



2010/11 DCFC Club Charter

Introduction



Welcome to the 2010/11 edition of the Derby County Football Club Charter

At Derby County we are extremely proud of our heritage and rich history yet firmly focused on the future. We recognise the special relationship the Club has with its supporters and we will strive to add value and deliver exceptional service at every touch point. We will provide a safe and comfortable environment for people to support our team and work with purpose to be inclusive and a club for all people.

This charter is designed to be informative, equipping supporters with an overview of our operations, key communication points and sign-posting individuals to further information or relevant contacts where this may be required.

The Charter is available on our website www.dcfc.co.uk and also upon request via derby.county@dcfc.co.uk.





- To continue to work towards achieving a reputation for first class customer service across all areas of our business
- To enhance the match day experience for all fans by providing a safe and comfortable environment for them to support their team
- To improve the lives of the people within our community with whom we engage through participation in sport



Customer Service Contacts



Ticketing	0871 472 1884	Option 1
Merchandise	0871 472 1884	Option 2
Stadium / Match Day	0871 472 1884	Option 0
Hospitality	0871 472 1884	Option 3
DCITC	0871 472 1884	Option 5
General	0871 472 1884	Option 0



Staff Conduct & Equal Opportunities



Staff Conduct

At Derby County Football Club we pride ourselves on our high standards and commitment to customer service. Specifically, we expect our staff to treat supporters with due respect and courtesy, to act upon feedback and complaints responsively and to treat all persons equally.

Equal Opportunities

We are committed to equal opportunities and to making the stadium a welcoming place for all, regardless of gender, race, ethnic origin, nationality, age, disability, marital status, political or religious beliefs, sexual orientation or any other inappropriate distinction.

The Club will take steps to confront and eliminate discrimination and ensure that appropriate action is taken to those that behave in a manner that is likely to cause offence to others, including the use of foul, abusive language or obscene chanting.



Safeguarding



Derby County Football Club is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.

The Club has systems in place to ensure that the welfare of vulnerable groups is dealt with appropriately and sensitively.





Football and, in particular, Derby County Football Club has the ability to engage people, improve community cohesion and raise the hopes and aspirations of the people of Derbyshire. As a Club we are committed to ensuring that we respond to local needs whilst working strategically in line with regional and national agendas. Sport can play a major role in addressing major issues such as obesity, anti-social behaviour, health, employment and attainment. We aim to use the power of Derby County Football Club to improve the lives of the people of Derbyshire through participation in sport.

In placing Derby County Football Club at the heart of the community we will look to:

1. Increase participation in Sport;
2. Create accessible and equitable sporting opportunities;
3. Promote wellbeing and healthy lifestyles;
4. Recognise and signpost talent;
5. Improve community cohesion;
6. Develop and empower leaders, coaches and volunteers ; and
7. Celebrate achievement





Through key partnerships and a multi-agency approach, we ensure that we can achieve our aims and objectives effectively and efficiently. This partnership approach also enables us to engage with underrepresented and hard to reach groups. Derby County is very aware of the cultural diversity that exists in the local community and is committed to ensuring that equitable access is achieved.

The DCITC programme currently delivers a diverse range of activities throughout the county of Derbyshire, engaging with in excess of 30,000 children and adults each year in the core delivery programme. With activities ranging from schools coaching, after school clubs, weekend programme and holiday camps, there really is an opportunity for everyone to participate.

To ensure that the community programme embraces local, regional and national agendas it has been vital to access external funding to meet the demands of the changing face of the community it serves. Over £1.2m has been secured over the past three years from organisations such as The Football Foundation, The Football Association, The Premier League and The PFA.

For a greater understanding of the work we undertake go to www.dcitcommunity.com





We are extremely proud of our communication and level of engagement with supporters and take steps to ensure that supporters are informed, wherever possible, of any decisions that may directly affect them through the matchday programme, our website, weekly e-shots, dctx and the local radio.

Through our Communications and Marketing teams we also maintain regular contact with supporters clubs throughout the country and our colleagues overseas. We also hold regular Fans Forums around the county and have previously held Focus Groups to seek feedback on specific issues such as season ticket offers and pricing.

On match days we host a text service which enables supporters to inform the Control Room in confidence of any issue that may be spoiling their enjoyment of the match.





