

Supporter Service

All supporter service enquiries, complaints and suggestions for improvement should be directed to the following:

Supporter feedback: 01202 726309

Email: feedback@afcb.co.uk

Available: Monday-Friday, 9am-5pm (voicemail available out of hours)

Each complaint will either be acknowledged or responded to within five working days. If an acknowledgement is sent it will give details of the person dealing with the issue and a full response will be issued within ten working days.

If a supporter feels that his or her complaint has not been dealt with appropriately, they have recourse to The Independent Football Ombudsman, who can be contacted via phone on 0800 588 4066, or via mail at:

The Independent Football Ombudsman,
Suite 49, 57 Great George Street,
Leeds,
LS1 3AJ.

Supporter liaison officer: Liz Finney (General Manager)

Email: liz.finney@afcb.co.uk

Phone: 01202 726309

The SLO has responsibility for the delivery of the club's policy as it concerns supporters and to act as a point of contact for supporters and liaise with other club management on any issues raised. We are always keen to receive supporter ideas and suggestions as to how we can improve our service so please do not hesitate to contact us in this respect.

Staff conduct

Our supporters, investors, sponsors and local community are the reason that AFC Bournemouth exists. They should expect the best we can give. Therefore, we aim to give them the respect, courtesy and information they deserve in all dealings with the club. AFC Bournemouth is committed to providing an environment in which all staff, players, supporters and persons visiting the club are treated fairly and with respect regardless of their age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion and belief, sex or sexual orientation. (Equality Act, 2010)

Matchday experience

AFC Bournemouth prides itself on being a welcoming club to both home and away supporters. We will strive to maintain high standards of safety and security for fans while facilitating a friendly and enjoyable matchday experience for all. Within the scope of this objective, all matchday visitors are required to adhere to the ground regulations

of the Premier League. These can be found [here](#) and are displayed around the stadium. In particular, the club will not tolerate abusive or discriminatory language or behaviour and will employ a one-caution, two-action approach to people who through their behaviour or language spoil the matchday experience for others. Other infringements of the ground regulations may result in a caution, temporary or full club banning order usually dependent on the infringement and whether a supporter has been subject to a matchday disciplinary process before. In all instances, the supporter will be informed in writing by the disciplinary committee chair and will have the opportunity to put forward their case.

Our matchday safety stewards should be the first point of call in the ground if supporters have any concerns regarding their well-being, be it medical, safety, abuse or general feedback matter. Stewards will summon first aid assistance if required.

Supporters are also able to text our confidential line on 07968 980580 to report an incident, providing as much information as to location and description as possible. This will be passed to the control room for monitoring and the deployment of stewards will be actioned as appropriate. Alternatively, you can email the supporter liaison officer on feedback@afcb.co.uk or telephone the club on 0344 576 1910 if you wish to report an incident away from matchday, although this does make the investigation process potentially more difficult. Look out for the confidential text line information on your season ticket, paper ticket, around the ground or on the club website.

Supporters also have recourse to use the reporting services of Kick It Out in relation to incidents of discriminatory abuse. There are a number of ways to report an incident to Kick it Out, please see below information;

Freephone - 0800 169 9414 to speak directly to a Kick it Out staff member

App - You can report an incident of discrimination via the Kick it Out app which can be used on iPhone and Android Devices.

Online - You can report an incident by filling in an online reporting form [here](#)

Our supporter services team and matchday ambassadors are available around the ground to assist all supporters with any enquiries.

The club offers a variety of catering on a matchday from concourses to full hospitality and strives to deliver quality and value in each option. Menus and pricing can be found [here](#). Should you have any feedback on any aspect of this provision, please use the feedback route above and we will forward on to our catering department for comment or action. If you would like further information on hospitality options, please contact 01202 726397.

For the safety and security of all match attendees, the club operates a 100% personal searching policy on entry to the ground as well as a search and tag of all bags. To minimise delays, supporters are requested to only bring a small bag where absolutely necessary.

