



## 2020/21 Customer Charter

## Introduction

Welcome to Cardiff City Football Club's **Customer Charter** for the 2020/21 season.

Our Charter is designed to help you, the supporter, understand the Club's many policies, in order to make your experience with us as enjoyable and memorable as possible. This document covers a wide range of aspects.

Cardiff City Football Club is dedicated to providing the best possible matchday experience for all fans that visit Cardiff City Stadium.

At the heart of everything we do here at Cardiff City is our loyal and passionate fan-base, which is why we actively encourage fans to give us any feedback they may have. Whether it's positive or negative, we want to hear from you, as we strive to make our matchday experience the best it can be.

If you'd like to give feedback, please email our Head of Fan Engagement **Amy James** ([amy.james@cardiffcityfc.co.uk](mailto:amy.james@cardiffcityfc.co.uk)) or Supporter Liaison & Disability Access Officer **Adam Gilliatt** ([adam.gilliatt@cardiffcityfc.co.uk](mailto:adam.gilliatt@cardiffcityfc.co.uk)). You will receive a response within three working days.

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.

## Covid-19 Update

Please note that the stadium is currently closed to visitors. This includes the Ticket Office, Club Shop & Commercial Department. All correspondence until further notice should be via email or telephone. Department specific details are listed in the relevant sections further on.

## Customer Service

### Complaints Procedure

It is the responsibility of staff at the Club to ensure that all correspondence received is responded to within three working days of receipt. If a complaint requires additional investigation, then the supporter will be notified of this.

All correspondence received is passed onto the relevant Head of Department (where necessary) in order for the appropriate action/investigation to take place.

Feedback received allows us to measure our success off the field, helping us to develop. It is not possible for all policies and procedures to appeal to all supporters of the Club; however, all constructive feedback is welcomed.

Should a supporter have comments, suggestions, ideas, queries or complaints relating to Cardiff City Football Club, they can contact our Head of Fan Engagement **Amy James** in the following ways:

**Email:** [club@cardiffcityfc.co.uk](mailto:club@cardiffcityfc.co.uk)

**Telephone:** 033 33 11 1927

**Post:** Cardiff City FC, Cardiff City Stadium, Leckwith Road, Cardiff, CF11 8AZ

The vast majority of supporter and customer complaints are successfully brought to a conclusion by the Club. However, if a supporter is not completely satisfied with the outcome of their complaint, they should refer the matter directly to The Independent Football Ombudsman (IFO).

**Complaints should be made in writing** and may be submitted by post to: **The Independent Football Ombudsman**, Suite 33, Great George Street, Leeds, LS1 3AJ; by e-mail to [contact@theifo.co.uk](mailto:contact@theifo.co.uk) or via their website [theifo.co.uk](http://theifo.co.uk).

**The Independent Football Ombudsman** was established at the beginning of the 2008-09 season. It has a clear remit to receive and adjudicate on complaints from football supporters and participants that have not been resolved by the football authorities, and to raise any policy issues which have been highlighted by those complaints, directly with The FA, Premier League and The Football League. The Ombudsman is an independent and final arbiter of football complaints.

The Independent Football Ombudsman (IFO) is the final stage in the complaints process established by the English professional Football Authorities (FA), The Premier League and The Football League.

The IFO is comprised of an Ombudsman, his Deputy and an Advisory Panel. This section explains the role of the IFO. Further information and guidance are available in a short leaflet, which may be requested, using any of the contact addresses given below.

For further information on the IFO, please visit the website [theifo.co.uk](http://theifo.co.uk) or contact them using the details above.

### Supporter Engagement

The Club will hold a minimum of two meetings/fan forums per season with supporters inline with EFL Regulation 118. In previous seasons these have been in the form of SLO meetings with recognised supporter groups. If you are interested in attending an SLO Meeting please contact Adam Gilliatt.

## **Staff Conduct**

All staff members are aware of their roles and responsibilities as Cardiff City Football Club's ambassadors. We expect our staff to carry out their duties professionally and to communicate with supporters and stakeholders in a respectful, courteous and efficient manner at all times. If problems arise, we expect our staff to make every reasonable effort to solve them on the spot; however, we appreciate this is not always possible and further endeavours may be necessary.

## **Equality Policy**

**Cardiff City Football Club is committed to promoting equality by treating people fairly and with respect; by recognising inequalities exist; by taking steps to address them; and by providing access and opportunities for all members of the community.**

Cardiff City Football Club's commitment is to eliminate discrimination on the basis of age, disability, sex, gender reassignment, marital or civil partnership status, pregnancy or maternity, race, religion or belief, or sexual orientation, as defined by the Equality Act (2010). More information regarding what is considered as discrimination can be found on the [Equality and Human Rights Commission website](#). Cardiff City Football Club operates a zero tolerance approach to discrimination.

We will also strive to treat people who seek asylum, refugees, carers, care leavers and people from lower socioeconomic backgrounds with the same degree of dignity and respect,

We will ensure that we treat people fairly and with respect, and that we will provide access and opportunities for all members of the community to take part in, and enjoy, our activities.

Cardiff City Football Club commits to the following:

- encourage equality and diversity in the workplace as they are good practice and make business sense
- create an environment free of bullying, harassment, victimisation and unlawful discrimination, promoting dignity and respect for all, and where individual differences and the contributions of all staff are recognised and valued
- Create a Stadium free from incidents of discrimination, taking appropriate action in collaboration with Football Authorities to hold perpetrators to account.

This commitment includes training managers and all other employees about their rights and responsibilities under the equality policy and how we can enable all sections of the community to have a positive experience of engaging with the football club. Responsibilities include staff conducting themselves to help the organisation provide equal opportunities in employment, and prevent bullying, harassment, victimisation and unlawful discrimination directed at colleagues, players, supporters, guests, customers or participants in our programmes.

