

Coventry City Football Club Supporter Charter 2020-21

Updated July 2020.

Please note – while we will adhere to this Charter whenever possible, we may not be able to due to Coronavirus protocols and guidelines around social distancing.

The situation is ever changing, so please check our website for the latest updates regarding this and changes to our normal Policies and Procedures, and Ticketing Products etc.

Contents:

1. Welcome
2. Customer Service
3. Ticketing
4. Ticket Allocation
5. Away Fans visiting Coventry City
6. Sky Blues Away Supporters
7. Membership Scheme
8. Facilities for Disabled Supporters
9. The Family Zone
10. Communication
11. Consultation
12. Discrimination
13. Staff Conduct
14. Sky Blues in the Community
15. Charity Policy
16. Merchandise
17. Hospitality
18. Advertising and Sponsorship
19. Health and Safety
20. Privacy Policy & GDPR
21. Customer Charter
22. Contact Us

Welcome

Welcome to the 2020/21 Coventry City Football Club Supporter Charter.

This charter explains our policies and procedures which affect you as a supporter of your Football Club.

Coventry City Football Club is always reviewing key policies and these may change during the course of the season. If they do, this charter will be updated accordingly.

Our Supporter Charter outlines the minimum standards of service that our fans should expect.

Coventry City Football Club supporters are defined as:

- Individual supporters (whether Season Ticket holders or match by match attendees)
- Premium Memberships holders
- VIP Hospitality supporters (whether on a seasonal or match by match basis)
- Supporters in contact with us and our partners as customers in the Club Shop or CCFC Ticket Office
- Users of the Coventry City Football Club website ccfc.co.uk and associated websites and social media outlets that are controlled directly by us
- Visitors to our management offices and company buildings
- Coventry City Football Club staff and those of its related companies
- Our Partner companies

We are committed to providing the best service possible to our supporters.

The best way for us to continue to improve is to listen to the views of our supporters, so if you have any comments to make about this Charter or any other Customer Service issue please be assured that we welcome your feedback and encourage you to contact us through the following channels:

General Feedback

E-mail: customer.service@ccfc.co.uk

Telephone: 024 7699 1987

Monday – Friday, 9am – 5:00pm

Or write to: Customer Services, Coventry City Football Club, Sky Blue Lodge, Leamington Road, Ryton, Coventry, CV8 3FL

As a minimum, we aim to respond initially to all correspondence within 10 working days upon its receipt – though will always respond as soon as we are able to.

Matchday Feedback

E-mail: matchday@ccfc.co.uk

2. Customer Service

2.1 Coventry City Football Club regards customer service as a priority for the business. All general enquires are initially channelled through our main telephone number (024 7699 1987) and are then routed to the relevant department once the appropriate option is selected. Please note that during extremely busy periods, calls may not be answered immediately due to the volume of enquiries we receive, but we'll always try our best to answer promptly.

2.2 If any supporter has a complaint or query, we encourage them to contact the relevant department within the Club, preferably by e-mail or letter so that your complaint can be tracked accordingly. Contact details for each department are displayed at the rear of this Supporter Charter and on our website under the 'Contact Us' section.

2.3 While our aim will be to resolve a complaint as soon as possible, we do give an assurance that we will respond initially within a maximum of 10 working days of receiving any correspondence.

2.4 You can contact us by:

E-mail: customer.service@ccfc.co.uk

Telephone: 024 7699 1987

Monday – Friday, 9am – 5pm

Or write to: Customer Services, Coventry City Football Club, Sky Blue Lodge, Leamington Road, Ryton, Coventry, CV8 3FL

2.5 Should any supporter not receive an answer to a complaint, or is not satisfied with the answer given to that complaint, they can contact the Independent Football Ombudsman:

The Independent Football Ombudsman,

Suite 49,

33 Great George Street,

Leeds

LS1 3AJ

E-mail: contact@theifo.co.uk

Telephone: 0800 558 4066

There are further details about the Independent Football Ombudsman (IFO) and their procedures in the appendix of our charter.

Supporters can now refer their complaint directly to the Independent Football Ombudsman, as shown in Appendix 1.

3. Ticketing

Coventry City Football Club is currently groundsharing outside of Coventry, at the St Andrew's Trillion Trophy Stadium in Birmingham.

The address for the stadium is: ST. ANDREW'S TRILLION TROPHY STADIUM, BIRMINGHAM, B9 4RL.

The stadium is near to major road networks and transport hubs. Please visit ccfc.co.uk for transport and travel information for supporters.

Please note, we only operate from this stadium on matchdays and have no offices or Ticket Office based at this or any stadium except on matchdays.

Coventry City works with our ticketing partner Ticketmaster to provide a world-class ticketing solution to our supporters.

Supporters are able to buy tickets and season tickets through the following channels:

- Online at eticketing.co.uk/ccfc
- By phoning the dedicated call centre 0844 453 9134*. This line is open from 8am to 8pm from Monday to Friday and 8am to 6pm on Saturday and Sunday for ticket purchases only. Calls cost 7p per minute plus your phone company's access charge.
- The Ticket Office at the Butts Park Arena (CV1 3GE) – open weekdays from 10:30am to 4:30pm (except Tuesday's when it closes at 4pm).

For ticket related enquiries please call 0333 321 3134 between 9am and 5pm Monday to Friday, or e-mail ccftickets@ticketmaster.co.uk.

3.1 Information on ticket availability will be monitored daily and updated as soon as information is available. This information can be obtained by telephoning on 0333 321 3134, online at ccfc.co.uk or via our social media channels.

3.2 The following conditions apply to each category of ticket:

- Adults
- Age of **22 to 59**
- Senior
- Senior Citizens: **60 and over**
- Armed Forces: Active Warrant Card Holders
- Young Adult
- Young Adult: **18 to 21 year olds**
- Young Sky Blue
- Under 18's
- JSB Under 16s
- Aged under 16s and 13 years old or over and a member of the Junior Sky Blues
- Under 13s
- Aged under 13 and a member of the Junior Sky Blues

3.3 Season Tickets and Match Tickets can be purchased from the following locations:

- **Online**- www.eticketing.co.uk (*Credit/Debit Card*)
- **Telephone** – 0844 453 9134. Monday to Friday: 8am – 8pm. Saturday/Sunday: 8am – 6pm. (*Credit/Debit Card*)
- **In Person** - The Ticket Office at the Butts Park Arena (CV1 3GE) – open weekdays from 10:30am to 4:30pm (except Tuesday's when it closes at 4pm) (*Cash/Debit Card, Cash*)
- **Matchdays**- from Cash Turnstiles at the St Andrew's Trillion Trophy Stadium.

3.4 Tickets can be purchased using the following methods, depending upon the location of the transaction:

- Credit/Debit Card- Visa, Mastercard or Maestro are all accepted, but not American Express.
- Cash
- Cheque

Please see 3.3 for information about which locations accept different payment methods.

3.5 We offer a choice of seating and a range of Season Ticket and Premium Membership prices that enable supporters to select a ticket to suit their budget and location preference. Details are available online at eticketing.co.uk/ccfc or ccfc.co.uk, or by phoning the dedicated call centre on 0844 453 9134.

3.6 Season Tickets offer a range of benefits and prices which makes them the most cost effective way of attending all of our 2020/21 Sky Bet League One home matches that are open to supporters to attend (i.e. not behind closed doors). We are committed to increasing support, engagement and attendance from as many areas of the Coventry & Warwickshire community as possible and from time-to-time we will issue special offers and promotions to encourage such support. However, a Season Ticket will remain the best value way to watch all of the matches for the entirety of the season.

3.7 The Club will limit Season Ticket sales in each specific area so that a minimum of 5% of our home supporter capacity will be made available to purchase on a match by match basis.

3.8 Season and Match tickets are sold subject to the terms and conditions of sale, which are available via our website ccfc.co.uk and on the tickets themselves once purchased. These are also at the rear of this charter.

