



SUPPORTERS' CHARTER

GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION



INTRODUCTION

This charter provides information about our Club, its services, our values and approach to supporter engagement and communication.

It outlines what you can expect of us by explaining our key policies and procedures and most importantly how these relate to you as a fan. It can also point you in the direction of more detailed sources of help or information.





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CONFIDENT CUSTODIANS

Our supporters are the greatest ambassadors we have and we are rightly proud of our Club's positive reputation and vibrant match atmosphere.

Fulham fans and anyone else who comes into contact with our Club are entitled to be treated with respect and to receive an excellent standard of service at all times.

We will strive to be progressive and forward-thinking in our approach and to make decisions that support the long-term benefit of our Club, for our fans.

As custodians we also seek to protect and enhance our Club's reputation and this guide sets out our expectations of supporters whenever they attend our fixtures or events. It explains how to report incidents and also the procedures we will use to investigate and punish unacceptable behaviour.

At their best football clubs are positive focal points of their community and we will aim to celebrate and embrace diversity and to champion Fulham Football Club, our history, traditions and values.



PART 1: SUPPORTER RELATIONS

HOW TO CONTACT US

We aim to provide a comprehensive service for our own fans and everyone else who comes into contact with our Club, both in our local community and from further afield. A comprehensive list of contact information is provided in Part 6, at the end of this Charter.

Our Supporter Relations Department is often a best first-port of call and you can contact us at:

Email: enquiries@fulhamfc.com

Telephone: 0343 208 1222*

*(Mon – Fri 9am – 5.30pm or home matchday weekends prior to kick off)

You can also write to us at: **Supporter Relations Department, FFC Training Ground, Motspur Park, New Malden, Surrey, KT3 6PT**

For season 23/24 our Supporter Liaison Officer is **Nicola Walworth** and she can be reached directly at nwalworth@fulhamfc.com or on 07785 409 544.

ENQUIRIES

Our Supporter Relations team can handle a wide range of enquiries and requests.

You can send fan mail to us at the below address. Every effort will be made to respond to this but due to the volume of fan mail we receive this may not be possible:

FFC Training Ground, Motspur Park, New Malden, Surrey, KT3 6PT.

Please don't sent items by post unless this has been agreed in advance. The club cannot be held liable for lost or unreturned items.

MAKING THE MOST OF MATCHDAYS

A member of our Supporter Relations team will always make time to meet with fans on the day of a home game. Please contact our team in advance of a matchday if you wish to arrange a personal meeting.

We prefer to meet in person with anyone who wishes to bring an issue to our attention, but also welcome informal matchday meetings to discuss all aspects of our Club and to hear constructive ideas or suggestions.

For all other enquiries we will:

- normally reply to telephone messages within 1 working day
- normally reply to email messages within 2 working days
- normally reply to written letters within 7 working days
- we may contact you initially by telephone, if this is appropriate

COMPLAINTS

We hope you won't feel the need to complain but we understand that, from time to time, things don't go as planned.

We would ask that you register your complaint in the first instance with our Supporter Relations Department, who are best placed to listen to your concerns and to take steps to put things right.

Where a complaint requires an investigation, we will endeavour to respond within 1 working week. We will aim to provide timely and useful updates on our progress if a longer period of time is required. We will always look to resolve complaints in a fair and amicable manner and recognise the value that feedback can have in helping us to make positive changes to our products and services.

Changes to the Independent Football Ombudsman (IFO) Complaints Procedure

Following recent Government changes relating to the 2015 Alternative Dispute Consumer Regulations, the IFO sought accreditation as a certified Alternative Dispute Resolution (ADR) body, to ensure both its Ombudsman status and role within football's complaint system was retained. In February 2016 the IFO was formally recognised as an approved ADR body. With effect from 1st July 2016, The IFO's ADR status will mean a change to the current football complaints process. Formerly any supporter whose complaint could not be resolved at club stage would then have been advised to contact the relevant governing body.

