



CUSTOMER CHARTER 2019/20



Introduction

Welcome to Millwall Football Club's Customer Charter for the 2019/20 season.

Our Charter is designed to help you, the supporter, understand the Club's many policies, in order to make your experience with us as enjoyable and memorable as possible. This document covers a wide range of aspects.

Millwall Football Club is dedicated to providing the best possible matchday experience for all fans who visit The Den.

At the heart of everything we do here at Millwall is our loyal and passionate fan base, which is why we actively encourage supporters to give us any feedback they may have. Whether it's positive or negative, we want to hear from you, as we strive to make our matchday experience the best it can be.

If you would like to give feedback, please email Supporter Liaison Officer Nena Gibson on ngibson@millwallplc.com and you will receive a response within five working days.

All feedback and comments received are key to improving the service we deliver to you. This document is intended to further improve communication channels between the club and its fan base.

Thank you for your continued support.

Steve Kavanagh

Chief Executive Officer – Millwall FC

Customer Service

Complaints Procedure

It is the responsibility of staff at the club to ensure that all correspondence received are responded to within three working days of receipt. If a complaint requires additional investigation, then the supporter will be notified of this.

All correspondence received are passed on to the relevant Head of Department (where necessary) in order for the appropriate action/investigation to take place.

Feedback received allows us to measure our success off the field, helping us to develop. It is not possible for all policies and procedures to appeal to all supporters of the club. All constructive feedback, however, is welcomed.

Should a supporter have comments, suggestions, ideas, queries or complaints relating to Millwall Football Club, they can contact:

Email: Operations@millwallplc.com

Post: Operations, Millwall FC, The Den, Zampa Road, London, SE16 3LN

The vast majority of supporter and customer complaints are successfully brought to a conclusion by the club. However, if a supporter is not completely satisfied with the outcome of their complaint, they should refer the matter directly to The Independent Football Ombudsman (IFO).

Complaints should be made in writing and may be submitted by post to:



The Independent Football Ombudsman, Suite 33, Great George Street, Leeds, LS1 3AJ

By e-mail to:

contact@theifo.co.uk

Via their website:

theifo.co.uk

The Independent Football Ombudsman was established at the beginning of the 2008/9 season. It has a clear remit to receive and adjudicate on complaints from football supporters and participants that have not been resolved by the football authorities, and to raise any policy issues which have been highlighted by those complaints, directly with The FA, Premier League and The EFL. The Ombudsman is an independent and final arbiter of football complaints.

The Independent Football Ombudsman (IFO) is the final stage in the complaints process established by the English professional Football Authorities (FA), The Premier League and The EFL.

The IFO is comprised of an Ombudsman, his Deputy and an Advisory Panel. This section explains the role of the IFO. Further information and guidance are available in a short leaflet, which may be requested, using any of the contact addresses given below.

For further information on the IFO, please visit the website theifo.co.uk or contact them using the details above.

Staff Conduct

All staff members are aware of their roles and responsibilities as Millwall Football Club ambassadors. We expect our staff to carry out their duties professionally and to communicate with supporters and stakeholders in a respectful, courteous and efficient manner at all times.

If problems arise, we expect our staff to make every reasonable effort to solve them on the spot; however, we appreciate this is not always possible and further endeavours may be necessary.

Diversity and Equality

Millwall Football Club is committed to promoting equality by treating people fairly and with respect; by recognising inequalities exist; by taking steps to address them; and by providing access and opportunities for all members of the community.

Millwall Football Club's commitment is to eliminate discrimination on the basis of age, disability, sex, gender reassignment, marital or civil partnership status, pregnancy or maternity, race, religion or belief, or sexual orientation.

We will ensure that we treat people fairly and with respect, and that we will provide access and opportunities for all members of the community to take part in, and enjoy, our activities.



The content of this statement applies equally to the treatment of our staff, customers, supporters, clients, partners and suppliers and is fully supported by the Board of Directors of Millwall Football Club.

Tackling discrimination

Millwall operate an unequivocal zero tolerance policy towards discrimination in any form, whether that be on the pitch, within the stands or in the daily working environment. Millwall have reporting mechanisms and procedures in place within the club to offer support to anyone who wishes to report an incident or just find out more information about our anti-discrimination initiatives. Also, Millwall work closely with partners such as Kick It Out, Show Racism the Red Card and Stonewall in taking action to tackle discrimination.