Supporters are also strongly advised to plan to enter the turnstiles from the time they open (1.5 hours before kick-off). To encourage this the club offers automatic entry into a free signed shirt draw.

Equality

AFC Bournemouth is committed to providing a club wide environment in which all stakeholders including young children and adults at risk, engaged in activities at the club are able to realise their full potential and are protected from harm and discrimination irrespective of their age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

To view our equality policy, please click [here](#).

Safeguarding

The club is dedicated to maintaining the safety and well-being of all children, young people and vulnerable adults in all aspects of its operations. The club's safeguarding contact is Steve Thorpe who can be contacted on 01202 726329 or steve.thorpe@afcb.co.uk in respect of any concerns or issues.

Consultation and information

- The club publicises its position on major policy issues via the club programme, its official website, press releases, supporter newsletters and forums.
- The club consults supporters on a regular basis through the above channels as well as supporter surveys and regular focus groups.
- The club has and continues to develop ways to consult with partners in our local community.
- The club gives the earliest possible notice to any changes to its ticketing policy and the reasons for the changes.
- The club undertakes research on the design and number of new strips.

Ticketing

Pricing

- The club continues to strive for wider access to matches by offering a broad range of ticket prices.
- The club will ensure that the most significant discounts are available to its junior supporters thereby encouraging its fans of the future and their families.
- The club operates a scheme to enable supporters to pay for season tickets by instalment.
- The club's policy for restricted view seats is not to sell them unless specifically requested. If all other seats are sold, supporters will be notified of the restriction before purchase and a discount applied.

Concessions

Concessionary ticket prices are available to Junior Cherries, family groups, under-21s, over-65s and full-time students. Those supporters in receipt of standard or

enhanced rate of PIP are entitled to be accompanied by a personal assistant free of charge. Proof of eligibility will be required. For Students this will be a higher education enrolment letter rather than a student card.

Where a family ticket is purchased, adults must have a child with them to gain entry to the family stand. Any personal assistant to a disabled supporter must enter the ground with that relevant disabled supporter.

Cherries Points

The club operates a scheme whereby one point is allocated to each attendance at a home league, away league or a cup game.

For more information, please either click [here](#) or contact our ticketing office on 0344 576 1910 (option one, option one).

Allocation

- At least 5% of tickets to each home game will be made available to non-season ticket holders.
- The club provides areas of the ground for the exclusive use of family groups and junior supporters.
- The front row seats of all stands are initially allocated for wheelchair users and their personal assistants. In addition, there are four raised accessible viewing platforms available.

Membership schemes

- The club runs the following membership schemes:
 - Junior Cherries
 - Vice Presidents

Cup competitions and other games of high interest

- Tickets for cup competitions are priced in consultation with the opposing club.
- Season ticket holders' seats are generally held for a specified amount of time after which they are released for general admission. Those cup cherry points holders with the highest points tally will be given priority on a sliding scale, after which tickets may go to general sale. However, the club reserves the right to change this policy as operational or safety issues may determine.

Returns and refunds

- The club's policy on the return and distribution of unwanted tickets is to offer a full refund on home tickets up to an hour and a half prior to kick-off. However, exceptions to this policy will be considered.
- If a match is postponed before kick-off, ticket holders can use their original ticket for the rearranged game. If a match is abandoned after kick-off, spectators are entitled to half price admission to the rearranged match.
- To view our full ticket policy please click [here](#).

Supporters with disabilities

The club provides the entire front row of all available seating areas to wheelchair users and their personal assistants, as well as raised viewing platforms. Home supporters can request a place on this by telephoning 01202 726311 or by simply emailing disability@afcb.co.uk.

Places on the visitors' raised platform are distributed by the visiting club.

Portable hearing loops are situated in concourse areas, both ticket offices, the Superstore, Reception, the 1910 Bar and in the hospitality suites.

Our disabled supporters should contact the disability liaison officer on 0844 576 1910 for any ticketing enquiries, whilst the disability liaison/access officer can be reached at disability@afcb.co.uk for any other disability-related matters.

