



NEWPORT COUNTY AFC CUSTOMER CHARTER 2021/22



#OneClubOneCounty

As One Club supporting 'One County,' we share the same vision: to build a sustainable professional Football League club that is integrated with its community and supporters. To achieve this vision, we strive to demonstrate our three core values in everything we do:

Unity:	We Are United as One.
Resilience:	We Find the Resolve to Bounce Back.
Belief:	We Believe in Ourselves & Each Other.

Our Charter covers a variety of issues that we as a club are passionate about and is designed to help you, the supporter, understand the Club's many policies to make your experience with us as enjoyable and memorable as possible. The Club is engaged in an ongoing process to thoroughly examine and update all customer touch-points. However, we invite you to take note of the Charter and, should you have any queries, please do not hesitate to contact us.

All feedback and comments received are key to improving the service we deliver to you. This document is intended to further improve communication channels between the Club and our fan base.

Thank you for your continued support.

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What to expect from Newport County AFC



Everyone associated with Newport County AFC is focused to providing exceptional levels of service. It is important to us if that in any instance we do not meet our standards of performance you can write to the relevant Manager or our Customer Care Team, as detailed in the Complaints & Grievance Procedure, in section 11 of this Charter. The feedback you provide will enable us to continue improving the service we can deliver going forwards, and similarly we would like to know if a staff member has done something particularly well for you. We will ensure your feedback and compliments are passed on to them and their Manager. We pride ourselves that all staff at NCAFC will:

- Where possible, acknowledge your letters and emails, and if they cannot due to whatever reason, will aim to publicise or inform you of this.
- Do all they can to make our services available, open and welcoming to all supporters, regardless of their age, disability, gender, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, or sexual orientation (Protected Characteristics).
- Strive to ensure that your experience with us is a positive one.
- Be courteous and professional in their approach.

Our Objectives

The primary objective of Newport County AFC is to ensure we continue to offer the highest possible standards both on and off the pitch. In order to achieve this, we need to ensure that the long-term financial stability of the Club is at the forefront of everything we strive to do. With this in mind, we have the following objectives for the season;

- **To provide a safe and welcoming environment to welcome Supporters Back.**
Following a difficult period for supporters and the Club generally, the Club is striving to build upon the hosting of Wales' First Sporting pilot event. As a club with its supporters at its heart, the ability to safely welcome supporters back to Rodney Parade is a key priority.
- **To continue to develop innovative ways of sustaining Supporter Engagement.**
Following a period without supporters present, the club has been delighted to launch initiatives such as a Digital Programme and Exiles Live Pre-Match Show in order to sustain supporter engagement through difficult times. While the club appreciates not all supporters may be comfortable to return back to the stands straight away, the ability to sustain high levels of engagement is another key priority.
- **Continuation of Family Engagement on Match Days.**
Following the Club's recent successful improvements of a Match Day Family Zone to become more welcoming and regularly engage with Young Supporters Families, the Club has once more received the EFL Family Excellence Award for the fifth consecutive Season. We will strive for innovative ways to ensure families and young supporters are catered for and their match day experience is continually improving.

Our Code of Conduct

We pride ourselves on the excitement that can be generated at our games but request that supporters act in a controlled manor at all times. Supporters are welcomed to Rodney Parade from all walks of life irrespective of age, disability, gender, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, or sexual orientation (Protected Characteristics) and to ensure the experience is enjoyed by all attending, we ask that supporters behave in a way that shows respect to and of their fellow supporters and the Club's Officials.

Our aim is to create a safe, positive and friendly atmosphere for all the family and with this in mind we also ask that supporters familiarise themselves with and abide by our Ground Regulations. Behaviour at home and away games is governed by these regulations and the Conditions of Issue relating to the purchase and use of our match tickets. Supporters who behave inappropriately and against these regulations and conditions can expect to receive a verbal warning or be ejected from the Stadium and in some cases may be subject to more serious sanctions such as banning orders.

