

WALSALL FOOTBALL CLUB

CUSTOMER CHARTER

2023/24 SEASON



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1. WALSALL F.C. MISSION STATEMENT

Our mission is:

1.1 To be a successful professional football club:

1.2 To ensure the long-term future of the club and its ability to compete effectively in the professional game, as well as ensuring the financial stability of the club, by introducing and developing commercial activities that will provide the club with an ongoing income stream:

1.3 To play an active role within the local community:

1.4 To provide supporters with a safe and comfortable environment within the Stadium:

1.5 To deliver high quality services to our supporters, and to be a customer led and orientated organisation:

1.6 To further develop relationships with new and existing supporters, clients, sponsors, advertisers and other organisations and associations for the staging of professional football and leisure activities:

1.7 To use prudent financial management accounting and auditing skills:

1.8 To be a good employer offering good working conditions, balanced Contracts of Employment and Training Opportunities.

1.9 To provide resources and facilities for the successful development of young players, encompassing the educational opportunities, and a counselling service to assist personal development.

2. CUSTOMER SERVICE

2.1 We recognise that the customer is a fundamental element of our business and must be offered excellent service. We endeavour to understand our customers' requirements and provide them with efficient services of consistent quality.

2.2 Our principles are:

(i) Quality

We accept the need for quality to be built into all processes and systems. The effectiveness of these systems should be controlled and continuously monitored. We should strive for excellence in all aspects of our business by continuous improvement in product, quality, performance and support services.

(ii) Customer Service

We recognise that the customer is a fundamental element of our business and must be offered excellent service. We endeavour to understand our customer's requirements and provide them with an efficient service of consistent quality.

(iii) Innovation

We shall be innovative and responsive in our dealings with customers, utilising technology to produce competitive advantage.

(iv) Simplicity

Constant attention will be paid to keeping all systems as simple and 'Consumer friendly' as possible.

(v) Integrity

We undertake to demonstrate the highest standard of integrity in all elements of our business.

2.3 The initial customer service contact at Walsall Football Club is info@walsallfc.co.uk

2.4 The initial Supporter Liaison Officer contact at Walsall Football Club is Graham Whittaker. Emails can be forwarded to: slo@walsallfc.co.uk

2.5 The club will use its best endeavours to respond to any contact from a customer within a maximum period of 14 days.

2.6 The club may respond by telephone, personal interview, letter, fax, or 'e' mail according to the nature of the approach. The club will always respond in writing if requested by the customer.

3.ANTI-DISCRIMINATION POLICY

3.1 Walsall Football Club is committed to confront and eliminate discrimination whether by reason of sex, sexual orientation, race, nationality, ethnic origin, colour, religion or disability.

3.2 Walsall Football Club is an equal opportunities employer. We are committed to equal opportunity within the Club.

3.3 Equality of opportunity within Walsall Football Club means that in none of our activities will we discriminate against or in any way treat less favourably either directly or indirectly on the grounds of race, religion or beliefs, sex, pregnancy or maternity, sexual orientation, gender reassignment, age or disability. These are known as 'protected characteristics' under the Equality Act 2010.

This includes:

- 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 activities and awards
- Football development activities - Selection for teams
- Appointments to honorary positions

3.4 Walsall Football Club will not tolerate sexual or racially based 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 it occurs.

3.5 Walsall Football Club supports The Football League and The Football Association in its commitment to develop a programme of ongoing training and awareness - raising events and activities in order to promote the eradication of discrimination.

4. POLICY RELATING TO PART 111 OF THE EQUALITY ACT 2010

Walsall Football Club fully supports the principle of equal opportunities and opposes all forms of unlawful or unfair discrimination on the grounds of disability.

The Club operates a concessionary ticketing policy for disabled supporters and will ensure that the scheme does not discriminate between disabled people with differing impairments.

The Club recognises that not all of its facilities are currently fully accessible to disabled customers and confirms that it is committed to making the necessary "reasonable adjustments" described in the Disability Discrimination Act and its relevant Codes of Practice to ensure full compliance with the legislation.

The Club recognises the duties and responsibilities resulting from the Disabled Discrimination Act to remove permanent barriers that make it difficult or impossible for some disabled customers to access Club facilities. The Club will undertake such additional works as are reasonably required within the timescale set out in the Act.

Definition of Disability

As a fundamental principle the Equality Act 2010 states that disabled people should not be treated "less favourably, without justification", and "reasonable adjustments should be made to make goods, facilities and services accessible" Walsall Football Club aim to fully comply with both the provisions and spirit of the Act.

For the purposes of this Policy only the definition of a disabled supporters is: *"any person who, because of their disability or impairment, is unable to use ordinary stand seating without contravening Health and Safety Regulations, Guidelines or Policy or where the club has provided "reasonable adjustments" to enable the supporter to attend the venue. Any such person will be considered for use of the designated areas of the stadium in line with the procedures set out in this policy."*

A "reasonable adjustment" in this context shall include (but is not limited to), the need to use a wheelchair platform, the need to bring a "personal assistant" for either personal care or safety reasons, or the use of an auxiliary service (e.g., Match commentary for visually impaired or loop systems for supporters with sensory impairments).

