

**Sheffield Wednesday
Football Club**

Customer Charter Season 2018/19

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Club Motto

Consillio et Anamis (By Wisdom and Courage)

Introduction

Sheffield Wednesday Football Club (SWFC) aims to achieve the following goals, at all times throughout our business:

- To perform to the best of our ability
- To deliver excellence across the business
- To measure and improve on customer satisfaction by constantly reviewing processes and procedures and creating plans and executing actions to address any areas for improvement
- We hope that publishing and constantly reviewing this Customer Charter will help us to provide good service, therefore improving our ability both to attract new customers and retain existing customers

Background

This Customer Charter has evolved since the publication of the Football Task Force report in December 1999. The report recommended that football clubs should publish details on a range of their policies, including ticketing, supporter consultation, community activities and customer service. SWFC welcomes the opportunity to make its relevant policies known, as part of the club's desire to continue its good relations with its supporters.

Customer Service

Our Customer Services can be contacted during normal business hours as follows:

Telephone: **03700 201867**

E-mail: **Specific departments have specific email addresses (all email address on page 15)**

Mail: **Sheffield Wednesday Football Club, Hillsborough, Sheffield S6 1SW**

Staff Conduct

SWFC expects its entire staff to provide the highest standards of care and attention to all supporters and customers. Training and support is provided to ensure that these standards are maintained and to support staff in their personal development and promote job satisfaction whilst maintaining the highest level of customer experience

Information and Policy Statements

The Club publishes its position on major policy issues in the matchday programme and will give the earliest possible notice of changes to any of its policies. Copies of this Customer Charter are available to read in our Main Reception and the Owls Megastore at Hillsborough and on the official club website at www.swfc.co.uk.

SWFC's contact information is shown at the end of this document and is also published in the matchday programme, on the official club website at www.swfc.co.uk.

Community Programme Aims and Objectives

The Sheffield Wednesday Football Club Community Programme (SWFCCP) is the Football Club's charitable arm, established to support the development of cohesive communities around South Yorkshire and to seek to increase engagement, training provision and support amongst its residents working across four key themes:

- Participation
- Social Inclusion
- Health and Well-Being
- Education

We endeavour to encourage confidence, active lifestyle and participation of sport regardless of gender, ethnicity and disability.

The SWFCCP enjoys major success in connecting the local community to our club and is widely recognised as an exciting market leader.

The SWFCCP fits under five key aims:

- Raising educational achievement
- Creating pathways to employment
- Building healthier lifestyles
- Bringing communities together
- Reducing crime

The SWFCCP is ground-breaking and its innovative programmes are delivered through a regular presence in schools, working with disadvantaged or socially excluded groups in society, through crime reduction and community-based football coaching sessions.

SWFCCP is committed to a partnership approach which takes SWFC's brand, facilities and resources, and uses this to engage wider communities and offer a range of opportunities to Sheffield's citizens delivered in a highly innovative and inclusive manner.

For more information regarding the SWFCCP, please contact Marcus Brameld, Community Manager, by telephone on 0114 3240523 or in writing to Sheffield Wednesday Football Club, Hillsborough, Sheffield, S6 1SW.

Details and news from the community programme can be found in the 'Community' section of the official website at www.swfc.co.uk.

Charity Policy

Sheffield Wednesday Football Club work closely with registered charities, community groups, religious groups, schools, nurseries, nursing homes and armed forces organisations.

Donations are made on the understanding that individual charitable organisations will auction or raffle the items for fundraising purposes. Any items donated are at the club's discretion and applications must be made in writing. Full details of the club's charity policy can be found in the 'Club' section of the official website at swfc.co.uk.

Safeguarding Children and Vulnerable Adults

Sheffield Wednesday Football Club believes that the general well-being and welfare of all children, young persons and vulnerable adults who are involved with the club in any way, is of paramount importance. Therefore the club provides a safe setting for any child or young person under the age of 18. It encourages best practice in Child Protection matters in a spirit of partnership and openness with all children, their families and local agencies. Full details of the club's policy and procedures can be found in the 'Fans' section of the official website at swfc.co.uk.