Banning orders may be enforced after an incident has been reported to us, either directly or through the Police, and may vary in length dependent upon the nature of the incident. Each case will be dealt with on its own merits. Examples of unacceptable behaviour leading to banning orders include but are not limited to: violent or abusive behaviour towards the public or Club officials; drunken behaviour; racist chanting or comments; and encroaching on to the playing surface. Banned supporters will have the opportunity to discuss their conduct with the Club before any ban is considered. Banned supporters are not entitled to any refunds.

In any instances where you feel any fans have not acted in a respectful manor or against ground regulations please see section one regarding 'Points of Contact' and contact relevant the relevant member of staff.

Rodney Parade's Ground Regulations can be found at all ticket turnstiles, around the stadium, Newport County's official club website and via the following link [here](#).

Points of Contact

The primary contact is the Club's dedicated Supporter Liaison Officer, Donna Linton, who on a day-to-day basis will attend to any complaints requiring immediate resolution; collate all other complaints and forward them to the appropriate official for action and reply; maintain a record of complaints and ensure prompt and substantive replies.

They can be contacted in normal Club hours, 9am-5pm each weekday. In their absence, please contact the club at office@newport-county.co.uk, on general matters, or Norman Parselle, if your query concerns County in the Community.

The Club SLOs can be contacted by telephone, 01633 302012 or alternatively by email, FanFeedback@newport-county.co.uk.

If you wish to pass on a written communication, the club's postal address is Newport County AFC, Rodney Parade Stadium, Rodney Road, Newport. NP19 0UU.

The Club will make its substantive reply via post, e-mail or fax within 14 days. If circumstances dictate that this is not possible, an interim response will be made and a substantive response made as soon as possible thereafter.

A record of all comments will be retained, and we will report the number received once a year and strive to improve on them annually.

Should a supporter be dissatisfied by the Club's response or failure to respond, they should contact the Independent Football Ombudsman, whom has been established to receive and adjudicate on complaints which have not been resolved at an earlier stage and can be reached at:

10-12 West Cliff, Preston. PR1 8HU

Our Complaints Policy can be found in full in the Policies section of the club website.

Customer Service



The club aims to deliver a welcoming and positive customer service experience, aimed at making a visit to Rodney Parade the best experience in the EFL. We are delighted to have been recognised by all types of fans for the level of service delivered by employees, but we know that there's plenty of room for improvement. We try to uphold our values in everything we do.

This includes:

- Providing a warm and friendly welcome to all supporters.
- Taking pride in our facilities and local environment.
- Ensuring safety is at the forefront of everything we do.
- Being prepared to go above and beyond where possible to ensure any trip to Rodney Parade is as positive as it can be.

Supporter Consultation



We consult widely with supporters and welcome input on all aspects of our operations. Our SLOs have regular meetings with representatives of the Supporters Club and Trust and attends their meetings wherever possible.

The Club is committed to meeting Regulation 111, the Government's recent Expert Working Group (EWG) Supporter Ownership and Engagement discussions, which mean that senior executives at clubs will be required to, 'hold at least two meetings/fans forums per Season to which its supporters (or representatives) are to be invited in order to discuss significant issues relating to the club'.

The Club encourages supporters to present all feedback to the Club's SLO, whose contact details can be found in the 'Point of Contact' section.

Ticketing

We are committed to providing value for money to the widest spectator base, through our pre-match day purchase discounts, appropriate concessions, and occasional offers.

Young people (anyone under 21) senior citizens (60 years and over) and students will be among those entitled to a concessionary ticket price. In addition to these concessions, all children under the age of 6 will be admitted completely free of charge when appropriately accompanied.

We will review ticket-pricing annually and give the earliest possible notice of any changes to our ticketing policy.

The Club's current ticketing policy regarding its disabled fans is posted on the Club website.

Away supporters in the appropriate category will enjoy the same concessions, and no away supporter will be subjected to any higher charge than that made to our fans. To improve security and safety, away supporters are required to use the area of the stadium allocated to them.

