



ROTHERHAM UNITED FOOTBALL CLUB
CUSTOMER CHARTER 2023 – 2024

**FOREVER TOGETHER.
FOREVER PROUD.**

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1. Background

This Customer Charter has evolved since the publication of the Football Task Force report in December 1999. The report recommended that football clubs should publish details on a range of their policies, including ticketing, supporter consultation, community activities and customer service. Rotherham United welcomes the opportunity to make its relevant policies known, as part of the club's desire to continue its good relations with its supporters.

2. Staff Conduct

All staff employed by Rotherham United Football Club have a duty to provide full attention and care to our supporters' needs. If supporters feel that they have not been treated in a way they believe they should then they should contact the club through the complaints procedure outlined in this document.

Rotherham United is an equal opportunities employer and all applicants for employment will be given an equal opportunity irrespective of sex, age, race, religion or belief, marriage or civil partnership, disability, sexual orientation, gender reassignment, pregnancy or maternity, ethnic or national origin or political belief.

We also are committed to staff training and briefings on key issues which may arise from supporters' questions. Although staff will be able to answer the majority of the supporters' questions, should they not be able to, they will refer the matter to their line manager.

3. Directions to the AESSEAL New York Stadium

By Road

Directions from the South

- M1 Junction 33, take 3rd exit signed A630 Rotherham
- 1st Roundabout (Junction with A631) at roundabout take 1st exit
- 2nd Roundabout - A630 (Canklow Roundabout) take 2nd exit
- 3rd Roundabout - A630 (Ickles Roundabout) take 2nd exit
- After the first set of traffic lights move into the right hand filter lane and you will then come back on yourself and take the first left onto Main Street.
- Turn right onto Don Street after the council offices, and the AESSEAL New York Stadium is your second right.

Directions from the North

- M1 Junction 35 leave motorway, take 1st exit signed A629 (Upper Wortley Road)
- 1st Roundabout - take 2nd exit (A629)
- 2nd Roundabout - take 2nd exit (A629)
- 3rd Roundabout (College Rd / B&Q Roundabout) take the 4th exit
- After the first set of traffic lights take the first exit onto Main Street
- Turn right onto Don Street after the council offices, and the AESSEAL New York Stadium is your second right.

By Bus or Train

The main Rotherham Bus and Train stations are both within 10 minutes walking time of the stadium. We would recommend this as a travel option for fans where possible. Once exiting the bus/train station there is ample pedestrian signage to direct you to the AESSEAL New York Stadium.

4. Car Parking

The AESSEAL New York Stadium doesn't have any public car parking on match days. There are a number of public pay and display car parks situated within a 5 minute walk of the stadium. We have a limited number of disabled car parking spaces for away supporters. These can be booked through the Red and White Shop on 01709827768 and there is a charge of £7 per space. All spaces can be booked subject to availability.

5. Red and White Shop

The Red and White Shop, located on the outside of the AESSEAL New York Stadium in the Eric Twigg Pukka Pies (West) Stand, is where you can purchase your match tickets and merchandise items. The usual opening hours for the Red and White Shop are:

Monday – 9am to 5pm

Tuesday – 9am to 5pm

Wednesday – 9am to 5pm

Thursday - 9am to 5pm

Friday - 9am to 5pm

Saturday (Non Match day) - 9am to 1pm

Saturday (Match day) – 9am to 30 minutes after kick off

Evening fixtures - 9am to 30 minutes after kick off

The Red and White Shop will also be open on bank holidays and supporters should check www.themillers.co.uk for opening times. Any changes to the above opening times will also be advertised on www.themillers.co.uk.

6. Merchandise

We aim to provide a range of quality merchandise for the benefit of all supporters. The Red and White Shop is the only retail outlet which stocks official Rotherham United merchandise.

If for any reason you are unhappy with your purchase you can return it within 14 days of receipt for an exchange or credit note to the value paid. Credit notes are valid for six months only from the time of issue. The club accepts no responsibility for any credit notes either lost/misplaced or damaged. Any items which are returned should be unworn and unused and proof of purchase will be required.

We reserve the right to refuse a return if the item has been damaged, tampered with, incorrectly washed or subjected to more than reasonable wear and tear and any returns and re-shipping costs are entirely the customer's responsibility.

Full terms and conditions can be found here
<https://shop.themillers.co.uk/rotherham/terms>

7. Ticketing

7.1 Policy

Our guiding principles in determining ticket policies are that they should be fair for the majority of our fans and should reward those who attend most regularly. At Rotherham United we endeavour to give the earliest possible notice of any changes to the club's ticketing policy and will always publish the reasons for the change where possible. The club continually strives to offer a wide range of different priced tickets to suit the different needs of supporters. Full terms and conditions are available online at <https://www.themillers.co.uk/tickets/terms-and-conditions2>

7.2 Allocation

Rotherham United will always ensure that a minimum of 5% of seats within the home support area are made available to non-season ticket holders. Tickets will be allocated differently with different concessions on offer from home league fixtures, home cup fixtures, away league fixture and away cup fixtures. Please see the relevant section below for the required information

7.3 Purchasing methods

Match tickets can be purchased in the following ways, subject to ticket allocation and on-sale dates. Please refer to the Club's communication channels for full ticket details of the relevant fixture. When the Club announces on-sale dates and times, the same on-sale date and time applies to the following purchasing methods;

In person – Please visit the Red and White Shop during opening hours.

