

Charlton Athletic Football Club Charter

Mission statement:

Our mission is to build on our unique heritage, as a long-standing club in London. To be the London club for all people, providing a safe, comfortable, and exciting environment, welcoming everyone. To provide a first-class experience at the Valley for our fans, visitors, our business partners and the community. Our supporters are the heart of this club. The Valley is their home. We endeavour to ensure they are pleased with their matchday experiences every time.

Supporter & Customer Service:

As we are always striving to provide the best service to supporters, we hope that fans don't feel the need to complain, but we appreciate that things do go wrong from time-to-time and that supporters will sometimes like matters escalated.

The club will endeavour to respond to customer complaints within 10 working days of receipt of the communication. However, if it is not possible to provide a full response to the matters raised within this timeframe as further investigation is required, the complaint will be acknowledged within the 10 working days and a response sent within 21 working days. The club may respond by e-mail, letter or telephone.

At Charlton Athletic we have a duty of care to our staff, so we reserve the right not to respond to abusive, threatening, inappropriate or frivolous enquiries.

If you have an enquiry that is relevant to a department at Charlton Athletic you may wish to contact them directly. The Supporter Liaison Officer, details for which can be found below, can also forward on enquiries (and sometimes requests) to the most relevant department. The department may choose to respond directly, or will provide information that can be relayed directly through our Supporter Liaison Officer.

We will always look to resolve complaints in a fair and amicable manner and recognise the value that feedback can have in helping us to make positive changes to our fans experience and club services.

There are bodies you can contact if you feel your complaint has not been handled by Charlton Athletic. In most cases the Independent Football Ombudsman (IFO) can provide further guidance if you are unhappy with our own response or actions. The IFO's contact address' can be found below:

Independent Football Ombudsman, Suite 49, 33 Great George Street, Leeds LS1 3AJ

Supporter Liaison Officer can be reached:

- Via email at fans@cafc.co.uk
- Via mail at Charlton Athletic Football Club, c/o Supporter Liaison, The Valley, Floyd Road, London SE7 8BL
- Or by phone (ask for Supporter Liaison) at 020 8333 4000

Information on the club's framework for supporter consultation/responding to supporter enquiries

The club are committed to engaging with fans and consulting supporters throughout the year. Activities include:

- The Fans' Forum involves fan representatives meeting with members of the club's Management team, several times throughout each year. Meeting minutes are produced from each meeting and are available on www.cafc.co.uk. Click the link to read more about the fans' forum www.cafc.co.uk/club/fans

For supporters who are unable to engage with the club via those direct means the starting point of responses is our Supporter Relations team, who can handle a wide range of enquiries, requests and complaints.

Any enquiries about player attendance for supporter meetings, signed club memorabilia or access to other club assets should be requested via the Supporter Liaison Officer.

To contact the Supporter Liaison Officer, you can either email fans@cafc.co.uk or write to us at Supporter Relations, Charlton Athletic Football Club, The Valley, Floyd Road, Charlton, SE7 8BL.

The club publicises its position on major policy issues in an easily digested format in the matchday programme, via www.cafc.co.uk, social media and press releases.

Safeguarding policy

Charlton Athletic Football Club (CAFC) has a rigorous approach to Safeguarding and references the policies and procedures as stipulated by the Royal Borough of Greenwich, the Football Association and the English Football League. There are key components to the Safeguarding process that show in detail the CAFC Safeguarding Policy and a key summary is contained within this guide.

The club has four Designated Safeguarding officers. These are:

- Katie Whitmore - Designated safeguarding officer
- Kishan Parmer - Facilities and Health & Safety Manager
- Joe Francis, Head of Education and Welfare - All age groups up to U23

Charlton Athletic acknowledges and accepts its responsibility to safeguard and promote the well-being and safety of those children and young persons who have been entrusted in its care. This policy applies to everyone at Charlton Athletic Football Club

For further information please click the link: <https://cafc.co.uk/safeguarding>

Equality, Diversity & Inclusion

Charlton Athletic are committed to promoting and embedding a culture of Equality, Diversity & Inclusion (EDI) within the core fabric and culture of the Club. We are aware that embracing and fostering EDI promotes a positive Club culture that values all staff and Fans, as well as strong corporate and social responsibility.

We recognise that positively embracing EDI helps to improve fan engagement as well as staff morale, worker retention and job satisfaction, and that it is vital to create an inclusive environment where everyone feels able to participate, contribute and to achieve their potential. Charlton Athletic also recognise that effective EDI goes beyond legal compliance and seeks to add significant value to the Club. This helps to contribute to employee well-being and engagement.