Although each case will be considered on its merits, in general, refunds are only made in exceptional circumstances at the discretion of the Club.

Football League regulations will be followed in the event of postponed and abandoned matches. Further information in respect to Match Postponement and Abandonment can be found in the Clubs Ticketing Policy/

For further information on our ticketing policy and a full breakdown of our ticketing prices for the 2021/22 season please follow the link below.

www.newport-county.co.uk/tickets/match-tickets

Official Membership

As a club, we are proud to be part of the minority of professional clubs in the Football League pyramid to be owned by fans.

Newport County AFC is something that we all share in common. It is a club formed by supporters for the supporters, and we are determined to ensure that it continues to be a club that we can all be proud of.

The Trust regularly communicates to members of the Trust as well as general public through their [website](#), which primarily is here to provide supporters with details about their aims as a Trust. They also hope to keep you informed of any upcoming events and news relating to our Football Trust.

As owners of the Club, the Trust also run official memberships which are available [here](#). These memberships are available in different forms; Adults, OAP/ Concessions, juniors, Family's, Corporate and life memberships.

Accommodating Away Supporters



Newport County AFC holds great pleasure in the positive reviews received regarding the visit to Rodney Parade by away fans. The Club abides by EFL Regulations governing the allocation of tickets to visiting clubs. The Club does not charge admission prices (subject to League initiatives) to supporters of a visiting club which are higher than those charged to our own supporters for comparable accommodation. Our concessionary rates offered to senior citizens and junior supporters apply to supporters of a visiting club.

Commercial



As a club we continue to strive to be the best we can be in every area and our Commercial avenues are no different. We cover all areas of Commercial activities at Newport County AFC from match day hospitality to our sponsorship and advertising opportunities at Rodney Parade. We combine some of the best facilities in South Wales with warm friendly staff with the aim to make your experience an enjoyable one.

Our vision remains to be an outstanding community-owned club playing football at the highest sustainable level. We believe that we provide the perfect platform to promote your business, engage with customer, reward employees and meet your corporate social responsibilities.

Whatever happens on the pitch, you can always rely on Newport County AFC Commercial to deliver the finest match day experience whilst covering all your business need.

Please find more information about all our Commercial Opportunities and Hospitality Packages [here](#).

Alternatively, Contact our commercial department directly at commercial@newport-county.co.uk

Official Media Channels



Newport County AFC offers its supporters a broad and interactive range of communication, information and entertainment options across a portfolio of impressive online and offline platforms.

We continue to embrace evolving digital media technologies to ensure our service is best of breed and market leading, while we remain resolutely proud of our official match day programme.

The Club strives to maintain these different channels for Newport County supporters across the globe, ensuring they are able to access the latest news, exclusive videos and an enhanced match day experience that comes directly from our training ground or at Rodney Parade. These Channels include:

[The Club Website](#)

The Official Match Day Programme

[The Club Twitter](#)

[The Club Facebook page](#)

[The Club LinkedIn](#)

[The Club Instagram](#)

[The Club Youtube Channel](#)

Snapchat (Search Officialexiles)

Newport County AFC Merchandise



Newport County AFC is proud to work alongside respected sporting brands across the world to create the best products, manufactured to the highest standards.

The Club shop, located at Rodney Parade, stocks a wide variety of Newport County AFC merchandise including replica shirts, leisurewear and accessories.

The Shop opening hours are:

Monday to Friday: 9:30am–4:30pm

Saturdays: 10:00am-2:00pm

We also have an online shop that offers a home delivery service as well as an in-store collection option.

All replica strip designs shall be in circulation for a maximum lifespan of one season. Details of the next intended change of strips will be available via the shop, official website, and match day programme as quickly as possible.

The Club carries out its obligations under Football League regulations to prevent price fixing in relation to the sale of replica strip.

The Club offers refunds on merchandise in accordance with its legal obligations and on production of a valid receipt.

County in the Community



County in the Community Trust is one of 72 league clubs affiliated to The Football League Trust, delivering sporting projects and schemes for everyone in Newport, Monmouthshire and Torfaen.