A "designated area" is any area including specific seats in the stadium that the club shall, in its sole discretion determine as being available for the disabled concessionary ticket price. A person has a "disability" if he/she has a physical or mental impairment that has a substantial and long-term adverse effect on his/her ability to carry out normal day to day activities.

Walsall Football Club reserves the right to request "proof of disability" before issuing a concession. Such proof shall include:

- Receipt of the middle or higher rate of the Disability Living Allowance (mobility or care component).
- Receipt of either the Severe Disablement Allowance or Attendance Allowance.
- A personal letter from your General Practitioner.

N.B. Receipt of an Orange/Blue disabled parking badge WILL NOT be considered sufficient proof of disability for a concessionary ticket price.

Contact with Disabled Supporters

Walsall Football Club has an open dialogue with its disabled supporters and encourages them to contact the club and when required to discuss

facilities and improvement or any grievances they may have. The Club guarantees that any complaints will be dealt with quickly and the complainant informed of the outcome.

Training

The Club has a training programme to ensure that all Departmental Managers and appropriate "front line" staff, including Stewards are trained in the provisions of the Act. Ongoing training will be included in staff and steward induction programmes.

The Club has advised all staff that any incident of discrimination under the provisions of the Act is a serious matter and will be dealt with under the Club's disciplinary procedures.

Ticketing Policy for Disabled Supporters

The Club will provide general information to its disabled supporters about ticket availability and pricing. Information will be produced in accessible formats and will be published on the Club website. The Club's Disabled Liaison Officer will ensure the implementation of the Club ticketing policy.

The Club will adopt a system of concessionary ticket prices tailored to its disabled supporters, both home and away. The scheme will apply to those supporters where a reasonable adjustment has been made to facilitate viewing or where a personal support need has been identified.

Concessions are not based on impairment type but recognise that some disabled supporters have a restricted choice of viewing area in the stadium and/or could not attend a match without personal support or the provision of an auxiliary aid. Concessions will apply to:

- Wheelchair viewing areas.
- Areas reserved for supporters with sensory (hearing & visual) impairment.
- Areas are reserved for ambulant disabled supporters.

-Any other viewing areas set aside by the Club for the exclusive use of disabled supporters.

-Supporters who have been identified as having special needs such as persons with learning difficulties or the elderly.

The Club shall provide age concessions where these are appropriate.

The Club shall give details of the availability and prices of seating for disabled spectators and their carers. In principle an admission charge will be made for the disabled supporter but not for the carer.

The Club will provide information on lounges, bars and refreshment areas that are accessible to disabled supporters on matchdays.

The Club will facilitate the purchase of season and match day tickets for the disabled supporters.

The Club will enable a method of payment for season tickets by instalments at the rates given to supporters without accessible needs.

The Club will reserve 5% of its total disabled allocation for sale to disabled non-season ticket holders.

The Club shall make available to disabled visiting club supporters' tickets equal to 10% of its total designated disabled viewing capacity.

The Club shall not charge admission prices to disabled supporters of a visiting Club which are higher than those charged to its own supporters for comparable accommodation.

There are 25 disabled car parking spaces provided at the stadium adjacent to the disabled viewing area and every effort will be made on matchday to ensure that priority is given to the disabled supporters who have the most severe mobility difficulties. Every effort will be made to accommodate disabled supporters as near as possible to their point of ingress/egress.

5. CONSULTATION AND INFORMATION

5.1 Objective

To ensure an ongoing communication and consultation link between the Club and its supporters.

5.2 Method

(i) To maintain ongoing dialogue with Senior Officers of Walsall Football Club

(ii) To use the Club's main channels of communication i.e. match programme and www.saddlers.co.uk, social media, to provide up-to-the-minute news and information about events at the Poundland Bescot Stadium;

(iii) The club will offer opportunities via the matchday programme, www.saddlers.co.uk and social media for supporters to pose questions to the Club, and for specific Club Officers to respond to the points raised;

(iv) As necessary, where the Club feels that a discussion rather than a written answer is more appropriate to a question posed, the supporter or group of supporters will be invited to the stadium for a meeting with appropriate club officials;

(v) The Club commits itself to using its best endeavours to respond to correspondence (i.e. post, telephone, or email) within 14 days unless the question is of a commercially sensitive nature.

(vi) The Club will endeavour to maintain a constructive relationship with the local and national media, via the Club's Press Office, providing them with up to the minute information relating to news stories and events from the Poundland Bescot Stadium. Club Officials will make themselves available for interviews, personal appearances on tv/radio, photograph opportunities. The Club will issue regular press bulletins with details of stories, forthcoming events, team details, match information, commercial events

etc. The Club will use its best endeavours to respond in an informative way to questions posed by the media.

(vii)The Club will endeavour to publicise its policy position or major policy issues in an easily digested format in Walsall F.C. matchday programme and www.saddlers.co.uk

(viii)The Club will respond to written questions submitted by shareholders at the annual general meeting.

