



ASTON VILLA
FOOTBALL CLUB

Customer Charter



Our motto

Prepared... to play to the best of our ability; to involve our fans in everything we do; to champion the game of football and to be active members of our local community.

Our vision

To use the glories of the past to spur us on to write new exciting chapters for future generations; to be admired as a successful, dynamic club both domestically and internationally; to recruit world-class partners that share our vision; to offer our clients unique business opportunities; to provide fans with a rewarding and exhilarating experience; to be at the heart of the Villa family around the world; to play a major part in our local community and to create an environment where all our employees feel valued, involved and respected.

Our values

You achieve nothing in football without a superb team ethic – both on and off the field. This togetherness means everyone counts. Everyone's role is important. We're proud of our heritage and focused on future success. We have a firm commitment to be as successful as possible, and to embrace equality and diversity through Villa in Harmony. Everything we do must have integrity and be in the best interests of the club. Our policy is one of openness and we welcome input from all. We want to provide visitors with the best possible experiences – full of entertainment and excitement.

Our personality

With a quiet confidence, based on a pride in our history and our successes; with a passion for the club and its fans; with energy, enthusiasm and a spirit that befits a club with a lion as its mascot; with an engaging personality that welcomes all-comers; and with a professional attitude at all times – on and off the pitch.

Our message

We're proud of our history and traditions but we don't live in the past. Instead, the glories of our past are a spur to write new chapters in the history of the club. The addition of a white star signifies the greatest achievement in the club's 133 year history, while also signifying our ultimate future goal, becoming European champions again.

Proud History  **Bright Future**

Customer Service

The senior managers of Aston Villa Football Club are committed to ensuring that we continually improve the level of service delivered to our customers. It is vitally important that all our employees at all times:

- understand that they represent the club
- have a responsibility to uphold the commitments within this charter
- have the responsibility to uphold our values

VILLA IN HARMONY

A Vision of Equality

Villa in Harmony represents Aston Villa Football Club's commitment to achieving equality across all areas of our business. We aim to provide a welcoming environment for all.

We intend for Aston Villa to be an inclusive institution of equal opportunity and free from discrimination of any kind. We embrace all, regardless of age, colour, ethnic and national origin, nationality, religion or belief, gender, gender reassignment, sexual orientation, marital status or disability. Villa in Harmony represents equality everywhere.



Equality Everywhere

www.avfc.co.uk

Accessibility – Match Tickets

We will strive for the widest possible accessibility to our matches by offering:

Access for all

We will advertise ticket availability, prices, change in ticketing policy and fixture changes as quickly as possible through our web site, other club publications and through the media. Match tickets cover a broad range of prices and a minimum 5% of tickets for each match will be available to non season ticket holders.

Concessions will be given to under 16s, under 21s, over 65s, students, armed forces and to supporters with a restricted view of the pitch. (Customers will be informed at the time of purchase if the seat has a restricted view.)



Access for families

Particular emphasis will be given to encouraging young people and their families to Villa Park. We will always provide an area of the ground for the exclusive use of family groups and junior supporters.

Access for disabled supporters

We offer a system of concessionary ticket prices tailored for disabled supporters. The scheme will apply to those supporters where a reasonable

adjustment has been made to facilitate viewing or where a personal support need has been identified. Concessions will not be based on impairment type but will recognise that some disabled supporters have a restricted choice of viewing area in the stadium and/or could not attend a match without personal support or the provision of an auxiliary aid. Where the need for personal support has been identified the club will admit the personal assistant free of charge on the understanding that they are providing a service to the disabled supporter to enable them to access match day facilities. For full details please contact our consumer sales team on 0800 612 0970 or email disability@avfc.co.uk

Access for visiting supporters

A minimum of 3,000 tickets will be made to available to visiting clubs. Prices for visiting supporters will be no higher than those charged to home supporters for comparable areas of Villa Park, and concessionary rates for Under 16's and Over 65's will be honoured. Aston Villa will abide by the FA Premier League rules governing the allocation of tickets to visiting clubs.



Access for corporate clients

Corporate facilities will be offered at a competitive tariff that will be monitored regularly with other venues.

Access to cup matches

Match tickets for cup matches will be priced according to the status of the opposition. Season ticket holders will be given the opportunity to purchase their usual seat. If their usual seat is allocated to the opposition then alternative seating will be offered. Aston Villa will abide by the competition rules governing the allocation of tickets to visiting clubs.

Access to replays of abandoned games

If a match is abandoned after spectators are admitted to the ground but before kick off ticket holders will be entitled to free admission to the rearranged match. If a match is abandoned after kick off ticket holders will be entitled to half price admission to the rearranged match.

Access to refunds

We will refund the cost of match tickets if the ticket is returned to the consumer sales office not later than 24 hours prior kick off.

Access to season tickets

We will offer an easy payment scheme to enable customers to purchase season tickets by instalments.