Telephone – Please call 01709 827768 during the Red and White Shop opening hours. A £1 booking fee will be charged per transaction and there is a £2 postage charge per transaction if available and selected.

Online – Tickets may be purchased 24 hours a day, seven days a week. Log-on to <http://tickets.themillers.co.uk>. There will be a £1 booking fee per ticket purchased and there is a £2 postage charge per transaction if available and selected. We give supporters the opportunity to email their home fixture tickets to their smartphones which will work with our turnstile access system on match days.

7.4 Prices

Tickets are priced as below for Sky Bet Championship fixtures at the AESSEAL New York Stadium.

Platinum fixtures

KCM Recycling North Stand	Pre Match	Match day
Adult	£27.00	£29.00
Concession	£20.00	£22.00
Juvenile	£11.00	£12.00
Junior	£9.00	£10.00
Eric Twigg Pukka Pies West Stand	Pre Match	Match day
Adult	£29.00	£31.00
Concession	£22.00	£23.00
Juvenile	£12.00	£13.00
Junior	£10.00	£11.00
Ben Bennett Family Stand (East)	Pre Match	Match day
Adult	£29.00	£31.00
Concession	£22.00	£23.00
Juvenile	£12.00	£13.00
Junior	£10.00	£11.00
Under 8	£4.00	£4.00
Mears South Stand (Away Supporters)	Pre Match	Match day
Adult	£27.00	£29.00
Concession	£20.00	£22.00
Juvenile	£11.00	£12.00
Junior	£9.00	£10.00

Non-platinum fixtures

KCM Recycling North Stand	Pre Match	Match day
Adult	£25.00	£27.00
Concession	£18.00	£20.00
Juvenile	£10.00	£11.00
Junior	£8.00	£9.00
Eric Twigg Pukka Pies West Stand	Pre Match	Match day
Adult	£27.00	£29.00
Concession	£20.00	£22.00
Juvenile	£11.00	£12.00
Junior	£9.00	£10.00
Ben Bennett Family Stand (East)	Pre Match	Match day
Adult	£27.00	£29.00
Concession	£20.00	£22.00
Juvenile	£11.00	£12.00
Junior	£9.00	£10.00
Under 8	£4.00	£4.00
Mears South Stand (Away Supporters)	Pre Match	Match day
Adult	£25.00	£27.00
Concession	£18.00	£20.00
Juvenile	£10.00	£11.00
Junior	£8.00	£9.00

Please visit www.themillers.co.uk for classification of fixtures.

The pre match price is available until 12.00pm match day for a 3.00pm kick off and until 5.00pm match day for a 7.45pm kick off. The pricing is the same across all purchasing methods subject to booking fees over the telephone and online. There are also postal fees should you wish to have your tickets posted to you. In some instances there may be a different time in which supporters have to purchase tickets at the pre match price due to the differing kick off times. Please read the individual ticket information on www.themillers.co.uk for the full information.

7.5 Concessionary priced tickets

We offer supporters the chance to purchase tickets at a concessionary rate which they may qualify for. Concessions available to our supporters are:

- Senior (60 and over)
- Armed Forces personnel (with valid Armed Forces ID)
- Disabled (available to supporters who are on higher rate DLA/Attendance Allowance or enhanced PIP)
- Young Adult (18 – 21 year old)
- Juvenile (13 – 17 year old)
- Junior (12 years old and under)

Under 8 (This concession is only available in the Ben Bennett Family Stand East Stand)

7.6 Away fixtures

Tickets for away fixtures will be available to purchase from the Red and White Shop. Tickets will go on sale after we have received communication from the away club about the allocation which we will receive and the prices of the tickets. The tickets will be sold in a priority order for season tickets holders, Millers Mayday members and then general sale. The sales dates will be published on our official site along with the allocation details and the ticket prices. All prices and selling instructions will be determined by the away club. In some instances we may use the priority points system to sell away tickets. Should the priority points system be used, the number of points required will be published on the main website.

7.7 Cup Tickets

Cup competition match ticket pricing is usually set by the home club following the cup draw after discussions with the away club. Should Rotherham United be drawn at home, tickets may be sold at the usual pre match and match day ticket prices. We will however, where possible, try to reduce the ticket prices in the early rounds of the cup competitions. Once all the fixture information has been decided, the information will be published on the official website under the tickets section.

