quickly.

## **Charity Policy**

1. Our main charity partner for each year is Millwall Community Trust (see later section of this charter)
2. Any requests received from local charities, schools, community groups will be considered throughout the year.
3. Such groups may be offered a voucher for matchday tickets to use for fundraising purposes. We do not provide complimentary merchandise.
4. We are unable to respond to requests from national charities or charities outside our local area as we have to ensure that our resources are available to local charities.
5. Applications such as 2 above should be in writing on headed paper.
6. The club's charity partners are detailed on the website under 'Club' - 'Charities'

## **Corporate Social Responsibility**

The club is conscious of its obligation to others and regularly reviews its performance in this area.

The best practice guidelines are followed wherever possible.

## **Inclusion & Anti-Discrimination**

The club, through its Millwall For All (MFA) initiative, is committed to ensuring that its football and all parts of its business are inclusive of all communities and free from discrimination.

The club, through its MFA initiative, has nominated a senior member of staff to have overall responsibility for upholding the inclusion and anti-discrimination policies within the club.

The club is committed to confront and eliminate discrimination whether by reason of sex, gender reassignment, sexual orientation, marital or civil partnership status, race, colour, nationality, ethnic or national origin, pregnancy or maternity, religion or belief, age or disability.

The club undertakes to its supporters and customers that any complaints of discrimination will be immediately investigated and dealt with in line with the club's policies.

The club has advised staff that any incident of discrimination is a serious matter and will be dealt with under the club's disciplinary procedures. All club staff have undertaken equality and inclusion training to ensure good practice.

The club is an equal opportunities employer. It is committed to equal opportunity within its own organisation and encourages a similar commitment from every organisation with which the club has business or social dealings.

Equality of Opportunity at the club means that none of its activities will discriminate against, or in any way treat less favourably, any person on grounds of sex, gender re-assignment, sexual orientation, marital or civil partnership status, race, colour, nationality, ethnic or national origin, pregnancy or maternity, religion or belief, age or disability.

This includes:

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 and activities and awards

Football development activities

Selection for representative teams

Appointment of honorary positions

The club will not tolerate 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.

We provide statistics where required and adopt best practice guidelines wherever possible.

## **Inclusion & Anti-Discrimination statement of commitment**

Millwall Football Club is a diverse organisation that values difference and recognises that people with different backgrounds, skills, attitudes and experiences bring fresh ideas and perceptions. The club takes great care to treat each individual as a person in their own right, with equal rights and responsibilities to any other individual, whether they are an adult or a child. We are committed to providing equality of opportunity and anti-discriminatory practice for all players, officials, staff, fans, members of the community, partners and other stakeholders according to their individual needs.

Discrimination on grounds of sex, gender re-assignment, sexual orientation, marital or civil partnership status, race, colour, nationality, ethnic or national origin or political belief, pregnancy or maternity, religion or belief, age or disability has no place within the club.

All members of staff at the club are committed to implementing this policy and to promoting its aims within the wider communities in which we operate. The club is committed to a programme of action to make this policy fully effective.

Marc Elliott (MFA Executive Officer) & Steve Kavanagh (MFC Chief Executive) hold overall responsibility for the co-ordination and implementation of Equality policy development and for identifying new priorities through regular assessment reviews.

The club will assess the impact of existing policies, practices and procedures at regular intervals to evaluate the success of our activities. Through regular consultation with all our partners and our monitoring and review process, equality will be mainstreamed into our wider business strategy.

The club is committed to providing each employee, potential employee, customer and service user's equality of opportunity across all areas of the club's operation. The club will ensure that equality practices are integral to every process and create an inclusive and positive environment for all.

If you encounter any form of discrimination when visiting The Den, please report it to the club with as much information as possible. You can report incidents to the club using the text hotline 07765 465 749; the Kick it Out reporting app or emailing [mfa@millwallplc.com](mailto:mfa@millwallplc.com)

### **Fan on the Board details**

Micky Simpson is the elected Fan on the Board. He can be contacted by writing c/o Millwall FC or by email to [mickysimpson17@gmail.com](mailto:mickysimpson17@gmail.com).

### **No Smoking Policy**

On 1st July 2007, the law prohibiting smoking in the workplace came into force and that includes all internal areas of any business. The club and all other EFL clubs must comply.

Therefore, on 1st July 2007, The Den became a smoke-free zone at any time. There will be no smoking permitted at any match or other event at The Den. This new legislation has been incorporated into the Ground Regulations.