3.9 Once purchased, match tickets, season tickets and hospitality packages cannot be refunded. In certain circumstances, tickets can be exchanged for another game or a credit note given. This must be done at least 24 hours prior to the kick off time. Please contact either the Ticket Office or Hospitality Department regarding your purchase.

3.10 Certain matches may be subject to change of the match date and/or kick off time outside of the Club's control. It is the responsibility of the ticket holder to ascertain the rescheduled match date and kick off time, which shall be communicated via the Club's communication channels.

3.10.1 The Club is not liable for any travel or accommodation costs incurred or lost as a result of fixture changes or postponements and no refunds or compensation will be paid in these circumstances. This applies for both home and away matches.

3.10.2 Fixture changes are often made at short notice, so please check the Club's communication channels and local/national press regularly for the latest information. It is supporters responsibility to check details as they are confirmed/change.

3.11 When arranging fixtures, the Club does its best to avoid religious holidays where possible but as fixtures are influenced by a number of different external parties, in some circumstances, it is unavoidable.

3.12 No refunds will be issued on 2020/21 Season Tickets.

3.13 No admission charge is made for a replay whenever a match is abandoned within 30 minutes of kick off or up to half-time, and where spectators have been admitted to the ground. A 50% reduction in the ticket price will be offered when a match is abandoned after half time.

3.14 The Club also offers Cup Direct, where you can sign up to be automatically sold a Cup match ticket when they go on sale. To do this, visit your online account at eticketing.co.uk/ccfc or call our dedicated call centre on 0844 453 9134.

3.2 Fees attached to the purchasing of Season Tickets and Premium Memberships are shown below:

Online

Service charge per membership: £3.60

Service charge Per Adult, 60+, 18-21 Season Ticket: £6 (N/A for earlybird purchases)

Service charge Per Under 16 and Under 13 Season Ticket: £3 (N/A for earlybird purchases)

Telephone Bookings/In Person sales

Service charge Per Membership: £4.50

Service charge Per Adult, 60+, 18-21 Season Ticket: £1.50

Service charge Per Under 16 and Under 13 Season Ticket: £1.50

Delivery Fees

Processing Fee Per Membership (including postage): £2.00

Processing Fee Per Season Ticket order (including postage): £2.00

Fees attached to the purchasing of Match Tickets are shown below:

Online

Service charge per match ticket: £1

Telephone Bookings/In Person sales

Service charge per match ticket: £1

For match tickets, there will be no charge if you select Print at Home as your delivery method.

All charges are shown online at eticketing.co.uk/ccfc

4. Ticket Allocations

4.1 Priority will generally be given to fans in the following order, however the Club retains the right to provide additional priority to other groups, in line with commitments already made to other supporters:

- 2020/21 Season Ticket Holders and Premium Membership package holders, 2020/21 Match Package holders.
- 2020/21 CCFC Members (including Junior Sky Blues),
- General Sale

4.2 Priority Sale in most cases will be for Season Ticket holders, Premium Membership package holders, CCFC Members, but Season Ticket holders and Premium Membership package holders can be given additional priority over Members. However the Club retains the right to provide additional priority to other groups not named here at its discretion.

4.3 More details of exact dates of sale will be made available via the Club's media outlets once the fixtures are confirmed and tickets are released for sale.

4.4 Please note that prior to any tickets going on General Sale, where relevant, Season Ticket holders, Premium Membership package holders or Members may only be able to purchase one ticket each. This number will vary upon our allocation and expected demand, and full details will be made available via the Club's media outlets once confirmed.

4.5 Priority Sale for Cup matches will vary, dependant on allocation size, demand and the length of the sales period.

4.5.1 Information regarding sales dates, prices and allocations will be made available prior to each match being put on sale, as well as which channels supporters are able to purchase their tickets via.

4.6 All dates are advisory and subject to change. Supporters shall be advised in advance of any changes, via the Club's communication channels.

5. Away Fans visiting Coventry City

Coventry City Football Club currently groundshares at the St Andrew's Trillion Trophy Stadium in Birmingham. The postcode for the stadium is B9 4RL. The stadium has a dedicated Away section for supporters visiting from other clubs.

5.1 Visiting supporters are accommodated within Gil Merick Stand at St Andrew's. This is a dedicated Away section, with a separate concourse area and facilities.

5.2 The allocation given to away supporters varies. This is based upon demand and expected demand, and police and safety advice.

5.3 Concessionary prices are offered to reflect the same discounts home fans are offered. (*See section 3.2*)

5.4 An information guide for away supporters visiting St Andrew's, including details on facilities and car parking, is available under the 'Fans' section at ccfc.co.uk

6. Sky Blues Away Supporters

6.1 For away matches where we have sufficient tickets to meet general demand, the following priority will apply:

1. Season Ticket Holders, Premium Membership package holders, Match Package holders
2. Members (including Junior Sky Blues Memberships)
3. General Sale

However the Club retains the right to provide additional priority to any other groups, in line with commitments already made to other supporters.

6.2 Please note; to register away match tickets purchased, they must have been bought directly from us- either online at eticketing.co.uk/ccfc or over the phone on 0844 453 9134 or at the CCFC Ticket Office at the Butts Park Arena (open weekdays from 10:30am to 4:30pm - except Tuesday's when it closes at 4pm).

6.3.1 Coach travel is available to all our away matches and can be booked via the CCFC Ticket Office- either online at eticketing.co.uk/ccfc or over the phone on 0844 453 9134 or at the CCFC Ticket Office at the Butts Park Arena (open weekdays from 10:30am to 4:30pm - except Tuesday's when it closes at 4pm).

6.3.2 Prices will vary depending on the length of the journey.

6.3.3 Coaches depart from White Street Coach Park, Coventry (CV1 5FX). For full details of individual away matches, please visit ccfc.co.uk.

6.3.4 For more detailed information on away matches and coach travel, please visit ccfc.co.uk where up to date information will be displayed as soon as it is available.

6.4 The date that away tickets will be available to purchase is reliant upon CCFC receiving tickets from the team which we are playing.

6.4.1 CCFC will inform fans when tickets are available to purchase via our media outlets, and communicate details of the purchase priorities which apply.

6.4.2 Purchase priority periods will vary depending upon when we receive tickets and the size of allocation which is provided to us.

6.4.3 Full ticket information for each away match will be communicated regularly via our various media outlets.

6.5 Ticket prices and price bands for Coventry City fans supporting the team away are set by the Club which we are visiting and we have no control over these. As such, these prices and price bands may vary from ours for home games.

6.6 Away Tickets are taken off sale in advance of away matches for reconciliation purposes – timings of this will publicised via the Club's communication channels.

6.7 Away Tickets will not be available on the day of the game from Coventry City. On the day sale away ticket information will be provided via our communication channels.

7. Junior Sky Blues Membership Scheme

Coventry City Football Club operates a Junior Membership scheme for Sky Blues supporters aged under 16.

7.1 The Junior Sky Blues (JSB) is our young supporters club for fans aged under 16 and was founded in 1970, which makes it one of the oldest in the country. In the 2011/12 season, the JSB scheme was split into smaller age bands, in order to provide enhanced, specific and appropriate benefits for our young supporters.

7.2 This will continue in the 2020/21 season, with the JSB's split into the following age bands:

- Sky Blue Dribblers- for supporters aged 0 to 2 (i.e. Under 3)
- Sky Blue Keepers- for supporters aged 3 to 6 (i.e. Under 7)
- Sky Blue Wingers – for supporters aged 7 to 12 (i.e. Under 13)
- Sky Blue Strikers – for supporters aged 13 to 15 (i.e. Under 16)

7.3 Membership and age range is based upon the age of the child on 31st August 2020 - proof of age will be required upon purchase.

7.4 All JSB memberships are priced at £25. Keepers, Wingers & Strikers memberships run for the 2020/21 season, while Dribblers membership run until the Dribblers member turns 3 years old.

7.5 Members receive the following benefits:

- Membership Pack- includes exclusive membership gift, welcome letter from the manager or Sky Blue Sam (age dependent), membership card and membership certificate
- Birthday Card
- Christmas Card
- Free entry into the JSB Party with the Sky Blues squad
- Discount vouchers tailored to the age of the member
- Dedicated JSB page in the matchday programme and on ccfc.co.uk

Birthday cards will be sent from the date Membership go on sale onwards, with Packs dispatched prior to the first game of the season.

