



GREENOCK MORTON FOOTBALL CLUB CUSTOMER CHARTER

Greenock Morton Football Club is committed to delivering the very highest standards of service to all supporters and customers. The club understands the relationship that needs to exist with all customers and the contribution that supporters make to Greenock Morton FC in every respect. Greenock Morton have a **Supporter Liaison Officer (SLO)** in place who plays an active role in promoting club activities through social media and keeping supporters up to date with all developments and change programmes. The Club will annually conduct a review of its Customer Charter, making changes to policies in accordance with the recommendations put forward from the various stakeholder groups and from guidelines received from the relevant governing bodies.

A record of this audit shall be kept, summarising all amendments made.

KEY ISSUES

- 1 Accessibility
- 2 Matchday
- 3 Loyalty and Membership
- 4 Consultation and Information
- 5 Community Activity
- 6 Merchandise
- 7 Staff Conduct
- 8 Customer Service

1 Accessibility

Greenock Morton Football Club is committed to providing a high-quality customer experience which is accessible to the widest possible audience.

Specifically, Greenock Morton Football Club:

- Will provide a range of ticket prices allowing Customers to select from the more expensive seasonal corporate seating with hospitality through to single match tickets.
- Will offer a wide choice of seating and a range of ticket prices including a reduced rate to Concessions (OAP's over 65 male and 60 female; students; junior supporters under the age of 16, Job Seekers and persons receiving Incapacity benefit).
- Will retain at least 20% of available tickets to each home match for sale to non-season ticket holders.
- Will ensure all areas of the Stadium are suitable for the use of families.
- Will provide free access for disabled supporters and their carers up to limits set for each disabled group. Disabled supporters may apply for a free season ticket in conjunction with friends or family members. The Clubs will make every effort to ensure that these groups are seated adjacent to each other at all times and have access to adequate facilities. (Toilet facilities and passenger lifts).
- Any reduction in the match admission prices for Cup-Ties is subject to the approval of the Visiting Club. The Club takes account of the status of the away Club and the stage of the Competition when determining its' Cup Tie prices. Season Tickets Holders will be given the opportunity to purchase their seat in advance of the match should they wish.
- Should a match be abandoned before half-time spectators attending the match will be admitted free of charge to the rescheduled match on production of their ticket stub.





- As a general rule, ticket refunds are only issued in exceptional circumstances and at the discretion of the Club, while always acting reasonably.

2 Matchday

At all times Greenock Morton Football Club will endeavour to provide a safe and secure environment to watch football at the Cappielow Park.

Specifically, Greenock Morton Football Club:

Will provide a safe and trouble-free environment for all spectators and shall ensure that the quality of service provided whether it be from club Staff, The Clubs Catering Contractors, Stewarding Contractor, Police, etc. is of as the highest standard possible. The club offers a variety of Corporate Hospitality packages designed to meet individual, family and business needs. Further information is available by contacting the Commercial Department on 01475 723571 or by email to admin@gmfc.net

Greenock Morton FC accepts full responsibility for the conduct of their supporters at both home and away games alongside the following initiative on Unacceptable Conduct from the Scottish Premiership:

The list of offences is extensive but includes disorderly conduct, damage to the fabric of a stadium, using threatening or abusive words towards any group of gender, colour or race, nationality, ethnic origin, sexual orientation, transgender identity or disability. Also included are chants or songs of a racist, sectarian or of grossly offensive nature. There is no list of banned songs or chants but the Safety Officer, SPFL Delegate, referee or the opposition club may report any of the above.

Cappielow Park is designated “No Smoking” including e cigarettes throughout and any spectators who ignore this restriction should expect action to be taken against them by stewards or club officials.

Any individual who is found to be in breach of the Ground Regulations are likely to be ejected from the Stadium. In extreme cases the individual may face the withdrawal of their Season Ticket, banning from the Stadium and potential prosecution under the Criminal Law (Consolidation) (Scotland) Act, 1995 as amended by the Crime and Disorder Act, 1998 or the Public Order Act, 1986.

Should any spectator be arrested and found guilty of any breach of the unacceptable conduct initiative he/she will be banned from entering the stadium for a period of time prescribed by the General Manager.