Our state-of-the-art Ticket Office is able to offer new and innovative ways for our fans to purchase match tickets. In addition to the traditional season ticket our supporters have the flexibility to buy a half season ticket, a 6 game plan or an individual match ticket. For groups such as schools, youth football teams and businesses, we are also able to offer discounted rates for orders of 20 or more people.

Full ticket information is available on our website, via telephone on 0871 472 1884 and in the ticket office.

For ticket pricing:

<http://www.dcfc.co.uk/page/TicketsHome/0,,10270,00.html>

Sales priority process:

<http://www.dcfc.co.uk/page/PrideParkPrices/0,,10270,00.html>

Ticket price updates, offers and special pricing:

<http://www.dcfc.co.uk/page/PriorityScheme/0,,10270,00.html>

Terms and conditions of sale, the ground regulations together with the clubs refund policy are displayed prominently in the ticket office, online on the dcfc website and available by writing from the Ticket Office Manager.



Accessibility & Disabled Supporters



Access to goods and services, including matchday facilities are continually assessed and reviewed to ensure that all visitors to Pride Park Stadium are given the best possible opportunity to enjoy the available amenities.

Derby County offers a range of facilities for wheelchair and ambulant disabled supporters accompanied by their assistants:

- Pitch-level wheelchair and assistant seating;
- Elevated wheelchair and assistant seating;
- Hearing looped equipped seating;
- Dedicated seating for ambulant and visually impaired supporters;
- Disabled toilet facilities using the radar key system; and
- Catering facilities are also available throughout the stadium.

Home and away disabled fans are able to sit amongst their fellow supporters in covered viewing accommodation, and stewards trained in disability awareness are on hand to assist.



Accessibility & Disabled Supporters



Lowered refreshment counters are available in all the relevant areas and a waiter service is provided pitch side.

Supporters who are visually impaired can access commentary in three different areas of the ground:

- Radio induction loop system;
- 20 headsets (available upon request); and
- The Club also has a Minicom textphone which is compatible with the internal e-mail system. This ensures any inquiries via this method could be directed to any given individual within the Club.

Disabled parking facilities at the Club consist of almost 200 spaces in 3 locations with 8 being provided in close proximity to the visitors' enclosure for away fans. Golf buggies with drivers ferry those with mobility problems from the car parks to their relevant point of entry into the stadium. This facility operates both pre and post match.

Tickets for disabled supporters can be booked by calling Keith Marson, the Club's Disabled Liaison Officer on 01332 667531.





Pride Park Stadium was opened in 1997 by Her Majesty the Queen and has a capacity of 33,000. The stadium has hosted a full England international game as well as a number of England Under 21 international matches and the FA Women's Cup Final, in addition to music concerts.

The Crowd Safety Management Team is headed by the Stadium Safety Officer who is assisted by a Deputy Safety Officer, Senior Stewards, Supervisors and Safety Stewards who are all qualified to either NVQ level 2 or 3 in Spectator Safety. The team is ably assisted by the Emergency Services and the Local Authority.

Our intention at Derby County is to create and maintain a safe and friendly environment for all our supporters having cognisance to the Ground Regulations. We believe we are the only football club in the country that employ customer service stewards on matchdays, whose objective is to enhance the match day experience for our fans, as part of our ongoing 'Fans First' initiative.





ShopDCFC, recognised as one of Adidas' flagship stores, provides an extensive range of official merchandise at affordable prices. Open 7 days a week, the retail operation embraces other sales methods such as online order www.wearederby.com and mail order to offer our customers complete flexibility with the method and place of purchase. To make the purchase of our merchandise even easier, we have also teamed up with JD Sports within the Westfield Centre in Derby and Coopers Square at Burton upon Trent.

The Club's home kit is worn by the First Team for one season unless otherwise stated. The Away Kit, Goalkeeping kit and third kits will operate for one or two seasons and will be changed according to announcements made at the time of launch and displayed on the club website and in the Club shop. If the Club changes kit or shirt sponsor, all kits are liable to change. Information relating to the start date of kits is contained on the Club's website

ShopDCFC offers a 28 day money back or exchange guarantee on purchases of merchandise on production of a valid receipt and all packaging. Personalised replica products are excluded. The product must be returned in an acceptable condition to warrant re-sale and are subject to stock. This offer does not affect normal statutory rights.