Memberships bought in August 2020 will be sent at the start of September 2020

Memberships bought in September 2020 will be sent at the start of October 2020

Memberships bought in October 2020 will be sent at the start of November 2020

Memberships bought in November 2020 will be sent at the start of December 2020

Memberships bought up until the 12th December 2020 will be sent week commencing 16th December 2020

7.6 In addition to the benefits detailed in **7.5**, each membership provides other benefits may become available through the season, including the opportunity to be a mascot. Full details of these are available on JSB section of ccfc.co.uk.

7.7 All memberships and associated benefits are valid across the 2020/21 season only and expire on **31st May 2021**.

7.8 To purchase either a Junior Sky Blues Membership, please visit www.eticketing.co.uk/ccfc or phone the dedicated call centre on 0844 453 9134.

8. Facilities for Disabled Supporters

Coventry City Football Club have a number of supporters with disabilities, and we feel it is important that they are treated equally as all other supporters.

8.1 Disabled supporters are supporters who claim Medium or Higher rate Disability Living Allowance, this can be either the Mobility or Care components. Proof will be required to be shown when purchasing your first ticket and again when the allowance or Season Ticket is renewed.

8.2 Tickets and Season Tickets are priced at the rate relevant to the age of the supporter. However, any supporter requiring a wheelchair bay is entitled to purchase tickets at the concessions rate because of the limited location of bays.

8.3 All disabled supporters are entitled to bring a Personal Assistant free of charge, although bringing a Personal Assistant is not a necessity if a supporter does not require one.

8.4 There are 14 wheelchair bays in Block F38 W for home supporters. Facilities are also available in the Gil Merick Stand for visiting supporters. All of these have an adjacent seat for a Personal Assistant. Ambulant disabled supporters (disabled fans who do not require the use of a wheelchair) can sit in any available seat.

8.5 There are specific disabled toilets throughout the stadium.

8.6 Disabled supporters can book tickets in person at the CCFC Ticket Office at the Butts Park Arena (open weekdays from 10:30am to 4:30pm - except Tuesday's when it closes at 4pm) or on 024 7699 2335. Please note, proof will be required to be shown when purchasing your first ticket and again when renewing.

Ambulant disabled Season Ticket holders will be able to purchase tickets online at eticketing.co.uk/CCFC for away and cup fixtures.

8.7 Coventry City have produced a guide for disabled supporters, which includes details about ticketing for supporters with a disability. This can be viewed online at www.cfc.co.uk/tickets/disabled-supporters

9. Family Zone

Coventry City Football Club have a designated Family Zone – with seats in the stadium bowl for families and children, and activities in the concourse ahead of many matches.

9.1 Within the home section of the stadium, there is a designated Family Zone in Blocks 20 and 21. We regulate the sale of adult tickets against junior tickets in this area to retain and foster an atmosphere that is welcoming to our younger supporters, with junior and JSB tickets discounted in this area.

9.2.1 On a weekend matchday, there will be a range of activities in the concourse designed to make the matchday experience more memorable for families.

9.2.2 Examples of these activities include, but are not limited to, arts & crafts, Playstation, competitions, music, plus the chance to meet Coventry City players and the Club's mascot Sky Blue Sam.

9.3 Throughout the season, other activities will be arranged in the Family Zone. These will be promoted prior to them taking place in the Family Zone by volunteers, and through the Club's communication channels.

9.4 Family Zone tickets are available in advance from the Club's regular ticketing channels.

9.5 Family Zone tickets are available on the day from the Cash Turnstiles.

10. Communication

10.1.1 The Coventry City Official Matchday Programme 'PUSB' is priced at **£3**

10.1.2 PUSB is available to purchase from programme sellers around the stadium on a matchday and online.

10.1.3 Back issues of the programme are available to purchase online.

10.2 The Coventry City official website ccfc.co.uk is updated regularly to provide supporters with all the latest news around Coventry City, both on and off the pitch. This also includes Club news, information and our position on major policy issues, to ensure this reaches you as soon as possible.

10.3 The Club runs an Official Facebook Page which is regularly updated. This can be accessed at facebook.com/CoventryCityFC. We use this site to engage with you, the fans, as well as communicate news about your club. More about how we use Facebook can be viewed in the 'About Us' section of the Facebook page.

10.4 We also run an Official Twitter Feed which is updated regularly. This can be accessed at twitter.com/Coventry_City. We use this site to engage with you, the fans, to give you the latest information and answer any queries you may have.

10.5 Our Official Pinterest account is updated regularly and can be accessed at pinterest.com/theskyblues. We use this site to engage with you the fans using photos from the past and present.

10.6 The Club has an Official Instagram account, which is regularly updated. This can be accessed at instagram.com/coventrycityfcofficial. We use this account to communicate and engage with you, the fans, and give you an insight into behind the scenes of your Club.

10.7 iFollow is the Club's online television channel, which offers extended highlights of all league and cup matches, exclusive interviews and live audio commentary for every game, plus much more. Fans who are based overseas can also stream full Sky Blues matches. More details on iFollow are available at ccfc.co.uk/iFollow

10.8 Our Youtube account can be accessed at youtube.com/skybluesplayer. Here you can see interviews and match highlights for free and without subscription, plus other behind the scenes content.

10.9 We will use our online channels host competitions and giveaways throughout the 2020/21 season.

10.10 Full details of all tickets, commercial products, community schemes and other ways that we engage with supporters are available on ccfc.co.uk

11. Consultation

Coventry City Football Club believes it is important to communicate and consult with supporters on a regular basis.

11.1 Coventry City Football Club is committed to a policy of continual improvement in the service it offers its supporters and actively seeks and encourages feedback to aid this. We do this via the following methods:

11.1.1 Using the feedback feature on the official website at ccfc.co.uk

11.1.2 The use of our social media outlets of Twitter and Facebook to engage with supporters.

11.1.3 EFL Customer Service assessments.

11.1.4 Our matchday feedback e-mail address: matchday@ccfc.co.uk.

11.1.5 Ad-hoc meetings with supporter groups and individual fans.

11.2.1 The Supporter Liaison Officers have responsibility for the delivery of the Club's policy with regard to policy concerning supporters.

11.2.2 The SLO's act as points of contact for supporters.

11.2.3 The SLO's can be contacted via e-mail at:

Mark Hornby - Head of Marketing and Communications - Mark.Hornby@ccfc.co.uk

Tynan Scope - Commercial Manager - Tynan.Scope@ccfc.co.uk

11.3 The Club is committed to meeting and exceeding EFL Regulation 112, which means senior executives at clubs are required to 'hold at least two meetings/fans forums per Season to which its supporters (or representatives) are to be invited in order to discuss significant issues relating to the Club.'

A new 'Supporters Forum' for consultation was established during the 2017/18 season following consultation with the EFL, and has met regularly in the 2017/18 and the 2018/19 seasons, though the number of meetings in 2019/20 were limited to two due to the Coronavirus pandemic. It will continue to do so in the 2020/21 season, in line with the minimum requirements set by the EFL.

12. Discrimination

12.1 Coventry City Football Club will not tolerate any form of discrimination against any person and will take specific action against supporters who engage in discrimination.

12.2 Coventry City Football Club and its staff shall ensure that there is universal respect for all employees, supporters, community groups and partners irrespective of:

- Colour
- Race
- Ethnic or National origin
- Nationality
- Religion or belief
- Age
- Gender
- Gender Reassignment
- Sexual Orientation
- Marital Status
- Disability

12.3 We practice a zero tolerance policy towards racism and discrimination. If you would like to report an incident of racism or discrimination, please speak to a steward or e-mail matchday@ccfc.co.uk.