The Club are committed to ensuring that everyone is made welcome to The Valley and all other Club sites and premises, and are treated with dignity and respect, including: Fans; Players; Official; Staff; Customers; community groups and voluntary organisations; and, all other stakeholders. The Club will treat everyone with respect and dignity; seeking to provide a positive working and fan environment, free from discrimination, harassment, victimisation and abuse. The Club will also continue to work in partnership with the Charlton Athletic Community Trust (CACT), to further our EDI objectives.

The Club are committed to the standards and values of the EFL Code of Practice relating to equality and anti-discrimination, and to tackling discrimination, particularly in relation to groups with 'Protected Characteristics'; as defined under the Equality Act 2010:

- Age
- Disability
- Gender Reassignment
- Marriage and Civil Partnership
- Pregnancy and Maternity
- Race
- Religion or Belief
- Sex
- Sexual Orientation

Equality Policy

Charlton Athletic Football Club values and celebrates the diversity of its workforce. It is essential that all staff, players and directors are aware of the value of creating a safe and inclusive work environment where everyone is given the opportunity to realise their full potential. We are committed to promoting equality and valuing diversity, and this is central to our commitment to excellence in all that we do.

We believe that having a clear policy on equality for staff, as well as meeting our statutory requirements, under the Equality Act 2010, will further demonstrate this commitment, and be consistent with values and behaviours that all members of the Club should exhibit.

Charlton Athletic therefore aim to create an environment in which staff are selected and treated solely on the basis of their merits, abilities and potential, regardless of their 'Protected Characteristic', or on the basis of being a part-time or a fixed term employee. We recognise our responsibility to provide guidance and training on equality and diversity issues to both players and staff.

Equal Opportunities Policy

We are committed to the promotion of equal opportunities for our entire workforce and ensuring that all our employees and job applicants are treated fairly and are protected from unlawful or unfair discrimination in employment.

We will apply equal opportunities to all aspects of employment from vacancy advertising, selection, recruitment and training to conditions of service and reasons for termination of employment. We believe that it is the right of every employee to be able to work in an environment free from harassment, discrimination, victimisation and intimidation and every effort is made to provide a working environment where employees are treated with dignity and respect.

Charlton Athletic Football Club: EDI Summary

The aim of the Club's Equality Policy and Equal Opportunities Policy is to promote Charlton Athletic's ongoing commitment to EDI objectives, to help to ensure that everyone is treated fairly, with dignity and respect, and to embed EDI as a core component of the Charlton Athletic DNA. As part of this commitment, Charlton Athletic will appoint a dedicated Head of EDI

Charlton Athletic operates a policy of zero tolerance towards all forms of discrimination and anti-social behaviour. There is no place for any forms of discrimination within The Valley, or associated sites, and the Club are dedicated to achieving inclusion for all.

Everyone has the right to attend football matches in a safe and friendly environment - all fans and members of our community - free from discrimination, harassment, victimisation and abuse. We will continue to work to ensure that EDI remains a core component of the Clubs organisational structure and operational practices.

Ticketing

The club continues to strive for wider access for supporters to matches by offering a broad range of ticket prices and aim to give the earliest possible notice of any changes to its ticketing policy and the reasons for the changes.

The Ticket Office can be contacted on 03330 14 44 44 or via email, tickets@cafc.co.uk. Full details of the ticketing terms and conditions including refunds, postponements and abandonments can be found when visiting our website www.cafc.co.uk. Supporters with disabilities can contact our Disabled Liaison Officer Kishan Parmar on 0208 333 4000 or via email, kishan.parmar@cafc.co.uk this would include information on our disabled facilities and parking. Disabled car parking can be booked by emailing disability.parking@cafc.co.uk

Traditionally, Charlton Athletic would ensure that at least 5% of tickets that are made available for non-season ticket holders to purchase for each game. With restricted attendances initially likely for the 2020/21 Season, this process will be suspended until a greater capacity of supporters is allowed to return to the The Valley. A concession rate is available for U11s, U18s, U21s, supporters over 65 years of age, students with a valid NUS card and disabled supporters.

Tickets for domestic cup competitions are announced to supporters following discussions between the clubs.

Where significant demand is anticipated, season-ticket holders will have their seat reserved for a certain period prior to them being released for sale to anyone meeting the appropriate sales criteria. If their seat becomes unavailable for any reason, they will be offered alternative comparable accommodation.