For more information please contact Marc Elliot e: melliot@millwallplc.com

Safeguarding

Millwall Football Club is committed to safeguarding the welfare of children and vulnerable adults who engage in club organised activities.

Whether it is at the stadium, the Academy or the Millwall Community Trust, the club will strive to keep children and vulnerable adults safe and free from harm.

The club takes its responsibilities seriously in this area and we are committed to:

- Getting the right people involved through safe recruitment and training
- Creating a safe environment for all visitors, participants and staff
- Having and promoting clear systems to deal with any issues or concerns. Safeguarding Children and Vulnerable Adults Policies and Procedures

The club has in place comprehensive safeguarding policies and procedures for all staff and volunteers, which meet the requirements of The EFL's guidance on Safeguarding Children and Young People, The FA Safeguarding Children Rules and Government legislation.

Safeguarding is the responsibility of everyone and all staff and volunteers have a duty to safeguard the welfare of children and other vulnerable groups. If you require a full version of the club's Safeguarding policies, you can contact the Dedicated Safeguarding Officer (see contact details below). If you have a concern Millwall Football Club has a number of people trained and ready to deal with matters of abuse, harassment or bullying involving vulnerable groups. If you have a concern about your own safety or the safety or welfare of a child or vulnerable adult who engages in club activities, you can speak to one of the Safeguarding team:



Safeguarding Officer(s)

Vicky Fitzgerald – Club Safeguarding / Welfare Officer
vfitzgerald@millwallplc.com

Hayley Watson – Academy Operations Manager - Designated Safeguarding Officer
academy@millwallplc.com

Karen Wilson – Club Training Ground - Designated Safeguarding Officer
kwilson@millwallplc.com

John D'Arcy – Security, Operations & Safeguarding Manager
Operations@millwallplc.com

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

The Police/Ambulance Service – 999
The NSPCC Child Line – 08001111

Ticketing

At Millwall we have a dedicated Ticket Office team working tirelessly to ensure that purchasing tickets with us is as simple and easy as possible.

Season ticket prices for 2019/20 have been frozen and the club has introduced a new discount for Armed Forces personnel, who can make the most of reduced rates anywhere in the stadium.

Prices start from:

- £299 for adults
- £159 for seniors 61+
- £159 for Armed Forces personnel
- £159 for 18-21s
- £99 for U18s (under £5 a game)
- £46 for U16s (£2 per game)
- £23 for U12s (£1 per game)

Pay by finance

We have partnered with V12 Retail Finance to offer supporters the chance to spread the cost of their season ticket over a four-month period with a £23.25 arrangement fee or a 10-month period (19.9% APR, subject to credit checks). The arrangement fee will be taken from the first payment.

To pay by finance, purchase your season ticket at millwalltickets.com, and select the Finance option at the payment stage. This will take you to the V12 website.

Benefits

Being a season ticket holder at The Den has a range of exclusive perks, including:

- Priority purchase periods for high demand Cup and Play-Off matches
- Discounted tickets for such fixtures
- The ability to purchase tickets for away matches
- Prize-winning opportunities as part of a monthly draw



- Invitation to an open training session at The Den
- 5 Team Card points for every £1 spent in the Lions Store
- 5% off when purchasing matchday hospitality
- 20% off when hiring rooms for events on non-matchdays

Armed Forces discount

Millwall have introduced a new Armed Forces discount as part of the club's 2019/20 season ticket offering.

Serving Lions fans can make the most of prices equal to the seniors 61+ bracket anywhere in the stadium.

You can secure your discounted season ticket by presenting the Ticket Office with a copy of regular identification as well as a valid Armed Forces ID.

Age-related discounts

To ensure your age-related discount you must supply the Ticket Office with a proof of identity and date of birth (copy of driving licence, passport or birth certificate). Age is calculated on 1st August 2019. Your season ticket will be issued once relevant documents have been supplied to the Ticket Office.

Zampa's Family Stand

Our dedicated family section is the most popular area for young supporters and their parents/guardians - and provides the best value-for-money.

We are always looking for the next generation of Lions and, as such, we need to implement policies and procedures that will keep the conveyor belt running. On this basis, we have to make sure that the stand has the right mix of adults, concessions and children.