It was formed in September 2013 and has endeavoured to deliver and increase participation for people from 3-83 years of age. Under the guidance of The Football League Trust, the Community team meet the five key themes of Sports Participation, Health and Education, Social Inclusion and the Environment. County in the Community Trust deliver mainly football sessions, projects and schemes in and around the Newport area to engage local people and create a positive experience through Newport County AFC.

Some of the projects the Community run include the Futsal Team, Walking Football Team to the 'We Wear the Same Shirt' team.

We will endeavour to ensure management players and officials are available to support community programmes and events.

The Club is committed to assisting more people in gaining the benefits associated with football, both as participants and spectators of the sport.

More Information on the range of football sides we operate, members of our County in the Community team as well as the relevant contact details are available [here](#).

Disabled Supporters Association

The Disabled Supporters Association (DSA) takes the lead in supporting disabled supporters on behalf of the club. Their goal is to ensure the Club is providing the best possible experience for disabled supporters.

The DSA understand there are several people who are nervous about attending Football Matches. They also understand that this might be for variety of reasons. Therefore, they are committed to creating an environment for everyone to enjoy football matches at Rodney Parade. More information and contact details for the DSA can be found [here](#).

Our Academy

Our Academy, based at our Lliswerry School, is a source of great pride at Newport County Association Football Club. As well as sourcing local young talent and producing fine footballers, our Academy also provides a fantastic education for our fledgling players to ensure they can maximise their potential, on and off the pitch, through our educational programme.

On the field, our academy has proven a success at turning young potential into talented first team footballers. Over the last few years, this pathway has produced the likes of Regan Poole and Lee Evans - who have both part of the Welsh first team set-up, and current County first team player Lewis Collins.

Off the field, the Academy has always prided itself on developing not just young footballers but fine young men that will represent Newport County and themselves as individuals in the right way. This holistic approach forms the basis of our success when turning boys with potential into well-rounded professionals. Our players are at the centre of everything the academy does – our focus is to help them reach their full potential. The academy coaching and support team are highly committed and professional while the club are optimistic about the future. Success in the past shows that an opportunity to play for the first team is waiting to be grabbed by these ambitious young players.

Match Day

Smoking Policy

The Club operates a 'No-Smoking' Policy (including Electronic Cigarettes) within the stadium in accordance with government laws. All bars, restaurants and stands (both seating and standing) are strictly no-smoking areas. Those persons attending matches in 'no-smoking' areas will be required to adhere to this policy.

For Guidance on the nearest smoking area, please contact the nearest steward.

No Smoking signs are placed around the stadium and stewards will enforce the policy on match days.

Prohibited Items

These items are not allowed to be brought into Rodney Parade:

- Sharp implements such as knives and forks
- Firearms, weapons, knives and imitation weapons
- Glass bottles, Beverages and containers of any kind
- Alcohol
- Fireworks, flares, pyrotechnics or laser pointers
- Air horns/blow horns
- All musical instruments including whistles
- Gas/Smoke Containers
- Illegal drugs
- Animals (except guide dogs)

Lists of prohibited items will be displayed prominently at the Stadium but are subject to change per event.

Steward entry teams have the right to search all bags and persons and will refuse entry of any articles on the list. They may confiscate such items and if facilities allow offer collection upon leaving the Ground.

The venue reserves the right to refuse entry to any person carrying any other items or substances which may be deemed to be offensive, disruptive, dangerous or likely to infringe any party's rights, safety or security, or any dangerous article or substance not referred to above.

Authorised Items

- Personal (folding) umbrellas.
- Cameras and video cameras (for recreational and non-commercial use only)
- Flags and banners provided that in the opinion of the Stadium they are not vulgar, political, racial, discriminatory, sexual in nature or display advertising which may in any way impinge or will conflict with the rights of the partners, sponsors, suppliers, or vendors, or the event (in any language), are deemed to be offensive, or impact on the view of other spectators. Sticks should not protrude more than 12 inches below the flag.

