



**ROTHERHAM UNITED FOOTBALL CLUB  
CUSTOMER CHARTER 2017 – 2018**

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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 has a duty to provide full attention and care to our supporter 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 in this document.

Rotherham United is an equal opportunities employer and all applicants for employment will be regarded equally and 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 is a number of public pay and display car parks situated within a 5 minute walk from 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 or by emailing the disabled liaison officer to [dlo@rotherhamunited.net](mailto:dlo@rotherhamunited.net). There is a charge of £5 per space and 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 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 kick off  
Evening fixtures - 9am to kick off

The Red and White Shop will also be open on bank holidays and supporters should check [www.themillers.co.uk](http://www.themillers.co.uk) for opening times. Any changes to the above opening times will also be advertised on [www.themillers.co.uk](http://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  
<http://www.rotherhamunitedshop.co.uk/terms.aspx>

## **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 <http://www.rotherhamunitedshop.co.uk/terms.aspx>

### **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 [www.rotherhamunitedshop.co.uk](http://www.rotherhamunitedshop.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 print their home fixture tickets at home which will work with our turnstile access system on match days.

## 7.4 Prices

Tickets are priced as below for all Sky Bet League 1 fixtures at the AESSEAL New York Stadium.

<b>KCM Recycling North Stand</b>	<b>Pre Match</b>	<b>Match day</b>
Adult	£23.00	£25.00
Concession	£13.00	£15.00
Juvenile	£8.00	£9.00
Junior	£6.00	£7.00
<b>Eric Twigg Pukka Pies West Stand</b>	<b>Pre Match</b>	<b>Match day</b>
Adult	£25.00	£27.00
Concession	£15.00	£17.00
Juvenile	£9.00	£10.00
Junior	£7.00	£8.00
<b>Ben Bennett Family Stand (East)</b>	<b>Pre Match</b>	<b>Match day</b>
Adult	£25.00	£27.00
Concession	£15.00	£17.00
Juvenile	£9.00	£10.00
Junior	£7.00	£8.00
Under 8	£2.00	£2.00
<b>Mears South Stand (Away Supporters)</b>	<b>Pre Match</b>	<b>Match day</b>
Adult	£23.00	£25.00
Concession	£13.00	£15.00
Juvenile	£8.00	£9.00
Junior	£6.00	£7.00

The pre match price is available until 12.00pm for a 3.00pm kick off and until 5.00pm 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.

## 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)

Full Time Students (with valid NUS or college ID or letter from University or College.)

Armed Forces personnel (with valid Armed Forces ID)

Disabled (available to supporters who are on higher rate DLA 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.

## **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, ticket prices will 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, students, armed forces personnel, young adults, children and disabled fans are the same for home and away fans however, the club is permitted to offer home supporters 'local promotions' for four fixtures a season. A 'local promotion' is where the price for home supporters can differ to that of the price offered to away supporters. 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/](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.