Junior fans can enjoy an array of things to do in our games room, pose for photos in a replica dugout and meet mascots Zampa and Bolina, plus so much more!

Zampa's Family Stand, located in Blocks 13 and 14 of the Dockers Stand (upper), is for junior supporters and their accompanying adults. A maximum of two adults can buy a season ticket with a junior U12 or U16 season ticket, and adults must be with a child on matchdays to gain entry to this area. If you know your junior(s) cannot attend a particular game then you can move seats free of charge on midweek evening games and a small fee for weekend fixtures (maximum five games per season / £6 adults, £3 for Over 61s and 18-21s).

To this effect:

- a. There must be at least one junior and one adult per group and a maximum of two adults to one junior in their group.
- b. We implement a strict policy in this area to keep the integrity of the stand. There are no children under the age of 12 permitted without adults and no adults permitted without children.

Applications to buy season tickets in the Family Stand must be made by mail or in person at the Ticket Office.



Away season tickets

You can guarantee your seat for every game Millwall play on the road by becoming an away season ticket holder - all for the cost of just £20!

Having one ensures you will never miss out on away games where demand is high in both League and Cup competition.

To apply, and also if you wish to avoid receiving unwanted tickets or need to cancel*, contact the Ticket Office on 0844 826 2004** (option 1), by email to tickets@millwallplc.com or in person.

You must possess a 2019/20 season ticket to purchase an away season ticket.

How to buy

Season tickets can be purchased in the following ways:

- Online at www.millwalltickets.com***
- Via the Call Centre on 0844 826 2004**
- In person at the Ticket Office, which is open 9.30am-5pm, Monday to Friday
- By downloading a form and posting it to the Ticket Office

Every need-to-know piece of information about season tickets for 2019/20 is available on our application form.

**Must be done no later than four weeks prior to the fixture. Supporters can cancel their tickets up to three times a season.*

***Calls to this number cost 7p per minute from a BT landline. Calls from other networks may vary and from mobiles will be considerably more. Booking fees apply. The call centre is open between 9.30am-5pm, Monday to Friday.*

****Except those in Zampa's Family Stand which must be done by mail or in person*

More information can be obtained at www.millwallfc.co.uk.

Returns and Refunds

Season tickets are non-refundable. Please be aware that all fixtures are subject to change. We ask supporters to ensure address details are up to date before confirming a booking. If you have not received your tickets, please contact the Ticket Office. No refunds will be issued for tickets not arriving or being sent to a wrong address (if that was the address supplied).

In the case of an abandoned or postponed fixture, ticket holders are entitled to use their original ticket to access the re-arranged game. However, if you are unable to attend the re-arranged fixture, only 50% of the face value of the match ticket may be refunded.



The following charges apply at the Ticket Office:

- Lost season ticket card - £10 (adult) £5 (U18) replacement fee
- Lost membership card - £10 (adult) £5 (U18) replacement fee
- Stolen season ticket card – printed free of charge on production of a valid crime number

The club reserves the right to move a season ticket or matchday ticket if deemed necessary (e.g. system error resulting in a seat issue). There is no compensation or refund issued in this instance.

To seek further clarification on this matter, please email the Ticket Office on tickets@millwallplc.com

Season ticket cards may only be used to gain entry to the ground by the person named on the card. If a card is misused (e.g. an adult uses a seniors card), the season ticket will be confiscated upon entering the ground.

The purchase of a ticket signifies acceptance of the official Ground Regulations and all supporters are expected to comply with them.

[Accessibility & Disabled Supporters](#)

[Matchday Details](#)

[Parking Access](#)

There are 10 car park spaces for home supporters and five car park spaces for away supporters in the vicinity of the stadium. Wheelchair supporters have priority for these spaces. Contact the Disabled Liaison Officer nine working days prior to matchday for details of availability as prior booking is essential. Only telephone bookings are accepted. Please call 020 7740 3470.

If required, where car park spaces are fully taken up, the club will allow drop off so that disabled supporters can be driven to the stadium and leave the vehicle whilst in the car park. The car must then leave the stadium car park to park elsewhere.

Please note that there will be no access into the car park 45 minutes prior to kick off.