All staff should understand they, as well as their employer, can be held liable for acts of bullying, harassment, victimisation and unlawful discrimination, in the course of their employment, against fellow employees, customers, suppliers and the public

- take seriously complaints of bullying, harassment, victimisation and unlawful discrimination by employees, customers, suppliers, visitors, the public and any others in the course of the organisation's work activities. More information about bullying, harassment and victimisation can be found on the [ACAS website](#). All complaints will be investigated and where necessary may be passed to external organisations, such as the police or football authorities. All complainants will receive a response in writing with regards to their complaint, at the earliest opportunity. Reports can be made via **07554 158 224** via text or telephone on matchdays or report [via the Kick it Out app](#). Internal complaints may be directed via the Head of Human Resources.
- make opportunities for training, development and progress available to all staff, who will be helped and encouraged to develop their full potential, so their talents and resources can be fully utilised to maximise the efficiency of the organisation
- decisions concerning staff being based on merit (apart from in any necessary and limited exemptions and exceptions allowed under the Equality Act)
- review employment practices and procedures when necessary to ensure fairness, and also update them and the policy to take account of changes in the law
- monitor the make-up of the workforce regarding information such as age, gender, ethnic background, sexual orientation, religion or belief, and disability in encouraging equality and diversity, and in meeting the aims and commitments set out in the equality policy. Monitoring will also include assessing how the equality policy, are working in practice, reviewing them annually, and considering and taking action to address any issues

The content of this statement applies equally to the treatment of our staff, customers, supporters, clients, partners and suppliers and is fully supported by the Board of Directors of Cardiff Football Club. The Chief Executive and Equality Champion are accountable for this policy.

If you wish to report an incident of discrimination, please contact **07554 158 224** via text or telephone on matchdays or report [via the Kick it Out app](#).

## **APPENDIX – Relevant legislation and forms of unacceptable discrimination**

### *Legal rights*

Discrimination has been legally defined through a series of legislative acts, including the Race Relations Act, the Sex Discrimination Act, the Disability Discrimination Act and the Equality Act 2006.

In April 2010, the Equality Act 2010 received Royal Assent. The Equality Act 2010 is a new law which harmonises where possible, and in some cases extends, protection from discrimination. It applies throughout the UK and came into force in October 2010.

Discrimination refers to unfavourable treatment on the basis of particular characteristics, which are known as the 'protected characteristics'. Under the Equality Act 2010, the protected characteristics are

defined as age (employment only until 2012), disability, gender reassignment, marital or civil partnership status (employment only), pregnancy and maternity, race (which includes ethnic or national origin, colour or nationality), religion or belief, sex (gender) and sexual orientation.

Under the Equality Act 2010, individuals are protected from discrimination 'on grounds of' a protected characteristic<sup>1</sup>. This means that individuals will be protected if they have a characteristic, are assumed to have it, associate with someone who has it or with someone who is assumed to have it.

*Forms of discrimination and discriminatory behaviour include the following:*

### **Direct discrimination**

Direct discrimination can be described as less favourable treatment on the grounds of one of the protected characteristics.

### **Indirect discrimination**

Indirect discrimination occurs when a provision, criterion or practice is applied to an individual or group that would put persons of a particular characteristic at a particular disadvantage compared with other persons.

### **Discrimination arising from disability**

When a disabled person is treated unfavourably because of something connected with their disability and this unfavourable treatment cannot be justified, this is unlawful. This type of discrimination only relates to disability.

### **Harassment**

Harassment is defined as unwanted conduct relating to a protected characteristic that has the purpose or effect of violating a person's dignity, or which creates an intimidating or hostile, degrading, humiliating or offensive environment for that person.

### **Victimisation**

It is unlawful to treat a person less favourably because he or she has made allegations or brought proceedings under the anti-discrimination legislation, or because they have helped another person to do so. To do so would constitute victimisation.

### **Bullying**

Bullying is defined as a form of personal harassment involving the misuse of power, influence or position to persistently criticise, humiliate or undermine an individual.

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<sup>1</sup> The exception to this is pregnancy and maternity, which does not include protection by association or assumption – a woman is only protected from discrimination on grounds of her own pregnancy.

## Ticketing

At Cardiff City FC we have a dedicated Ticket Office team working to ensure that purchasing tickets with us is as simple and easy as possible. Should you have any queries, please call our Ticket Office on **033 33 11 1920** or contact us via email on **[tickets@cardiffcityfc.co.uk](mailto:tickets@cardiffcityfc.co.uk)**.

### General Season Ticket Holder Terms and Conditions (Excludes corporate season tickets)

Becoming a **2020/21 General Season Ticket Holder** will allow you to take advantage of a range of exclusive benefits over the course of the campaign.

#### General area Season Ticket Holder benefits 2020/21

- Personalised Season Ticket Access Card or Digital Season Ticket Pass
- Your own reserved seat with entry to all 23 home league fixtures (Subject to fixtures being played at full capacity).
- Opportunity to purchase away tickets (subject to pre-determined sales criteria and availability)
- Preferential access to cup fixtures (where applicable, subject to availability)
- Automatic enrolment into our CityCash loyalty reward scheme. £20 CityCash starting balance for season ticket sales made between Wednesday 22<sup>nd</sup> July at 10am and Wednesday 29<sup>th</sup> July 9:59am, £10 for season ticket sales made between Wednesday 29<sup>th</sup> July at 10:00am and Wednesday 5<sup>th</sup> August at 9:59am and £5 between Wednesday 5<sup>th</sup> August at 10:00am and Friday 14<sup>th</sup> August 2020 at 5pm. No further CityCash rewards will be issued after this date for season ticket sales. All CityCash starting balances earned will be awarded on 1<sup>st</sup> September 2020.
- Access to offers from our Season Ticket partners at [www.cardiffcityfc.co.uk](http://www.cardiffcityfc.co.uk)
- 10% discount on Cardiff City Matchday Hospitality and non-match day stadium room bookings.
- Exclusive birthday offers.
- And More to follow.