As a customer of the Club, your details will be held on our customer database and with permission, may be used to contact you from time to time about other Club products and offers. All customers have the right to be excluded from communications from ourselves or our selected partners.

Derby County Football Club has a legal obligation under the Data Protection Act to ensure that all information held and processed about our supporters complies with the principles of the Act. Specifically this means that data is processed fairly, securely and for the purpose(s) in which it was obtained.

Supporters with questions or queries regarding the usage of data by Derby County Football Club should contact derby.county@dcfc.co.uk



Catering, Conference & Banqueting



At Pride Park catering, conferencing and banqueting services are offered by our partner Delaware North Companies (DNC) who is a hospitality and food service provider, working with clients and partners to create special experiences for guests at some of the world's most amazing locations including both Wembley and the Emirates Stadium in the UK.

DNC provide corporate dining and public catering on match days and conference and banqueting opportunities on non-match days. DNC is strongly committed to working with all customers to ensure that they enjoy a memorable experience, recognising that customer requirements are the key drivers of our business.

The Club also has other food outlets that are accessible to the public within the confines of the stadium – Starbuck and Greggs.





Our designated charity is Teen Pride. The name was chosen by a group of teenagers who regularly attended the Royal Derby Children's Hospital after Derby County and the Royal Derby Hospital joined forces to raise money to provide better adolescent outpatient areas at the hospital.

Derby County goalkeeper Stephen Bywater is the ambassador for the charity and in 2009-10 a total of £40,000 was raised. Phase two of the project is currently underway and we aim to raise a further £20,000 for a new 'chill-out' room for youngsters with facilities for patients to listen to music, access the internet, play games, watch TV and chat with their peers.

Further updates and information on Teen Pride can be found on our website.





The club is currently working with independent traffic management specialists, the emergency services and the Local Authority to produce a traffic management and travel plan for match days which is fit for purpose and reflects current travel levels. It is hoped that this will gain approval and be implemented during the 2010–11 season.

As part of the travel plan, for the first time the Club will promote the concept of car sharing in a bid to reduce congestion and the carbon footprint of those travelling to matches. To encourage the uptake of this, we will be offering a discount to supporters who park in Club car parks if they carry 3 or more passengers.

Details of Pride Park car parking can be found at . <http://www.dcfc.co.uk/page/PrideParkStadium>





Pride Park Stadium is built on one of Europe's most sustainable development sites. It was the winner of the 1998 Environmental Sustainability Award and also received the 1999 British Construction Industry and Civil Engineering Premier Award in promoting business commitment to the environment.

The club is constantly seeking ways of reducing its energy and impact on the environment. Recent projects have included: insulation installation; lighting changes and efficiencies; replacing hand dryers with more energy efficient models; improvements to our building management system; replacing boilers with models that reduce gas consumption; and a number of initiatives to reduce our water consumption.

Our carbon footprint is important to us and we have recently undertaken our second Carbon Trust survey after a very successful initial attempt saw us reduce our energy consumption by 16%. The Club is now targeting a further 5% reduction.

We are keen to be seen within the local community as a leader in this area and our ambition is to make Pride Park Stadium one of the most sustainable stadia in the country. We aim for others to follow our lead and endeavour to set the highest examples of excellence in this area.



Complaints



Whilst we pride ourselves on our high standards, we encourage feedback from our supporters if they feel that we have failed to deliver against the standards and service levels that we set ourselves, so that we can continuously improve.

Complaints should be made in writing either by letter or e-mail to derby.county@dcfc.co.uk with a valid address and contact name for response.

The Club will seek to respond to all complaints in the first instant within 10 working days of receipt, and thereafter will be subject to internal investigations (if necessary).

If you are not satisfied with the response to your complaint, you may contact the Football League. If you are not satisfied with the response that you receive from the Football League, you may contact the Independent Football Ombudsman (IFO). Please note that the IFO has no authority to deal with complaints until all other routes have been exhausted.

The Football League Customer Services Department, Operations Centre, Edward VII Quay, Navigation Way, Preston, Lancashire, PR2 2YF.
Email: enquiries@football-league.co.uk. Telephone: 0844 335 0183

The Independent Football Ombudsman, Suite 49, 57 Great George Street, Leeds, LS1 3AJ. Email: contact@theifo.co.uk Telephone: 0800 588 4066