12.4 Coventry City actively implements its Equality Policy.

The aim of Coventry City Football Club Equality Policy is to promote our own equality objectives and in doing so, help to ensure that everyone is treated fairly and with respect. All Coventry City Football Club representatives should abide and adhere to this Policy and to the requirements of the Equality Act 2010. In doing so, we are working towards being legally compliant in relation to equality legislation.

Coventry City Football Club's commitment is to promote inclusion and to confront and eliminate discrimination whether by reason of age, gender, gender reassignment, sexual orientation, marital status or civil partnership race, nationality, ethnicity (race), religion or belief, ability or disability, pregnancy and maternity and to encourage equal opportunities. These are known as 'protected characteristics' under the Equality Act 2010.

This Policy is fully supported by the Board of Coventry City Football Club.

Coventry City Football Club will ensure that it treats everyone fairly and with respect and that it will provide access and opportunities for all members of the community to take part in, and enjoy, its activities. Every staff member, Board member, official, spectator, fan and visiting teams and be assured of an environment in which their rights, dignity and individual worth are respected, and in particular that they are able to work and watch football in an environment without the threat of intimidation, victimisation, harassment or abuse.

13. Staff Conduct

13.1 Coventry City Football Club is committed to providing quality services for all of our supporters. We will do our best to provide equal access to you by offering additional help if you think it is necessary.

13.2 We are committed to providing quality services and products for everyone who comes into contact with or visits Coventry City Football Club.

13.3 This means when meeting you face to face, we will:

- Be polite, courteous, friendly and helpful, and listen to you giving you our full attention.
- Use plain language and avoid the use of jargon.
- Ensure that any office you are visiting is tidy, clean, pleasant and welcoming.

13.4 When answering telephones, we will:

- Answer calls as soon as possible.
- Greet you in a courteous and helpful manner
- Be polite, friendly, helpful and interested in your call
- Find out who can best help you, redirect your call if necessary and call you back if appropriate

13.5 If you feel that a member of staff deserves special praise or thanks, please let us know.

13.6 We are always seeking ways to improve the service that we offer to supporters. If you have any feedback or suggestions, you can e-mail us on customer.service@ccfc.co.uk.

14. Sky Blues in the Community

Sky Blues in the Community (SBitC) increases opportunities to take part in a range of sports and physical activities, improve health and wellbeing, promote education, learning and personal development and support inclusion amongst disadvantaged and underrepresented communities.

SBitC work with a number of local, regional and national organisations from the voluntary, statutory and private sector. SBitC's list of partners is substantial and they are committed to increasing the range and diversity of our partnerships helping us to achieve their organisational objectives – and ultimately delivering a range of activities and projects for the benefit of our community.

Over the last few years the organisation has grown significantly and diversified in the range of activities and projects delivered, as well as vastly increasing the number of people benefitting from our programmes.

Formerly a department of the Club, Sky Blues in the Community (SBitC) received charitable status in December 2008.

SBITC and the Club enjoy an extremely close working relationship and the work of SBITC encompasses many of the Club's community project activities. Sky Blues in the Community is completely self-funding and income is generated in a number of ways. They receive some central funding from the Professional Footballers Association (via the Football League Trust), and primarily rely on the selling of services and grant applications.

14.1.1 SBitC is committed to grassroots football development increasing participation in football training and coaching for males, females and those with a disability.

14.1.2 SBitC is committed to encouraging boys, girls and adults to enjoy themselves and to take part in wider sport and physical activity opportunities.

14.1.3 SBitC delivers a range of educational and healthy lifestyle initiatives throughout the community, working in many cases with key organisations as a preferred delivery partner.

14.1.4 SBitC is committed to working with people from disadvantaged backgrounds, providing opportunities that they may well otherwise not be able to access.

14.1.5 SBitC ensure that all those who participate in any Sky Blues in the Community activity will receive the same high standard of coaching, mentoring, tuition and professionalism irrespective of age, sex, ethnic background or ability.

14.1.6 All SBitC activities are delivered by experienced qualified coaches and trained staff. All staff working with children and vulnerable adults have completed an enhanced level CRB (Criminal Records Bureau) check.

14.1.7 More information about the projects and activities of Sky Blues in the Community can be found at ccfc.co.uk/community

14.2.1 During the 2020/21 season, the Club will continue to take steps to greater engage with the local community and fanbase in Coventry and Warwickshire via a number of community activities and initiatives, alongside with the work of Sky Blues in the Community.

14.2.2 Activities will include but are not limited to local events, charity fundraisers, school visits, player appearances and Sky Blue Sam visits.

15. Charity Policy and Signed Items

15.1 We actively support local charities, good causes and organisations, as well as national charities.

15.2 The support we provide includes player appearances, promotions and assistance with fundraising activities through the supply of signed and un-signed merchandise.

15.3 Throughout the season, the Club will donate tickets and signed items to charities, schools and community projects across Coventry and Warwickshire. These are allocated at the Club's discretion, subject to availability, throughout the course of the season.

15.5 If you have a charity request please e-mail info@ccfc.co.uk and quote which charity/organisation the items are for. Alternatively you can write to us at the following address:

Charity Requests, Coventry City Football Club, Sky Blue Lodge, Leamington Road, Ryton, Coventry, CV8 3FL.

Please allow at least one month for your charity request to be processed prior to any event.

15.6 Please note, that due to our commitment to supporting local charities and organisations only, we are unable to donate to the following requests:

- Charities/organisations outside of Coventry and Warwickshire
- Those seeking financial sponsorship or donations of equipment

15.7 Please note that requests are subject to availability, and will be processed on a first come, first served basis. You may be required to provide the Club with supporting documents from the charity/organisation you are raising funds for.

15.8.1 The Club accepts requests from charitable organisations who would like to supply us with merchandise which they would like to be signed by the squad.

15.8.2 If you would like to supply any merchandise to be signed, please email info@ccfc.co.uk.

15.8.3 Please note, the Club will endeavour to get requested items signed however this may not always be possible due to player availability or the volume of requests the Club receives meaning we cannot accept further items at a particular time.

15.8.4 Once items are signed and ready, collection should be arranged unless it has been pre-agreed with a member of CCFC staff to post items out.

15.9 The following terms and conditions also apply:

- Items will only be signed during the football season
- No requests will be granted before the first game of the season or after the penultimate home game of the season
- Items may take up to three weeks to be signed but the Club will aim to turn this around as quickly as possible
- CCFC cannot guarantee a return date for items
- If items are required for a specific date, please ensure at least 3 weeks notice is given
- Items should be collected from the Club Shop and will not be posted without prior arrangement. The Club will confirm via email or telephone where items are to be collected from.
- Fundraisers will require a supporting letter from their chosen charity/cause
- CCFC retains the right to refuse to get items signed .
- CCFC accepts no responsibility for items which may be lost, damaged or stolen while awaiting signing.
- CCFC will not get signed any commercial items intended for sale

15.10 The final date for all signed item requests will be Friday 16th April.

16. Merchandise

16.1 Coventry City Football Club runs its merchandise operations alongside a Retail Partner through two main channels:

- The CCFC Shop, Arena Shopping Park, Classic Drive, Coventry, CV6 6AS. Opening Hours: Monday to Saturday 9:30am – 5:30pm, Sunday 11am – 5pm.
- Online at ccfc.clubstore.co.uk

16.2 The Club's home and away replica strip designs have a **minimum** lifespan of one season.

16.3 Details of the next intended changes of kits are available from ccfc.co.uk and news of new kit design will be publicised via the Clubs communication channels.

16.4 The Club and its retail partner carries out its obligations under the EFL Rulebook to prevent price fixing in relation to the sale of replica strips.

16.5 The Club's retail partner offers refunds on merchandise in accordance with their legal obligations.

16.7 Please note – this is a retail only store, and tickets are not available from this location.

17. Premium Memberships and Hospitality

17.1 Coventry City Football Club aims to provide a quality experience in our Premium Membership and hospitality services, providing a great platform for you whether you are with us for business or for pleasure.

17.2.1 We provide a variety of hospitality options, ranging from Match by Match dining to Premium Memberships only a season basis.