For more information, please click [here](#).

For visiting supporters, please click [here](#).

Accommodating Visiting Supporters

- The club abides by Premier League and Football Association regulations governing the allocation of tickets to visiting clubs.
- The club does not charge general admission prices to supporters of a visiting club which are higher than those charged to our own supporters for comparable accommodation. In particular, our concessionary rates offered to over-65s, under21s, students and disabled supporters apply to supporters of a visiting club.

Merchandise

- At least one new change of kit will be released every year.
- Details of the next intended change of kit is available from the AFC Bournemouth Superstore. For more information email superstore@afcb.co.uk or telephone 0844 576 1910.
- In the event of a change of club sponsor, the new sponsors name may appear on the playing kit immediately, even if this is during the lifespan of a replica kit.
- Other changes during the season to the playing kit may not be replicated on the replica kit.
- Details of the intended change of kits are available from the club shop.
- The club carries out its obligations under Premier League regulations to prevent price fixing in relation to the sale of replica strip.
- The club offers refunds on merchandise in accordance with its legal obligations.

Community activities

AFC Bournemouth's foundation is its community. The club will continue to dedicate its efforts, resources and facilities to promote sport, education and welfare within its community, working in partnership with the AFC Bournemouth Community Sports Trust as well as other partners from time to time. Further details on the work in our local community by the AFC Bournemouth Community Sports Trust can be found [here](#).

AFC Bournemouth is committed to preserving its local environment. The club works with its local partners to further this objective.

The club recognises that there are some inconveniences of living close to a football stadium and as such it will work with its immediate neighbours, their ward councillors, BCP Council and other agencies to minimise any effect especially on matchdays.

Cherries Community Fund

The Cherries Community Fund aims to provide financial assistance to projects that help young people and vulnerable groups, or those that promote a healthy lifestyle in Bournemouth, Dorset and Hampshire. To date over £140,000 has been given to local initiatives and projects since the fund began in 2016.

Find out more about the Cherries Community Fund [here](#).

Club policy on charitable donations

AFC Bournemouth receives many requests for charitable donations each season.

For the 2019/20 Season, the club is committed to working with four locally focussed charities that benefit people living in the Dorset and Hampshire area and support AFC Bournemouth's positive stance on equality.

AFC Bournemouth's chosen charities benefit from:

- Increased awareness.
- Fundraising through selected club events.
- Signed football club merchandise
- Engagement with AFC Bournemouth corporate partners and AFC Business members.
- Match tickets.
- Player appearances.

AFC Bournemouth's chosen charities for 2019/20 season are:

- Autism Wessex
- Dorset Search and Rescue
- Access Dorset
- Prama Life

For information on the club's charity policy click [here](#).

Purchased merchandise for signing

It is important for the club to maintain the value of its signed merchandise and therefore we will not accept requests for AFC Bournemouth merchandise to be signed by players or management. The club may, at its discretion from time to time, use signed merchandise to raise money for nominated charities, sponsor obligations or its own promotional or supporter relations purposes.

Stadium access and parking

The club recognises that access and particularly exit after a game on matchdays can be slow due to the limited exit routes from Kings Park and you are likely to experience delays if leaving immediately after the game. We have provided facilities in the 1910 Bar after the game should supporters wish to wait for the level of traffic to abate. The club will continue to work with Bournemouth Borough Council to try to alleviate this problem. However, you can now leave via the south of the car park to exit the park along Gloucester Road and so miss the traffic along Kings Park Drive.

Public parking, unless allocated a space by the club, will be in the car park to the south of the stadium and is priced at £1. However, as this facility fills quickly, we have arranged alternative free parking at Harewood College, although this facility is not available for evening matches [here's a link on google maps](#).. Alternatively, parking is available at the Sovereign Centre, approximately a ten-minute walk away [here's a link from google maps](#). The club accepts no responsibility for any vehicles or property left in these car parks.

If you choose to park elsewhere, please respect local residents' driveways and relevant parking restrictions. Enforcement officers are active on matchdays.