7.8 Returns/Refunds

Tickets can be returned for a full refund as long as they are returned to the Red and White Shop prior to kick off. Refunds cannot be given after the fixture has commenced.

7.9 Accommodating away supporters

Rotherham United welcomes visiting supporters, and abides by EFL regulations governing the allocation of tickets to visiting clubs and supporters. Rotherham United does not charge admission prices to away supporters of a visiting club, which are higher than those charged to our own supporters for comparable accommodation. In particular our concessionary prices offered to senior citizens, armed forces personnel, young adults, children and disabled fans are the same for home and away fans. Away supporters who are visiting the AESSEAL New York Stadium for the first time can read our away fans information section on the main website under the Fans tab or by clicking the following link: http://www.themillers.co.uk/fans/away_fans/

7.10 Abandoned matches

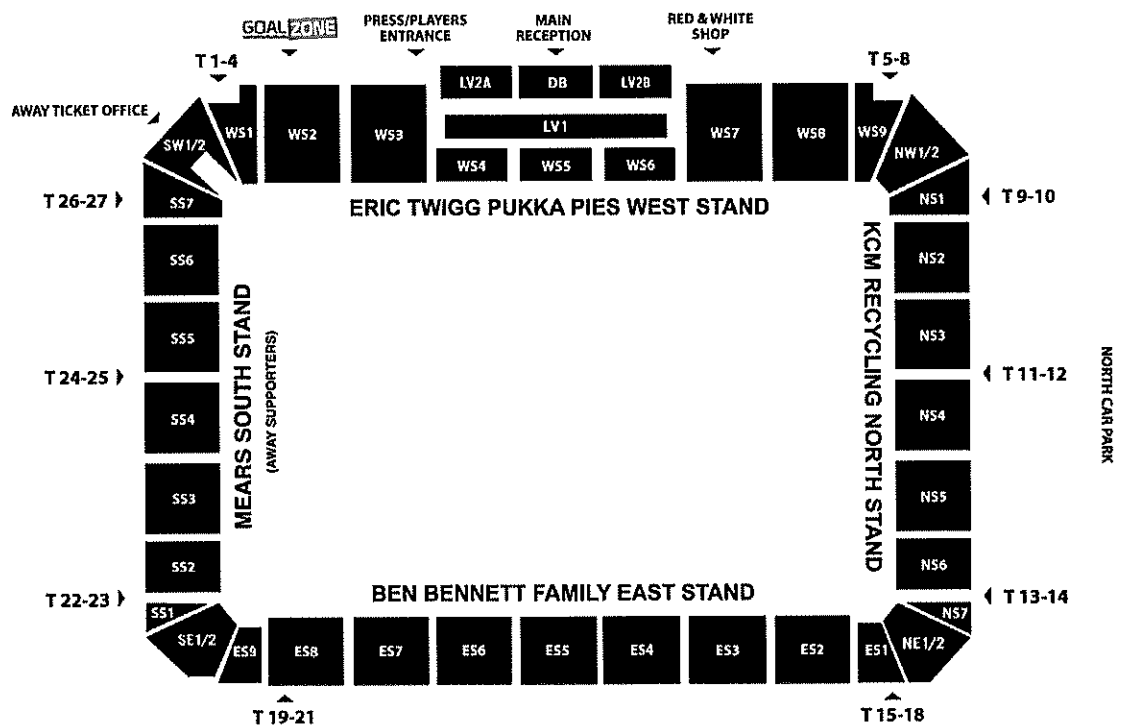
In the event of the match being postponed or abandoned, should the abandonment be before kick off, your ticket is valid for the new date. If the match has kicked off, the club will make arrangements for spectators to pay half price admission at the rearranged game. Full details about any specific fixture which is abandoned will be made available on the official club website as soon as a decision is made and the visiting club informed.

7.11 Fixture Changes

The complex combination of TV selections in the EFL added to Cup fixtures for the Carabao Cup and Emirates FA Cup means certain matches may be subject to change of match date and kick-off time. It is the responsibility of the ticket holder to ascertain the rescheduled match date and kick-off time, which is communicated through the Club's communication channels.

The Club is not liable for any travel or accommodation costs incurred or lost as a result of these fixture changes and no refunds or compensation will be paid in these circumstances. Tickets which have been purchased, along with season tickets should they be up to date, will be valid for the rearranged fixture.

7.12 Stadium Plan



7.13 Priority Points

Rotherham United were pleased to announce that from the start of the 2018/19 season that we will be introducing a ticketing priority points scheme following feedback from supporters.

The scheme has been introduced to reward supporters who attend games on a regular basis and will help to guarantee a priority on home and away matches when the demand potentially exceeds the allocation. For some fixtures throughout the season, tickets may be on sale to season ticket holders who have a certain amount of priority points first and then staggered until general sale.