17.2.2 We also provide the opportunity for any Season Ticket holder to upgrade their ticket to a Hospitality ticket for any match during the season at a discounted price, subject to availability.

17.3 Coventry City Football Club provides Premium Membership packages on a seasonal which can be purchased on a seasonal basis, giving fans access to hospitality lounges throughout the season. A full breakdown of the benefits can be viewed online at www.cfc.co.uk/commercial/premium-memberships or by contacting the Hospitality team by phone on 024 7699 2329 or email hospitality@cfc.co.uk.

17.3.1 All of the Premium Memberships shown above include a range of benefits. A full breakdown of the benefits can be viewed online at www.cfc.co.uk/commercial/premium-memberships or by contacting the Hospitality team by phone on 024 7699 2329 or email hospitality@cfc.co.uk.

17.4.1 Coventry City Football Club provides VIP Hospitality on a match by match basis in the Matchday Restaurant. Details of this can be seen at www.cfc.co.uk/commercial/matchday-hospitality

17.4.2 In line with our standard ticketing policy, VIP Hospitality packages are non-refundable. For any queries, please e-mail hospitality@cfc.co.uk

18. Advertising and Sponsorship

Coventry City Football Club is a great platform to grow and promote your business on a matchday or a non-matchday through Advertising and Sponsorship.

18.1 Coventry City Football Club provides various opportunities, including the following:

- Matchday Takeover
- Match Sponsorship
- Matchball Sponsorship
- Player Sponsorship
- Home or Away Kit Sponsorship
- Advertising Boards
- Matchday Programme Advertising
- Club Sponsorship
- Bespoke Campaigns for Club Partners

18.2 For more information on any of the opportunities which Coventry City Football Club provides, please contact the Commercial Team by phone on 024 7699 2330 or e-mail commercial@ccfc.co.uk.

Alternatively, please visit www.ccfc.co.uk/commercial/advertising or www.ccfc.co.uk/commercial/sponsorship

19. Health and Safety

19.1 The Health and Safety of our staff and supporters is of the highest priority and cannot be compromised.

19.2 Our objective is to have a workplace free of incidents and injuries.

19.3 Health and Safety Policies are being constantly reviewed and adjusted where appropriate to accomplish this objective.

19.4 In line with national and Football Association legislation, St Andrew's Trillion Trophy Stadium is designated a non-smoking area – this includes e-cigarettes. Anyone who is found smoking will be ejected from the ground.

19.5 The Ground Regulations for the stadium are published on the Clubs website at www.cfc.co.uk/news/2017/april/ground-regulations

19.6 The Club is not liable for any loss, damage or injury sustained or incurred (howsoever arising) by any individuals or groups of individuals while on Club premises.

19.7 Coventry City do allow flags in both the home and away ends, provided prior permission from the Club is sought by the supporter.

Fans are required to contact the Club's safety officer Nicki Pollard via email on Nicki.Pollard@cfc.co.uk

Please send the fire safety certificate for your flag attached to your e-mail, along with the dimensions of your flag, photo of your flag, details of any poles which are attached to the flag, location where you will be sat/where the flag would be displayed, and contact telephone number.

The Club reserve the right to ban or refuse entry to any flag/banner considered to be offensive, discriminatory, insulting, or carry any inappropriate/commercial language or message.

Any flags or banners not pre advised and approved may be confiscated and returned after the game.

We will always try to accommodate flags/banners supporting the team to make the matchday experience better but in accordance with regulations above.

20. GDPR

GDPR stands for General Data Protection Regulations and is the new data protection law that came into force in the UK on 25th May 2018.

Coventry City Football Club is working to ensure we and our Data Processors are GDPR compliant, therefore by joining as a season ticket holder, or:

match day ticket purchaser

membership purchases

match package purchaser

hospitality or corporate membership purchaser

or by attending any CCFC event, you agree to the below GDPR terms & conditions:

- CCFC and our Processor Ticketmaster will retain your details on our database for a period of one season, that being the 2018/19 season
- Use of this data will be solely for the marketing and promotion of CCFC products, fixtures, games and events and it's Partners/sponsors
- You have the right to be forgotten (removal from database) at any time by contacting customer.service@ccfc.co.uk referencing RIGHT TO BE FORGOTTEN
- You have the right to object and prohibit the use of your data by contacting customer.service@ccfc.co.uk referencing DATA OBJECTION
- Incomplete data will not be stored on our database and therefore you will not receive offers, news, promotions in respect of your purchase
- You have the right to access and learn how your data is being processed and how by contacting customer.service@ccfc.co.uk referencing RIGHT TO ACCESS
- You have the right to request your data is transported to another data controller/purchaser, if required
- No other CCFC data is accessed by any other Processor
- In the event of an under 16 year old data, CCFC will only contact the parent/guardian of the young person via the data supplied.
- No payment details are held at CCFC or through our Processor

21. Supporter Charter

21.1 This Supporter Charter will be posted on the Club's website ccfc.co.uk and will also be made available on written request.

21.2 All permanent, full time staff will be informed of the importance of the Supporter Charter in the day to day running of the Club and their interactions with supporters.

22. Contact Us

There are a number of ways you can get in touch with your Club...

POSTAL ADDRESS

Coventry City FC
Sky Blue Lodge
Leamington Road
Ryton-on-Dunsmore
Coventry
CV8 3FL

GENERAL ENQUIRIES

For all general enquiries please contact 024 7699 1987 between 9am-5pm (Monday-Friday). Alternatively email info@ccfc.co.uk

TICKET OFFICE

If you have a query relating to ticket purchases, please contact the Coventry City Ticket Office on 024 7699 1987 or email CCFCTickets@ticketmaster.co.uk

Disabled Supporters can contact 024 7699 2335 or e-mail Ticket.Office@ccfc.co.uk

CLUB SHOP

The Club Shop is located at Arena Shopping Park, Classic Drive, Coventry, CV6 6AS.

COMMERCIAL

If you have any Commercial queries feel free to e-mail us at commercial@ccfc.co.uk or call 02476 991987

CORPORATE HOSPITALITY and SPONSORSHIP

For all enquiries relating to our Corporate Hospitality packages please email us at hospitality@ccfc.co.uk or call 02476 991987 (Option 2)

CUSTOMER SERVICES

For all general enquiries, complaint resolution or information requests, please email customer.services@ccfc.co.uk

WEBSITE and PRESS OFFICE

If you have a query regarding the Club's official website or Club online channel, please e-mail us at alex.lowe@ccfc.co.uk

JUNIOR SKY BLUES

For all your enquiries into the Coventry City's Junior Sky Blues, please e-mail us at jsb@ccfc.co.uk

SKY BLUES IN THE COMMUNITY

To contact Sky Blues in the Community, please e-mail sbitc@ccfc.co.uk or call 024 7678 6349

ACADEMY

To contact the CCFC Academy, please e-mail academy@ccfc.co.uk or call 024 7630 8920

HISTORICAL ENQUIRIES

For enquiries relating to Club history, please contact Club Historian Jim Brown via e-mail: clarriebourton@gmail.com

During peak periods, our Customer Services, Ticket Office and Retail teams are extremely busy and during these periods you may experience extended waiting times when contacting us.

We will endeavour to respond to all email and written enquiries to these offices within 10 working days.

For all the latest news, player information and interviews visit ccfc.co.uk
To buy tickets and memberships online visit: eticketing.co.uk/ccfc
To order merchandise online visit: ccfc.clubstore.co.uk/

CCFC Ticket Office:

Coventry City Football Club Ticket Office, Butts Park Arena, Butts Road, Coventry, CV1 3GE.
Open weekdays from 10:30am to 4:30pm (except Tuesday's when it closes at 4pm).

CCFC Shop address:

Coventry City Football Club Shop, Arena Shopping Park, Classic Drive, Coventry, CV6 6AS.