'Moving forward, each ticket purchased will have to be allocated to a separate FAN ID on the club's ticketing system. This is to ensure the club meets its obligations to the government's Track and Trace system.

Tickets can only be purchased for other individuals who are within your pre-chosen social bubble. This means that each person in your social bubble must have an account on our ticketing system. You can set one up by visiting booking.cafc.co.uk.

As each ticket will have to be assigned to an individual FAN ID, it is the responsibility of each attendee to bring and provide their own form of photographic ID if required at The Valley.

This process will be reviewed at a time when the Track and Trace system is no longer relevant.'

'Due to operational considerations during this period, (particularly with regards to the on-going challenges surrounding the Coronavirus pandemic) our refund period for standard match tickets will be extended from 24 hours to 48 hours before the game. It is our intention to revert back to the standard 24 hours as soon as feasibly possible'.

This is to ensure that the club has enough time to reimburse and re-sell any seats to supporters. To claim a refund, supporters should call our Ticket Office on 03330 14 44 44 with their FAN ID and transaction number ready.'

Both the tickets and the form must be received by the ticket office at The Valley before the deadline. The club reserves the right not to offer refunds on discounted tickets sold from time to time under special offers, but this will be made clear under the terms of the offer where it applies.

The club's supporters are allocated tickets for away league matches for which there is expected to be excess demand. The following groups will enjoy priority status:

Season-ticket holders who are Valley Gold members; season-ticket holders with loyalty points gained from attending away games; supporters who regularly attend away games and via recognised supporters' groups; remaining season-ticket holders and Valley Gold members; members on the club's database with an adequate amount of loyalty points who are not season-ticket holders.

These groups also enjoy priority status for away cup fixtures or those staged at neutral venues, but this is subject to variation dependent upon the allocation of tickets received.

Supporters of a visiting club (if allowed) will be charged admission prices that comply with EFL rules in terms of comparison with those charged to the club's own supporters for comparable accommodation.

Tickets purchased by phone are subject to a £2.50 transaction fee and tickets purchased online are subject to a £1.50 transaction fee. The aforementioned fees apply per transaction rather than per ticket. Tickets purchased in person from The Valley are not subject to a transaction fee. [Please refer to the clubs T&Cs.](#)

Match abandonment policy

If any fixture is abandoned after kick-off, then no refunds will be made on the day. However, details of the re-arranged fixture will be advertised on the club's website, and through the local media.

Details of any reduced admission prices which may apply for the re-arranged fixture will also be advertised.

Data protection

Charlton Athletic Football Club seeks to firmly abide by all data protection guidelines and we ensure that all supporter data is used safely and securely under the General Data Protection Regulation (2018).

Information and data stored on our database may be analysed to help us provide products and services that may be of interest to you.

From time to time we may contact you by post, phone or email to inform you about these products or services.

Charlton Athletic will never share your personal information with any third parties to use for their marketing purposes unless you have given your consent. Supporters can advise us at any time if they wish to opt out of receiving any correspondence from the club or its partners.

All supporters have the right to access the information we hold on them and can exercise this right by emailing dpo@cafc.co.uk This email address is monitored by a member of Charlton Athletic staff.

For a copy of our Privacy Policy, please visit <https://www.cafc.co.uk/privacy-policy>

Club merchandise

The club communicates with its supporters regarding prospective launch dates of new replica strips when it is contractually practical to do so.

Details of the next intended change of replica strips are available from the club.

The club carries out its obligations, under the FA, Premier League and EFL rulebooks, to prevent price fixing in relation to the sale of replica strips.

The club offers refunds on merchandise in accordance with its stated policy and legal obligations. A copy of the club's refunds policy is available in the Valley Superstore and on the club website. No items can be exchanged or refunded without a proof of purchase.

To return the item for a different size or if you have changed your mind, items must be returned within 28 days of purchase, in a new and unused condition with the appropriate tags and packaging. Items not complying with these requirements will not be exchanged or refunded unless they are faulty.

Items made to your specification or personalized cannot be returned unless they are faulty.

We reserve the right to return faulty items to the manufacturer for inspection and confirmation that the alleged fault is a manufacturing defect.

This does not affect your statutory rights.

The club is happy to print a name and number on the reverse of replica kit, provided that it is not of an obscene or racist nature. However, while the club will print the name and squad number of any current member of the playing squad, no refund can be provided or alteration made to the kit should the player in question cease to be a member of the playing staff through a transfer or otherwise.