(ix)The Club will appoint a Supporter Liaison Officer (SLO) whose role will be to converse and communicate with supporters and be a central contact for supporters. Currently, this position is held by: Graham Whittaker, Walsall FC: slo@walsallfc.co.uk

(x)Supporter Engagement (R128)

The club will hold a minimum of two meetings / fans' forums per season to which supporters (or representatives) are invited in order to discuss significant issues relating to the club.

The club will be represented by the club's majority owner, board director(s) or other senior executives.

Meetings are open to all supporters wishing to attend.

Individuals cannot be excluded by the Club without good reason (the Club acting reasonably)

. Details of these Meetings will appear on the club's Official Website –: www.saddlers.co.uk.

6. TICKETING

6.1 Pricing

It is the policy of the club to offer a wide range of spectator accommodation as possible i.e. executive boxes, executive club, seats and family areas to encourage wider access to matches by offering a broad range of ticket prices achievable to the broad range of supporters.

6.2 The club will operate an instalment plan for the purchase of tickets at the most favourable interest rates that can be obtained.

6.3 Allocation

It is the policy of the club to ensure that at least 5% of tickets to each game will be made available to non-season ticket holders.

6.4 Concessions

(i) Concessionary prices will be made available to the following groups:

(i) Juniors under the age of 18:

(iii) Men and women 60 years and over: Family tickets for one adult and one child. Adult must be accompanied by a child. Price structure to reflect different combinations e.g. one adult and 2 children, 2 adults and 2 children etc.

(iv) To offer 'free football for Under 18's'. See 6.5

(i) The club reserves the right to target specific groups for special rates e.g. school parties, and to make special offers for specific games e.g. an early round of EFL Cup or EFL Trophy.

(ii) The Family Stand will be utilized to encourage family and junior supporters with a price structure designed to encourage the attendance of more families and junior supporters to attend matches. The club reserves the right, where applicable, to accommodate away supporters in the Family Stand. When this is the case, Family Stand season-ticket holders will be made aware in advance.

(iii) The club's policy is not to sell restricted view seat tickets, except for those matches that are designated 'all ticket' and attract a capacity attendance. In this situation, tickets for restricted view seats will be clearly marked, and customers advised accordingly at time of purchase.

(iv) Poundland Bescot Stadium has viewing bays reserved for wheelchair bound spectators. These bays are located in the Family Stand. Car parking spaces for disabled spectators are reserved adjacent to the Family Stand.

Wheelchair bound spectators have their own dedicated entrance with no steps to negotiate to the viewing bays, and custom-built toilets for the disabled available in this area.

The presentation of a disabled spectator permit will be necessary for admission to the Stadium. Carers can accompany wheelchair bound and ambulant disabled spectators free of charge. Stewards will be allocated specifically to look after wheelchair bound spectators.

6.5 Ticket Schemes

Swifty's Squad (Under-12s)

Under-12s can watch all home league games for free by joining Swifty's Squad and attending each match with a full-paying adult or senior citizen.

To become a Swifty's Squad member, please email tickets@walsallfc.co.uk

Saddlers Crew (12-17s)

Saddlers Crew members (12-17s) can purchase a Season Ticket for £92 up front and recoup £4 for each game they attend.

The money accumulated from games attended will be refunded at the end of the 2023/24 season.

6.6 Away Matches

Where the allocation of tickets for away matches is unlikely to meet demand, tickets are allocated as follows:

- i. Season ticket holders with an away booking history
- ii. Season ticket holders
- iii. Supporters with a booking history

IV. General sale

The home club determines the cost of these tickets.

6.7 Cup Competitions

Admission prices for cup games are priced at levels agreed with opponents, and subject to minimum admission prices set by the EFL and Football Association for specific competition.

The general policy set by the Club is for admission prices to First Team cup ties to be the same as for League matches.

However, the club reserves the right to vary prices according to circumstances relating to the specific tie i.e. may be desirable to lower prices for a game in the early rounds of a cup competition: or necessary to increase prices where special circumstances are involved, such as the visit of a Premier League club, which might involve substantially higher Police charges. Where variations in admission price are implemented, the club commits itself to explaining the reasons behind the decision taken. In such circumstances the agreement of cup opponents to admission price levels will be necessary.

Priority in the allocation of tickets for 'all ticket' cup ties will be given, as follows:

- i. Season ticket holders with an away booking history
- ii. Season ticket holders
- iii. supporters with a booking history
- iii. General sale

6.8 RETURN OF UNWANTED MATCH TICKETS

Where a match ticket is returned before the allocated game, the club will offer to exchange the ticket for an identical ticket for a forthcoming League game, subject to availability.

If a match is postponed before kick off, ticket holders will be entitled to a refund or their ticket will be valid for the rearranged fixture.

6.9 FORGED TICKETS

On receipt of information that spectators are attempting to gain admission whilst in possession of forged tickets the Safety Officer will:

(ii) Liaise with the Police Commander regarding the use of forgeries and seek police assistance in controlling spectator entry.

(iii) Alert all turnstile operators via the turnstile supervisors of the use of forged tickets. (iv) Immediately examine a sample of the forgery and advise turnstile operators and Steward Supervisors of how the forgeries can be identified.