Club postal address:

Coventry City Football Club, Sky Blue Lodge, Leamington Road, Ryton, Coventry, CV8 3FL

Twitter :

Official Club: [@coventry_city](https://twitter.com/coventry_city)
Official Matchday Programme: [@skyblues_prog](https://twitter.com/skyblues_prog)
Sky Blues in the Community: [@SBiTC_CCFC](https://twitter.com/SBiTC_CCFC)

Facebook:

Official Club: facebook.com/coventrycityfc
Sky Blues in the Community: facebook.com/SBiTC

Pinterest:

Official Club: pinterest.com/theskyblues

Instagram:

Official Club: instagram.com/coventrycityfcofficial

Youtube:

Official Channel: youtube.com/SkyBluesPlayer

Appendix 1: Independent Football Ombudsman

The Independent Football Ombudsman (IFO) is the final stage in the complaints process established by the English professional Football Authorities (the Football Association [FA], the Premier League and the EFL). The IFO comprises an Ombudsman, his Deputy and an Advisory Panel. This document explains the role of the IFO. Further information and guidance are available in a short leaflet which may be requested, using any of the contact addresses given below. This document and the leaflet are both reproduced on the IFO website www.theifo.co.uk. In February 2016 the IFO was formally recognised as an approved Alternative Dispute Resolution (ADR) Body, under the 2015 Alternative Dispute Consumer Regulations.

1. Procedures in general

The IFO believes that the following principles should inform complaints procedures in general:-

- It should be clear how complainants can register complaints and who will deal with them.
- Complaints should be dealt with quickly and effectively. Where a complaint is upheld an apology should be issued and consideration should be given as to whether any other form of redress is appropriate.
- Those dealing with complaints should be well trained and motivated with a clear understanding that effective complaints resolution improves relationships with customers.
- The system should make clear what options are open to the complainant if he or she remains dissatisfied with the response to their complaint.

2. The IFO within Football's complaints process

The IFO is the final stage on complaints involving customer issues. An individual, a group of individuals or an organisation who feel aggrieved about the goods or services received from a football provider should, in the first instance, take that complaint to the provider. That will usually be the football club which provided the goods or services, but it could be one of the Football Authorities if they were responsible for the service (for example, the FA in the case of England matches). **You should always give the provider the opportunity to resolve your complaint before approaching the IFO.**

Each club and each Authority has a customer charter which should explain how a complaint can be registered and how it will be dealt with. If your complaint is not satisfactorily dealt with by the provider and you have reached "deadlock" so that there is no prospect of a resolution, the provider will advise you that you have the right to refer your complaint to the IFO for investigation and adjudication.

If after 6 weeks from the time you submitted your complaint, the provider has not properly responded, YOU have the right to refer your complaint to the IFO, unless the provider has given a reasonable explanation for the delay (eg complexity of the case or unavailability of relevant personnel).

Where the IFO receives a complaint prematurely, i.e. where it has not gone to the provider or not enough time has elapsed from the submission of the complaint, the IFO will refer such complaints to the provider for consideration.

In common with many other Ombudsman or ADR schemes, the IFO cannot consider any matter which is the subject of legal or appellate action.

3. How to complain to the IFO: Step by Step Guidance

- **Complaints should be made in writing** and may be submitted by post to

The Independent Football Ombudsman, Suite 33, Great George Street, LEEDS LS1 3AJ

or by e-mail to contact@theifo.co.uk or via the website, www.theifo.co.uk

You may initially register your concerns by phone and may wish to leave a message on the IFO Voicemail **0800 588 4066**

- You should submit a summary of your complaint, to include details of your concerns and your desired outcome. This should be supported by any documentary evidence available, including correspondence to and from the provider. This may be submitted either in hard copy or electronically. You may communicate with the IFO and the provider online if you wish. You will be given sufficient time to submit full documentation in order for the IFO to consider a complete case file.

- You do not need to be legally represented to submit a complaint to the IFO, but you may take independent advice if you wish. A submission to the IFO does not remove your right to take legal action subsequently. A referral to the IFO involves no cost to the complainant, irrespective of the outcome.
- The IFO will acknowledge receipt of your complaint and notify you promptly if it is unable to consider your complaint. The IFO cannot consider a complaint which is outside its remit (e.g. player behaviour or referee performance). The only other grounds for a refusal to investigate are
 - The complaint has not been previously submitted to the provider
 - The complaint is frivolous or vexatious
 - The complaint is subject to current legal action
 (the IFO operates as an **alternative** to the legal process)

If IFO decides that the complaint is appropriate for further investigation, the IFO and the Deputy IFO, or one of them in conjunction with a member of the IFO's Advisory Panel, will consider the matter. The IFO will adopt procedures as seem appropriate to the complaint. The IFO will seek information from the football bodies concerned and may ask the complainant for oral evidence where that is deemed appropriate. If that evidence is sought by interview, the complainant may ask a friend or representative to attend. (The IFO will reimburse reasonable travel expenses). The IFO may visit a club or other service provider to investigate the matter, where this is judged necessary for the IFO to complete the adjudication. The IFO will normally complete its investigation and respond to the complainant within 60 days.

4. The outcome

After considering all the evidence the IFO will respond in one of three ways, depending on the content and merits of the case. It will do so by email or post as appropriate.

- To inform the complainant that no further action is to be taken, either because the case has no merit or the provider has already responded reasonably.
- To send an extended letter summarising the complaint and the IFO investigation, together with any recommended action.
- To publish a full adjudication where the nature of the complaint is complex and it merits a public airing of the concerns and issues raised. The Adjudication will be sent to the complainant and to the appropriate Football Authority or club. Adjudication Reports are published in full on the IFO website (www.theifo.co.uk). A summary of the adjudication will be included in the IFO's Annual Report and on the website of the relevant Authority.

If the complaint is wholly or partially upheld, the IFO will make any recommendations deemed appropriate. **IFO recommendations are non-binding**, but the Football Authorities have stated that they and their member clubs would normally expect to implement IFO findings. If the Football Authority considers that it cannot – for whatever reason – implement any recommendation of the IFO, it will publish the reasoning behind such a decision and any proposed alternative resolution to the complaint.

Within football's complaints process there is no right of appeal against IFO adjudications. The IFO is the final stage of the complaints process.

5. Key points to note.

If you submit a complaint to the IFO, you should note the following:

- Either party has the right to request sight of the evidence provided by the other side subject to reasonable safeguards. The IFO will not disclose information which is commercially sensitive, which relates to anti-fraud measure or which is personally confidential and to disclose would be against the provisions of the Data Protection Act
- You may withdraw from the process at any time if you are unhappy with the way your complaint is being handled.
- You may request that the final report is not published.
- Both parties are free to accept or reject the findings and will be given reasonable time to decide whether to do so

- If you choose to reject the IFO findings this will not preclude you taking legal action to seek redress, noting that the IFO is not a legal tribunal and its findings may be different from those of a court.
- The IFO will handle any personal information sensitively and within its published *Information Policy*.
- The IFO will treat all complaints fairly and impartially and its officers will declare any relevant financial or emotional interest. Investigations are conducted in line with the IFO's published *Conflict of Interest Policy*.

If you wish to seek advice on your complaint and how to progress it, please contact the IFO by letter, phone, e-mail or through the website, as below.

CORRESPONDENCE ADDRESS

THE INDEPENDENT FOOTBALL OMBUDSMAN
SUITE 49, 33 GREAT GEORGE STREET
LEEDS LS1 3AJ

TELEPHONE (VOICEMAIL)

0800 5884066

Email ADDRESS

contact@theifo.co.uk

WEBSITE ADDRESS

www.theifo.co.uk

GROUND REGULATIONS

Notice: Entry to the Ground is expressly subject to acceptance by the visitor of these Ground Regulations and the rules and regulations of FIFA, UEFA, The Football Association, the Premier League and the English Football League (EFL) in respect of the relevant competition. The Ground Regulations incorporate the Club's Customer Charter (if any). Entry to the Ground shall constitute acceptance of the Ground Regulations.

"**Ground**" means this football stadium and all locations owned, occupied or utilised by the Club.

"**Club**" means this football club.

"**Match**" means any association football match (or any part or aspect of such a match) taking place at the Ground.

"**Material**" means any audio, visual or audio-visual material or any information or data.