Children and Young People Attending Matches

Home Matches

(a) Age Limits

1. Tickets will be sold to persons aged 14 years and above. Only persons aged 18 years and over may purchase a ticket for an Under 14. Where tickets are purchased at the Turnstiles on the day of the game the Operators will check the age of the ticket buyer where there might be doubt on this point.

(b) Unacceptable Behaviour

2. The Club's standard procedures, involving their trained stewards, will apply in cases of unacceptable Behaviour (following warnings and the child/young person having been given the opportunity to calm down). This includes possible ejection from the ground. However, care will be taken to ensure the safekeeping of these young people with the respective parent/responsible adult accompanying the young person at all times and/or the Police (when present) taking responsibility for the individual.

Away Matches

(a) Scope of Guidance

3. For attendance at away matches these policies and procedures will be applied directly to those children and young people travelling on journeys endorsed and managed by the Club; these are journeys organised directly by the Club.
4. Additionally however, the guidance is recommended to all those who travel with the Club's formally recognised Supporters Organisation(s) or who travel independently or with unapproved operators.

(b) Age Limits

5. Tickets will be sold to persons aged 14 years and above. Only persons aged 18 years and over may purchase a ticket for a person Under 14 years of age.
6. Under 14s must be accompanied on an Away Trip by a responsible person age 18 years or over.

(c) Travel Arrangements

7. Selected Club Stewards will travel on "Club Managed" away trips. They will have cleared successfully a Criminal Record Check (Disclosure and Barring Service) at the Enhanced Level for the category of "Chaperones" and the Club will provide appropriate training concerning Safeguarding Children.

8. Drivers of Transport organised by the Club will also hold a current successful Criminal Record Check.
9. A Register of Travellers on each official Bus/Coach will be held centrally by the Club's Ticket Manager or Nominee and the respective Club Stewards will know how to access these readily and quickly should the need arise. This information will contain details of the emergency contact tel. numbers for each Traveller plus the details of the responsible adult for any Under 14s travelling.
10. Seats will be allocated to individual supporters travelling on the Club's pre booked transport.

Children under 5 years

11. For an adult wishing to take a child Under 5 years of age to a match there will be a charge for the child at all home and some away matches – as specified by the club(s) concerned - but the following factors should be considered before bringing the child to a game:
 - Weather conditions
 - Arrangements for storage of and access to pushchairs
 - Noise levels at the game
 - Proximity from the Pitch e.g. danger from loose footballs
 - The child's attention span, young children can become bored
 - Arrangements to prevent the child being lost.
 - Ensuring that the child knows how to contact their accompanying adult if lost and how to contact a Steward. They must never meet up or leave with a spectator they do not know.
 - Actions should there be an Emergency Evacuation

Conclusion

12. The above policies and procedures are designed to help ensure the safety of children and young people attending the Club's matches, both home and away.
13. They are incorporated into the Club Regulations for Ticketing and Match Operations and the relevant Codes of Conduct.
14. Additionally, they will enhance the enjoyment of the game providing the safe environment which is essential for the peace of mind of our young spectators and their parents/guardians alike.
15. Any concerns about a child during the game must be reported to a Club Steward or at any other time to a member of staff including where appropriate, the Club Safeguarding Officer.

Merchandise

Retail opening hours

The official retail outlet of Sheffield Wednesday is the Owls Megastore, situated off Penistone Road, behind the North Stand at Hillsborough. Normal opening hours are 9am – 5pm Monday to Saturday, but may vary from time to time throughout the year, including extended opening hours on matchdays. Up to date opening hours are available in the 'Club' section of the official website at swfc.co.uk.

Supporters may buy tickets and merchandise online 24 hours a day at the official online shop: shop.sheffieldwednesday.co.uk.

Refund/Exchange Policy

SWFC will always offer refunds/exchanges on merchandise in accordance with standard retail practices and as part of the Sale of Goods Act.

Ticketing

Ticketing Policies

SWFC's progressive ticketing policies have been in place for a number of years and pre-date the Football Task Force report. We offer a range of ways to buy tickets, including a print at home facility when purchasing tickets via the internet at swfc.co.uk/tickets.