(iv) Deploy Stewards to the turnstile blocks to examine tickets before spectators enter the turnstiles.

(v) Seek police assistance in interviewing persons in possession of forged tickets as to how they obtained them.

7. ACCOMMODATING AWAY SUPPORTERS

7.1 Walsall F.C. abides by all Football League Regulations governing the allocation of tickets to visiting clubs.

7.2 Walsall F.C. does not charge admission prices to supporters of a visiting club, which are higher than those charged to home supporters for comparable spectator accommodation. In particular concessionary rates

offered to senior citizens and junior supporters apply to supporters of a visiting club.

8. MERCHANDISING

8.1 It is the policy of the club to change the design of its first choice and change kit each season. Details of the design of the kit planned for each new season will be announced via the official Walsall F.C. website www.saddlers.co.uk and social media sites.

8.2 The club will carry out its obligations under Football League Regulations to prevent price fixing in relation to the sale of replica strip.

8.3 The club will offer refunds on merchandise only on presentation of valid receipt, and in accordance with its legal obligations.

8.4 Offer will appear on the club's online store: www.walsallfcstore.co.uk.

9. COMMUNITY ACTIVITIES/CORPORATE SOCIAL RESPONSIBILITY

9.1 'The Club' operate a 'Football in the Community' Programme, under the auspices of the EFL Community Trust. The Walsall Foundation is a Registered Charity.

9.2 The Community Programme is governed by a Board of Trustees, and its day-to-day operation will be led by a Community Liaison Officer, assisted by a Community Task Force.

9.3 The Board of Trustees will be composed of Walsall F.C. Directors and Senior Officers, supported by the Community Liaison Officers, and co-opted members as required in order to fulfil the club's commitment to Corporate Social Responsibility.

9.4 An independent Auditor shall be appointed to verify the Accounts.

9.5 The objective for the Walsall Foundation is to 'build bridges' between the club and organisations within the local community, providing structural activities, for the various participating groups, and in so doing to provide a stimulant for local people, and particularly those of school age to play soccer, and to visit Poundland Bescot Stadium as spectators for Walsall F.C. home games.

9.6 The Programme of Activities includes the following components:

(i) Schools Programme

The Community Programme Task Force, often accompanied by players will visit local primary and high school, for the purpose of leading group discussions e.g. talking about life of a footballer, healthy diet, lifestyles etc: organising soccer coaching.

This will be followed by school party visiting Poundland Bescot Stadium for tour of stadium, and then attendance at a match, and opportunity for school to provide ball boys. The Community Task Force also organises soccer coaching and small sided games in After School Clubs at local schools.

(ii) Educational Courses

The club endeavours to interact with the local community to provide learning opportunities for pupils of all ages.

Day time activities will be organised by the club's Head of Education, Sue Lane, catering for all age groups with a variety of educational themes. Players, staff and officials all support these activities.

The club will also liaise with the Head of Education in providing 'one off' courses for local schools to use the stimulant provided by the Stadium, and football club environment, a starting point for educational projects (e.g. problem solving, safety projects).

(iii) School Holiday Soccer Coaching Courses

Soccer coaching courses will be held during school holidays at the Poundland Bescot Stadium and other venues throughout the borough.

(iv) Encouragement of Involvement of Girls in Soccer

Walsall Foundation has set out to encourage the wider participation of girls in soccer both as players and spectators.

Girls are encouraged to join the School Holiday Soccer Coaching Courses, and soccer coaching courses, with small sided games and tournaments have been organised specifically for girls. A dedicated Girls Football Community Officer is appointed to deliver this encouraged involvement.

(v) Encouragement of Involvement of Ethnic Minorities in Soccer

Walsall Foundation will become pro-active in encouraging more youngsters from the ethnic minorities to both play soccer and to attend Walsall F.C. home games.

This will be accomplished by liaison with Community Leaders, organisation of soccer coaching and small sided tournaments at local venues, organised visits to the Poundland Bescot Stadium and attendance by invitation to home matches.

(vi) Encouragement of Involvement of the Over 60's in Soccer

Walsall Foundation has set out to encourage the wider participation in over 60's soccer both as players and spectators.

The over 60's are encouraged to participate in 'walking football' - small sided games and tournaments. A dedicated Walking Football Community Officer is appointed to deliver this encouraged involvement.

Walsall Foundation will become pro-active in delivering

(vi) Matchday Activities

A weekly 'Saturday Club' offers a morning soccer coaching course, followed by small sided games, and attendance at a Walsall F.C. home game. Special rates are offered to organised parties, a group of 15 at £1.00 per person, with free admission for the group leader. This offer is targeted at schools, youth clubs, and junior football teams.

(vii) Birthday Parties

Walsall Foundation will organise birthday parties including organises soccer on synthetic pitch, followed by birthday tea and games in the Community Hub.

(viii) Competitions

Small sided tournaments for varying age groups, using the Poundland Bescot Stadium Synthetic Sports Pitch, and involving team representing schools, junior football clubs and youth clubs.

(ix) Special Needs Groups

Stadium tours are organised for special needs groups.