Under the new ADR system, supporters can refer any complaints straight from club to IFO stage, removing the requirement for a formal governing body stage. The IFO has confirmed that, should it consider a complaint warrants further investigation, it will still then seek information from the relevant football governing body concerned in considering any potential adjudication.

We really hope we can successfully resolve your complaint for you but should you wish to contact the IFO contact details can be found below.

The IFO contact address' can be found below.

**Independent Football Ombudsman
Premier House
1-5 Argyle Way, Stevenage
Hertfordshire SG1 2AD**

Telephone: 0330 165 4223

Email: contact@theifo.co.uk

PART 2: COMPETITIONS

COMPETITIONS

Fulham Football Club is a member of the Football Association and the Premier League. Our First Team will compete in three competitions during season 2023/24:



The Premier League



The Carabao Cup



The FA Cup

We also enter teams in the Under 18 and Under 23 Premier Leagues, and some of these fixtures can also be attended by fans.

Fixture details for all three of our teams will be updated throughout the season at fulhamfc.com/the-teams

FIXTURE DATES

The dates of certain matches may change, often due to live TV broadcast or cup commitments.

We will make every effort to announce any changes through the Club's main communications channels, including the website, match programme and direct email. We recognise the importance of keeping fans updated and will always send an email advising of fixture changes to ticket purchasers, if relevant details are held on file.

Please try to give us as much information as possible when establishing an account, and keep this up to date, as it helps us to stay in touch with you. You can also follow us on Facebook or Twitter for the latest fixture updates.

Ultimately it remains the responsibility of the ticket holder to ascertain the rescheduled match date and time.



PART 3: TICKETS AND RETAIL

TICKETS AND RETAIL

Our guiding principles are to make tickets and our policies accessible, affordable and fair. We also recognise the need to fill the stadium in the short-term and to grow our supporter base in the long-term by introducing new and young fans to our Club. We will strive to provide an open and inclusive experience that serves to attract people of all ages and backgrounds to our games.

Full details of the Club's ticket policies can be found at [fulhamfc.com](https://www.fulhamfc.com) and are also available on request from the stadium Ticket Office. A brief summary is provided below:

- Match tickets are available to book online and over the telephone.
- Stadium Ticket Office is open 5 days per week (Mon – Fri) 9.30am - 4.30pm in person and 9.00am - 5.00pm by telephone. The Ticket Office is closed on Saturday's we aren't at home, 09:30 till half time on matchdays.
- Postal fees are £2.50
- No booking fees apply if tickets are purchased in-person at our Ticket Office
- Away tickets are released first to Season Ticket Holders and Members
- Loyalty Points or phased sales may be used for away games, where demand greatly exceeds allocation

PRICES

Match ticket prices for each fixture on sale are displayed in the fixtures section for the respective game at

<https://www.fulhamfc.com/matches/>

Ticketing information and prices for home games is released 6-8 weeks before each home game. For away games prices and information are available 3-4 weeks before each away game*.

**It may be worth noting that due to the development of the Riverside Stand and reduced capacity at Craven Cottage, there won't be a Mixed or Neutral area at the stadium. Tickets purchased through Fulham FC are strictly for home supporters only. Visiting supporters are advised to purchase their tickets from their club. Visiting supporters found to be in homes areas of the stadium will be ejected.*

FAMILY ZONE

A dedicated Family Zone operates in Blocks A, AL, K, KL of the Johnny Haynes Stand. This area is intended for the use of home supporters and parties must include at least 1 junior fan (aged 17 and under). Related pre-match activities are held on the concourse, underneath Block K, before each game.

To ensure the suitability of applicants, tickets for this area of the stadium will only be available to book over the phone, or in person at our Ticket Office.

RESTRICTED VIEW SEATING

Pillars and other permanent fixtures (such as railings) affect the sightlines from a number of seats at Craven Cottage.