Pricing

A broad range of ticket prices are available, including prices to support students and armed forces personnel. Special schemes, for example (but not limited to) 'All Kids a Fiver' and 'Friends for a Tenner' are occasionally run on a one-off basis for tickets bought in advance of the matchday. Under EFL guidelines we cannot offer more than four games per season where home support offer prices are at a preferential rate to equivalent away supporters.

A scheme is available for supporters to pay for their season ticket by instalments, terms and conditions apply. Full details are available on the official club website or by calling or visiting the Owls Megastore.

Allocation

SWFC is committed to making at least 15 per cent of tickets for each home match available to non-Season Ticket holders.

Concessions

Concessionary prices are available to Junior supporters (under 21s, under 17s and under 11s) for both Season Tickets and match tickets and senior citizens (over-65s) for both Season Tickets and match tickets. We also have a price for Under 5's for match tickets.

Match ticket discounts are given to Official Owls Club Members which is available to adults, senior citizens, full time students, armed forces personnel, Juniors Under 17s and Juniors Under 11s.

Sections in the North, Kop and West Lower stands are allocated exclusively for disabled spectators and their helpers. Further requests regarding these facilities (and those for the visually impaired) should be made through our Ticket Office on 03700201867 or can be emailed to our Disability Liaison Officer, Alastair Wilson at dlo@swfc.co.uk. For full information regarding our disabled facilities please visit the 'Fans' section of www.swfc.co.uk.

Family Area

Sheffield Wednesday are dedicated to providing a family friendly environment both in and around Hillsborough Stadium and were delighted to be awarded the EFL Family Excellence Award in 2013, 2014, 2015, 2017 and 2018.

The official Family Area is situated within the South Stand Grandstand in Blocks N2, N3 and N4. The Family Area offers an excellent, unrestricted view of the pitch, and has wide enclosed concourses, large catering

facilities and television screens. Ollie's Kids Zone is located in the Family Area and offers numerous pre-match activities for youngsters aged 14 and below. Ollie the Owl is on hand to meet and greet supporters and members of the first team squad occasionally make a pre match appearance in Ollie's Kids Zone.

Stewards are always on hand to ensure you are safe and comfortable within any section of the stadium and will provide assistance with finding your seat, if required.

Should you encounter any instances of anti-social behaviour, this can be reported to the nearest steward or direct to the Stadium Control Room by texting 07963 138580 on the matchday. Please provide as much information as possible including row and seat numbers as well as names or descriptions if possible.

Loyalty and Membership Schemes

Owls Membership will be available for the 2018/19 season with many benefits for supporters, including an adult discount on home league game tickets, priority on tickets, points to spend in the Owls Megastore, an ongoing loyalty points redemption scheme and more. Details of the Owls Membership scheme can be found in the 'Tickets' section of the official website at swfc.co.uk.

Season Ticket holders and Club Members receive WednesdayCard points for purchases made on Owls Merchandise at the Megastore. WednesdayCard points are only awarded for non-sale item purchases.

Away Matches

For away matches where tickets are in short supply, the Club makes tickets available in a priority order. Although the specific details may change from game to game, priority is normally given to Season Ticket holders, Members and people who regularly attend away matches. For certain games supporters' Ticket Priority Points total will be used to allocate priority for purchasing tickets. Full details of individual games can be found on the official website at www.swfc.co.uk, or by calling or visiting the Owls Megastore. Full details of the Ticket Priority scheme can be found in the 'Tickets' section of the official website at www.swfc.co.uk.

Cup Competitions

Cup competition match pricing is usually set by the host club, as determined by the relevant draw procedure for that competition. Tickets for home cup matches are usually sold at normal matchday prices. However, in the early rounds of cup competitions prices are reduced where possible. Pricing for individual games will be published in the 'Tickets' section of the official website when available.

Abandoned Matches

In line with EFL recommendations, if a game is abandoned after spectators have been admitted but before a ball has been kicked, a free replacement ticket will be offered to all spectators. If a fixture is abandoned after kick-off, arrangements will be made for spectators to pay half price admission at the re-arranged game. Full details about any specific fixture which is abandoned will be made available on the official club website as soon as a decision is made and the visiting club informed.

Returns/Refunds

Full refunds are available on match tickets where the tickets are returned to the Ticket Office at least 24 hours before kick-off. No refunds are available for Season Tickets.