(x) Community Related Philosophy of Club

Although a series of community related activities are organised by Walsall Foundation, it is fundamental to the philosophy of Walsall F.C. that every employee must be conscious of the role of the club in the local community, and its importance to the lives of so many people.

The idea of a Foundation must not be compartmentalised to the work of one department, its ethos must reach throughout the club.

Every Walsall F.C. employee has a community role to play, be it the service they provide to customers on behalf of the club, appearances of players at Presentations, Hospital visits, donations made to charity: all are ongoing, and all form part of the club's determination to work within that same local community from where it derives its support.

The club will provide work experience placements for local high school pupils aged 15 or over.

10. MATCH ABANDONEMENT PROCEDURES

10.1 Where any fixture is cancelled before spectators are admitted to Poundland Bescot Stadium, The Club will ensure the following:

i. social media channels are updated along with saddlers.co.uk.

ii. Local media outlets will be contacted

iii. The Visiting Club will be contacted to convey the message to their fans

If spectators have already been admitted when the decision to abandon the fixture is made the Safety Officer will ensure all turnstiles are immediately closed. Safety Officer will advise spectators inside and outside the Stadium of the situation by use of the PA system and request them to leave via the normal exit routes.

10.2 Replacement Ticket Arrangements

(i) Season ticket holders will be unaffected since their ticket would apply for the rearranged game.

(ii) If a match is postponed before kick off, ticket holders will be entitled to a refund or their ticket will be valid for the rearranged fixture.

(iii) In the event of abandonment of a Match after kick-off you will be entitled to (i) a 60% refund where abandonment occurs before the start of the second half or (ii) 40% refund where abandonment occurs after the start of the second half but before the final whistle. In these circumstances you would need to purchase a new Ticket if the match was rearranged.

11. WELFARE & SAFEGUARDING

(i) The club's Safeguarding Officer is Nick Adshead – nick.adshead@walsallfc.co.uk. The Chief Executive Officer has overall responsibility for this department.

Walsall Football Club is committed to the development, nurture, wellbeing and safety of all young persons in its care. It shall be at the centre of all that we do. Through the pursuance and observance of the Club's Safeguarding of Children and Vulnerable Adult Policy and the promotion of its Equal Opportunity Policy, the club will strive to create a safe environment.

It shall be a place where the views of others are respected. The Welfare Philosophy shall be an ideal in action. It will continually evolve and adapt to the needs and requirements of those that it seeks to develop. The Philosophy goal shall be pursued and achieved through the implementation of the Welfare Strategy.

WELFARE STRATEGY

In order to achieve its goal in the welfare and safeguarding of young persons in its care, Walsall Football Club recognises that the Welfare Strategy needs to be applicable to all aspects of activities.

12. WALSALL FC CHARITY/GOOD CAUSES POLICY

Walsall Football Club recognises the importance and hard work of charities and community fund-raising groups around the UK, as well as the positive impact the club can have to help to generate revenues for these causes.

The club's recognised charity partner is the Walsall Foundation, which is itself a registered charity based at Poundland Bescot Stadium.

The Walsall Foundation (point 9), in conjunction with the educational programme (9 ii) helps more than 30,000 people every year achieve their goals through sport, supporting some of the most disadvantaged, disabled and talented people across Norfolk.

The Club typically receives over 500 requests for donations to good causes each year. Whilst unable to fulfil all requests, the Club is committed to delivering assistance where possible and practical.

Throughout the course of each football season the Club will make available 100 match tickets available for donation to good causes and will offer signed footballs, subject to availability, for £15. Applications for the above must be made by contacting info@walsallfc.co.uk.

Owing to the large number of applications received, the club cannot accommodate requests from organisations or groups outside the Borough of Walsall. Also, due to demand we are unable to help with additional prizes.

13. STAFF POLICY & EXPECTATION

We embrace the concept of team working and empowerment to achieve high levels of productivity and excellence through a staff that acts as part of management.

We adopt an integrated management team approach, with problem solving and decision-making being affected quickly at all levels and without undue bureaucracy. To achieve this, we recognise the benefit of making available such training and development as is required to constantly improve efficiency, productivity, quality and satisfaction in employment through mutual recognition of each others motivation and goals.

Staff receive ongoing training, delivered by the Football League, on Customer Service.

14. SAFETY & STEWARDING POLICY & BANNING PROCEDURES

The club undertakes that all activities that take place at Poundland Bescot Stadium are conducted in a way that ensures, as far as is reasonably practicable, that the safety of everyone attending the ground is assured.

The club as holders of a General Safety Certificate issued by Walsall Metropolitan Borough Council, acknowledge the primary responsibility to ensure the reasonable safety of all persons attending the ground.

All employees, from the Chairman, Directors, and through to matchday staff, have a duty to monitor this policy and report any deficiencies to their supervisors in order that any necessary modifications to the policy can be considered.

The Safety Officer will liaise with The Walsall Metropolitan Borough Council, The West Midlands Police, the West Midlands Fire Authority, The West Midlands Ambulance Service, and any other body that has an input into the safety of spectators at the stadium.