We proactively check seats to ensure that any with an obscured view of one goalmouth is classified as Restricted and sold at a discount. **If sightlines are partially obscured (but the view of either goalmouth is not) then there is no reduction in ticket price.**

Our Ticket Office team are happy to provide guidance on seating options prior to purchase. If you think a seat ought to be officially classified as Restricted, please contact us directly and we will be happy to check this for you.



PART 3: TICKETS AND RETAIL CONTINUED...

MEMBERS

In general terms, our ticketing policies are geared towards recognising and rewarding the commitment of our Season Ticket Holders.

However, we do understand that for a variety of reasons a Season Ticket doesn't best suit the needs of every supporter. With this in mind, we also operate affordable memberships for adult and junior fans, both of which offer a range of tailored benefits including ticketing priority ahead of General Sale.

We will hold a number of junior members events over the course of each season, each designed to include and inspire the next generation of Fulham fans.

DISABLED SUPPORTERS

We strive to ensure that our fixtures and other events and services are available to all.

We also recognise that some supporters may require extra assistance and support from us, and **Nicola Wallworth**, our Disability Liaison Officer, can provide information and guidance on request. She can be contacted at enquiries@fulhamfc.com or during office hours on

LOST OR STOLEN TICKETS

Lost, forgotten or stolen Season Ticket and Membership access cards can be reprinted on matchdays at the discretion of our Ticket Office Manager. Replacement cards will cost £10, unless a Crime Reference number can be given to verify the theft.

REFUNDS

MATCH TICKETS

Refunds will only be provided on tickets if the match is cancelled or postponed. A refund will then be given if the ticket(s) is returned to our Ticket Office within 7 days of the rescheduling announcement.

ABANDONED GAMES

If a game is abandoned before Half-Time, then a full refund or free admission to the re-arranged game will be offered. It may be necessary to return the original match ticket to the Club within 7 days of the rescheduling announcement.

If a match is abandoned after Half-Time, then ticket purchasers will be entitled to a 50% discount in the same price category for the re-arranged game. No refunds will be made on the day of the game.

Rescheduling announcements are made at fulhamfc.com. If contact details are held on file then we will also send a direct email to ticket purchasers.

SEASON TICKETS

Season Tickets are sold on a non-refundable basis. However, we understand that personal circumstances can change and will consider refund requests in exceptional cases.

These should be made in writing to **Head of Ticketing, at Fulham Football Club, Craven Cottage, Stevenage Road, London, SW6 6HH**





RETAIL

The Club offers a large range of merchandise, including our range of replica kits which are produced by Adidas.

Products can be purchased at our stadium store (open daily) or through our online store at [fulhamfc.com](https://www.fulhamfc.com). You can also make purchases over the phone by calling **0203 871 0815**.

A detailed breakdown of delivery options, prices and our full terms and conditions (including refund policies) can be found at [fulhamfc.com](https://www.fulhamfc.com), or given on request.

PART 4: COMMUNITY AND CHARITIES

COMMUNITY RELATIONS

As an established Community Football Club we recognise our place in our local community and the wider football family.

GOOD NEIGHBOURS

Our Club operates from three main bases:

- **CRAVEN COTTAGE (STADIUM)**
Stevenage Road, London, SW6 6HH
- **MOTSPUR PARK (TRAINING GROUND)**
Motspur Park, New Malden, KT3 6PT
- **BARWELL BUSINESS PARK (FOUNDATION OFFICE)**
Unit 40 Barwell Business Park, Leatherhead Road,
Chessington, Surrey KT9 2NY

We aim to maintain open and positive dialogue with local residents and we arrange meetings throughout the season with interested parties in both communities. We also operate two mailing lists that provide regular updates for residents living near our sites. Please contact our Supporter Relations team for further details, or to sign up for future alerts.

