



Dartford Football Club Customer Charter and Environmental Policy



Version 1

July 2007



Introduction

On 11 November 2006 Dartford Football Club returned to the town for the first time in 14 years to occupy Princes Park, the UK's first sustainable stadium.

Amongst its many features are a living roof, solar panels and a facility to recycle rainwater for playing surface irrigation.

We are proud of our status as Kent's premier community based football club and the recognition bestowed upon the club through our winning of national awards including those for best new non-league stadium and also Community Club of the Year.

We recognise the commitment we owe to our supporters, who kept the club alive during the long years of exile and the policies below lay out the club's continuing commitment to not only supporters but also to the wider community and the environment.

CUSTOMER CHARTER

Dartford Football Club recognises the special bond between the Club and its supporters.

It recognises and respects the invaluable contribution the supporters have made in the past and continue to make to the life of the Club. As such, the Club will make every effort to ensure that its policies and practices are open, accessible and communicated as effectively as possible with its supporters.

The Club will conduct an annual review of its customer charter and associated activities, and make changes as appropriate in line with the guidance from relevant governing bodies.

Key Issues

- 1 Accessibility
- 2 Away Support
- 3 Loyalty & Membership
- 4 Consultation & Information
- 5 Community Activity
- 6 Merchandise
- 7 Staff Conduct
- 8 Customer Service

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1. ACCESSIBILITY

1.1.1 Concessions are available for senior citizens over 60 years of age, and for junior supporters, full-time students and disabled supporters. The club may on occasions request proof of eligibility. No seating offers a restricted view to supporters. (Our meaning of “restricted view” is where you have to move to gain an unrestricted view. Movement of the head to the side to gain a view is not considered a restricted view.)

1.1.2 For assistance in supporting disabled and visually impaired supporters and their carers please contact: <mailto:admin@dartfordfc.co.uk>

1.1.3 The Club offers free or reduced admission to replays of abandoned games. If a match is abandoned after spectators are admitted to the ground, but before kick-off, ticket holders are entitled to free admission to the re-arranged match. If a match is abandoned after kick-off, spectators are entitled to reduced admission to the re-arranged match or a part refund. Refunds cannot be given if a game is abandoned after half time.

1.1.4 Tickets for cup competitions and games for which a crowd of over 2000 is expected are announced to supporters following discussions between the clubs. Away clubs will receive a minimum of 10 % of tickets, and tickets for Cup matches are usually offered to season ticket holders and official supporters clubs in the first instance, and then to the general public.

1.1.5 As a general rule, ticket refunds are only issued in exceptional circumstances and at the discretion of the club.

2. AWAY SUPPORT

2.1 The Club does not charge admission prices to supporters of a visiting club which are higher than those charged to our own supporters. In particular, our concessionary rates also apply to supporters of a visiting club. The Club also intends to offer tickets for away disabled fans at the same admission price and with the same facilities as home fans.

2.2 The Club abides by league rules governing the allocation of tickets to visiting clubs.

3. LOYALTY & MEMBERSHIP

3.1 The Club offers full support to the official Supporters Club and encourages all supporters to join, it also recognises the valuable role the Supporters Club plays in helping the club reach its aims and objectives.

3.2 The Club organises and escorts mascots for every home fixture.

4. CONSULTATION & INFORMATION

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4.1 The club will consult with elected members of the Supporters Club.

4.2 The Club intends to publicise its position on major policy issues in a concise format in the club matchday programme, through the official club Internet website, and through press releases.

4.3 The Club is in regular consultation with shareholders, sponsors, the local authority, and other interested parties.

4.4 The Club gives the earliest possible notice of any changes to its ticketing policy and the reasons for the changes.

4.5 The Club will undertake research and consultation on the design and number of new strips.

5. COMMUNITY ACTIVITY

5.1 The Club supports activity in both the local community and the wider football community.

5.1.1 The Club seeks to promote close links between the Club and its community and to introduce young people, male and female, to football as players and spectators.

5.2 The Club will support and work with outside agencies, especially disadvantaged groups (disabled, ethnic minorities and the unemployed.)

5.3 Regarding anti-racism initiatives, the Club supports the aims of leading initiatives such as ["Show Racism The Red Card"](#) to tackle problems of racism in the game, working closely with The Racial Equality Council.

5.4 The Club supports pre-arranged stadium tours to all interested parties.

5.5 The Club supports local community and schools events that promote youth football and grass roots football.

6. MERCHANDISE

6.1 Both home and away replica strip designs will normally have a life span of at least one or two seasons, unless changes are enforced due to contractual obligations.

6.2 The Club intends to communicate with its supporters regarding new replica strip designs and prospective launch dates.

6.3 Future details of the next intended change of kits will be made available from the club shop.

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6.4 The Club carries out its obligations to prevent price fixing in relation to the sale of replica strip.