#### Please be advised:

- If you renew in the same seat and choose the option for 'reactivation + Digital pass' then your existing Season Ticket card will be reactivated for the 2020/21 Season and you will also be sent a Mobile Ticket.
- If you choose the option for 'New Card + Digital pass' then you will be sent a new Season Ticket Card for the 2020/21 Season and you will also be sent a Mobile Ticket.
- Those who choose the option of digital pass will be issued with a mobile ticket only to access the stadium.
- In the event that you have renewed your Season Ticket seat in our wheelchair enclosures, have chosen the option to have an access card and the club have renumbered your seat. We will provide a new Season Ticket Card Free of Charge to use during the 2020/21 Season.

#### V12 Finance Ltd

- All season ticket finance applications are subject to an arrangement fee.

- Please be advised if you apply for your Season Ticket via V12 Finance Ltd. Online or via the ticket office and your application is not signed/agreed within 7 days, your season ticket will be released for sale. If you do not receive any correspondence within a 24 hours of applying, please contact the Ticket Office as soon as possible.
- If you have applied for your Season Ticket via V12 finance and have been unsuccessful in your application, you will need to contact the Ticket Office within 7 days to arrange alternative payment. Failure to do so will result in your seat being reallocated for sale.
- Whilst we do not accept responsibility for renewal issues caused by system errors, we at the ticket office will endeavour to assist you in rectifying the problem as efficiently as possible.

**The image below shows numbered stadium zones for 2020/21 Season Tickets along with our early bird pricing (available until 14.08.2020 at 5pm):**





# STADIUM MAP

## NINIAN STAND



## GRANDSTAND



### ZONE 1

Adult	£479
Seniors 60+	£359
16-21yrs	£289
Juniors U16	£249



### ZONE 3

Adult	£329
Seniors 60+	£239
16-21yrs	£159
Juniors U16	£109



### ZONE 4F

Adult	£249
Seniors 60+	£149
16-21yrs	£99
Juniors U16	£49



### CORPORATE SEATING

Diamond Suite	Founder Member	£899 Ex VAT
	Diamond Member	£999 Ex VAT
Juno Moneta Lounge	Adult	£749 Inc VAT
	Senior	£549 Inc VAT
	16-21	£489 Inc VAT
	Child	£299 Inc VAT
Ninian Lounge	Adult	£749 Inc VAT
	Senior	£549 Inc VAT
	16-21	£489 Inc VAT
	Child	£299 Inc VAT



### ZONE 2

Adult	£379
Seniors 60+	£269
16-21yrs	£199
Juniors U16	£159



### ZONE 4

Adult	£279
Seniors 60+	£209
16-21yrs	£99
Juniors U16	£69



### ZONE D

Adult	£249
Seniors 60+	£149
16-21yrs	£99
Juniors U16	£49

Junior U16 with Full Pay Adult £49

Not all areas are available for sale. Some areas may only be put on sale when the demand is sufficient.  
Junior (U16) with a Full paying Adult

When purchasing a Junior with a full paying Adult Season Ticket you must be seated together within the same block and price zone. This price class is only available when purchased in conjunction with the Full paying Adult ticket.

## **Personal Assistants**

Disabled Supporters can purchase a ticket (subject to availability) at the appropriate price band, which will include a complimentary ticket for their personal assistant. This is subject to the supporter meeting the below criteria:

- The medium to high rate Disability Living Allowance (DLA) mobility or care component.
- The Enhanced Rate Personal Independence Payment (PIP)
- The Severe Disablement Allowance
- Certificate of Visual Impairment (CVI)
- Or a personal letter from your GP

Other forms of proof may be accepted. Proof of eligibility may be required before tickets are issued.

## **Additional information**

- Personal Assistant Season Tickets are issued solely for the purpose of assisting Season Ticket holders with a Disability.
- Personal assistant Season Tickets must be located next to the Disabled Season Ticket holder.
- Personal Assistant Season Ticket holders are not part of the CityCash rewards scheme and will not be awarded Loyalty Cash towards purchases.
- Personal Assistant Season Ticket holders will not be able to purchase away tickets unless purchased with the Disabled supporter that they assist. Should a personal assistant wish to travel away without the person they assist, they will need to purchase a membership to travel to away fixtures.

## **Shielding Season Tickets**

The club understands that some supporters may have concerns returning to the Cardiff City Stadium during these difficult times. For those supporters unable to renew their Season Ticket due to COVID-19 related medical circumstances, we shall reserve your seat and hold it over for the 2021/22 season. All you will be required to do is renew your Season Ticket during the renewal period using the relevant price classes in the Covid19 Shield Season Ticket Plan – this balance will be credited to your online Ticketing account to use towards your 2021/22 Season Ticket.

For those who select this option, your seat will be held under your name for the 2020/21 Season and released for sale on a match by match basis. The amount that you paid towards your Shielding Season Ticket will be transferred into Ticket Office credit and held on your ticketing account which can then be used towards the renewal of your seat for the 2021/22 Season. Your Credit will need to be used by the specified 2021/22 Season Ticket renewal deadline which will be announced closer to the time. Any unredeemed Shield Season Ticket Credit that has not been used by the deadline will be cleared and deleted from our system, no refund will be issued in this instance.

For supporters who select this option and wish to return at some point during the 2020/21 Season, your Shield Season Ticket value may be used towards a Pro-Rata Season Ticket. Subject to Pro rata Season Tickets being available during that time. Please contact the Ticket office for further information should you decide to return. Please be advised that match tickets are put on sale in advance, should you decide to

return during the 2020/21 season there will be no guarantee that your seat will be available immediately upon your return.

Please be advised that opting for for a Shield Season Ticket for the 2020/21 Season does not entitle you to your seat or any Season Ticket Holder benefits during the 2020/21 Season.

**Season Tickets can be purchased in the following ways:**

- **24 Hour Online Booking** – [tickets.cardiffcityfc.co.uk](https://tickets.cardiffcityfc.co.uk)
- **Telephone** – 033 33 11 1920

Please regularly check [cardiffcityfc.co.uk/tickets](https://cardiffcityfc.co.uk/tickets) for all ticketing information and 'on sale' dates. For further details please call the Ticket Office on **033 33 11 1920** or email [tickets@cardiffcityfc.co.uk](mailto:tickets@cardiffcityfc.co.uk)

**Pricing**

Cardiff City FC will continue to promote greater accessibility of tickets for matches, with a range of prices and facilities that encourage the widest possible support. The Club reserves the right to reduce prices for certain games during the season for promotional purposes.