[Wheelchair Supporters](#)

The designated area for both home and away supporters in wheelchairs is located in the Barry Kitchener Stand, Lower Tier. This is the main stand. There are 36 wheelchair positions each with a seat for a personal assistant.

However, there is also an away supporters area with 17 spaces at the front of the Lower North Stand. Whilst this area is at pitch level, and there is the risk of being hit by the ball or getting wet if it rains, there is a good view with seats for personal assistants, and the



feedback from away supporters is that the Lower North Stand is the preferred option.

One personal assistant is admitted without charge with the wheelchair user. The personal assistant must obtain the relevant ticket from the Ticket Office, sit with the wheelchair user to provide support and service to them and enable them to access our facilities.

Access to the wheelchair area in the main stand is through Gate W1 or Gate W14. A lift is available to the wheelchair area to the right of Gate W1 and to the left of Gate W14. The access to the lower north away area is through Gate W1. The seating is at pitch level so no lift is required.

Contact the club to obtain tickets as prior booking is advisable. (As per the EFL Guidelines receipt of the mid-care element or high rate mobility is required in DLA or PIP letter)

Toilets

There are five (5) designated disabled toilets situated at the stadium.

Catering

Catering facilities are located on the ground floor in the West Stand, which can be accessed by the lift, although the facilities do get extremely busy at half-time. For disabled supporters without a personal assistant, designated stewards will be available to assist.

Temporary Mobility Restrictions

Supporters suffering from temporary mobility restrictions (e.g. broken ankle) that could affect their access to the stadium or seating areas should contact the Ticket Office prior to the game to arrange alternative seating. Please note this is subject to availability.

Visually Impaired

Visually impaired supporters can purchase tickets for all parts of the stadium so long as they can get to and from their chosen seat without difficulty.

Visually impaired supporters that wish to bring a PA can do so and the PA will be admitted free.

We regret that we have no facilities for guide dogs at present.

Headsets are available on request at the club's main ticket office.

Wheelchair/Ambulant Disabled supporters need to call **0844 826 2004** - Option 1 - to book tickets.

Stewards who attend the disabled area are able to assist supporters to their seats but it is best to arrive at least 30 minutes before the start of the match.

Hearing Impaired Supporters

Hearing impaired supporters can purchase tickets for all parts of the stadium. Ticket Office staff can assist with the purchase of tickets for personal callers on or before a matchday. Designated windows have hearing loops fitted. Buying tickets in advance is advisable, alternatively please email tickets@millwallplc.com.



Ambulant Disabled Supporters

Ambulant disabled supporters can purchase tickets for all parts of the stadium so long as they can get to and from their seat without difficulty.

Ambulant disabled supporters are also able to purchase tickets in the disabled area if, for example, they would prefer to use the lift to the area in the West Lower stand.

Seating in the disabled area is subject to availability and we recommend tickets are purchased in advance through the Ticket Office. (As per the EFL Guidelines receipt of the mid-care element or high rate mobility is required in DLA or PIP letter)

Away Match Tickets

Disabled supporters requiring tickets for away matches should contact the Ticket Office. On occasions it will be necessary for the supporter to contact the home club to ascertain their procedures. Away matches are season ticket holders and members only and the club will not sell or authorise the sale of tickets to disabled supporters or personal assistants unless they are members.

Big match ticket facility (Cup or Play-Offs)

Disabled supporters can contact the Disabled Liaison Officer by telephone for assistance with tickets.

'Member Only' Matches

Where our home matches are designated by the club as 'Members Only', admission is restricted to members and season ticket holders. This applies to disabled supporters and personal assistants.

Applications to join the club's membership scheme are available online and forms can also be obtained from the Ticket Office.

Please note that applications for membership can take up to 28 days to be processed.

Emergency Procedures

In the event of an emergency, the action to be taken will be given out over the PA system and shown on the screen. Please follow instructions given by stewards in the area.

Match Abandoned/Postponed

Information will be circulated using the club's social media outlets as soon as possible after a fixture has been postponed or abandoned. Please refer to the club's website or contact its main phone number.

Ticket Office

0844 826 2004 (*calls to this number will cost 7p per minute from your BT landline. Calls from other networks may vary and from mobiles will be considerably more. Booking fees apply*) or via email to **tickets@millwallplc.com**.