The way in which supporters will buy tickets will remain the same however, for supporters to be allocated their priority points, all the individual supporters' details will need to be provided at the point of sale for their tickets to be allocated to them. We

recommend that season ticket holders who attend with other members of their families or groups of friends who attend together should link their accounts with our friends and family feature which is available online or in person or over the telephone at the Red and White Shop.

All supporters who are registered on the system will automatically have a supporter number so there is no need to register and all the purchases under your account will automatically be allocated points on purchase.

Tickets for home and away first team games in both the league and cup will be worth 10 points per fixture. Season ticket holders will automatically be issued with 230 points at the start of the season as they have already committed to all 23 home league fixtures for the forthcoming campaign.

Please see our priority points FAQ's on themillers.co.uk or please contact a member of team in the Red and White Shop for further information.

7.14 Behind closed doors fixtures or restricted capacity games.

The club are committed to selling season tickets for the 2023/24 season and match tickets as well for individual fixtures.

Should we have sold tickets for any fixtures which we then have to play behind closed doors, a refund or a credit to the supporters Millers Wallet will be given. Should there be a streaming service for the fixture, season ticket holders will have this option available to them should they request it. A partial refund may be due to season ticket holders who request the streaming service.

Should any fixtures be played with a reduced capacity, season ticket holders would be the first to gain access to the fixture. Season ticket holders will more than likely have to sit in alternative seats and will not be able to sit in their usual seat. Should the restrictions on the fixture mean that some season ticket holders will miss out on the fixture, a refund or a credit to the supporters Millers Wallet will be given. Should there be a streaming service for the fixture, season ticket holders will have this option available to them should they request it. A partial refund may be due to season ticket holders who request the streaming service. To determine how supporters gain access to the fixtures will be completed in a fair and transparent way and will take into account the social/family bubbles of the supporters. A code of conduct will need to be adhered to for fixtures which are operated in a socially distanced setting.

8. Corporate Hospitality and Advertising

You will need to contact the Commercial Department for all corporate match day hospitality and advertising around the stadium. We have different packages available to suit your needs.

The commercial department can be contacted by email to commercial@rotherhamunited.net or by calling 01709 827769.

9. Disabled Supporters

Supporters on high rate Disability Living Allowance (DLA) or enhanced rate of Personal Independent Payment (PIP) are eligible for concessionary tickets with league prices starting from £18. Cup fixtures may be subject to cheaper pricing.

Supporters who receive the concessionary ticket will also qualify to claim a free carer ticket if required.

We have 113 pairs of wheelchair and carer tickets available for home fixtures, all of which have fantastic raised views around the stadium. We have easy accessible seats on row A and B of the stands for ambulant disabled supporters although ambulant disabled supporters can purchase tickets in any part of the stadium.

For away fixtures, we apply the same level of concession as allowed by the away club for their home supporters. Please check the ticketing information for each individual away fixture on the main website for the level of DLA or PIP required.

Rotherham United now provides a commentary service for visually impaired supporters. Please contact the Disabled Liaison Officer, John Bird, by email to dlo@rotherhamunited.net or by calling 01709 827768. Full details on where to collect your equipment from and if a deposit is payable can be provided when you contact us to book your headset.

All of our disabled supporter services can be obtained from our Disability Liaison Officer, John Bird, by contacting: 01709 827768, by email to dlo@rotherhamunited.net or by post to:

John Bird
Disability Liaison Officer,
Rotherham United Football Club,
AESSEAL New York Stadium,
New York Way,
Rotherham
S60 1AH.

10. Catering and Hospitality

From the start of the 2021/22 season, all catering at the AESSEAL New York Stadium is provided by Elixir. Elixir has an excellent track record in stadia and events and was successful in winning the contract against a number of competitors as a result of their outstanding reputation in customer service coupled with their innovative approach to the sale of food and drink.

This season, Elixir will introduce cashless payments across all services, which we hope will revolutionise the way in which we are able to cater for our supporters both on matchdays and through the week.

For all enquiries for Conference and Non Match Day Events please contact the sales team on aessealnys-events@elior.co.uk or 01709 827780.

11. Charity Policy

Rotherham United Football Club receives many legitimate requests every week for signed merchandise to help raise funds for charity events. The club accepts requests in writing on headed charity notepaper or, in the case of individuals, with a supporting letter from your chosen charity. All letters should be addressed to the club and the policy of Rotherham United Football Club is to help local organisations first. Letters can also be emailed through to community@rotherhamunited.net

12. Rotherham United Community Trust

The Rotherham United Community Trust works alongside Rotherham United Football Club to bring a better quality of life to various groups across the borough of Rotherham.