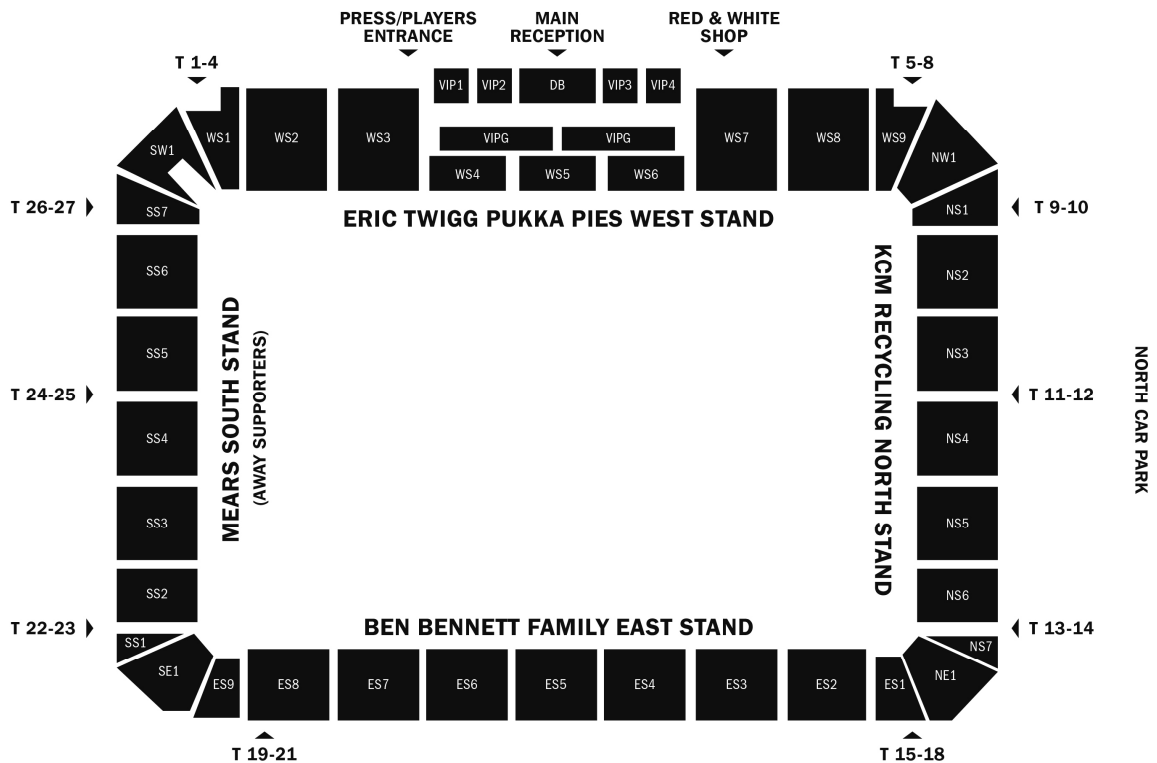
## **7.11 Fixture Changes**

The complex combination of TV selections in the EFL added to Cup fixtures for the Carabao Cup, Checkatrade Trophy and Emarites 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 valid, will be valid for the rearranged fixture.

## 7.12 Stadium Plan



## 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](mailto: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 £13. Cup fixtures may be subject to cheaper pricing. Supporters who receive the concessionary ticket will also qualify to claim a free carer ticket.

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 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 level of concession as to what the away club allow 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, by email to [dlo@rotherhamunited.net](mailto: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, by contacting: 01709 827768, by email to [dlo@rotherhamunited.net](mailto:dlo@rotherhamunited.net) or by post to:

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

## **10. Catering and Hospitality Events**

All catering at the AESSEAL New York Stadium is provided by Centerplate. They specialise in exceptional venue and event catering; the UK division is based in North Staffordshire where they have been based for over 40 years and have a proven track record in delivering excellent customer service and great fresh food at stadiums, arenas, racecourses, museums, visitor attractions and theatres.

For all enquiries for Conference and Non Match Day Events please contact the sales team on [sales-nystadium@Centerplate.co.uk](mailto:sales-nystadium@Centerplate.co.uk) or 01709 827780.

## **11. Charity Policy**

No requests for charity will be considered if received by email. Rotherham United Football Club receives many legitimate requests every week for signed merchandise to help raise funds for charity events. However, the club only 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.

## **12. Rotherham United Community Sports Trust**

The Rotherham United Community Sports Trust works alongside Rotherham United Football Club to bring a better standard of living 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 Development.
- 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
- Contacts

#### **What we do...**

Rotherham United Community Sports Trust is a community development programme that works across the borough of Rotherham in deprived areas with different communities and age groups, delivering under the four main themes of the English football league trust of education, participation, inclusion and cohesion.

Through the power of football we promote physical and emotional health, healthy eating, healthy lifestyle, learning, confidence building, social integration and community cohesion.

Our Mission Statement is "To utilise the brand of Rotherham United Football Club and the power of sport, to positively influence and enhance the diverse lifestyles of the people of Rotherham.

#### **Sports Development**

Our work is wide and varied, targeting children from 0 – 19yrs with additional programmes beyond. We use sport and the football club to promote physical and emotional health and well-being, a healthy lifestyle and further develop young people both socially, and emotionally.

Our school holiday camps (football, multi-sport, disability and girls only) are extremely popular and are run at venues across Rotherham and throughout the year.

The trust can also provide our inflatable football pitch for your parties and other events. We also provide stadium tours, contact James on 01709 827767.

#### **Health & Wellbeing**

Rotherham United Community Sports Trust deliver a number of health related activities to encourage children, young people and families 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.

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 supporting Rotherham's targets of halting childhood obesity and increasing the number of hours children take part in physical activity.

### **Inclusion**

Funded primarily by the English football league trust and RMBC Rotherham United's Inclusion theme seeks to bring the diverse communities of Rotherham together to engage in a range of activities. We work largely with young people aged 13-19 delivering positive activities to get people engaged before hooking them onto wider projects that may include active citizenship, equality training and educational project work.