The Safety Officer in co-operation with the emergency services has produced contingency plans that can be implemented in the event of a large-scale emergency.

The organisation to implement the Safety Policy is directed during regulated events by the Safety Officer who has, on behalf of the Club, overall responsibility for the safety of all persons who enter the ground during activities covered by the Safety Certificate and who are in compliance with the Ground Regulations. He will report directly to the Chief Executive. The responsibility for the overall Safety Policy of the Club rests with the Chairman and Board of Directors who will seek to implement the policy through the Chief Executive.

The club operates under a General Safety Certificate, issued by Walsall Metropolitan Borough Council.

On matchdays, the Safety Officer is responsible for the safety of all spectators and staff, both playing and non-playing within the confines of Poundland Bescot Stadium. A link to EFL Ground Regulations is here:

www.saddlers.co.uk/club/visitors-guide/

The Safety Officer is assisted in his role by the Chief Steward, the Deputy Chief Steward, Senior Stewards and general matchday stewards.

Each area of the Stadium is staffed by an agreed number of gate stewards and general stewards who are responsible to their supervisors.

All personnel employed by the Club in a safety role are responsible for ensuring that they are familiar with the contents of this handbook and the safety information and procedures it provides.

Every person employed by the Club has a role in maintaining safety standards within the stadium and compliance with all regulations governing safety issues is essential.

The key roles of a steward are:

1. Directing members of the public entering the ground to their seats and to ensure the safe and even flow of spectators ensuring that no overcrowding exists.
2. Staffing designated posts in the Stadium, specifically exit gates and doors that are not normally open whilst the stadium is in use.

3. Ensure the safety and control of all spectators, before during and after the event and to administer first aid if required.
4. Maintain a state of readiness to deal with any emergency that may occur, and assist the emergency services as necessary.
5. Undertake specific duties in an emergency.

BANNING ORDERS

Banning orders may be enforced after an incident has been reported to us, either directly or through the Police, and may vary in length dependent upon the nature of the incident. Each case will be dealt with on its own merits. Examples of unacceptable behaviour leading to banning orders include but are not limited to: violent or abusive behaviour towards the public or club officials; drunken behaviour; racist chanting or comments; and encroaching on to the playing surface. Banned supporters will have the opportunity to discuss their conduct with the club before any ban is considered. Banned supporters are not entitled to any refunds.

CROWD BEHAVIOUR

Pitch incursions are dangerous and anyone who does encroach onto the playing surface will face strong sanctions that could include a ban from attending matches here at the Poundland Bescot Stadium and across the country and police action.

It is a criminal offence to enter the pitch and the real-life consequences for these actions have been felt by many with some fans receiving criminal records which can impact employment, education prospects and international travel.

It is not only yourself that can be disciplined. There could also be an impact on your family members and Walsall Football Club.

15. FIRST-AID

The Poundland Bescot Stadium, WS1 4SA, is accessible by public road (Bescot Crescent). The entrance is via an un-adopted road and gives access not only to main reception of the stadium, but also to Gate 3 which is 10 metres from the First Aid Room.

The first aid room is located in the Experienced Energy Solutions Stand. This room contains basic first aid equipment, an examination couch, a wheeled stretcher and back boards. It has hot and coldwater supplies.

There is a secondary Medical Room available in the Tile Choice Stand.

Situated in the Stadium Suite within the Poundland Upper Stand there is a cabinet marked St John Ambulance which contains equipment needed due to the isolation of the Upper Stand.

The club has a Crowd Doctor in attendance at all League and Cup (FA, EFL Cup & EFL Trophy) games and then any other games where the attendance is likely to be over 1,000.

Qualified Club stewards are also trained in basic first aid and St John Ambulance also provide between 8 and 13 fully trained staff and ambulance for every 1st team game.

At such games there will be a designated tunnel steward. This steward will be located in the player's tunnel and will be in direct contact via club radio with the match day control room.

There is a Doctor present at all first team games as well as a qualified sports first-aider, who will be located behind the Home Team dug out.

There are two stretchers available as well as two back boards which will allow the removal of players from the pitch. These are located in both the centre players' tunnel of the Tile Choice Stand and the vomitory housing the First Aid room.

Also present will be a paramedic team of two and an Emergency ambulance for on-field matters

INJURY TO SPECTATORS

The following risk factors can be considered collectively for assessment purposes:

FIRE – there is identifiable risk in the dressing rooms, stands and club rooms. These are inspected by the Fire Brigade Safety and are subject to a separate Fire Risk Assessment. All areas are covered by automatic fire and smoke detection systems which are checked by a responsible authorised company every 12 months and are checked to be in working order prior to each match.

STRUCTURAL FAILURE—the identifiable sources of risk are the stand structure and floodlight mountings. These are of modern construction and are regularly inspected. The risk is considered negligible under normal circumstances, to slight in high winds.

EVACUATION—there is negligible risk under normal operating conditions rising to moderate in a “panic” situation in a match with near capacity attendance. The risk is mitigated because a) unplanned evacuation is extremely unlikely; b) Planned, orderly evacuation reduces the risk.