- To encourage more people (especially children) to play football
- To encourage more people (especially children) to watch football
- To promote closer links between Rotherham United FC (RUFC) and the local community
- To encourage more people to become interested in and support RUFC
- To maximise the community facilities at RUFC and their community use
- To utilise the game of football, and Rotherham United's facilities, as a vehicle for improvements in Education, Social Inclusion, Health and Well-Being and Sports Participation.
- To teach the necessary skills and qualities needed for future generations
- To promote learner confidence
- To highlight the benefits of an active lifestyle
- To encourage participation in sporting activity regardless of gender, ethnicity or disability
- To strive to be role models throughout our involvement in schools and the community

Here is all the information you need to know about the Trust.

What we do
Sports Development
Health & Wellbeing
Inclusion
Education & Volunteering
National Citizen Service
Contacts

What we do...

Rotherham United Community Trust Is an active and innovative community development organisation that aims to provide socially inclusive community, health and education engagement programmes which aim to make a difference to the lives of people of all communities. Utilising the partnership with Rotherham United FC the main aim is to reach even more people and maximise the impact we play in the local community.

Through the power of football we deliver a wide range of high quality programmes that support both local and national priorities. These include:

Education – To promote lifelong learning
Sport Participation – To enable underrepresented groups to take part in sport
Health and Wellbeing – To encourage an active and healthy lifestyle
Inclusion/cohesion – To challenge inequality & prejudice
National Citizen Service - Empower young people

Our Mission Statement is "To deliver focused activities within sport, community development, health and wellbeing and education to give people a chance and nurture potential"

Sports Participation

Our Sport Participation department, through the motivational and inspirational power of sport, and in particular football, aim to develop a child's personal skills, improve their academic achievement, build self-esteem, encourage healthy lifestyles and ultimately enhance the pupil's employability. Sports Development at Rotherham United Community Trust aims too:

- Increase levels of Participation in Primary School Settings
- Educating individuals of the health benefits of Sport
- Provide environments for Children to realise their potential

As a Trust, we are proud to be able to offer quality sports and educational provision to a network of schools, groups and individuals throughout the calendar year. This is achieved through an extensive range of activities, each delivered by our highly skilled team of staff who are not only seen as coaches, but also positive role models by the many people that we come into contact with.

Currently we are delivering a wide variety of sessions that include reading programmes, PE provision, PPA, lunchtime clubs, after school clubs, match day experiences, school sports programme, holidays clubs, preschool and sponsored penalty shootouts!

Health & Wellbeing

Our Health & Wellbeing department deliver a number of health related activities to encourage children, young people, families, adults and older adults in Rotherham to develop a healthy lifestyle and continue to stay fit. Using funding from BBC Children in Need we have been able to deliver an inclusive health project that takes into account the diverse needs and backgrounds of the Rotherham borough.

We aim to combat such health inequalities through participants' active involvement in a range of projects and programs, integrating appropriate workshops, groups and classes encompassing a range of topics.

Our work is done in line with national, regional and local strategies and we ensure resources are targeted to groups considered 'at risk'. This is done by delivering quality sport and physical activities alongside education supporting Rotherham's targets of halting childhood obesity and increasing the number of hour's children take part in physical activity.

Inclusion/Cohesion

Our inclusion/Cohesion department works with the diverse and vibrant communities of Rotherham, particularly focusing on underrepresented groups in sport such as Disability and Black and Minority Ethnic groups, with the overall aim to make Rotherham a more inclusive and cohesive society.

Funded primarily by the Premier League, RMBC and Home Office, Rotherham United's Inclusion department seeks to bring the diverse communities of Rotherham together to engage in a range of activities. We work largely with young people aged 13+ delivering positive activities to get people engaged before hooking them onto wider projects.

We work in a variety of settings including schools, youth clubs, outreach work in the community, local parks and green spaces and alongside other community groups.

Education

Our Education Academy deliver a number of high quality academic programmes of study in Further and Higher Education. We pride ourselves on excellence by ensuring that all of our teachers are fully qualified and provide learners with the latest resources and technology, in order to enhance learning.

Based at the AESSEAL New York Stadium, we boast state of the art classrooms and health space as well as having access to a range of practical facilities in the local area.

The various study programmes combine academic studies with a practical sporting experience and are aimed at young people who have a passion for sport and a desire to progress to University or employment within the sporting industry.

Students who enrol on to any of the courses have the unique opportunity to train and play various sports competitively on a weekly basis against other professional clubs and athletes.

Contacts

Should you require any more information about the RUCST, please use the contact details below:

Call: 01709 827767

Website: www.rucst.co.uk

Email: community@rotherhamunited.net

Twitter: [@RU CST](https://twitter.com/RUCST)

13. The Goalzone and Fan Zone

Rotherham United Community Trust throw open the doors to their Goal Zone Centre every home matchday at AESSEAL New York Stadium.

The new facility is free to enter to supporters who are season ticket holders or have purchased tickets for the match, with pre-match entertainment provided for kids who are arriving early for the match.