Supporters will be required to extinguish their cigarettes before entering the stadium.

There will be no opportunity to leave the internal area of the stadium during a match to smoke outside the building as re-admission will not be permitted. However, where possible, the club will make available areas outside the stadium so that supporters may smoke at half-time, but this will not be possible for the North West end of the West Stand.

Supporters must not smoke in the toilets at any time.

Non compliance with the legislation and the Ground Regulations will result in ejection from the stadium. The club is obliged to enforce this policy as it can be fined or prosecuted if it does not do so.

Any supporters and visitors found smoking on the premises will be liable personally for fixed penalty fines that may be levied and/or criminal prosecutions that may be brought by the appropriate authority.

### **Matchday Text Line**

The club asks supporters to say 'No' to anti-social behaviour; foul, abusive, homophobic or racist language. Inform a Police Officer or steward or text a block and row number to 07900 740 480.

### **Community Activities**

The Millwall Community Trust is a registered charity and whilst formally a separate company to the club, it is effectively the community department of Millwall FC. Created in 1985, the original brief was to bring the club closer to the local community by opening up the club's facilities to the local community. The Trust's offices are at the Lions Centre next to the main stadium, and its principle objectives remain true today.

These are as follows:

1. To provide sporting, educational, social and healthy lifestyle opportunities to the residents of the London Boroughs of Lewisham and Southwark at affordable prices.
2. To encourage more people, especially children, to participate in and watch football from grass roots to elite level. This includes offering a coach education programme to develop coaches and managers and working with the Millwall FC Youth Department to identify talented youngsters to participate in the youth programme.
3. To use sport as a vehicle to engage young people in constructive activities, helping to address social issues such as anti-social behaviour and criminal activities, to support people

into education, training and employment through coach education courses and to provide health benefits through participation in physical activity.

4. To promote closer links between Millwall FC and the local community, and thereby encourage more people to become interested in and support Millwall FC.

5. To open the facilities of the Lions Centre to the local community and offer them the opportunity to play a variety of sports, not otherwise available in the local area. This includes the state-of-the-art indoor AstroTurf centre at the rear of the Lions Centre which offers an all year round football facility to the local community as well as commercial and other organisations. The facility uses third generation AstroTurf, and meets FA Regulations for Academy usage in terms of size and standards and includes player changing facilities and a spectator area. There is also full disabled access.

The Trust is funded through a range of sources including grants, fees from schools coaching, soccer schools and coach education and training, and hire of the Lions Centre. Sponsorship is always welcomed.

The club and its players fully support the Trust and its activities.

### **Prize Terms and Conditions**

No purchase is necessary to be entered in to a free prize draw.

Prize draws are open to UK residents aged 18 years or over, with the exception of employees of the promoter, their families, agents and anyone else connected with the promotion.

Entries must be received by the specified date. The promoter accepts no responsibility for any entries that are incomplete, illegible, corrupted or fail to reach the promoter by the relevant closing date for any reason. Proof of posting or sending is not proof of receipt. Entries via agents or third parties are invalid. Entries become the property of the promoter and are not returned.

Only one entry per person. No entrant may win more than one prize.

All correctly completed entries will be entered into a draw which will take place on the date specified. The first entry drawn will be the winner.

In the event that the winner cannot redeem the prize then the promoter reserves the right to offer the prize to a substitute winner. The prize is strictly non-transferable. The prize is not redeemable for cash or exchange. The prize cannot be used in conjunction with any other discounts or special offers.

Prizes are subject to availability. In the event of unforeseen circumstances, the promoter reserves the right (a) to substitute alternative prizes of equivalent or greater value and (b) in exceptional circumstances to amend or foreclose the promotion without notice. No correspondence will be entered into.

The winner will be notified via telephone, email or post. The winner will be notified of a date to claim their prize by. If the prize is unclaimed after this time, it will lapse and the promoter reserves the right to offer the unclaimed prize to a substitute winner selected in accordance with these rules.

The promoter will use any data submitted by entrants. By entering this prize draw, entrants consent to the use of their personal data by the promoter for the purposes of the administration of this prize draw and any other purposes decided by the promoter.

The winner agrees to take part in reasonable post event publicity and to the use of their name and photograph in such publicity.

By entering the prize draw each entrant agrees to be bound by these terms and conditions.

The promoter is Millwall Football Club unless stated differently in the prize draw details.