Accommodating Visiting Supporters

SWFC supports EFL regulations governing the allocation on tickets to visiting clubs in that the club meets the criteria laid down requiring 10 percent of capacity, or a minimum of 2,000 tickets to be made available to the visiting clubs' supporters. The minimum allocation of tickets issued to visiting supporters for cup games will be 15 percent of capacity.

Stadium Plan



Social Media

Sheffield Wednesday have official social media accounts on Facebook, Twitter, Instagram and YouTube. Supporters can access official information and news on Sheffield Wednesday through these accounts. Supporters should note that if they chose to contact us through these channels we cannot guarantee a response. Those wishing to enquire about a department or make a complaint should follow the procedure outline in the Customer Service section of this Customer Charter.

Our Complaints Policy

Whilst we aim to deliver a high level of customer satisfaction, we acknowledge that from time to time problems do occur. We are committed to ensuring that every effort is made to resolve any difficulties quickly and to your satisfaction. However, in the unlikely event that you feel your issue needs to be escalated, you can contact us in

person, via email or over the telephone. If you feel we have fallen short of your expectations, be it the level of service you have received, a policy we operate, or a product we have sold, it's important you let us know.

How do I make a complaint?

It is important to us that you raise any concerns you may have as soon as you can to help us bring the issue to resolution in a timely manner. As soon as the issue is identified, we ask you immediately to raise this with the relevant member of staff related to your query, or their line manager. Should this not resolve your issue, we request that you raise your issue with us including as many details of the issue as you can indicating the department which you feel is responsible for resolving the issue. This can be done by emailing the relevant department email address or write to us at Sheffield Wednesday Football Club, Hillsborough, Sheffield, S6 1SW.

What happens next?

We will endeavour to acknowledge and respond to the complaint within 48 working hours of receipt and look to resolve the issue within seven working days. Should we require further time to investigate, we will provide regular updates at agreed timeframes. On occasion, should a single issue lead to a particular volume of correspondence, the club will address this on its official website, swfc.co.uk.

It is our policy that the department to which your complaint relates is responsible for the reply. As soon as a complaint is received, this will be assigned a priority based on the criteria below and will be handled by the agreed manager within that department.

The manager dealing with your issue will provide an acknowledgement via the medium by which the contact was made, providing a brief overview of actions to be taken and giving a date to provide the next update, their name, position within the business and any required contact details.

What do I do if I am unhappy with the reply to my complaint?

Should you be unhappy with the response from the club, then you can refer the complaint to the Independent Football Commission, all communications should be sent to The Independent Football Ombudsman, Suite 49, 57 George Street, Leeds, LS1 3AJ, email contact@theifo.co.uk or call 0800 588 4066 who will investigate and report findings back to all parties

Is it worth me complaining?

In a world where people all have differing opinions, it is difficult for us to implement policies and procedures which will satisfy everyone all the time. It is of the utmost importance that you take time and feel passionately enough to raise your concerns to us when you feel we have got something wrong. The only way we can improve is to listen to your feedback and act on this where we can, immediately or by taking this into account when planning for our future.

Equal Opportunities

SWFC is an equal opportunities employer and welcomes applications for any group.

Equality Policy

All club staff, members, supporters, clients will be treated fairly and respectfully with full regard to the protected characteristics of the Equality Act 2010 of age, disability. Gender reassignment, Marriage and Civil Partnership, Pregnancy and Maternity, Race, Religion or belief, Sex or Sexual Orientation.

Fans Code of Conduct

Fan Watch - Hillsborough Stadium Spectators Code of Conduct

Our aim is to restore family values and eradicate anti social behaviour which causes offence. We, as a Club, are committed to preventing provocation and incitement of other individuals which may lead to breaches of the peace.

Language - obscene racist or homophobic chanting is a criminal offence and offenders may be ejected from the stadium and arrested, and will face a Club ban and prosecution.

Safety is of paramount importance and we will not allow spectators to act in a way which may put themselves or others at risk. We have extensive CCTV coverage in all parts of the ground, including concourse areas, with recording facilities. Spectators who are seen to be breaching our 'Code of Conduct' may be excluded from the game in progress, future games and may receive a Club ban.