The centre, which is situated next to the Players' Entrance in the main Eric Twigg Pukka Pies West Stand, includes an Xbox console, table tennis table, a reaction wall, indoor games plus TV screens of the early kick off for young fans to enjoy before the main event of watching the Millers.

The centre is open Saturday matchdays from 1pm and from around 6pm for midweek evening kick offs, but children attending must be accompanied by an adult.

We also have a fan zone which is situated at the corner of the stadium between the KCM Recycling North Stand and the Eric Twigg Pukka Pies West Stand. Our Mascot Miller Bear will make an appearance at the fan zone and we aim to have some players in attendance during the day too.

Please visit www.themillers.co.uk for opening times and full information on the day of the fixture.

14. Inclusion and Anti-Discrimination

14.1 Rotherham United Statement of Commitment

Rotherham United Football Club (RUFC) Ltd is a diverse organisation that values difference and recognises that people with different backgrounds, skills, attitudes and experiences bring fresh ideas and perceptions. Rotherham United Football Club (RUFC) Ltd take great care to treat each individual as a person in their own right, with equal rights and responsibilities to any other individual, whether they are an adult or a child. We are committed to providing equality of opportunity and anti-discriminatory practice for all players, officials, staff, fans, members of the community, partners and other stakeholders according to their individual needs. Discrimination on the grounds of sex, age, race, religion or belief, marriage or civil partnership, disability, sexual orientation, gender reassignment, pregnancy or maternity, ethnic or national origin or political belief has no place within the Club.

All members of staff at Rotherham United are committed to implementing this policy and to promoting its aims within the wider communities in which we operate. Rotherham United is committed to a programme of action to make this policy fully effective.

Paul Douglas, (Chief Operating Officer) and Julie Hunt (Club Director) will hold overall responsibility for the co-ordination and implementation of Equality Policy development and for identifying new priorities through regular assessment reviews. Rotherham United will assess the impact of existing policies, practices and procedures at regular intervals, to evaluate the effectiveness and success of our activities. Through regular consultation with all our partners, monitoring and review process, equality will be mainstreamed into our wider business strategy.

Rotherham United is committed to providing each employee, potential employee, customer and service-user equality of opportunity across all areas of the club's operation. Rotherham United will ensure that equality practices are integral to every process and create an inclusive and positive environment for all.

Should you encounter any form of discrimination when visiting the AESSEAL New York Stadium, please could you report it to us with as much information as possible. You can report incidents to the club by texting our reporting hotline 07507449121, by using the Kick It Out reporting app or by emailing office@rotherhamunited.net. With your help, we can help beat discrimination.

Rotherham United are proud to support the work of the following organisations in making football as inclusive as possible.

Kick it Out

Website - <http://www.kickitout.org/>

Twitter - @kickitout

Facebook - <https://www.facebook.com/kickitoutofficial>

Level Playing Field

Website - <http://www.levelplayingfield.org.uk/>

Twitter - @lpftweets

Facebook - <https://www.facebook.com/lpftweets>

Show Racism the Red Card

Website - <http://www.srtrc.org/>

Twitter - @SRTRC

England Football vs Homophobia

Website - <http://www.footballvhomophobia.com/>

Twitter - @FvHtweets

Facebook - <https://www.facebook.com/pages/Football-V-Homophobia/223056224452297>

Women's Sport & Fitness foundation (WSFF)

Website - <http://www.wsff.org.uk/about/>

Facebook - <https://www.facebook.com/WSFFUK>

Equality & Human Rights Commission (EHRC)

Website - <http://www.equalityhumanrights.com/about-us/about-commission/our-vision-and-mission>

Twitter - @EHRC

Facebook - <https://en-gb.facebook.com/equalityhumanrights>

14.2 Hate Crime Reporting Centre

Community hate crime reporting centres provide a valuable service to help people report their concerns about hate crime and harassment, particularly where they may not feel confident to approach the Police or Council directly. There are currently sixteen voluntary and community sector organisations in Rotherham who are hate crime reporting centres. Together, they support a wide and diverse range of community members.

What is a hate crime?

The Police and Crown Prosecution Service have agreed a common definition of hate incidents – this is any incident that the victim or anyone else thinks was motivated by hostility or prejudice based on one of the following personal characteristics:

- Disability (including physical disability, sensory impairments, learning disabilities, mental ill-health, long term illness or health conditions)
- Race or ethnicity
- Religion or belief
- Sexual orientation (for example lesbian, gay or bisexual people)
- Transgender identity (for example Trans women or men or gender reassignment)

Hate incidents can be verbal abuse, like name-calling or offensive jokes; bullying or intimidation; physical attacks; threats; online abuse for example on social media; displaying or circulating discriminatory literature; damage to your home or possessions; or abuse of friendships – this is sometimes called “mate crime”.

