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## **CUSTOMER CHARTER** **ABRIDGED VERSION AND PROMISES**

### **SEASON 2007/08**

#### **CLUB PROMISES**

This year's three club promises are:

1. To produce an improved customer charter which will be widely communicated amongst our supporters and be available in all customer facing outlets at the club.
2. To appoint a Diversity Officer to complement the work of the Football in the Community Department in using football as a tool to encourage ethnic minorities to become involved with Wycombe Wanderers Football Club.
3. To provide a new retail outlet at the Stadium for the supporters.

#### **1. CONSULTATION AND INFORMATION**

***Wycombe Wanderers Football Club (WWFC) is determined that its customers are consulted and advised on all major policy issues.***

WWFC will:

- Consult widely with and inform its supporters on a regular basis;
- Publicise its position on major policy issues;
- Consult with all shareholders in WWFC, supporters, customers, local authorities and other interested parties;
- Ensure that the earliest possible notice is given of any changes to fixtures and ticketing arrangements and the reasons for these;
- Give due consideration to all feedback, comments and suggestions and implement changes where it is in the best interests of WWFC.

#### **2. CUSTOMER SERVICE**

***WWFC is firmly committed to providing the highest standards of customer care and service to all our supporters and customers.***

WWFC welcomes both positive comment and suggestions and also constructive criticism and complaints. See [www.wwfc.com](http://www.wwfc.com) or the full customer charter document for more details.

#### **3. FOOTBALL IN THE COMMUNITY ACTIVITIES**

***WWFC is passionate about its role in the local community and loyal to the action and promotion of football development. The Club endeavours to create the strongest possible links with all areas of the local community, regardless of age, sex or ethnic group.***

#### **4. MERCHANDISING**

***WWFC will endeavour to ensure that all replica strip designs shall have a minimum lifespan of two seasons. The Club carries out its obligations to prevent price fixing in relation to the sale of the replica strip and will offer exchanges or refunds on merchandise in accordance with its legal obligations.***





## 5. STAFF CONDUCT

*Employees of WWFC and their representatives will deal with other employees, supporters, customers and suppliers in a friendly, efficient manner designed to enhance the image of WWFC in both local and national communities.*

*WWFC is dedicated to ensuring that its staff and their representatives conduct themselves in a manner befitting a professional football club and in accordance with the guidelines set out in the Club's anti-discrimination policy.*

## 6. TICKETING

*WWFC strives to offer the best possible service and value for money accessing a wide audience. Our supporters are important to us and we are committed to catering to the needs of our fans.*

The following rulings apply in relation to ticketing:

- **\*Cup Competitions/Away Fixtures:** Where high demand is expected for a cup match or an away match, tickets will be offered to fans based on their attendance at Wycombe Wanderers games. This will be season ticket holders first followed by the highest attending non season ticket holders according to bookings on the WWFC ticketing system. The priority and criteria will be agreed with the Supporter Ticketing Consultation Group and will be dependent on the fixture.
- **Pricing:** The Club continues to strive for wider access to matches by offering a broad range of ticket prices. The Club endeavours, where possible, to ensure that under 16's, senior citizens and full-time students are encouraged to attend.
- **Returns/Refunds:** The Club's policy on the return and distribution of unwanted tickets is NO REFUNDS. If a match is postponed before kick-off, ticket holders who retain their tickets are entitled to free admission to the rearranged game. If a match is abandoned after kick-off, all customers who retain their tickets are entitled to half price admission to the rearranged match. Season Ticket holders are admitted F.O.C to any re-arranged league games.
- **Upgrades:** Requests to upgrade tickets will be treated sympathetically provided that space is available for the upgrade. The upgrade will be charged at the difference in the match day ticket price between the held ticket and that of the requested ticket.  
**e.g.** An upgrade from an U16's ticket in an area of the ground that costs £14 to an adult's ticket that costs £18 in the same area of the ground will be charged at £4.
- **Allocation:** At least 20% of tickets to each home game will be made available to non season ticket holders.

**\* FOR MORE DETAILS ON THE TICKET ALLOCATION POLICY AND ALL OTHER AREAS LISTED ABOVE, PLEASE REFER TO THE MORE DETAILED CUSTOMER CHARTER AVAILABLE ONLINE AT [www.wwfc.com](http://www.wwfc.com); AND FROM THE COMMERCIAL OFFICES AND CLUB SHOP AT ADAMS PARK.**