We know that coming to football for some is a way of life, the culmination of their working week. For others, it is an enjoyable day out, with friends or family. However, it is clear that true football fans are disgusted by the actions of a small minority who seek to ruin the enjoyment of others by their continual use of bad language, racist or homophobic comments or by using inciting behaviour which is likely to lead to a breach of the peace. Over the past few seasons, our policy of warning offenders has proven to be very successful and we aim to build on this success with your help. We are committed to making your day enjoyable, but if you have cause to complain about other fans' behaviour, draw it to the attention of the nearest Steward. If you feel it too intimidating to approach a Steward, text us on **07963 138580** and we will deal with your complaint swiftly and in complete confidence. Please include the relevant row and seat numbers and a brief description of the complaint. We will then monitor the area you have pinpointed and take the necessary appropriate action.

Alternatively call us on the working day after the match on 03700201867 and discuss your complaint with us; or e-mail operationenquiries@swfc.co.uk; or write to:

Stadium Operations Manager
Sheffield Wednesday Football Club
Hillsborough
Sheffield
S6 1SW

Ground Regulations

Entry to the Ground is expressly subject to acceptance by the visitor of the Ground Regulations and the rules and regulations of FIFA, UEFA, The Football Association, The Premier League and The EFL in respect of the relevant competition. The Ground Regulations can be found in the 'Club' section of the official website at www.swfc.co.uk.

Data Protection

Sheffield Wednesday complies with The Data Protection Act 2018 and all other relevant legislation including the EU GDPR (General Data Protection Regulation). The club is committed to the safe handling, use, storage, retention and disposal of personal data. Our privacy policy is available to view online at: <https://www.swfc.co.uk/fans/swfc-privacy-policy/>

The club have appointed EFL Digital with respect to certain services, including those provided through the official site at swfc.co.uk. EFL Digital is responsible for ensuring data protection is in place in respect of any

user data collected via the official club website. The Terms of Use, Privacy Statement and Subscription Terms and Conditions of those services are accessible through links in the footer of the official website.

Supporter Engagement

In accordance with government guidelines, Sheffield Wednesday are committed to hold at least two, if not more, supporter forums per year.

Proving highly successful since inception in 2015, these forums have provided a firm foundation for ongoing and future engagement.

Supporters Groups

Several independent supporters groups exist within the Sheffield Wednesday community, each with its own focus, aims and objectives. The club aims to have regular and relevant dialogue with these groups where possible on a consistent basis, as well as providing regular focus groups or fans forums for those supporters not affiliated with any particular group also.

Wednesdayite

Fans group Wednesdayite are an independent body of Sheffield Wednesday supporters.

Contact details: Website www.wednesdayite.com

e-mail: enquiries@wednesdayite.com

Telephone: 0845 0091867

Fax: 0845 009 1889

SODA – Sheffield Owls Disabled Association

This organisation aims to foster a strong relationship between itself and Sheffield Wednesday Football Club to enhance the opportunities and facilities offered to disabled people.

The terms agreed for disabled people is not merely restricted to Supporters of Sheffield Wednesday but also include those who visit from other football clubs.

Sheffield Owls Disabled Association as an organisation has a core ethos of inclusiveness, and has no desire to exist purely for the benefit of disabled people. Our association also aims to include those who devote much of their lives to disabled people, helping them to actively participate in everyday life.

Chris White (SODA Chairman): Wharfedalewhite@aol.com

London Owls

Formed in 1974, The London Owls is an active supporters club for Wednesdayites living in London and the south east. The London Owls arrange travel to most games, home and away, outside the London area as well as organising many social and sporting activities throughout the year.

Contact details: Website: www.londonowls.co.uk

Join by e-mailing londonowls.membership@gmail.com or writing to The London Owls, PO Box 233, Borehamwood, WD6 3WA

Wise Old Owls

The Wise Old Owls is Sheffield Wednesday's over-50s Luncheon Club (membership fee only £1) with around 180 members. They meet on the third Wednesday of the month, normally in the 1867 Lounge, at 12 noon with lunch at 12.30pm. They usually have an excellent guest speaker, not always connected with football, and also organise two day trips each year plus a Monday to Friday holiday. There is a Members Free Cash Draw every quarter and all in all it is an excellent social gathering. Anyone over the age of 50 who is interested in joining the Wise Old Owls should contact the secretary, Mabel Dellamore, on 01709 365855 and you will be made most welcome.