Community activities

The club has a well-established reputation for community involvement, with many high-profile and successful education and activity programs delivered in conjunction with or by the Charlton Athletic Community Trust: www.cact.org.uk

Objectives in this area include:

- To provide football and sporting opportunities for as many young people in the local community as possible;
- To provide football coaching, playing and spectating opportunities for disabled people through the disability, mental health and Ability Counts programme;
- To organise stand-alone community events and participate in other externally organised community events;
- To operate a senior women's team and girls' development programme;
- To develop and implement an anti-racist strategy in conjunction with the Royal Borough of Greenwich Council to support local charities and worthy causes;
- To regularly liaise and meet with residents.
- To implement a programme of school and community visits by players;

In addition to its involvement with the above, CACT delivers the following programs:

- Education and school's initiatives including curriculum and out-of-school coaching, numeracy and literacy initiatives, healthy school's programs and inclusion/school retention work.
- Football development initiatives including school holiday courses, Charlton Challenge, Saturday morning clubs, links with local junior and youth football clubs and coach education programs.
- Social Inclusion initiatives including estates-based coaching, work with Pupil Referral Units and alternative curriculum programs both within schools and stand-alone organisations to support school retention and improve behaviour, work with refugee groups and pathway to employment and training programs.

All the above to be delivered across Greenwich, Bromley, Bexley and Kent.

Staff conduct

The club believes that good supporter relations form an integral part of its operation and expects all employees to conduct themselves in a courteous and responsive manner in all dealings with supporters, customers, sponsors, and the local community and to carry out their duties with integrity and professionalism.

Staff should understand the club's Equality and Safeguarding Policies, procedures and best practice guidelines and use this understanding to ensure safe working practices, appropriate reporting of concerns and contribute positively to an environment that is free of discrimination, bullying and harassment.

CAFC is a best practice employer and is committed to inclusion, anti-discrimination, safeguarding and promoting the welfare of children and young people and expects all staff to share these commitments.

Corporate/Hospitality

For commercial/Hospitality packages contact The Valley's on-site sales team on 020 8333 4050

<https://www.cafc.co.uk/hospitality>

Environmental policy

Charlton Athletic football club are dedicated to minimising the environmental impacts of our activities.

To ensure we will fulfil our commitment we will continue to embrace initiatives and technologies that will reduce our environmental impact whenever possible. We will work towards improving efficiency and sustainability within the club at all levels and encourages employees, suppliers and partners to do the same.

Charlton Athletic football club aims to:

- Recycle any waste products generated across the club where possible
- Implement the use of environmentally sustainable material and processes where practical
- Encourage players, fans, staff and anyone involved in our club to save energy and be more environmentally conscious
- Educate and inspire young people in our communities through the work of the Charlton Athletic Community Trust
- Promote alternative forms of transport for fans and staff to and from the stadium and training ground that have a reduced impact on the environment

Information on Stewarding/Crowd control/First aid procedures

Charlton Athletic expects all visitors to The Valley to comply with the ground regulations and to act in a responsible and law-abiding manner.

The club employs stewards and uses the services of stewards employed by independent contractors to support its own staff when events are held at the stadium.

The stadium is all-seater and there are no standing areas.

The role of stewards is to look after the health, safety and welfare issues, be friendly as well as provide a quality fan experience.

The main first aid facility is based in the north-west corner of the stadium, which is staffed by crowd doctor paramedics and first aid personnel.

There is a secondary first aid room located at the rear of the east stand (south end)

At all first-team fixtures, there is also a private ambulance on site, located in the west carpark.

Charlton Athletic Football Club do have first aiders trained and available to offer first aid. However, in the presence of a St Johns member of staff, they will stand down and allow the paramedic to take control of the situation.

All first aid boxes and facilities that are used solely for matchday are maintained and secured by St Johns Ambulance.

In the event of accident, illness or injury, a steward should be advised so that the appropriate assistance can be arranged quickly.

Please follow the below links to refer to Charlton Athletic Football Club's Stadium Regulations and Privacy Policy.

[Ground Regulations](#)

[Privacy Policy](#)

Failure to comply with ground regulations may lead to immediate ejection or non-admittance to the ground. This is both at The Valley and at any other stadium that ANY Charlton Athletic team may be playing at.

Charlton Athletic Football Club will support any banning orders applied by the Courts / Law enforcement agencies or other football clubs and may request a fan or visitor to complete a behavioural commitment, if appropriate.

Stadium

All supporters who attend The Valley must adhere to the Football League's Ground Regulations and the Club's Ticket Conditions.