Loyalty and Membership

Loyalty will be provided to season ticket holders by the provision of schemes to increase the benefit of being a season ticket holder:

Away match tickets

Priority will be given to season ticket holders that regularly attend away matches, and then to other season ticket holders. Remaining tickets will then be placed on general sale. The club staging the match determines the cost of these tickets.

Cup scheme

Season ticket holders will be given the opportunity to have their own seat for all home cup matches.

The Junior Villans

We will continue to encourage junior supporters to become members of the club by joining the Junior Villans. Members will receive benefits such as exclusive merchandise, newsletters, free entry to member only competitions etc.

Consultation & Information

Our principle consultation vehicle is the Supporters Consultation Group (SCG).

We will use the SCG to identify the most important issues, suggestions or questions that the club need to communicate to ALL supporters. Each meeting will be attended by representatives of supporters' groups, message boards and fanzines, season ticket holders and supporters. Club officials will meet with the SCG at least four times a year, and our answers will be communicated on our website, and where possible in Claret and Blue. In addition to the SCG, the club will conduct on line research through VITC, giving thousands of supporters the opportunity to have their say on a wide range of club matters. The club will use our website, match programme and *Claret & Blue* magazine to provide information to our customers.

Merchandising

Aston Villa will undertake research on the design and number of new strips. All replica strip design will have a minimum life span of one season, and the life span of replica strip will be communicated on packaging and in our brochures. The club will carry out its obligation under the Premier League rulebook to prevent price fixing in relation to the sale of replica kit. Aston Villa will offer refunds on merchandise in accordance with our legal obligations.

CSR Statement

As a major football club with a proud history of providing entertainment to generations of families, and with a worldwide fan base, Aston Villa FC appreciates it has a responsibility to both the local and wider community. We are committed to supporting charities & organisations that help to improve the health & well being of local adults & children.

Our Charity Partner the Acorns Hospice Trust provides care for children with life limiting conditions. Together we are working hard to ensure that a professional level of service is maintained across the city.

Aston Villa FC also wishes to support registered charities & organisations whose work focuses on young people living within the Birmingham and the West Midlands area.

Through our Football Development & Villan CIC Departments we aim to improve the numeracy, literacy, health & social skills of children and adults from all ethnic backgrounds & faiths using the medium of football in fun and innovative ways.

We work closely with the statutory bodies to ensure the integrity of our work in these areas and its compliance too all the recommended guidelines.

Whilst we plan the future development of Aston Villa FC we do not forget our historical past and the important role it plays for the people of Birmingham and beyond.

Data Protection

Information and data on our customers may be stored on computer or manual files in order to maintain accurate records and may be analysed to assist us in providing our products and services to you. We may, from time to time, contact you by letter, telephone, email or otherwise to inform you about events, products or services that we think might be of interest to you.

Customers can advise us at any time if they wish to opt out of receiving this information and have the choice to opt out of just correspondence from third parties, or all correspondence. Remember, however, that opting out could stop us from contacting you about things that may benefit you, for example ticket availability or a forthcoming event.

Unless you have given your consent, we will not provide information about you to third parties to use for their marketing purposes. You have the right of access to information we hold about you on payment of a fee. If anything is inaccurate or incorrect, please let us know and we will correct it.

If you wish to exercise any of these rights then please contact: *Aston Villa, Marketing Department, Villa Park, Birmingham, B6 6HE* stating your full name and address.



ASTON VILLA FOOTBALL CLUB

Our complaints policy

At Aston Villa, we always strive to provide our customers with the best possible service. 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 to us that you let us know.

■ How do I make a complaint?

We ask that you put your comments in writing and either **write to:**

Customer Complaints Manager, Aston Villa Football Club, Villa Park, Birmingham, B6 6HE

Or email: customercomplaints@avfc.co.uk

■ What will happen next?

All complaints received by the Club are forwarded to the Complaints Manager and the complaint logged in to our complaints report system. On receipt of a complaint, the Complaints Manager will acknowledge receipt and confirm to you the following:

- The date your complaint was received
- The date by which you can expect our reply
- The person and department responsible for replying to your comments

It's our policy that the department to which your complaint relates is responsible for the reply. After carrying out an investigation in to your complaint and in accordance with our customer charter commitment, we promise to reply, either in writing, by email, by telephone or by fax within a maximum of 14 days.

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

If you are unhappy with the reply to your complaint, you should contact the Complaints Manager immediately with your comments. A further investigation will then be carried out.

If you remain unsatisfied with our reply, you will be forwarded a copy of the "I'm still not satisfied" brochure issued by the Independent Football Commission, which will demonstrate how to escalate your complaint to the relevant football authorities.

■ Is it worth me complaining?

Our complaints procedure is an invaluable way of measuring the success of our operations. In a game of opinions, it is impossible for us to implement policies and procedures which will satisfy everyone. However, it is vitally important to us to listen when you feel we have got it wrong.

When considering our future strategies, analysing the complaints we receive is a fundamental part of the decision process. As an integral part of the Villa family, we ask that you take the time to notify us when you have a complaint in order to help us get things right in the future.



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