GENERAL—there is a general risk to spectators due to slips falls and other accidents. This is controlled by the maintenance of the ground in good condition. This risk is proportional to the number of spectators.

Direct injury from fire and structural failure has been reduced by the inspection and maintenance required by the local authorities in compliance with the Safety Certificate.

In the event that there was a risk of structural failure this would be controlled by closing off the affected area of the ground or abandoning the match.

Other risks are proportional to the attendance. There will always be trained first aiders present at every First Team game, with the current provider being St John Ambulance. The current arrangement is for a minimum of 8 which allows 2 per stand and this will increase if the anticipated attendance is expected to be over 8,000 and then the recommendations of the Green Guide will be adhered to; i.e., 1 first aider per 1,000 up to 10,000 and then 1 per every 2,000 after that.

Assessment

A review to take place at least every 12 months or following any incident.

ILLNESS

Description

There is a general medical risk of illness whenever there are gatherings of people. There are no identifiable risk factors which suggest that players and/or spectators at a match are at greater risk of illness, except the established risks that can be associated with any situation in which there is potential stress (e.g., heart attacks in those with pre-existing factors).

Current Arrangements

Immediate care is the same as for physical injury. Anybody presenting themselves as being ill will be made comfortable and their condition assessed by a first aider/paramedic/doctor. In an emergency the person will be taken to hospital in an ambulance.

The following personnel will be present at each home first-team fixture game:

At least one qualified sports' first aider;

The Team Doctor;

A Crowd Doctor;

A Paramedic & Ambulance as per EFL Regulation 35.1.1

Prior to the start of each season a meeting should be arranged with the above parties and the club's Safety Officer to ensure that the relevant equipment is present in the First Aid room.

16. ENVIRONMENTAL POLICY

The club is making efforts where practical to try and operate as a more environmentally friendly organisation. We recognise the importance of minimising our impact on the local environment. We aim to encourage players, fans, staff and anyone involved in our Club to save energy and be more environmentally conscious

(i) Poundland Bescot Stadium:

- Recycle any waste products generated across the Club where possible. Plastic bottles and cups are separated from the waste on matchdays and events evenings. This plastic, collected by the cleaning contractor, is then baled and recycled.
- Implement the use of environmentally sustainable material where practical
- Educate and inspire young people in our communities through the Walsall Foundation.
- Cardboard boxes used for deliveries of stock are recycled
- Pallets are returned to the supplying company for re-use.
- For Matchday and general events, we are committed to using locally sourced produce and ingredients wherever possible in order to reduce our carbon footprint. We also support Fairtrade and offer tea, coffee and sugar which are either Fairtrade or Rain Forest Alliance products.

(ii) Club Offices

- A comprehensive recycling scheme for paper and cardboard is in operation.
- Staff are regularly reminded of the need to conserve energy where possible (i.e. switching off PCs, monitors, lights etc).
- Staff have been reminded that they should aim to use public transport wherever possible rather than driving / using taxis (A shower has been installed in the main staff office block to try and encourage staff to run, cycle or walk to work if possible).
- IT equipment such as old printers, used printer toners, computers, monitors are recycled.
- Hand driers have been fitted in washroom areas to eliminate the use of paper towels. • Staff are encouraged to use their own mugs and plastic bottles when drinking hot drinks and water, to eliminate unnecessary wastage of plastic & cardboard cups.
- Copier paper and envelopes used are made from recycled paper.
- All outgoing emails now contain reminder for recipients not to print out unless absolutely necessary.

(iii) Training Ground

- At the training ground we currently recycle all our cardboard, printer cartridges and our waste paper.

17. GDPR POLICY

Walsall Football Club Privacy Policy

Walsall Football Club takes your privacy very seriously.

This Privacy Notice sets out how we use and look after the personal information we collect from you. We are the data controller, responsible for the processing of any personal data you give us. We take reasonable care to keep your information secure and to prevent any unauthorised access to or use of it.

What personal data we hold on you

Personal data means any information about an individual from which that individual can be identified.

We collect, use, store and transfer some personal data of our participants.

You provide information about yourself when you register with Walsall Football Club, purchase a Matchday ticket, hold an event or conference at the stadium, purchase from our Club Shop, and by filling in forms at an event or online, or by corresponding with us by phone, e-mail or otherwise.

The information you give us may include your name, date of birth, address, e-mail address, phone number, & gender. We may also ask for relevant health information, which is classed as special category personal data, for the purposes of your health, wellbeing, welfare and safeguarding. Where we hold this data it will be with the explicit consent of the participant or, if applicable, the participant's parent or guardian.

Where we need to collect personal data to fulfil Club responsibilities and you do not provide that data, we may not be able honour or administer your details.

Why we need your personal data

We will only use personal data for any purpose for which it has been specifically provided.

Our lawful basis for processing your personal data is that we have a contractual obligation to you as a participant or member to provide the services you are registering for.

18. IFOLLOW

iFollow Walsall is the official streaming service of Walsall Football Club.

With live video streaming of matches, audio match commentary, behind the scenes content, newsletters, match highlights and much more.

Our match passes allow you to live video stream or listen to live audio commentary of your club's matches, depending on availability due to broadcasting restrictions.