Copies of the Regulations can be found around the ground, at the Ticket Office, Reception and the link below:

<http://cafc.co.uk/tickets/ground-regulations>

When the Metropolitan police or local police are on-site both support and manage resources to work towards to CAFC ground regulations.

This may change depending on the individual match intelligence confirmed prior to a specific match.

Disability access for Person/s With Disability/ies (PWD)/, CADSA

CADSA was formed in June 1999 to represent the interests of the disabled supporters of Charlton Athletic and to build on the initiatives the club have developed over recent years. They have continued to work with the club to develop and expand the range of facilities available to supporters, with varying degrees of disability, to achieve the benefits which many supporters take for granted.

These benefits include an unimpeded view, choice of location, ability to sit with friends and fellow supporters, cover from the weather, and fair access to tickets.

CADSA also hold regular social meetings, with guests from the football club when possible, so that likeminded Charlton supporters can discuss the matters of the day and make new friends.

Below is a list of the available facilities to disabled supporters wishing to visit Charlton Athletic Football Club as well as help on how to book parking/facilities etc.

There is parking available for disabled supporters in three areas of the stadium, these areas are:

- West Stand: Opposite club Superstore
- North Stand: Exit Gate 1 (Harvey Gardens)
- Family Section: Exit Gate 2 (Harvey Gardens)
- East Stand: Charlton Lane (adjacent to Lansdowne Mews)
- Jimmy Seed Stand: Entrance no. 4 (Valley Grove)

These areas will need to be booked in advance.

Directions and assistance where and when required will be given to all disabled supporters by the stewards in the stadium.

Please contact DLO Kishan Parmar on kishan.parmar@cafc.co.uk for further details on the above ticketing and procedures, or follow the link below:

<http://www.cadsa.org.uk/>

Ambulant disabled supporters:

Away tickets will be sold to disabled fans under the same conditions as all Charlton Athletic supporters. The ticket office will process your ticket application and you can contact them during opening hours. When you book your ticket, you will need to state your requirements, for example if you would like a headset, a lift pass or a parking space.

You can contact the Ticket Office by calling 03330 14 44 44. If this is not convenient, you can email disability@cafc.co.uk

There may be occasions when the ticket office staff will need to refer you to the disability liaison officer, who will contact you directly to ensure your request can be satisfied.

The deadline for purchasing tickets will be the same as for general sales. Information on tickets appears in the matchday programme, the club website and on the club's social media channels.

Prices for away tickets vary. Notification will be given of ticket costs through the usual outlets.

COVID-19 protocol/Code of Conduct

The Club will be following Government guidance on COVID-19. The Club has no specific code of conduct for COVID-19 to the relaxation of government guidance for COVID-19

Streaming Service

The club are focussed on delivering an excellent streaming service to supporters. Every men's first-team league fixture is live streamed on CharltonTV but, due to EFL broadcast rules, fixtures that kick

off at 3pm on a Saturday can only be shown live outside of the UK* and Ireland. As well as men's first-team league fixtures, CharltonTV also live streams home games played by our women's first team and U23s team where restrictions allow. For more information click [here](#).

Club Bans/Appeals

- Info about our bans and appeal process
- Supporters may be subject to ejection from the stadium where they fail to comply with the ground regulations or instructions issued by a Club steward, Club official or a Police officer. In all cases, the supporter involved must confirm their identity to stewards and hand over their season ticket/or match ticket upon request.
- The Club will contact any supporter that is to be banned in writing to the address detailed on the Club's ticket office database or any address provided by the supporter at the time of their ejection. The letter will confirm the length of the Club ban and the offence for which the ban has been imposed. It will also confirm the details for any appeals procedure.
- Appeals against a Club ban must be made in writing, to the Safety Officer within 14 days of the date on the Club banning letter. Any appeal must include reasons of why the ban is inappropriate and must include a phone contact number. Any appeal must be submitted either by Letter or Email and sent to the Safety Officer. The written appeal will be followed up by a meeting to discuss the contents. On appeal, the original ban imposed may be rescinded, or remain unaltered. The findings of the person at the Club hearing the appeal will be final.
- Any supporter who is subject to a Football Banning Order (FBO) will automatically be subject to a Club ban for the period of the FBO.

Digital Channels

The club are committed to updating fans across our digital channels. Our digital presence is constantly evolving and expanding in order to ensure we provide the content our supporters want.

Signed

Ron Dangerfield
Club Secretary
29th June 2022
For and on behalf of Charlton Athletic Football Company Limited