If you require assistance to obtain a season ticket or membership, please contact the Ticket Office.



Ground Regulations

A copy of the ground regulations can be found online. They are also available to view outside each set of turnstiles when entering the ground.

Club Bans and Appeals Procedure

Ground regulations / Misconduct - bringing the club into disrepute

Any Millwall who that breaches the Ground Regulations shall be warned/ejected and/or banned depending on the nature of the offence. The length of ban shall be determined by Millwall Football Club.

Club bans extend to all home games and prevent those banned from purchasing any tickets to away games through the club Ticket Office.

Therefore, any Millwall fan who by his/her conduct breaches Ground Regulations, brings the club into disrepute or disrupts the club from its normal procedures will, depending on the nature of his/her conduct, be banned for a period of time as determined by Millwall Football Club.

The length of ban will normally be as follows:

- Following warnings for minor offences/breaches of Ground Regulations - five Games
- Following significant offences or further disruption of club procedures - 10 Games
- Following continued disruption of club procedures – Minimum 12 months
- Supporters threatening or intimidating club staff can expect to receive an immediate club ban of at least 12 months
- Any discriminatory behaviour a minimum ban of five years will be issued

The appeals procedure for the above will be as follows:

- Less than five games – no appeal
- More than five games - Written representation will be considered. Where appropriate supporters will be invited into the club for an interview with a senior member of staff.

The Metropolitan Police will be informed on each and every occasion a club ban is issued.

Any person issued with a club ban will not be eligible for any refunds or discounts in relation to individual, season ticket or membership purchases.

Pyrotechnics

Any person found to be in possession of any pyrotechnic device or identified as using a device within the stadium will subject to arrest/ejection. A club ban of five years will be issued in line with the EFL Chairman's Charter.



Banners and Flags Policy

Millwall welcomes fan support through homemade signs and banners. To ensure these articles do not upset or distract others, we ask that supporters adhere to the following guidelines:

Banners should not be more than 8ft x 4ft (other banners including crowd surfing banners allowed only by prior consent)

Banners should have an appropriate fire certificate

Banners are not placed in the eyesight of other fans

Banners do not obstruct any signage or advertising

Banners should not be of a discriminatory, commercial, political, contentious or obscene nature.

Banners that are likely to cause alarm or distress to other groups of supporters and/or either participating clubs, its directors and/or staff will not be allowed.

The Stadium Manager and Safety Officer reserve the right and sole discretion to allow or remove banners at The Den.

Musical Instruments

Under normal operating procedures, musical instruments are not permitted into any area of the ground without the explicit authority of the Safety Officer. Individual requests from visiting supporters will be considered on a case by case basis. Under no circumstances will megaphones be allowed into the Stadium.

Stewarding

The club has a dedicated pool of matchday stewards with various skill sets, many of whom have been working for the club for a number of years. All stewards are required to undertake a comprehensive training programme and must have either achieved, or are working towards, NVQ Level 2 in Crowd and Spectator Safety. Many of the staff have undertaken other specialist training, with many of the Supervisors and Team Leaders achieving NVQ Level 3 as part of their personal development plan.

The primary function of stewards is to ensure that all supporters have a safe and enjoyable visit to the stadium. This task often requires staff to enforce the ground regulations.

All stewards are required to be considerate and ensure that any tasks undertaken are done so in a respectful manner so as not to detract from the customer experience. Nevertheless, stadium management has the right to refuse entry or ban any supporters who do not adhere to the ground regulations. A copy of the regulations can be found outside each set of turnstiles.

Smoking Policy

As stated within the Ground Regulations, smoking is not permitted within the stadium.

We do allow supporters to exit at half-time for a smoking break. Gates will close five minutes after the start of the second-half. After this point, entry to the ground will not be permitted.



Car Park

To support the security and operation procedures on matchday the access and control of movement of the car park will be managed.

The car parks will close **45 minutes prior to kick-off** and will remain closed to moving traffic until **15 minutes after the match**.

Stewards will be deployed to ensure the safety of all supporters arriving and leaving the stadium.

Retail

The Lions Store is located at the stadium in the North West Corner. (Zampa Road).

We also have an online store where you can shop from the comfort of your own home, offering a delivery or collection service to make sure you get the service that you want, when you want it.