When hate incidents become criminal offences they are known as hate crimes. Hate incidents often escalate to crimes or tension in a community. For this reason the

Police are concerned about hate incidents as well as hate crimes. The Police can only prosecute when the law is broken but they can work with the Council and other partners to try and prevent any escalation in seriousness.

If you attend any of our provision and have had an incident or have witnessed an incident, please talk to member of our staff delivering the session.

You can also email us at community@rotherhamunited.net or on 01709 827767.

Hate Crime on line reporting Forms

<http://southyorks.police.uk/reportcrime>

http://www.rotherham.gov.uk/info/1133/hate_crime/635/report_a_hate_crime

14.3 Equal Opportunities Policy

Rotherham United is an equal opportunities employer and all applicants for employment will be regarded equally and will be given equal opportunities irrespective of sex, age, race, religion or belief, marriage or civil partnership, disability, sexual orientation, gender reassignment, pregnancy or maternity, ethnic or national origin. As part of its continuing commitment in this area, the club has this year signed up to the FA's Football Leadership Diversity Code with the objective of recruiting individuals from all backgrounds into all levels and positions within the club.

15. Safeguarding

At Rotherham United safeguarding is everyone's responsibility and club personnel have a duty to safeguard the welfare of children and vulnerable adults. Rotherham United Football Club does have in place comprehensive safeguarding policies and procedures which meet the requirements of The EFL, The FA Safeguarding Children Rules and Government legislation to ensure the National Standards for safeguarding are met and implemented throughout the Club. Full details of our Safeguarding Policy, including our strategy and implementation can be found on the Official website:

If you have any concerns you should contact the club's Designated Safeguarding Officer:

Julie Shore
Designated Safeguarding Officer,
Rotherham United Football Club,
AESSEAL New York Stadium,
New York Way,
Rotherham
S60 1AH.

Or alternatively email;

safeguarding@rotherhamunited.net

If you have any concerns on a match day then you should report them to the nearest steward.

If you are worried about the immediate safety or welfare of a child or vulnerable adult you should contact:

The Police (in an emergency):999
The NSPCC Child Line: 0800 1111
Children's Assessment Team: 023 80 833336

16. Fans code of conduct

16.1 Language

We do not tolerate discrimination of any sort at Rotherham United, which includes but is not limited to discrimination against sex, age, race, religion or belief, marriage or civil partnership, disability, sexual orientation, gender reassignment, pregnancy or maternity, ethnic or national origin or political belief, either on the pitch or in the stands. As such, we participate in a number of EFL initiatives aimed at eliminating discrimination of all types from football permanently. Bad language is not acceptable anywhere and in the Ben Bennett Family Stand we take a zero tolerance approach to this.

Should you encounter any instances of anti-social behaviour, this can be reported to the nearest steward or direct to the Stadium Control Room by texting 07507449121 on the match day. Please provide as much information as possible including row and seats numbers as well as names or descriptions if possible.

You can also send you reports into us via the Kick it out app which is available to download on most smart phones through the Apple Store and the Google Play Store.

16.2 Standing Policy

The AESSEAL New York Stadium is an all seater stadium.

16.3 Ground Regulations

A copy of the ground regulations for the AESSEAL New York Stadium can be found online at <http://www.themillers.co.uk/club/ground-regulations/>. There are also copies available to view in the clubs main reception, the Red and White Shop and outside of the turnstiles around the perimeter of the stadium.

16.4 Banning Policy

Supporters who do not behave in accordance with the Ground Regulations will face disciplinary action from the club. Each case is treated individually and options range from a warning to a ban for an indefinite period. Supporters will be given the chance to appeal any ban within 7 days. Where a crime has been committed Rotherham United FC will support South Yorkshire Police in any prosecutions for football related offences. The club also operate a behavioural agreement policy where by we may ask supporters to sign a behavioural agreement. This acts as a yellow card for supporters and further incidents will lead to a ban. The supporter banning police can be found under the club section of the main website.

16.5 Smoke Free Stadium

The AESSEAL New York Stadium is a smoke free stadium. Supporters will be permitted to smoke on the outside of the stadium during half time of the fixtures in a designated area for each stand. This includes supporters who vape as well.

16.6 Stewarding and Crowd Control

All events at the stadium are risk assessed by our Safety Management Team and provisions are put in place to ensure all events are managed safely. On a match day we are regularly assisted by South Yorkshire Police, Yorkshire Ambulance Service and St John Ambulance. Quarterly meetings are held with the Safety Advisory Group which is chaired by RMBC and also has representation from all of the emergency services as well as the SGSA (Sports Ground Safety Authority) & RMBC Building Control.

16.7 First Aid

Our first aid room is situated in the Eric Twigg Foods Pukka Pies West Stand near to turnstiles 5 – 8 and gangway H. Should anyone require first aid on a match day, they must report to the nearest steward who will immediately alert the nearest first aider.