East Midlands Owls

Wednesdayites based in the Midlands have established a new fans' group, which is now up and running and has a growing number of supporters.

The East Midlands Owls is an independent supporters' group which launched in June 2011 and aims to bring together the wider East Midlands Sheffield Wednesday fan base.

The group will be arranging home and away travel and places to meet up prior to games.

The committee consists of John Wozniak, Iain Robertson, Ed Jepson and Sam Hill, all loyal Wednesdayites.

The club is aimed at families, individuals and groups of supporters and can be contacted via their official website www.eastmidlandsowls.co.uk or by email at eastmidsowls@gmail.com

Scottish Owls

Formed in 2012 the Scottish Owls are an independent fan group for Owls north of the border. The club aims to bring together Owls fans from across Scotland and organise travel to games home and away. Anyone is welcome to join.

Contact the Scottish Owls by email Scottishowls@gmail.com, visit their Facebook page at facebook.com/scottishowls and on twitter [@scottishowls](https://twitter.com/scottishowls)

New York Owls

Formed in early 2012, the New York Owls are a group of fans from all over the tri-state region (New York, New Jersey, Connecticut).

The New York Owls are made up primarily of expatriates but with a good sprinkling of born and bred Americans.

They meet up for every televised game at their home bar - The Football Factory at Legends, situated right next to the Empire State Building in Manhattan.

Anyone is welcome to join them, if you can get down to the bar for the game, even if you're just visiting the big apple, drop them a mail and they will let you know if there are any games being shown on TV. Get more information over at the website www.newyorkowls.com

Like the New York Owls on Facebook at facebook.com/nyswfc or follow on twitter twitter.com/newyorkowls

SWSWSWS

The South Wales, South West Sheffield Wednesday Supporters group was formed in 2011 by Cardiff-based Wednesday fan George Eustice.

Having started with a small number of members via the Facebook group, over time the numbers have flourished.

With a large catchment area, the SWSWSWS are constantly finding new Owls fans in South Wales and the South West.

Regular lift sharing and even bus trips to games are now commonplace.

Owls fans can register at www.swswsws.co.uk to join in with the closely knit Wednesday supporting community to share lifts and banter along the way!

Connect with SWSWSWS on facebook [HERE](#) or at twitter.com/swswws

For further details contact Founder George Eustice (george.eustice@swswws.co.uk) or Board member/Webmaster Rob Stones (rob.stones@swswws.co.uk)

Contact Details

Sheffield Wednesday Football Club
Hillsborough
Sheffield
S6 1SW

Tel: **03700 201867**

Email: Please email the relevant department:

<u>Football and Academy:</u>	footbalenquiries@swfc.co.uk
<u>Ticketing:</u>	ticketenquiries@swfc.co.uk
<u>Commercial / Matchday Hospitality:</u>	commerciaenquiries@swfc.co.uk
<u>Retail:</u>	retailenquiries@swfc.co.uk
<u>Media & Communications:</u>	mediaenquiries@swfc.co.uk
<u>Marketing:</u>	marketingenquiries@swfc.co.uk
<u>Stadium Operations:</u>	operationenquiries@swfc.co.uk
<u>Non Matchday Events:</u>	hillsborough@centerplate.co.uk

Website: www.swfc.co.uk

Chairman & Directors

Chairman – Dejphon Chansiri
CEO – Katrien Meire

Club Staff

Finance Director – John Redgate
Club Secretary - Lindsey Taylor
General Manager - Alastair Wilson
Director of Communications - Trevor Braithwait
Community Manager - Marcus Brameld
Head Groundsman – Andy Thompson
Operations Manager – Richard Stanford
Supporter Liaison Officer – Joe Braithwait
Disability Liaison Officer – Alastair Wilson

This Customer Charter is reviewed on an annual basis.

Signed



**Katrien Meire, CEO
Dated 28 June 2018**