SUPPORTERS GROUPS CHARITIES

Fulham Supporters Trust (FST)

The Fulham Supporters Trust are an independent body, who are affiliated to with Supporters Direct. Initially started as the Back to the Cottage Campaign in the early 2000s, the FST work hard to represent the views of Fulham fans to both the Club and the football authorities. The club signed a memorandum of understanding with the FST in 2014 and hold monthly meetings with the FST which are attended by senior executives at the club including CEO Alistair Mackintosh. The Club and the FST were recognised in 2018 Football Business Awards, winning the Best Club/Supporters Group relationship award. Further information on the FST can be found at www.fulhamsupporterstrust.com or on twitter [@FulhamSupTrust](https://twitter.com/FulhamSupTrust)

Disabled Supporters Association (DSA)

The Fulham Disabled Supporters Association was officially launched in August 2019 and has existed since November 2018. The DSA are a group of supporters with a variety of access requirements who work to co-ordinate and communicates the views, and concerns of Fulham's supporters with disabilities, to provide them the best matchday experience. The Club hold monthly meetings with the DSA at Craven Cottage or Motspur Park. Further information on the DSA is available by contacting FulhamDSA@gmail.com or on twitter [@FulhamDSA](https://twitter.com/FulhamDSA)

The Fulham FC Foundation (*Charity No: 1111639*) facilitate all community and charity initiatives on behalf of the Club.

Fundraising is directed towards the Foundation, who then team up with other organisations to deliver a variety of projects in our local community. For further information please visit: fulhamfc.com/foundation or call **0870 442 5432***.

The Club receive a large volume of requests for charitable support and place emphasis on requests received from within the London area. Unfortunately due to the volume of requests we receive we cannot accommodate every request so a monthly draw is held for signed items including match-worn shirts, boots and footballs. For information on how to enter this draw please visit fulhamfc.com.

*Calls will cost 7 pence per minute plus your telephone company's access charge





PROMOTING EQUALITY

The Club is committed to and endorses the principle of equality and strives to ensure that everyone who wishes to be involved in the Club and its activities whether as a supporter, player, participant, member of staff or member of the local community:

- Have a genuine and equal opportunity to participate to the full extent of their own ambitions and abilities, without regard to their ethnicity, age, disability, gender reassignment, marital or civil partnership status, pregnancy or maternity, religion and faith, or sexual orientation.
- Can be assured of an environment in which their rights, dignity and individual worth are respected, and in particular that they are able to relish in their engagement at the Club without the threat of intimidation, victimisation, harassment, bullying or abuse.



FUL STOP.

UNITING TO STOP RACISM AND DISCRIMINATION

FREE TEXT **FULHAM** TO **60066**

We encourage a welcoming environment at Craven Cottage and we would like your matchday experience here to be enjoyable.

The Club has therefore introduced, in addition to the existing Kick It Out reporting mechanism, its own free text service enabling fans to bring to our attention anything untoward, either seen or heard, at Craven Cottage on a matchday.

If you experience or witness any instances of racist, homophobic or anti-social behaviour please text the word **FULHAM** plus details of the issue to **60066**. Remember to include as much detail as possible such as where and when the situation had taken place.

**SEE IT.
HEAR IT.
REPORT IT.**

PART 4: COMMUNITY AND CHARITIES CONTINUED...

COMMUNICATIONS CHANNELS

Fan engagement is at the heart of everything we do and we will strive to keep in contact with supporters using a wide variety of popular channels. Our ethos is to provide a service that is up close and personal, offering our fans opportunities to share their thoughts and ideas and to access high quality exclusive content, produced by us.

Highlights of our matches and player and manager interviews will be available via subscription to Fulham FC TV.

Details on how to contact our Supporter Relations or Ticketing departments in-person, by phone or in writing (including email) can be found in Part 6 of this Charter.

We hold monthly meetings with the Fulham Supporters Trust throughout the season. These meetings are attended by senior management staff at the club.

We are committed to maintaining an open and constructive dialogue with the Fulham Supporters Trust, which is affiliated with the Football Supporters Federation.