Season Ticket prices are subject to further price increase during the 2020/21 season.

**'Behind Closed Doors/ Reduced Capacity Fixtures**

In the event that any home fixtures included as part of your Season Ticket are played behind closed doors, or with a reduced capacity (that affects your purchase) during the 2020/21 season as a consequence of the COVID-19 pandemic, Club credit will be accumulated to the value of the Season Ticket price per game which can be used towards the renewal of a 2021/22 Season Ticket or towards home league tickets during the 2021/22 season. Credit amounts will be totalled periodically, with our intention to reconcile and confirm ahead of 2021/22 Season Ticket renewals.

All 2020/21 Season Ticket Holders will be eligible to apply for a Cardiff City TV streaming pass, enabling them to watch the Bluebirds' home league matches while access to CCS is restricted.

In addition, to compensate for matches played behind closed doors, Season Ticket Holders applying for a streaming pass will also be entitled to a partial credit that can be used towards a 2021/22 Season Ticket.

This credit will be calculated from the pro-rata price of each behind-closed-doors match on your 2020/21 Season Ticket, minus the price of a Cardiff City TV Match Pass (£10) for each of these fixtures. Please note, £10 is the minimum Match Pass price permitted under the EFL's newly agreed framework. Supporters with a Season Ticket value of under £10 per game who decide to apply for a stream code will not receive any pro rata credit refund for the fixtures covered by the code but will not be charged any more than the price of their Season Ticket per game for the stream code.

This choice is optional but once a code has been redeemed supporters do not have the opportunity to opt out.

In the event of fixtures being played with reduced capacity restrictions as a result of the Coronavirus pandemic, we cannot guarantee that your usual seat will be available. In such cases we will issue you ticket for an alternative seat, subject to availability and selection procedure in place.

The Club commits to reviewing policy at regular junctures over the coming months. Should government or governing body policy alter the intentions laid out in this statement.'

## **Coronavirus Restrictions**

The Club's decision on the management of Coronavirus Restrictions, including management of social distancing measures and/or reduced spectator capacity at the Stadium, shall be final.

## **Ticket Office Credit 2020/21**

Supporters who opted for 'Ticket Office Credit 2020/21' as their preferred method of refund on their 2019/20 purchase and were successful in their application process prior to 30/06/2020 can use their voucher balances towards the purchase of a 2020/21 or 2021/22 Season Ticket or home league match tickets.

Ticket Office Credit accumulated from the 2020/21 season can be used towards the purchase of a Season Ticket or home league match tickets for the 2021/22 Season.

## **Returns and Refunds**

Season Tickets are **NON-REFUNDABLE under any circumstance**. Season Tickets can be transferred to the name of another supporter on a seasonal basis for the fee of £10 + any additional upgrade charges. Please be aware that all fixtures are subject to change. Supporters are advised to keep up to date with the official club website and social media channels for any updates throughout the season.

We ask supporters to ensure address details are up to date before confirming a booking. If you have not received your tickets, please contact the Ticket Office.

The Club reserves the right to relocate a Season Ticket or matchday ticket if deemed necessary. This could be due to a system error or area closure on a temporary or permanent basis. There will be no compensation or refund issued in this instance.

## **Purchasing Away Tickets**

Season Ticket holders will have priority of purchase on away league tickets, over Club Members and Flex ticket holders (subject to any pre-determined sales criteria and availability).

Concession categories for away fixtures may vary, as these are determined by the away club's ticketing policy.

## **Further Information**

The following charges apply at the Ticket Office:

- Lost Season Ticket Card - £10 replacement fee
- Forgotten Season Ticket Card - £5 charge for a barcoded paper/ digital ticket issue. A one game grace will be provided, the charge will apply for any other occasions.
- Stolen Season Ticket Card – printed free of charge on production of a valid crime number
- Season Ticket holders can request their season ticket to be printed as a barcoded paper ticket for a £5 fee. The ticket will be made available for collection on matchday only following the production of Photographic Identification.

- Moving or upgrading Season tickets will be Subject to a £10 charge for a new Season Ticket Card + any additional upgrade fees that may apply.

To seek further clarification on this matter, please email Ticket Office Assistant Manager **Peter Mota** ([peter.mota@cardiffcityfc.co.uk](mailto:peter.mota@cardiffcityfc.co.uk))

If a Season Ticket Access Card or Digital Season Ticket is deemed to be misused (e.g. an adult uses a senior card), the Season Ticket Card will be confiscated upon entering the ground. The card will only be returned upon receipt of payment for the relevant upgrade charge in addition to an administration charge of £10. In the event of a Digital Season Ticket being misused, the ticket will be blocked from accessing the stadium until the upgrade fee is paid.

## **Family Stand**

Cardiff City Football club strives to provide the best environment when it comes to bringing families to football.

We are always looking for the next generation of Bluebirds and as such, we need to implement policies and procedures that will Maintain the integrity of our family stand and thereby encouraging future generations. On this basis, we have to make sure that the stand has the right mix of adults, concessions and children. Please refer to the policy below.

- **Our club policy in the family stand is as follows:**

**a.** There must be at least one juvenile and one adult per group purchase and a maximum of two adults to one Junior U16 in any group purchased within our Family Stand.

**b.** There are no children permitted without adults and no adults permitted without children. Please be advised, you may be asked to provide documentation for proof of age.

If the ratio of adults to children no longer meets the Club policy, the booking will not be valid for renewal in the family stand. In this instance, the group will be asked to relocate to another area of the ground. Alternative options will be provided by the ticket office team. Please be advised that an upgrade fee may be applied in this instance, based on the area of relocation.