17. Complaints Procedure

The Rotherham United Football Club Charter outlines in detail our principle policies and commitments including our ticketing policies to ensure complete transparency and accountability.

If you do have reason to complain on a match day, please speak to a steward or a uniformed member of staff. We find that the majority of complaints can be resolved at the time of the initial problem. If your complaint cannot be resolved on the day or is concerning another matter, please contact us at the main club address, or by email to office@rotherhamunited.net

We will acknowledge receipt of all email correspondence and seek to respond to any communication within 10 working days, though this may increase during peak periods of the season. Should you be dissatisfied with the response you have received or feel your complaint has not been resolved, you can escalate your complaint for final resolution to the Club's Chief Operating Officer.

Should the response you be dissatisfied with the response you receive from the club, you can then contact the Independent Football Ombudsman

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

Tel: 0330 165 4223
Email: contact@theifo.co.uk

Safeguarding Complaints

Should your complaint be with regards to a safeguarding matter then please email your complaint through to the club on safeguarding@rotherhamunited.net. We treat safeguarding concerns with the upmost urgency and will look to remedy the concern as soon as possible. Should we need to involve outside agencies then we will do so as we see necessary. Should you be dissatisfied with the response you have received or feel your complaint has not been resolved, you can escalate your complaint for resolution to the Club's Chief Operating Officer, Paul Douglas and/or then to the Finance Director, Karen Thomas.

18. Data Protection

Rotherham United complies with General Data Protection Regulation (GDPR) 2018 and all other relevant legislation. The club is committed to the safe handling, use, storage, retention and disposal of personal data. Our privacy policy is available to view online on our website.

The club have appointed EFL Digital with respect to certain services, including those provided through the official site at www.themillers.co.uk. EFL Digital is responsible for ensuring data protection is in place in respect of any user data collected via the official club website. The Terms of Use, Privacy Statement and Subscription Terms and Conditions of those services are accessible to view online on our website.

If you have your details registered with us and do not want to receive any marketing correspondence, please email supporterservices@rotherhamunited.net and ask to be unsubscribed from emails. Please provide us with your customer number, full name and address and we will remove you from our mailing list. Please note, this mailing list is different to the one which supporters can sign up to on www.themillers.co.uk

19. Information Policy and Statements

The Club publishes its position on major policy issues in the match day programme and will give the earliest possible notice of changes to any of its policies. Copies of this Customer Charter are available to read in our Main Reception and the Red and White Shop.

Rotherham United's contact information is shown at the end of this document and is also published in the match day programme, and on the official club website at www.themillers.co.uk

20. Consultation and Information

At Rotherham United we regularly consult with supporters through regular meetings with R.U.S.C (Rotherham United Supporters Club), the Millers Trust and the Rotherham United Disabled Supporters Association (RUDSA). The Club is always looking to develop relationships with stakeholders, local authorities and club sponsors. On two occasions during the season, a member or members of our senior management team will attend the aforementioned meetings as per EFL Regulation 128.

21. Feedback

Here at Rotherham United Football Club, we aim to provide exceptional customer service across all departments.

Should you have any feedback about your experiences with the club, whether the experience was good or bad, we would love to hear from you.

To send your feedback in to us you can email suggestions@rotherhamunited.net or write to us at:

Supporter Services,
Rotherham United Football Club,
AESSEAL New York Stadium,
New York Way,
Rotherham
S60 1AH.

Alternatively, you can contact our Supporter Liaison Officer, John Bird, via email to: jbird@rotherhamunited.net or by telephone on 01709 827768.

22. Contact Details

Rotherham United Football Club (RUFC),
AESSEAL New York Stadium,
New York Way,
Rotherham
S60 1AH.

Telephone: +44 (0)1709 827760

Email: office@rotherhamunited.net

Website: www.themillers.co.uk

Retail Website: <http://shop.themillers.co.uk>

Ticketing Website: <http://tickets.themillers.co.uk>

Club Shop and Ticket Office – +44 (0)1709 827768

Staff List

Chairman – Anthony Stewart
Vice Chairman – Richard Stewart
Chief Operating Officer – Paul Douglas
Commercial Director – Steve Coakley
Finance Director – Karen Thomas
Operations Director – Julie Hunt
Head of Commercial – Mark Hitchens
Head of Supporter Services – John Bird
Head of Retail – David Broadhurst
Head of Communications – Sam Todd
Head of Community Trust – Jamie Noble
Academy Manager – Richard Hairyes
Stadium Manager – Matthew Wright
Safety Officer – Fraser Garner
Supporter and Disabled Liaison Officer – John Bird
Safeguarding Officer – Julie Shore

You can also follow the Millers on the following social media sites:

Facebook
Twitter
LinkedIn
YouTube
Instagram
Millers iFollow

Search: Rotherham United Football Club

Signed
Paul Douglas
Chief Operating Officer

Signed
John Bird
Head of Supporter Services

Updated 19th June 2023.