ONLINE AND SOCIAL MEDIA

Official Website (fulhamfc.com)	universal access	free
Twitter (@fulhamfc)	universal access	free
Facebook (fulham fc official)	universal access	free
Tiktok (@fulhamfc)	universal access	free
YouTube (Fulham Football Club)	universal access	free
LinkedIn (business club)	universal access	free
Instagram (fulham fc)	universal access	free

IN PRINT/DIGITAL

Match Programme (Home games)	All fans	£4.00
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IN PERSON

Supporters Trust (on request)	By invitation	free
Disabled Supporters Association	Monthly	free



FULHAM FOR ALL IS THE CLUB'S COMMITMENT IN CHAMPIONING DIVERSITY & INCLUSION PRACTICE THROUGHOUT ALL OPERATIONS.

Purpose/ Role of the Group – Supporters Project Working Group

The overarching objective of the Fulham For All Supporters Project Working Group is to extend Fulham Football Club's appeal as a local institution, ultimately fostering a stronger connection between the club and the diverse population it serves. This initiative seeks to not only bolster support for the Club but to also revolutionize the match day experience for all attendees. The vision encompasses an environment where diversity is celebrated, resulting in a richer and more fulfilling experience for every supporter. Through these concerted efforts, the group anticipates a tangible increase in supporter diversity, underscoring the far-reaching impact of their endeavours.

Guided by the support and leadership of Fulham Football Club, the Supporters Project Working Group stands poised to wield sport as a unifying force. The potential to bring together individuals from different racial, religious, and underrepresented backgrounds is undeniable, and the group envisions leveraging Fulham Football Club's influence to create a sense of community that transcends these differences. By collaborating with the club on impactful campaigns, the group amplifies its reach and impact, thereby harnessing sport as a conduit for change.



PART 5: GROUND REGULATIONS

WHAT WE ASK OF OUR SUPPORTERS

The Club wants to create a positive, vibrant and exciting atmosphere at Craven Cottage, one that is safe and welcoming for fans of all ages and backgrounds.

GROUND REGULATIONS

Behaviour at our home matches is governed by our Ground Regulations and the Conditions of Issue, which relates to the purchase and use of our match tickets.

Supporters who contravene these regulations can expect to be ejected from Craven Cottage and in serious cases issued with a stadium ban. It is important to note that the breach of some Ground Regulations may also constitute a criminal offence and the Club will support the police in their enquiries and where necessary any subsequent prosecution.

We will also look to provide guidance and support to any fans or other eyewitnesses who report an incident or help to further an investigation.

No two incidents are the same and our Safety Officer will consider all available evidence when investigating complaints and determining the length of a ban.

The table below indicates the type of penalties that may be issued against supporters.

OUR POSITION ON HATE CRIME

The Club will not tolerate discriminatory or hateful behaviour of any kind, whether physical, verbal or online, and will work to ensure that such behaviour is met with appropriate disciplinary action in whatever context it occurs.

Anyone found guilty of such will be subject to the terms laid out in our Ground Regulations.

Please note that this is intended as a guideline only:

OFFENCE	EJECTION	WRITTEN WARNING	3 MATCH BAN	6 MATCH BAN	SEASON BAN	INDEFINITE BAN
UNACCEPTABLE CONDUCT Persistent standing, Away fans in home areas	◆	✓	✗			
RACISM, HOMOPHOBIA, ANTI-SEMITIC LANGUAGE Language, chants or songs					◆	✗
GENERAL DISORDER Fighting, physical assault	◆		✓	◆	◆	✗
MISSILE THROWING Objects thrown onto pitch, in stand, flares	◆			✓	◆	✗
PITCH INCURSION Pre, post-match or in-game	◆			✓	◆	✗
ABUSE / AGGRESSION TO STEWARDS & STAFF Verbal or physical abuse	◆		✓	◆	◆	✗
DRUNK INSIDE THE STADIUM On concourses, seating deck, lounges etc.	◆	✓	✗			
DRINKING ALCOHOL IN VIEW OF THE PITCH In seating deck or marked concourse areas	◆	✓	◆	✗		
FOUL AND ABUSIVE LANGUAGE Towards players, staff or fans	◆	✓	◆	◆	✗	
TICKET OFFICES Touting, mis-use of concessions	◆	✓	◆	◆	◆	✗
SMOKING POLICY Non-compliance	◆	✓	◆	✗		
DRUG OFFENCES Possession/Use of			✓	◆	◆	✗
ONLINE ABUSE Not limited to in the stadium						✗



PART 5: GROUND REGULATIONS CONTINUED...