To improve service levels, we also have a number of retail booths around the stadium on a matchday

The full range of merchandise is available online at www.mfcshop.co.uk.

Opening Hours:

Monday-Friday, 9am–5pm

Home matchdays – Saturday: 9am to kick-off and then after the game.

Midweek: 9am to kick-off.

Saturday (non matchdays): 9am–5pm

Tel: 020 7231 9846

Email: lionsstore@millwallplc.com

Hospitality

Located just minutes from the heart of London, The Den - home of Millwall Football Club - is the closest professional stadium to the city, just one stop away from London Bridge railway station.

The Den boasts an array of facilities ideal for any occasion such as family celebrations and team-building sessions, offering a diverse range of premium suites and hospitality boxes - some of which include Wi-Fi - with over 200 free parking spaces also available.

The stadium is conveniently situated outside London's congestion zone - perfect for keeping your costs down.

Match-by-match hospitality

Millwall is proud to offer hospitality packages and one of the finest matchday hospitality experiences.



Options available are:

- VIP Matchday Experience
- Match Sponsorship
- Matchball Sponsorship
- Player Kit Sponsorship
- Kitchener's Restaurant
- Hospitality Boxes

If you require further information please contact commercialsales@millwallplc.com

Supporter Engagement

The club consults with its supporters on a regular basis throughout the year. Supporter representatives liaise with senior members of club staff regularly throughout the season and the club will explore all avenues to increase this engagement with a wider supporter base.

Millwall will host at least two 'fans' forums' where at least one member of the Board of Directors and one member of first team management will be present.

Millwall Supporters' Club – www.millwallsupportersclub.co.uk

Data Protection

Millwall comply with The Data Protection Act 1998 and all other relevant legislation. All personal data held following communication with the club is only used for the purpose it is collected and is kept for as short a time as possible. Millwall are committed to the safe handling, use, storage, retention and disposal of personal data and a written policy on this is available.

Digital & Social Media Channel

Our digital presence is constantly evolving and expanding in order to ensure we provide the content our supporters want.

Supporters can also ensure they receive official email communications from the club signing up through the clubs 'Opt In' Campaign.

These accounts are outlets both to provide official information and news on the club and through which we can engage with supporters.

Millwall Community Trust

Address : The Lions Centre, Bolina Road, London SE16 3LD

Email: enquiries@millwallcommunity.org.uk

Phone: 020 7740 0503

Millwall Community Trust, established in 1985, works to provide sporting, education, social and healthy lifestyle opportunities to the local community in Southwark, Lewisham and beyond.



Its work broadly falls into the three categories of: Football Development, Education and Employability, and Community Support.

Within these categories, it offers a range of programmes and activities including Soccer Schools, Employment Support programmes, Walking Sports and Disability support programmes.

Charities

Millwall support a number of charity partners, including Prostate Cancer UK, For Jimmy, Help for Heroes and the London Taxi Benevolent Association for War Disabled.

During recent years The Lions have also worked closely with Headley Court, Peckham Foodbank, Demelza House Hospice, Know The Score and Heart4More.

If you request assistance in raising funds for a local charity please write to Charity Requests, Millwall Football Club, The Den, London, SE16 3LN. Charity requests cannot be accepted via phone or email.

Please note that matchday bucket collections are allocated before the start of any new season.

Environmental Policy

Millwall acknowledges that its activities impact the environment, therefore we strive to be as environmentally friendly as we possibly can. As such, we have integrated waste management systems at The Den that achieve maximisation of the recovery of recyclables and the minimisation of residual waste for disposal.

Systems are put in place to manage the stands and spectator areas; the concourses; the corporate hospitality areas and the car park and precincts.

In addition, the club works closely with the Council to ensure that such operations are properly integrated and efficient channels of communication are maintained.

For further information on our environmental policy please email the Stadium Manager on operations@millwallplc.com

Key Contacts

Supporter Liaison Officer – ngibson@millwallplc.com

Disabled Supporter Liaison Officer – tickets@millwallplc.com

Inclusion & Diversity Officer – melliot@millwallplc.com

Safeguarding – vfitzgerald@millwallplc.com



HEAR HATE? DON'T HESITATE

REPORT RACISM, PROTECT YOUR CLUB



TEXT OR CALL 07900 740 480