"**Football Authority**" means each of the English Football League (EFL), the Premier League, The Football Association, the Football Association of Wales, FIFA, UEFA and any other relevant governing body of association football

- 1 Notwithstanding possession of any ticket the Club, any police officer or authorised steward may refuse entry to (or eject from) the Ground any person:
 - 1.1 that fails (or in the Club's reasonable opinion is likely to fail) to comply with these Ground Regulations or any reasonable instruction issued by a police officer or authorised steward; and/or
 - 1.2 whose presence within the Ground is, or could (in the Club's reasonable opinion), constitute a source of danger, nuisance or annoyance to any other person.
- 2 On no account will admission be granted to a person who is the subject of a current Banning Order under the Football Spectators Act 1989 (as amended) or has been convicted of ticket touting offences under the Criminal Justice and Public Order 1994 (as amended).
- 3 The Club excludes to the maximum extent permitted by law any liability for loss, injury or damage to persons/property in or around the Ground.
- 4 No guarantees can be given by the Club that a Match will take place at a particular time or on a particular date and the Club reserves the right to reschedule the Match without notice and without any liability whatsoever.
- 5 In the event of the postponement or abandonment of the Match, refunds (if any) will be made in accordance with the Club's Customer Charter. The Club will have no further liability whatsoever, including (but not limited to) any indirect or consequential loss or damage, such as (but not limited to) loss of enjoyment or travel costs.
- 6 All persons seeking entrance to the Ground acknowledge the Club's right to search any person entering the Ground and to refuse entry to or eject from the Ground any person refusing to submit to such a search.
- 7 The following articles must not be brought within the Ground - knives, fireworks, smoke canisters, air-horns, flares, weapons, dangerous or hazardous items, laser devices, bottles, glass vessels, cans, poles and any article that might be used as a weapon and/or compromise public safety. Any person in possession of such items will be refused entry to the Ground.
- 8 Further, you may not bring into the Ground any sponsorship, promotional or marketing materials save in respect of official club merchandise and/or other football related clothing worn in good faith nor may you offer (either free or for sale by any person) any goods (including literature) of any nature without the express written approval of the Club's management.
- 9 The use of threatening behaviour, foul or abusive language is strictly forbidden and will result in arrest and/or ejection from the Ground. The Club may impose a ban for one or more Matches.
- 10 Racial, homophobic or discriminatory abuse, chanting or harassment is strictly forbidden and will result in arrest and/or ejection from the Ground. The Club may impose a ban for one or more Matches.

- 11 The following acts are offences under the Football (Offences) Act 1991 (as amended):
- 11.1 The throwing of any object within the Ground without lawful authority or excuse.
 - 11.2 The chanting of anything of an indecent or racist nature.
 - 11.3 The entry onto the playing area or any adjacent area to which spectators are not generally admitted without lawful authority or excuse.
- Conviction may result in a Banning Order being made.
- 12 All persons entering the Ground may only occupy the seat allocated to them by their ticket and must not move from any one part of the Ground to another without the express permission or instruction of any steward, officer of the Club and/or any police officer.
- 13 Nobody may stand in any seating area whilst play is in progress. Persistent standing in seated areas whilst play is in progress is strictly forbidden and may result in ejection from the Ground.
- 14 The obstruction of gangways, access ways, exits and entrances, stairways and like places is strictly forbidden. Nobody entering the Ground shall be permitted to climb any structures within the Ground.
- 15 EFL stadia are smoke-free and smoking is not permitted inside the Ground.
- 16 Mobile telephones and other mobile devices are permitted within the Ground PROVIDED THAT (i) they are used for personal and private use only (which, for the avoidance of doubt and by way of example only, shall not include the capturing, logging, recording, transmitting, playing, issuing, showing, or any other communication of any Material for any commercial purposes); and (ii) no Material that is captured by a mobile telephone or other mobile device may be published or otherwise made available to any third parties including, without limitation, via social networking sites.
- 17 Under the Sporting Events (Control of Alcohol etc) Act 1985 (as amended), the following are offences for which a person can be arrested by a police officer and conviction could result in a Banning Order being made:
- 17.1 Attempting to enter the Ground or being inside the Ground whilst drunk;
 - 17.2 Being in possession of any intoxicating liquor, or bottle, can or other portable container and which could cause damage or personal injury, when entering the Ground or in a public area of the Ground from which the event can be directly viewed.
- 18 Any individual who has entered any part of the Ground designated for the use of any group of supporters to which he does not belong may be ejected from the Ground either for the purposes of his own safety or for any other reason.
- 19 Save as set out in paragraph 16 above, no person (other than a person who holds an appropriate licence) may capture, log, record, transmit, play, issue, show or otherwise communicate (by digital or other means) any Material in relation to the Match, any players or other persons present in the Ground and/or the Ground, nor may they bring into the Ground or use within the Ground (or provide to, facilitate or otherwise assist another person to use within the Ground) any equipment or technology which is capable of capturing, logging, recording, transmitting, playing, issuing, showing or otherwise communicating (by digital or other means) any such Material. Copyright, database rights and any other intellectual property rights in any unauthorised recording or transmission is assigned (by way of present assignment of future rights) to the Club and the EFL. You further agree (if and whenever required to do so by the Club and/or the EFL) to promptly execute all instruments and do all things necessary to vest the right, title and interest in such rights to the Club and the EFL absolutely and with full title guarantee.
- 20 No goods (including literature) of any nature may be offered either free or for sale by any person within the Ground without the express written permission of the Club.
- 21 Tickets are not transferable and may not be offered for sale without the prior written permission of the Club - or otherwise in accordance with the relevant ticket terms and conditions. Any tickets that are transferred are transferred subject to these Ground Regulations. Any tickets offered for sale may be confiscated by any steward, officer of the Club or any police officer. The Club reserves the right to refuse admission to or eject

- from the Ground and/or “blacklist”, any person who has offered for sale or transferred his/her ticket in contravention of the relevant ticket terms and conditions (and/or the holder of any ticket that has been transferred in contravention of the relevant ticket terms and conditions). Tickets remain the property of the Club at all times.
- 22 CCTV cameras are in use around and in the Ground. Body worn video cameras recording video and/or audio may also be used as appropriate, for example to record prohibited behaviours as referenced in paragraphs 9 and 10. The Club may itself use or pass to the police or any Football Authority or other clubs, any recordings for use in any proceedings.
- 23 At all times whilst present in the Ground, persons must comply with any and all instructions of any steward or officer of the Club and/or any police officer. Failure to comply with any instruction may lead to immediate ejection from the Ground.
- 24 By entering the Ground, all persons are acknowledging that photographic images and/or video recordings (and/or stills taken from video recordings) may be taken of them and may also be used, by way of example and without limitation, in televised coverage of the game or by or on behalf of the Club or any Football Authority (or their commercial partners) for marketing, training or promotional purposes. Entry into the Ground is confirmation that all persons have consented to such use of their image. If these images should feature an individual prominently the Club will make reasonable efforts to gain the consent of that person before publishing such images, however, if this is not possible, then entry into the Ground shall be deemed consent unless the Club is notified in writing to the contrary.
- 25 Further to paragraph 24, if such person is under 18 years of age, the parent, guardian, or responsible adult who is accompanying them into the Ground shall be deemed to have provided consent on their behalf.
- 26 **Refused entry to (or ejection from) the Ground may lead to further action by the Club including, but not limited to, the withdrawal of any season ticket (without reimbursement), Club Membership and other benefits.**