More information can be found at <https://www.saddlers.co.uk/ifollow/>

19.GET IN TOUCH

Supporter Liaison Officer – Graham Whittaker – slo@walsallfc.co.uk.

Registered Address: Poundland Bescot Stadium, Bescot Crescent, Walsall, West Midlands WS1 4SA Company Registration Number:171970 VAT

Registration Number:100722236

Telephone: 01922-622 791

Main Club Email: info@walsallfc.co.uk

Ticket Office: 01922-651 414/416

Conference & Events: 01922-651 418

Commercial: 01922-651 412

Club Shop: 01922-651 410

Online Store: wfcshop@walsallfc.co.uk

Websites:

Official Website – www.saddlers.co.uk

Online Store – www.walsalfcstore.co.uk

Conference & Events: www.wfcthevenue.co.uk

Facebook: www.facebook.com/officialwalsallfc

Twitter: @WFCOfficial

Instagram: [walsallfcofficial](https://www.instagram.com/walsallfcofficial)

A link to all EFL Regulations can be found here:

<https://www.efl.com/-more/governance/efl-rules--regulations/>

TRAVELLING TO THE POUNDLAND BESCOT STADIUM:

By Road -

From the M6:

Leave the M6 at junction 9 and follow the A461 towards Walsall. At the traffic lights turn right onto the A4148 (Wallows Lane/Broadway West - sign-posted Walsall Football Club). At the next set of traffic lights (1/3 mile) turn right onto Bescot Crescent, the stadium is 1/4 mile along the road on the left-hand side.

From Walsall Town Centre: From the Arboretum junction take the Broadway North exit and follow the Ring Road to the traffic signals. At the traffic lights go straight ahead. At the next set of traffic lights by Broadwalk Retail Park turn left, Poundland Bescot Stadium is 1/4 mile along the road on the left-hand side.

Parking: A car park is available at Poundland Bescot Stadium, the cost is £7 per car and £15 per coach. We recommend people wishing to park on the stadium site (Green Zone) arrive well in advance of the match kick-off time. Parking is not permitted on the nearby retail park for people attending the match. The club ask that supporters are considerate when parking their vehicles, minimising inconvenience to local residents. We encourage supporters to travel to the game by car to share their journey with friends and family to reduce the number of vehicles arriving at the stadium, allowing everyone to have an easier journey home from the ground.

By Bus: Poundland Bescot Stadium is well served by buses. All buses leave from the Bradford Place Bus Station. Service numbers 401 and 405 run every 15 minutes and stop on Bescot Crescent outside the ground. The 404 service runs every eight minutes and stops on West Bromwich Road a short walk from the ground. Please note that as of the end of October 2012, the National Express West Midlands Bus Service 405 is being renumbered to number 45 as part of the Sandwell Bus Network Review. Frequencies of the service will remain basically unchanged. Update leaflets will be available in the Reception Areas.

By Rail: Poundland Bescot Stadium is a two-minute walk from Bescot Rail Station. Trains from Walsall take three minutes to the ground and on matchdays all services stop at the Poundland Bescot Stadium. To get train times go to www.nationalrail.co.uk or call the Centro Hotline - 0121 200 2700. For information on public transport, we recommend you contact the following organisations:

- Centro: 0121 200 2700

- Traveline: www.traveline.org.uk - 0870 608 2608

Poundland Bescot Stadium also has free cycle parking facilities available outside the Main Reception.

EFL CONTACTS:

To contact the EFL, please visit their website: efl.com. Contact details and their work with supporters can be found here:

<http://www.efl.com/about-efl/contactus/>

<http://www.efl.com/global/fans.aspx>

Any supporter with an unresolved complaint at club level can refer to the Independent Football Ombudsman (IFO).

However, details of complaint procedures are detailed below:

INDEPENDENT FOOTBALL OMBUDSMAN

The Independent Football Ombudsman (IFO) has been established by the English Football Authorities (The Football Association, The Premier League and The Football League) with the agreement of the Government. The IFO has a clear remit to receive and adjudicate on complaints which have not been resolved at an earlier stage and will act as the final stage in football's complaints procedure. The IFO is the successor body to the Independent

Football Commission (IFC), which operated from 2002 to 2008 as an integral part of football's self-regulatory system.

With effect from 1st July 2016, The IFO's ADR status will mean a change to the current football complaints process. Formerly any supporter whose complaint could not be resolved at club stage would then have been advised to contact the relevant governing body (e.g. EFL). Should the EFL have been unable to assist in establishing a resolution, the complainant had the right to refer the complaint to the IFO.

Under the new ADR system, supporters can refer any complaints straight from club to IFO stage, removing the requirement for a formal governing body stage. The IFO has confirmed that, should it consider a complaint warrants further investigation, it will still then seek information from the relevant football governing body concerned in considering any potential adjudication. To contact the IFO, please visit:

<http://www.theifo.co.uk/contact-us.html>

The Independent Football Ombudsman

Premier House

1-5 Argyle Way

Stevenage

Hertfordshire

SG1 2AD

contact@theifo.co.uk