## **Concessions**

Concession prices are available to Juniors (15 & under), 16-21 year olds and Senior Citizens (60+).

Cardiff City FC reserve the right to change available concessions from season to season.

The Season Ticket concession is applied if you are under 16, 16-21 or over 60+ before the 1st of August prior to each season commencing. We acknowledge that this may mean some people will just miss the cut off dates, please refer to the Ticket Office team for further clarification.

If a pro-rata season ticket is purchased after the first fixture has passed the Season Ticket concessionary age date will still apply. For further clarification on this point, please contact our supporters liaison officer **Adam Gilliatt** ([adam.gilliatt@cardiffcityfc.co.uk](mailto:adam.gilliatt@cardiffcityfc.co.uk))

## **Abandoned / Postponed Matches**

In the case of an abandoned or postponed fixture, ticket holders are entitled to use their original ticket to access the re-arranged game. Refunds will only be considered if there are extenuating circumstances which are agreed by the Ticket Office and the ticket is returned to the ticket office no later than 24 hours prior to the game. If a match is abandoned after spectators are admitted to the ground but before kick-off ticket holders will be entitled to free admission to the rearranged match. If a match is abandoned after kick-off the Club reserves the right to charge the full ticket price for the rearranged match, however, every effort will be made to avoid this.

## Disabled Supporters

We take pride in the service and facilities we provide for disabled supporters. We are proud to promote inclusion and diversity within the stadium where all supporters can come to enjoy their day in a safe, secure and welcoming environment.

Details for Cardiff City Disabled Supporters Association can be found at the bottom of this page.

## Accessible Toilets

Cardiff City Stadium has accessible toilets located around the Stadium. Should you require assistance, please see your nearest steward. All accessible toilets operate using a 'radar' key system. We would advise you to bring your 'radar' access key with you when visiting us.

## Changing Places

Cardiff City Stadium has a Changing Places toilet which is available for all persons to use. For further information contact Adam Gilliatt ([adam.gilliatt@cardiffcityfc.co.uk](mailto:adam.gilliatt@cardiffcityfc.co.uk))

## Temporary Mobility Restrictions

Supporters suffering from temporary mobility restrictions (e.g. broken ankle) that could affect their access to the stadium or seating areas should contact the Ticket Office prior to the game to arrange alternative seating. Please note this is subject to availability.

## Season Tickets & Matchday Tickets

Disabled Supporters can purchase a ticket (subject to availability) at the appropriate price band, which will include a complimentary ticket for their personal assistant. This is subject to the supporter meeting the below criteria:

- The medium to high rate Disability Living Allowance (DLA) mobility or care component.
- The Enhanced Rate Personal Independence Payment (PIP)
- The Severe Disablement Allowance
- Certificate of Visual Impairment (CVI)
- Or a personal letter from your GP

Other forms of proof may be accepted. Proof of eligibility may be required before tickets are issued.

## Cardiff City Disabled Supporters Association

Cardiff City Football Club has a **Disabled Supporters Association**. We are pleased to work closely with them and ensure there is ongoing dialogue between us.

The association welcomes contact from disabled Bluebird fans and for further information please contact the DSA Chairperson **Paul Corkrey** via [ppaul69@aol.com](mailto:ppaul69@aol.com)

Our access statement can be viewed on the Club website for more in depth information.

## Cardiff City Stadium

Cardiff City Stadium was opened in 2009 following the Club's move from Ninian Park. The official capacity is 33,280 following the Ninian Stand extension of 2014. The Stadium has hosted a number of non-Cardiff City FC events including Welsh International fixtures, music concerts, the Amlin Cup Final, the UEFA Super Cup Final & the UEFA Women's Champions League Final.

## Stadium Seating Plan



## Ground Regulations / Prohibited Items

A copy of the ground regulations can be found online (or if reading electronically, by clicking [here](#)). They are also available to view outside each set of turnstiles when entering the ground.

# YOUR SAFETY AND SECURITY AND THAT OF OTHERS IS IMPORTANT TO US

## WHAT CAN I BRING INTO CARDIFF CITY STADIUM?



**Small compact cameras**  
(Must be able to fit in a pocket)



**Small fold up umbrellas**



**Small bags or backpacks**  
(Must be able to fit under your seat)



**Non-offensive flags or banners (2m x 1m or less)**  
(No sticks or poles and must meet fire regulations)



**Clear plastic bottles (500ml or less)**



**Crutches or walking aids**

In order for us to ensure that your visit is as safe and smooth as possible, and your seats are suitable for your needs, please email The Club's Disability Access Officer, Adam Gillatt at [adam.gillatt@cardiffcityfc.co.uk](mailto:adam.gillatt@cardiffcityfc.co.uk)

## WHAT CAN'T I BRING INTO CARDIFF CITY STADIUM?



**Alcohol**



**Canned drinks**



**Drinking glasses**



**Glass bottles**



**Glass vessels**  
(e.g. Perfume)



**Solid containers or flasks**



**Plastic bottles in excess of 500ml**



**Air horns**



**Baby buggies or prams**



**Video recording equipment**



**Large lens cameras**



**Poles or sticks**  
(Including Selfie-sticks)



**Flags or banners larger than 2m x 1m or of an offensive nature**



**Knives or weapons**



**Large bags or suitcases**  
(Including cabin bags)



**Umbrellas**  
(Except small fold-up umbrellas)



**Fireworks or flares**



**Smoke or gas canisters**



**Laser pens**



**Tools**



**Musical instruments**



**Dangerous or hazardous items**



**Cardiff City Stadium is a no smoking stadium. Vapes & E-cigarettes are permitted.**

And any article that might be used as a weapon and/or compromise public safety.  
Any person in possession of such items will be refused entry to or ejected from the ground.