6.5 The Club offers refunds on merchandise in accordance with its legal obligations.

6.6 The Club will not knowingly buy goods from any supplier or manufacturer who does not comply fully with the labour, safety and other relevant laws of the countries of manufacture with respect to minimum wages, hours of work, overtime, sick pay and holiday entitlement.

7. STAFF CONDUCT

7.1 It is the policy of the Club that there should be equal opportunity for all. This applies to external recruitment, internal appointment, terms of employment, conditions of service, and opportunity for training and promotion regardless of sex, marital status, creed or religion, colour, race, age, disability, sexual orientation or ethnic or national origin. Also, the Club is committed to the development and promotion of such equality of opportunity. The policy also applies equally to the treatment of our customers, clients and suppliers.

8. CUSTOMER SERVICE

Dartford Football Club.

8.1 strives to provide value for money in all areas.

8.1.1 seeks to achieve the highest level of service

8.1.2 will treat all customers with respect and courtesy.

8.2 The Club responds promptly to any contact from a customer.

8.2.1 To avoid confusion, Dartford Football Club prefers all complaints to be made in writing by letter and will respond in form. In the first instance, we encourage customers to contact the club which is committed to acknowledge any letter of complaint within 5 working days of receipt and will endeavour to provide a full response within 10 days.

8.2.2 If your complaint has not been dealt with speedily and efficiently by the department concerned, then recourse is again in writing to [The Chairman at Dartford FC](#) as follows:

Dartford Football Club (1992) Ltd
Grassbanks
Darenth Road
Dartford DA1 1RT



Equal Opportunities Policy

1. Dartford Football Club (1992) Limited (“The Club”) is committed to the development of positive policies to promote equal opportunity in all of its activities. The Club is an equal opportunities employer and will abide and adhere to the requirements of the Codes of Practice issued by the Equal Opportunities Commission and the Commission for Racial Equality.

2. All employees and members of staff are expected to abide by the requirements of the Race Relations Act 1976, the Sex Discrimination Act 1986 and the Disability Discrimination Act 1995. Specifically, discrimination is prohibited by:

- Treating any individual on grounds of gender, colour, marital status, race, nationality or ethnic or national origin, religion, sexual orientation or disability, less favourably than others.
- Expecting an individual solely on the grounds stated above to comply with requirements(s) for any reason whatsoever related to their employment or membership, which are different from others.
- Imposing on an individual requirements or conditions which are in effect more onerous on that individual than they are on others. No individual will be placed at a disadvantage by requirements or conditions which cannot be shown to be necessary to the satisfactory conduct of the job or task.
- Victimisation or harassment of an individual, by virtue of discrimination.
- Any other act or omission of an act which has the effect of disadvantaging an individual against another, or others, purely on the above grounds. Thus all of the Club's recruitment, selection, promotion and training processes, as well as disciplinary matters, will be determined solely by the application of an objective assessment of personal performance and ability.

3. The Club commits itself to the immediate investigation of any claims of discrimination on the above grounds and where such is found to be the case, an undertaking that the practice cease forthwith, restitution of damage or loss (if necessary) and to the investigation of the member of staff accused of discrimination.

4. Any employee or member of staff found guilty of discrimination will be instructed to desist forthwith and will be dealt with under the Club's disciplinary procedures.

5. The Club opposes all forms of unlawful or unfair discrimination on the grounds of disability. No applicant, employee or member of staff shall receive less favourable treatment than others, because of disability. The difficulties of their disability permitting, assistance will be provided, wherever possible, to ensure that disabled employees or members of staff are helped to gain access and to undertake their duties.



ANTI DISCRIMINATION POLICY

1. The Club's policy is not to discriminate or in any way treat anyone less favourably, on grounds of gender, sexual orientation, race, nationality, ethnic origin, colour, religion or disability. The Club will not tolerate any such discrimination in any of the Club's activities.
2. The Club will apply this policy when 1) advertising for and selecting applicants for employment 2) seeking volunteers 3) running courses 4) running external coaching, educational activities and award schemes 5) promoting football development activities 6) selecting teams and 7) considering appointments.
3. The Club will not tolerate racist, sectarian, sexual or bigoted harassment or other discriminatory behaviour, whether physical or verbal, and will work to ensure that such behaviour is met with appropriate action in whatever context it occurs.
4. The Club is committed to the development of the programme of ongoing training and awareness raising events and activities, in order to promote the eradication of discrimination within its own organisation, and within football as a whole.
5. The Club gives a commitment to ensure that it is open to all and that team selection policy will be the footballing ability and character of the individual, together with the collective balance of the team.
6. Each player and employee contract will include a clause stating that the Club is opposed to racism, sectarianism, bigotry and discrimination in any form and that the player or employee shares these principles and gives a commitment to uphold and promote these standards.