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.

Our 'Active Inclusion' programme is funded by Sport England. In this programme, we provide fully inclusive activities for disabled people including individuals with Learning, Physical and Sensory Impairments. The minimum age for these activities is 7 years old - there is no maximum age.

Detailed activity information:

- All sessions are delivered by qualified sports coaches
- Activities are adapted to meet the needs of participants
- Parents, carers and siblings are welcome at all sessions if desired
- Pre-booking is essential for all activities

It's important to note that the Trust does not provide one to one personal care to participants, and there may be age restrictions depending upon the funding type i.e. young people, adult activities etc.

### **Education**

Funded by Rotherham College, Rotherham United run the GOAL Zone education centre. We currently offer young people aged 16 – 19 the chance to become an apprentice sports coach with the Community Sports Trust. Our programme targets those who are not in education, employment or training and gives young people the chance to develop their social and educational skills.

Focusing on reintegrating these youngsters into learning or employment, whilst building a CV develop Key Skills, work with others and their individual learning in a relaxed environment. Learners who show enthusiasm, determination and strive to achieve will help their future prospects and are signposted to our apprenticeships, back in to education or towards employment.

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

Call: 01709 827767

Email: [community@rotherhamunited.net](mailto:community@rotherhamunited.net)

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

## **13. Inclusion and Anti-Discrimination**

### **13.1 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.

Under the leadership of Paul Douglas, (Chief Operating Officer) and Julie Hunt (Club Director) who 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-users 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](mailto: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>

## **13.2 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](mailto: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](http://www.rotherham.gov.uk/info/1133/hate_crime/635/report_a_hate_crime)

### **13.3 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

These duties and responsibilities should be regarded as neither exclusive nor exhaustive and the post holder may be required to undertake other reasonably determined duties and responsibilities within Rotherham United Football Club, commensurate with the post without changing the character of the post.

### **14. 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 Safeguarding Advisor:

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

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 can also contact:

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

## **15. Fans code of conduct**

### **15.1 Language**

We do not tolerate discrimination of any sort at Rotherham United, which includes but 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.

### **15.2 Standing Policy**

The AESSEAL New York Stadium is an all seater stadium.

### **15.3 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/> or <http://www.rotherhamunitedshop.co.uk/ground-regulations.aspx>. 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.

### **15.4 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 lifetime ban. 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

### **15.5 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 designated area for each stand.

## **15.6 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.

## **15.7 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.

## **16. 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](mailto: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

Suite 49, 33 Great George Street,  
Leeds  
LS1 3AJ.  
Telephone; 0800 588 4066

## **17. Data Protection**

Rotherham United complies with The Data Protection Act 1998 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 at: <http://www.rotherhamunitedshop.co.uk/privacy.aspx>

The club have appointed EFL Digital with respect to certain services, including those provided through the official site at [www.themillers.co.uk](http://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 at: <https://www.themillers.co.uk/privacy-policy/>



If you have your details registered with us and do not want to receive any marketing correspondence, please email [supporterservices@rotherhamunited.net](mailto: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](http://www.themillers.co.uk)

## **18. 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](http://www.themillers.co.uk)

## **19. Consultation and Information**

At Rotherham United we regularly consult with supporters through regular meetings with R.U.S.C (Rotherham United Supporters Club) and the Millers Trust. 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.

## **20. 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](mailto: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](mailto:jbird@rotherhamunited.net) or by telephone on 01709 827768.

## **21. Contact Details**

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

Telephone: +44 (0)1709 827760  
Facsimile: + 44 (0)1709 827774

Email: [office@rotherhamunited.net](mailto:office@rotherhamunited.net)

Website: [www.themillers.co.uk](http://www.themillers.co.uk)  
Online Shop: [www.rotherhamunitedshop.co.uk](http://www.rotherhamunitedshop.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 – Dawn Birks  
Media Department – Matt Young  
Community Sports Trust – Jamie Noble  
Youth Department – Garreth Barker  
Stadium Manager and Safety Officer – Paul Davis  
Supporter and Disabled Liaison Officer – John Bird

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

Facebook  
Twitter  
LinkedIn  
YouTube  
Instagram  
Snapchat  
Millers iFollow

Search: Rotherham United Football Club

Updated 6<sup>th</sup> September 2017.