## Bans and Appeals Procedure

- Section A

## Banning orders



Any Cardiff City FC fan arrested and subject to a banning order by the courts will also be subject to a further ban by the Football Club. The length of the ban will be as follows:

- For a court issue, a ban of 3 years – Cardiff City FC will add 2 years (total ban 5 years)
- For a court issue, a ban of 5 years – Cardiff City FC will add 5 years (total ban 10 years)
- For a court issue, a ban of 10 years – Cardiff City FC life ban

Cardiff City FC will not support any appeal against a court banning order, but will accept its outcome and possible reduction subject to the Club's own terms and conditions.

### **Appeal procedure**

The right of appeal against a Club ban is open to all fans when their original banning order has been served.

### **Fans who appeal against any additional club ban will then have to:**

- Pass a police assessment
- Pass a Club interview
- Become a Season Ticket Holder or Member

If unsuccessful upon appeal, the supporter will have to wait a further 12 months before any new application to have any club ban lifted is made.

Any persons not complying with this club ban (i.e. gaining or attempting to gain entry to any ground where Cardiff City FC are playing) will have a further 12-month club ban imposed on them at the discretion of the safety management team.

- **Section B**

### **Ground regulations / Misconduct - bringing the club into disrepute**

Any Cardiff City FC fan that breaches the ground regulations shall be warned and/or banned depending on the nature of the offence. The length of ban shall be determined by Cardiff City FC using the points below for guidance.

Club bans extend to all home games and prevents those banned from purchasing any tickets to away games through the club ticket office.

Therefore, any Cardiff City FC fan that by his/her conduct breaches ground regulations, brings the Club into disrepute or disrupts the Club from its normal procedures will, depending on the nature of his/her conduct be banned for a period of time as determined by Cardiff City Football Club.

### **The length of ban will normally be as follows:**

- Following warnings for minor offences/ breaches of ground regulations - 5 Games
- Following significant offences or further disruption of club procedures - 10 Games
- Following major incidents and/or actions that cause the Club grave concern – 12 Month Club Ban
- Following continued disruption of club procedures - 18 Month Club Ban

- Persons threatening or intimidating Club Staff can expect to receive an immediate club ban of at least 18 months

**The appeals procedure for the above will be as follows:**

- Less than 5 games – No appeal
- More than 5 and up to 10 games – Appeal after 5 games
- Bans for a period of time which equates to more than 10 games – appeal after 7 matches or 50% of ban is completed as decided upon by safety management team.

In line with the principles established by the Steering Group against Hooliganism and our Cooperation Agreement with South Wales Police they and the Safety Advisory Group will be informed when a club ban is served. The Football Authorities, including the SGSA will be updated periodically as required.

Any person issued with a club ban will not be eligible for any refunds or discounts in relation to individual, season ticket or membership purchases.

Club bans of more than one year will result in cancellation of tickets, membership and the club discounts involved.

Club bans will extend into stadia operated or managed by the club and may be published within Club or other media publications.

For and on behalf of Cardiff City FC.

**Banners and Flags Policy**

Cardiff City FC welcomes fan support through homemade signs and banners. To ensure these articles do not upset or distract others, we ask that supporters adhere to the following guidelines:

- Banners should not be more than 8ft x 4ft (other banners including crowd surfing banners allowed only by prior consent)
- Banners should have an appropriate fire certificate
- Banners are not placed in the eyesight of other fans
- Banners do not obstruct any signage or advertising
- Banners should not be of a discriminatory, commercial, political, contentious or obscene nature.
- Banners that are likely to cause alarm or distress to other groups of supporters and/or either participating clubs, its directors and/or staff will not be allowed.

The Stadium Manager and Safety Officer reserve the right and sole discretion to allow or remove banners at Cardiff City Stadium.

**Musical Instruments**

Under normal operating procedures, musical instruments are not permitted into any area of the ground without the explicit authority of the Head of Operations or Safety Officer. Individual requests from visiting supporters will be considered on a case by case basis. Under no circumstances will megaphones be allowed into the Stadium.

## Stewarding

The Club has a dedicated pool of matchday stewards with various skill sets, many of whom have been working for the Club for a number of years. All stewards are required to undertake a comprehensive training programme and must have either achieved, or are working towards, NVQ Level 2 in Crowd and Spectator Safety. Many of the staff have undertaken other specialist training, with many of the Supervisors and Team Leaders achieving NVQ Level 3 as part of their personal development plan.

The primary function of stewards is to ensure that all supporters have a safe and enjoyable visit to the Stadium. This task often requires staff to enforce the ground regulations.

All stewards are required to be considerate and ensure that any tasks undertaken are done so in a respectful manner so as not to detract from the customer experience. Nevertheless, Stadium Management has the right to refuse entry or ban any supporters who do not adhere to the ground regulations. A copy of the regulations can be found outside each set of turnstiles.

## Stadium Parking

Cardiff City Football Club provides parking facilities on matchdays. We have 78 accessible parking bays, which are sold on a seasonal basis to Season Ticket Holders. Seasonal parking permits cost £149 in previous seasons. To add your name to the waiting list for an accessible parking permit, please ring the Ticket Office or email **Adam Gilliatt** ([adam.gilliatt@cardiffcityfc.co.uk](mailto:adam.gilliatt@cardiffcityfc.co.uk)). Details for the 2020/21 season are yet to be finalised but will be available on the website when finalised.

The Stadium car park closes 30 minutes before Kick Off. Please factor this into your travel plans when travelling to Cardiff City Stadium.

Parking permits purchased on a seasonal basis from Cardiff City FC can only be used for Cardiff City FC fixtures, including cup fixtures and friendlies. They do not apply to other events such as FAW fixtures or concerts. For parking information on other events, or for further information, please contact SLO **Adam Gilliatt** ([adam.gilliatt@cardiffcityfc.co.uk](mailto:adam.gilliatt@cardiffcityfc.co.uk)).

Everyone attending events at Cardiff City Stadium are asked to respect local residents by not parking so as to obstruct footways and / or any private entrances to residents' properties. Cardiff Council enforcement officers and South Wales Police officers working event days will be checking that vehicles are parked legally.

## Smoking Policy

As stated within the Ground Regulations, smoking is not permitted within the Stadium.