STADIUM BANS

Our Safety Office reserve the right to issue a written warning, or to ban any supporter or other person from Craven Cottage for breaches of our Ground Regulations.

Where possible stadium bans will be conveyed in writing, and may also include the suspension of ticket purchasing privileges for away games.

The banning order will outline the nature of the offence and the specific Ground Regulations that have been breached. It will also indicate the length of the ban, either as a fixed number of games or a period of time. It will be issued by the Club's Safety Officer.

Where possible, banning letters will be issued within 7 working days of the fixture at which the offence took place, or within 1 working day of the next home fixture (*if this follows within a week of the previous home game*).

Where deemed appropriate by the Club, the reinstatement of a banned supporter's privileges will be dependant upon them signing and returning an Acceptable Behaviour Agreement.

APPEALS PROCESS

The Club recognises the right of reply for any individual who has been issued with a stadium ban.

An appeal can be lodged in writing to our Chief Operating Officer, at **FFC Training Ground, Motspur Park, New Malden, Surrey, KT3 6PT.**

Our Chief Operating Officer will then initiate a thorough review of evidence, revisiting CCTV and contacting witnesses etc. where necessary. This review will be conducted by an Appeals Sanctioning Panel and will be independent to any person involved in the initial ban. The findings will be conveyed in writing and will be considered by the Club to be final. If the individual remains dissatisfied with the outcome of the appeal, we recommend they contact their Independent Football Ombudsman. You can find out more about their jurisdiction.

SANCTIONING POLICY

Our Safety Office reserve the right to issue a written warning or to ban any supporter or other person from Craven Cottage for breaches of our Ground Regulations. Where possible stadium bans will be conveyed in writing, and may also include the suspension of ticket purchasing privileges for away games. The banning order will outline the nature of the offence and the specific Ground Regulations that have been breached. It will also indicate the length of the ban, either as a fixed number of games or a period. It will be issued by the Club's Sanctioning Panel or the Head of Safety. Where possible, banning letters will be issued within 7 working days of the fixture at which the offence took place. Where deemed appropriate by the Club, the reinstatement of a banned supporter's privileges will be dependent upon them signing and returning an Acceptable Behaviour Agreement and/or appearing in front of a sanctioning panel.

REPORTING INCIDENTS

If you witness any anti-social, abusive or concerning behaviour at our stadium, where possible please report this to a nearby steward or member of staff, so that positive action can be taken.

At home fixtures, you can also contact the Club's Supporter Relations Department (*in-game*) on **0843 208 1222.**

Kick It Out operate a telephone service for reporting discrimination, including racist, homophobic or anti-Semitic language or chanting. Their number is **0800 1699 414.** You can also download the Kick It Out app to report incidents on matchdays.

FUL-STOP FREE TEXT FULHAM TO 60066



PART 6: CONTACT US

TELEPHONE

Main Telephone Number:	0843 208 1222*
Supporter Relations:	0343 208 1222*
Ticket Hotline:	0203 871 0810*
Fulham Direct (retail):	0208 871 0815*
Fulham FC Foundation:	0208 336 7547*
Press Office:	0208 336 7511
Hospitality & Venue Hire:	0208 336 7555

*Calls will cost 7 pence per minute plus your telephone company's access charge

EMAIL

Enquiries:	enquiries@fulhamfc.com
Group Bookings (tickets):	groupenquiries@fulhamfc.com
Publications:	agreeves@fulhamfc.com
Accessibility Ticketing:	enquiries@fulhamfc.com
Recruitment:	recruitment@fulhamfc.com
Supporter Liason Officer:	nwalworth@fulhamfc.com
Safeguarding:	safeguarding@fulhamfc.com





FULHAM FC