Appendix 3: Season Ticket terms and conditions

1. Season Tickets are sold on a non-refundable basis.
2. Season Tickets remain the property of the Club at all times.
3. Season Tickets may not be re-sold or lent for value by Season Ticket Holders under any circumstances.
4. The Season Ticket entitles the Season Ticket holder to admission to the designated part of St Andrew's Trillion Trophy Stadium ("the Stadium") on match-days and the right to sit in the designated seat as shown on the Season Ticket at all home fixtures of the league competition participated in by the Club's first team excluding any play-off games ("the fixtures").
5. Season Ticket Holders are not entitled to automatic entry to home cup ties. Season Ticket Holders will be given a period in which to purchase their designated seat for home cup-ties. Thereafter the Club will offer any unsold seats up for general sale.
6. Subject to clause 2 above, Season Tickets may be used by family and friends ("Guest") of the Season Ticket Holder who shall at all times be responsible for the behaviour of his/her Guest. Any breach of these Terms and Conditions by such Guest shall be treated as a breach by the Season Ticket Holder who shall be liable to the sanctions referred to herein.
7. In the event that the Season Ticket is used by a Guest falling within a lesser value ticket category than the season ticket holder neither that person nor the Season Ticket Holder shall be entitled to any rebate. In the event that a Season Ticket is used by a Guest falling within a higher price category than the Season Ticket Holder that person must present the Season Ticket and pay the difference in value to the Club.
8. In the event of a Season Ticket being lost or stolen this must be reported immediately to the Club whereon it will be replaced subject to an administration charge.
9. Any changes with the Season Ticket Holder's contact and personal details as held by the Club should be notified to the Club as soon as possible.
10. The Club reserves the right to require any Season Ticket Holder or Guest to be temporarily or permanently relocated to any other part of the Stadium and seat of an equivalent or higher value, this may be due to but not restricted to the following causes:

Advice of local authority, Police or Safety Officer.
Construction, development, maintenance or other works being required to any part of the Stadium.
Unforeseen circumstances or incidence of force affecting any part of the Stadium.
11. The Club accepts no liability in the event that a Season Ticket Holder or Guest is precluded from admission to the designated part of the Stadium or the designated seat shown on the Season Ticket by reason of the circumstances described in clauses 10 above.
12. All fixtures are played in accordance with the relevant rules of the appropriate football governing body. Play cannot be guaranteed to take place on a particular day or at any particular time. All Fixtures are subject to change and the Club reserves the right to alter its advertised Fixtures without notice or liability. It is the responsibility of the Season Ticket holder or Guest to monitor fixture amendments.
13. It is against the law to smoke within the Stadium and associated facilities - they are NO SMOKING zones and as such all Season Ticket Holders and Guests must adhere to these restrictions.
14. All Season Ticket Holders and Guests shall at all times act in a civil manner. Any person who uses foul, obscene, abusive, racial or other abusive language at any time shall be subject to arrest or ejection from the Stadium, and shall have no claim for any refund or compensation from the Club. Any person who uses such language in the near vicinity of the Stadium shall be refused entry to the Stadium and shall have no claim for any refund or compensation from the Club.
15. All Season Ticket Holders and their Guests shall at all times observe the proper directions of Stewards, other employees of the Club and Police Officers.
16. During play Season Ticket Holders and their Guests shall remain in their allocated seat and shall not block the any aisles, stairs, gangways or emergency exits. Any person who engages in persistent standing while play is in progress having been warned about such conduct shall be liable to be ejected from the Stadium and shall have no claim for refund or compensation from the Club.

17. Any Season Ticket Holder or Guest who commits any criminal offence whilst attending, travelling to or from any home or away Coventry City Football Club match or who breaches the ground regulations of the host club shall be liable to have his/her Season Ticket cancelled or be banned from the Stadium for a period to be determined at the Club's discretion, without refund or compensation.

18. Any breach of these Terms and Conditions shall render the Season Ticket Holder or Guest liable to be ejected from the Stadium, refused entry to the Stadium, and/or made the subject of a ban from the Stadium, in each case without refund or compensation and in the Club's sole discretion.

19. Any Season Ticket Holder made the subject of a Club ban from the Stadium may appeal against the ban within 21 days by giving notice in writing to that effect, addressed to the Club Company Secretary. Rules of procedure for an appeal are available upon request from the Club.

20. The Club reserves the right to refuse any application for Season Tickets at its sole discretion.

21. The Club reserves the right to withdraw a Season Ticket from a Season Ticket Holder or Guest in accordance with these Terms and Conditions.

22. The Club's Ground Regulations shall be incorporated into these Terms and Conditions save where there is a conflict between these Terms and Conditions and the Ground Regulations where the former shall prevail. The Ground Regulations are available for inspection at entry points around the Stadium or at ccfc.co.uk

Appendix 4: Match Ticket terms and conditions

- 1.** Match Tickets are sold on a non-refundable basis. In certain circumstances, tickets can be exchanged or a credit note given. This must be done at least 24 hours prior to the kick-off time.
- 2.** Match Tickets remain the property of the Club at all times.
- 3.** Match Tickets may not be re-sold or lent for value under any circumstances.
- 4.** The Match Ticket entitles the Match Ticket holder to admission to the designated part of the Stadium for the designated match and the right to sit in the designated seat as shown on the Match Ticket.
- 5.** In the event of a Match Ticket being lost or stolen this must be reported immediately to the Club whereon it will be replaced subject to an administration charge.
- 6.** The Club reserves the right to require any Match Ticket holder to be temporarily or permanently relocated to any other part of the Stadium on a matchday and seat of an equivalent or higher value, this may be due to but not restricted to the following causes:
 - Advice of local authority, Police or Safety Officer.
 - Construction, development, maintenance or other works being required to any part of the Stadium.
 - Unforeseen circumstances or incidence of force affecting any part of the Stadium.
- 7.** The Club accepts no liability in the event that a Match Ticket Holder is precluded from admission to the designated part of the Stadium or the designated seat shown on the Match Ticket by reason of the circumstances described in clauses 10 above.
- 8.** All fixtures are played in accordance with the relevant rules of the appropriate football governing body. Play cannot be guaranteed to take place on a particular day or at any particular time. All Fixture dates and times are subject to change and the Club reserves the right to alter its advertised fixtures without notice or liability. It is the responsibility of the Match Ticket holder to monitor fixture amendments.
- 9.** The Club is not liable for any travel or accommodation costs incurred or lost as a result of any fixture changes, and no refunds or compensation will be paid in these circumstances.
- 10.** It is against the law to smoke within the Stadium and associated facilities are NO SMOKING zones and as such all Match Ticket Holders must adhere to these restrictions. This includes e-cigarettes.
- 11.** All Match Ticket Holders shall at all times act in a civil manner. Any person who uses foul, obscene, abusive, racial or other abusive language at any time shall be subject to arrest or ejection from the Stadium, and shall have no claim for any refund or compensation from the Club. Any person who uses such language in the near vicinity of the Stadium shall be refused entry to the Stadium and shall have no claim for any refund or compensation from the Club.
- 12.** All Match Ticket Holders shall at all times observe the proper directions of Stewards, other employees of the Club and Police Officers.
- 13.** During play Match Ticket Holders shall remain in their allocated seat and shall not block the any aisles, stairs, gangways or emergency exits. Any person who engages in persistent standing while play is in progress having been warned about such conduct shall be liable to be ejected from the Stadium and shall have no claim for refund or compensation from the Club.
- 14.** Any Match Ticket Holder who commits any criminal offence whilst attending, travelling to or from any home or away Coventry City Football Club match or who breaches the ground regulations of the host club shall be liable to have his/her Season Ticket cancelled or be banned from the Stadium for a period to be determined at the Club's discretion, without refund or compensation.
- 15.** Any breach of these Terms and Conditions shall render the Match Ticket Holder liable to be ejected from the Stadium, refused entry to the Stadium, and/or made the subject of a ban from the Stadium, in each case without refund or compensation and in the Club's sole discretion.
- 16.** Any Match Ticket Holder made the subject of a Club ban from the Stadium may appeal against the ban within 21 days by giving notice in writing to that effect, addressed to the Club Company Secretary. Rules of procedure for an appeal are available upon request from the Club.

17. No admission charge is made for a replay whenever a match is abandoned within 30 minutes of kick-off or up to half-time, and where spectators have been admitted to the ground. A 50% reduction in the ticket price will be offered when a match is abandoned after half-time.

18. The Club reserves the right to withdraw a Match Ticket from a Match Ticket Holder or Guest in accordance with these Terms and Conditions.