We do allow supporters to exit at half time for a smoking break. They will meet a Customer Support Steward who will stamp their hand before leaving via the exit turnstile at their gate. Supporters will be able to re-enter after showing their stamp to the Customer Support Steward. Gates will close five minutes after the start of the second half. After this point, entry to the ground will not be permitted.

We currently allow e-cigarettes to be used at Cardiff City Stadium. This will continue to be the Club's policy until guidelines are given to employers by the Welsh Assembly Government - or a final position is decided by the BMA. If we receive a specific complaint in a seated area, we will ask the user to politely refrain in respect of their fellow supporter(s). If the complaint is in the concourse or a lounge, we would not ask the user to refrain as the complainant has the option to move away.

## Environmental Policy

We acknowledge that our activities impact the environment, therefore we strive to be as environmentally friendly as we possibly can. As such, we have integrated waste management systems at Cardiff City Stadium that achieve maximization of the recovery of recyclables and the minimization of residual waste for disposal.

### Systems are put in place to manage:

- The stands and spectator areas
- The concourses
- The corporate hospitality areas
- The car park and precincts

In addition, the Club works closely with the Council to ensure that such operations are properly integrated and efficient channels of communication are maintained. The Club also fully supports the Council's 'Clean Cardiff' initiative.

For further information on our environmental policy please email [club@cardiffcityfc.co.uk](mailto:club@cardiffcityfc.co.uk).

## Retail

The Cardiff City Stadium Superstore is located at the Stadium in the Grandstand next to the Ticket Office.

We also have an online store where you can shop from the comfort of your own home, offering a delivery or collection service to make sure you get the service that you want, when you want it.

To improve service levels, we have a retail booth outside the Ninian Stand near Gate 6 and a booth inside Gate 13 in the Family Stand concourse.

The full range of merchandise is available online at [cardiffcityfcstore.com](http://cardiffcityfcstore.com).

### Superstore Opening Hours:

**Monday to Friday:** 9.00am – 5.00pm

**Saturday:** 10.00am – 4.00pm\*

**Sunday:** Closed

*\*The Superstore closes at kick-off on a matchday and is open for half an hour following the final whistle.*

## Hospitality

### Seasonal Hospitality Memberships

Cardiff City Football Club's hospitality memberships offer the perfect mixture of football, business and pleasure. Our seasonal offerings span across two hospitality levels of our Grandstand at Cardiff City Stadium, incorporating our Diamond Suite and Juno Moneta Lounge which allows us to host over 2,000 corporate guests on a matchday.

#### **Diamond Suite Membership (£999.00 plus VAT per person)**

The Ricoh Diamond Suite is the premium facility for our Corporate Season Ticket Members to watch the Bluebirds, with superb pitch facing views, exclusive insight with the 'Man of the Match' presentation and the option to include a sumptuous three-course menu.

#### **Juno Moneta Lounge Membership (Adult £749.00 inc VAT per person)**

Our Juno Moneta Lounge provides a fantastic opportunity for you to enjoy our superior concourse facilities on Level 4 of the Grandstand with the option to purchase refreshments from the Grandstand Grill, Legend's Bar and Coffee Corner.

#### **Ninian Lounge Membership (Adult £749.00 inc VAT per person)**

Our Ninian Lounge located on Level 4 of the Ninian Stand provides outstanding central seats to watch the game, plus some great food and bar outlets to choose from.

To find out more about these packages, visit <https://www.cardiffcityfc.co.uk/commercial/> or contact a member of our Commercial Team on **033 33 111 921**. Alternatively, e-mail [sales@cardiffcityfc.co.uk](mailto:sales@cardiffcityfc.co.uk).

#### **Charities & Good Causes Policy**

Cardiff City Football Club understands the positive impact it can have in helping generate much-needed funds for charities and good causes. The Club aims to support the hard work of charities and fundraising groups across the country, but particularly in the local area.

Cardiff City FC's recognised charity partner for the 2020/21 season is **Cardiff City FC Community Foundation**.

Cardiff City Foundation received charity status in 2009 and aims to use the power of sport and education to change lives and inspire people to be more active, included, healthy and knowledgeable. It reaches over 30,000 people every year, but has aspirations to reach many more. The Foundation is responsible for thousands of young people participating in grassroots football, both in and out of school curriculum time, bringing the professional game closer to the community.

The Club receives well over a thousand charitable requests for tickets, signed memorabilia and donations during a season. Whilst we do our best to support as many as we are able to, unfortunately we cannot guarantee a successful application. Signed memorabilia is reserved for our nominated charities, although requests from long-standing season ticket holders will be carefully considered.

On a number of occasions throughout the season, the Club will accommodate bucket collections at the Stadium on a matchday from selected registered charities. Applications for collections should be made to Ben Jones.

As we receive a huge quantity of applications, the Club will seek to fulfil requests from organisations in the local area prior to any national groups. However, the Club may make special provisions for exceptional cases and some national campaigns.

All applications should be made to [ben.jones@cardiffcityfc.co.uk](mailto:ben.jones@cardiffcityfc.co.uk) or by post to: **Ben Jones**, Cardiff City Football Club, Cardiff City Stadium, Leckwith Road, Cardiff, CF11 8AZ.

## Safeguarding

Cardiff City Football Club is committed to safeguarding the welfare of children and adults at risk who engage in Club organised activities.

The Club will strive to keep children and adults at risk safe and free from harm at Cardiff City Stadium, in both our Academy and Community Foundation and within our international projects.

The Club takes its responsibilities seriously and we are committed to:

- Getting the right people involved through safe recruitment and training.
- Creating a safe environment for all visitors, participants and staff.
- Having and promoting clear systems to deal with any issues or concerns.

## Safeguarding Children and Adults at Risk Policies & Procedures

The Club has in place comprehensive safeguarding policies and procedures for all staff and volunteers, which meet the requirements of Government Guidance, Premier League Rules, The English Football League's guidance on Safeguarding Children and Young People and Affiliated Football's policies and procedures for safeguarding.