The Club expects all Spectators to refrain from foul and abusive language, taunts or gestures. In addition, racist or obscene behaviour of any kind will not be tolerated and any Spectator finding an individual breaking these policies should contact the nearest Steward or member of club staff.

3 Loyalty and Membership

The Club recognises the loyalty of its Supporters and Season Ticket Holders and benefits have been introduced into the Season Ticket Offers which is in addition to the discounts offered on the walk-up prices. These benefits include; Priority ticketing for Cup and Friendly ticketed matches.

4 Consultation and Information

Regular two-way communication with supporters, customers, suppliers, partners, shareholders, the media and the local community remains a priority focus for Greenock Morton Football Club.

Specifically, Greenock Morton Football Club:

- Consults regularly with its customers through questionnaires, fans forums and discussion groups and welcomes all feedback, comments and suggestions.





- Will give due consideration to all feedback, comments and suggestions implementing change where appropriate.
- Will communicate regularly with supporters and customers, informing them of new developments, policies, fixtures and price changes, promotions and new product launches.
- Will establish and maintain effective partnerships with all sectors of the media and provide the media with suitable facilities for all matches at Cappielow Park.
- The Club consults supporters on a regular basis through website, Facebook and Twitter.
- The Club publicises its position on major policy issues in a concise format through press releases and additional communication channels such as the club match-day programme and our website www.gmfc.net
- The Club is in regular consultation with shareholders, sponsors, local authorities and other stakeholders.
- The Club gives the earliest possible notice of any changes to its ticketing policy and the reasons for the changes.
- The Club undertakes research on the design of new strips.
- The Club ensures regular contact with the SLO to ensure any supporters' queries are dealt with efficiently.

5 Community Activities

The Club supports activity both in the local community and the wider football community and is actively involved in a number of schemes to promote and foster greater participation in football at all levels, while tackling important issues such as disability, racism, female participation and general social inclusion. Full details can be provided on request from Brian McLaughlin, CEO of Morton in the Community on 01475 723571 or by emailing enquiries@mortoncommunity.net

The club recognises the role it can play in generating and supporting activity both in the local community and the wider football community and is actively involved in a number of schemes:

- The club through its community department's two main strands of activity delivery: football for all and more than football.
- The club is involved in promoting issues such as anti-racism, bullying, mental health, healthy living and drug and alcohol misuse through our programmes and the media.
- The club continues to support and deliver girls/woman's football, additional support needs elderly and ethnic minorities through specific programmes.
- The club supports local charities and worthy causes through working with local groups and match day collections.
- The club continues to support community events through gifts, visits or appearances of first team players and management where possible.

6 Merchandise

The Club will publicise and advertise the dates of new replica kit introductions in advance of the scheduled launch date. Details of this launch date will be available from the Website and other media releases.

- The Club offers refunds on all merchandise in accordance with its legal obligations.
- The Club will inform its supporters regarding new replica strip designs and prospective launch dates.
- Future details of the next intended change of kits will be made available from the club and via the GMFC Website, Facebook and Twitter.





7 Staff Conduct

It is the policy of the Club that there should be equal opportunity for all. This applies to external recruitment, internal appointment, terms of employment, conditions of service and opportunity for training and promotion regardless of sex, marital status, creed, colour, race, age, disability, sexual orientation or ethnic or national origin. The Club is committed to the development and promotion of such equality of opportunity. The policy also applies equally to the treatment of our customers, clients and suppliers.

8 Customer Service

All Greenock Morton FC personnel are responsible for ensuring that the very highest standards of customer service and customer care are maintained. Specifically:

- The club strives to provide value for money in all areas of its business.
- The Club seeks to achieve the highest level of service.
- The Club will treat customers with respect and courtesy.
- The Club guarantees that all messages on its automatic telephone answering service will be current.
- The Club responds promptly to any contact from a customer.
- Respect the right of every supporter and customer to be treated with the up most courtesy and respect at all times by all Club staff.

To avoid confusion Greenock Morton Football Club would prefer that all requests/complaints/comments or suggestions, are made in writing by letter or e-mail.

In the first instance all correspondence should be addressed to the Club Secretary or by emailing admin@gmfc.net

In the event that you feel your complaint has not been dealt with promptly or satisfactorily by the Department concerned, please contact the General Manager in writing, who has overall responsibility for the Customer Charter.

All correspondence should be addressed to the following:-

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