Club Policy covering Part III (The provision of goods, services and facilities) of the Disability Discrimination Act

The Club is committed to ensuring that its disabled supporters and customers have as full access as is reasonably possible to make to all goods, services and facilities provided or offered to the public by the Club.

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

The Club is committed to making the necessary reasonable adjustments described by the Disability Discrimination Act and its relevant Codes of Practice to ensure full compliance with the legislation.

The Club will undertake such additional works as are reasonably required within the timescales set out in the Act.

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The Club has a grievance procedure in place and guarantees to its disabled supporters and customers that any complaints of discrimination will be dealt with quickly under that procedure.

The Club has advised its 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.

No Smoking Policy

Purpose

This policy has been developed to protect all employees, supporters, service users, customers and visitors from exposure to second-hand smoke.

Exposure to second-hand smoke, also known as passive smoking, increases the risk of lung cancer, heart disease and other illnesses. Ventilation or separating smokers and non-smokers within the same airspace does not completely stop potentially dangerous exposure.

Policy

It is the policy of Dartford Football Club (1992) Limited that ALL of our workplaces, internal or external, are smoke-free and all employees have a right to work in a smoke-free environment, this includes all areas of Princes Park Stadium

The policy shall come into effect on 11 November 2006.

Smoking is prohibited throughout the entire stadium, internal or external, with no exceptions. This policy applies to all employees, supporters, consultants, contractors, customers or members and visitors.

Implementation

Overall responsibility for policy implementation and review rests with the Safety Officer of Dartford Football Club (1992) Limited. All staff and visitors are obliged to adhere to, and facilitate the implementation of the policy.

The person named above shall inform all existing employees, consultants and contractors of the policy and their role in the implementation and monitoring of the policy. They will also have to give all new personnel a copy of the policy on recruitment/induction.

Appropriate “No Smoking” signs will be clearly displayed at the entrances to and within the premises.

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The policy shall also be made publicly available via the Club's Web Page and be included within the Club's Health and Safety Procedures Manual.



Environmental Policy

Dartford Football Club recognise that our activities inevitably have an impact on the environment. Consequently we are committed to a process of continual environmental improvement and pollution prevention.

This Statement provides a framework for developing and reviewing environmental objectives.

It is the policy of Dartford Football Club to minimise the potentially significant impacts the club has on the environment. We actively encourage the use of public transport, energy efficiency and promote waste minimisation and environmentally friendly waste disposal throughout the club and by our supporters.

We treat all relevant environmental legislation and regulations as the minimum standard and seek to exceed them wherever possible.

We identify opportunities to reduce and recycle the resources we consume including energy, water and other natural resources, thereby also minimising the amount of waste we produce.

We discourage avoidable travel, encourage the use of walking, cycles, public transport, car sharing and coach use.

We expect our suppliers to demonstrate good environmental, social and ethical management practices and we engage with them regularly to identify opportunities for improvement.

Our commitment

We recognise that our activities impact on the environment. Consequently we embrace the principles of sustainable development and we are committed to a process of continual environmental improvement and pollution prevention.

Our aims

- **Minimise and conserve**
We identify opportunities to reduce the resources we consume including energy, water and other natural resources, thereby also minimising the amount of waste we produce. Where practicable, we shall reuse materials, recycle waste and procure recycled products.
- **Comply**
We shall endeavour to comply with all relevant environmental legislation and regulations. Moreover we shall treat these as the minimum standard and seek to exceed them wherever possible.



- **Involve and communicate**

We shall document and communicate our policy to employees, suppliers, business partners, shareholders and supporters and provide the necessary training and resources to support the implementation of our policy.

Measures to Encourage Walking and Cycling

Walking and cycling are the most sustainable means of travel. The National Travel Survey has established that 80% of journeys of less than 1 mile (1.6km) are made on foot. The club's core catchment area is local and a high proportion of home supporters live within one or two miles of the stadium, therefore Dartford FC encourages walking to matches.

Walking and/or cycling may also be realistic options for those working at Princes Park

Princes Park has been designed to ensure that it is accessible by walking and cycling. Direct access is available from Princes Road with clear access to the pedestrian crossing points. A covered cycle parking area is also provided.

Public Transport

Princes Park is highly accessible by public transport, being located directly on the Fastrack route, which provides a high quality direct bus service between the Stadium and Dartford Town centre. The service provides direct access to Dartford Rail Station and to the Bluewater Shopping Centre. Public transport is therefore encouraged by the club as a realistic mode of travel for those working at or visiting the stadium and its associated community facilities.

We will also arrange for away supporters visiting Princes Park to be made aware of the accessibility of the site by walking and cycling, and in particular that they are aware of the pedestrian routes linking the site to the town centre and in particular to the rail station.

Timing of matches

Dartford FC will manage the timing of events, particularly the start time of football matches, to ensure that high flows of football related traffic does not occur at peak times on the local highway network.

Policy review

The policy is a living document and one, which Dartford Football Club will keep under review.