Safeguarding is everyone's responsibility and all staff and volunteers have a duty to safeguard the welfare of children and adults at risk. If you require a full version of the club's Safeguarding policies, you can contact the Club Head of Safeguarding (see contact details below).

If you have a concern...

Cardiff City Football Club has staff trained and ready to deal with matters of abuse, harassment or bullying involving Children and Adults at Risk. If you have a concern about your own safety or the safety or welfare of a child or adult at risk who engages in Club activities, you can speak to one of the Safeguarding Team below:

### Head of Safeguarding

Rob Cronick

E: [safeguarding@cardiffcityfc.co.uk](mailto:safeguarding@cardiffcityfc.co.uk)

T: 02920 643609

M: 07872 147351

### Safeguarding Officers

Matthew Griffiths (Academy Player Care Manager)

E: [matt.griffiths@cardiffcityfc.co.uk](mailto:matt.griffiths@cardiffcityfc.co.uk)

M: 07872 147436

Adam Gilliatt (Disability Access Officer)

E: [adam.gilliatt@cardiffcityfc.co.uk](mailto:adam.gilliatt@cardiffcityfc.co.uk)

T: 029 2064 3652

Joel Hutton (Head of International Development & Womens Team)  
E: [joel.hutton@cardiffcityfc.co.uk](mailto:joel.hutton@cardiffcityfc.co.uk)  
T: 07709 406071

Roxanne Williams (Safeguarding Development Manager at Cardiff City Community Foundation)  
E: [roxanne.williams@cardiffcityfc.org.uk](mailto:roxanne.williams@cardiffcityfc.org.uk)  
T: 07487 846778

If you are worried about the immediate safety or welfare of a child or adult at risk, **please call 999 and speak to the police.**

#### **Other External Key Contacts:**

NSPCC 24-hour Help Line - 0808 800 5000  
NSPCC Child Line – 0800 1111  
South Wales Police - 101 (Non-Emergency Number)  
Cardiff Multi Agency Safeguarding Hub (MASH) – 02920 536400 (office hours)  
Cardiff Adult Safeguarding Team – 02922 330888 (office hours)  
Emergency Duty Team – 02920 788570 (out of office hours)

#### **Data Protection**

Cardiff City FC complies with all aspects of the Data Protection Acts in relation to the processing, care and safeguarding of supporters' data. Under the Data Protection Laws you will normally have the following rights in relation to your personal data:

**Request Access:** (also known as a "data subject access request"). You can receive a copy of the personal data we hold about you.

**Request Correction:** You can have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of new data you provide.

**Request Deletion:** You can ask us to delete or remove personal data in certain circumstances, for example where: there is no good reason for us continuing to process it; you have successfully exercised your right to object to processing (below); or where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law.

**Object to Processing of your personal data:** You may wish to ask us to stop processing your personal data.

**Request Restriction of Processing:** you can ask us to suspend processing of your personal data where: you want us to establish the data's accuracy; our use of the data is unlawful but you do not want us to erase it; where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

**Request Transfer:** you can ask us to provide to you, or a third party of your choice, your personal data in a machine-readable format. This right only applies in certain circumstances.

Right to withdraw consent: This only applies where we are relying on consent to process your personal data. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

All requests set out in this section or other queries relating to this Policy should be addressed to [dpo@cardiffcityfc.co.uk](mailto:dpo@cardiffcityfc.co.uk). It is very unlikely that you will have to pay a fee to exercise any of the above rights. However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive (or we may refuse to comply with your request in these circumstances).

For security reasons, we may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). We may also ask you for further information in relation to your request.

If you have any concerns about how we use your data you also have the right to raise this with the Information Commissioner's Office at Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF (<https://ico.org.uk>). However we will always try to help with any concerns, so ask that you please contact [dpo@cardiffcityfc.co.uk](mailto:dpo@cardiffcityfc.co.uk) first, who will always endeavour to help you with any questions that you may have.

## Cardiff City FC Community Foundation

Cardiff City FC Community Foundation (charity no. 1128443) is the official charity of Cardiff City FC. Established in 2009, the Foundation's mission is to use the unique appeal of Cardiff City FC to change lives. Put simply: **'our club changes lives'**.

The Foundation's goal is to support children, young people and families in South Wales to achieve their full potential. We tackle inequality and overcome barriers by helping people to lead healthier more active lives, improving education and employment opportunities and reducing offending and reoffending.

The Foundation supports communities across South Wales, supporting more than 13,000 people each year, and focuses its efforts on;

1. Disadvantaged communities.
2. At risk children, young people and adults.
3. Underrepresented groups.

The Foundation's team of teachers, youth workers and football coaches offer five core programmes:

### Early Years and Primary Development (Primary Stars)

Primary Stars is a primary school programme that supports children to learn, be active and develop important life skills, in the classroom, in the playground and on the sports field.

### Secondary Education & Training (Inspires)

Inspires is a secondary education and training programme that supports children and young people who are at risk of not achieving their full potential, as they move through the education system and early adulthood. This is complemented by a transition offer that support 'at risk' children to transition from primary to secondary school.



### **Post 16 Education & Training (Future Pathways)**

Future Pathways is a post-16 education programme which combines educational studies with sport in a unique environment and supports young people to progress into education

### **Youth Outreach (Kicks)**

Kicks is a youth outreach programme that aims to create safer more inclusive communities and reduce offending.

### **Bluebirds Experiences**

A range of unique Cardiff City inspired experiences for children, young people and families.

For further information please visit / contact via:

Email: [info@cardiffcityfc.org.uk](mailto:info@cardiffcityfc.org.uk)

Telephone: 029 2023 1212

Online: <https://www.cardiffcityfcfoundation.org.uk>

Twitter: [@CCFC\\_Foundation](https://twitter.com/CCFC_Foundation)

Facebook: [@CardiffCityFCFoundation](https://www.facebook.com/CardiffCityFCFoundation)

Instagram: @ccfc\_foundation

Just Giving: <https://www.justgiving.com/cardiffcityfcfoundation>