This list of items is subject to change depending on the nature of the event being staged.

Ejection/Police Involvement

The Club will eject and/or ask the police to arrest spectators behaving in the following way:

- Violent or threatening behaviour, whoever it may be directed at
- Singing indecent songs or using indecent language or making indecent gestures.
- Making unnecessary noise arising from the use of radios, whistles, bells, cans or persistent chanting.
- Unreasonably obstructing the view of any fellow-spectator.
- Causing damage to any part of the club premises.
- Racial or discriminatory chanting or the use of racial or discriminatory language.
- Evidently under the influence of drink or drugs
- The use of any cameras, mobile phones, computers and other electronic equipment, for the recording, transmission or communication of match details, statistics, images etc., is not permitted other than with the proper accreditation.

Match Abandonment

In the unusual circumstance that a fixture is abandoned prior to the scheduled date, Newport County's Social Media channels will broadcast the news. We will also do our best to let the local media know.

In the unusual circumstance a match is abandoned during play the following points/policies will come into effect:

1. If the game is abandoned for any reason before half time, the spectators may be admitted to the re arranged fixture for 50% of the normal admission charge.
2. If the abandonment occurs after half time, the normal admission changes for the re arranged fixture will apply.
3. If the game is postponed prior to kick off, tickets purchased for that fixture will be valid for the rearranged fixture.

Reporting a problem



Match Day Stewards are the first point of call to highlight any concerns or incidents on a matchday. Stewards can be found at the entrance to stairways, access gates as well as throughout communal areas. These Stewards are responsible for ensuring the safety, security and wellbeing of spectators attending matches at the ground and report directly to the Safety Officer. Both the Stewards and Safety Officer will work to satisfy any concerns and log any incidents.

Young Children, Prams and Pushchairs

WRU Gwent Stadium does not recommend very young children come to Sporting events at the Stadium due to Safety Concerns. Everyone over the age of 12 months requires a valid ticket to enter the Stadium, and this ticket MUST be for the seated area of the ground. Children under 5 will not be allowed on the Standing terraces.

Irrespective of the fact that they may sit on an adult's lap, a seat will need to be allocated to the young Child next to the adult to enter the Stands.

Prams and Pushchairs are not allowed on the Terraces (North or Hazell), in the Hazell Stand, South Stand and Burnett Hospitality area.

With prior Notification, Prams and Pushchairs can be accommodated in certain areas of the Hospitality Suites on the Bisley side of the ground. In exceptional circumstances, and with prior notification, Prams and Pushchairs can also be accommodated within the Bisley Concourse, but they will not be allowed to leave this area and will need to be left in a designated area (Stewards will advise) at the owner's risk, to view the game.

Rodney Parade reserves the right to completely exclude Prams and Pushchairs from the Stadium on the grounds of safety.

Polices

Safeguarding Policy

As a club, we recognise and accept the responsibility to safeguard vulnerable groups (children, young people and vulnerable adults) who come into its care and to provide staff and volunteers with guidance and training on procedures they should adopt if they suspect an individual may be experiencing, or be at risk of, harm or abuse. The Clubs full policy is available [here](#).

Privacy Policy

Newport County respects the privacy of all its supporters, customers and website users very seriously and consciously ensures great care to protect the information of those who supports us.

The privacy policy explains what information we collect about you, how we may use it, and, the steps we take to ensure that it is kept secure. It also explains your rights and how to contact us. Our full privacy policy can be found [here](#).

Environmental Policy

We acknowledge that our activities impact the environment and strive to be environmentally friendly. We seek opportunities to minimise resources we consume, thereby ultimately limiting waste. We shall acknowledge environmental legislation and regulations and aim to exceed them wherever possible. We shall document, communicate and educate employees, shareholders and investors our policy, and encourage them to participate. We shall encourage recycling in partnership with our Waste Disposal partners.

All of Newport County AFC's policies, including inclusion, equality and safeguarding, can be found on the Policies page on the Club Website [here](#).

Our Partners

