



2024/25 Customer Charter

PC/WN/GW 10/03/2025 v3

CONTENTS

INTRODUCTION	3
CUSTOMER SERVICE and COMPLAINTS	4
EQUALITY POLICY	6
2024 / 2025 SEASON TICKETS	8
2024 / 2025 INDIVIDUAL MATCH DAY TICKETS	9
2024 / 2025 CLUB MEMBERSHIP	9
JUNIOR BLUEBIRD MEMBERSHIP	10
BLUEBIRDS REWARDS	10
2024/25 CAR PARK SEASON PASS	10
FURTHER 2024/2025 SEASON INFORMATION	11
DISABLED SUPPORTERS	11
OUR HOME – CARDIFF CITY STADIUM	13
Ground Regulations / Prohibited Items	13
Fan Behaviour, Bans and our Appeals Procedure	15
Banners, Flags and Signs	18
Musical Instruments / Megaphones	18
Stewarding	19
Stadium Parking	19
Smoking Policy	19
Environmental Policy and Sustainability	20
Retail	20
Hospitality	20
Charities and Good Causes Policy	21
LOST PROPERTY	22
SAFEGUARDING	22
DATA PROTECTION	23
PRIVACY POLICY	23
APPENDIX 1	24
APPENDIX 2	28
APPENDIX 3	35
APPENDIX 5	36
APPENDIX 6	45
APPENDIX 7	49
APPENDIX 8	50

INTRODUCTION

Welcome to Cardiff City Football Club's Customer Charter for the 2024/25 season.

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

Our Charter is designed to help our supporters understand the Club's policies, and to make your experience with us as enjoyable and memorable as possible. It covers a wide range of aspects and is intended to further improve communication channels between the Club and our fan base.

If you want to send us a compliment, raise a concern or complaint, report something, or simply provide feedback then you can e-mail us at club@cardiffcityfc.co.uk. Alternatively, if you are at an event and want us to be able to react immediately you can use the QR code published across the stadium and complete the online form, or call / message us on 07484 070422.



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 get in touch. We want to hear from you, as we strive to make the matchday experience the best it can be, regardless of whether it's a positive or negative message. Two-way communication is critical to improving the service we deliver.

Any contact will be referred to the appropriate member of our team, and you will receive an acknowledgement as required. We will aim to provide a more detailed response where necessary within 10 working days, with more complex matters sometimes taking a little longer.

Thank you for your continued support.

CUSTOMER SERVICE and COMPLAINTS

Complaints Procedure:

When a complaint is received, we will acknowledge receipt within 3 working days. We will endeavour to issue a full response within 10 working days unless there are extenuating circumstances. If a complaint requires additional investigation, the complainant will be notified of this.

Upon receipt the relevant Head of Department is made aware of the matter and will arrange for the appropriate action/investigation to take place.

We learn from our Complaints Process. We do not see the receipt of complaints as a negative as they allow us to measure our success off the field and help 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.

Most complaints are successfully concluded by the Club. However, if a complainant is not completely satisfied with the outcome, they can refer the matter directly to The Independent Football Ombudsman (IFO).

Complaints should be made in writing and may be submitted to:

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

contact@theifo.co.uk

The IFO is comprised of an Ombudsman, his Deputy, and an Advisory Panel. The Ombudsman is an independent and final arbiter of football complaints.

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.
- To raise any policy issues which have been highlighted by those complaints, directly with the FA, Premier League, and the English Football League (EFL). The Ombudsman is an independent and final arbiter of football complaints.

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

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 their [website](#) or contact them using the details above.

Fan Advisory Board (FAB)

The Cardiff City Fan Advisory Board (FAB) is an independent body of club supporters. There are 10 people on the board. Five are supporters who were elected by Season Ticket holders and Club members, two are members of Cardiff City Supporters' Trust (CCST), two are members of Cardiff City Supporters' Club (CCSC) and the other one is a member of Cardiff City Disabled Supporters' Association (CCDSA).

The club representatives who meet with the FAB are known as the Cardiff City Football Club Fan Engagement Panel (CCFC FEP). This panel will routinely consist of:

- ◆ Steve Borley – Nominated Board Level Representative (NBLR)
- ◆ Phil Jenkins – Financial Director
- ◆ Gavin Hawkey – Community Foundation Director
- ◆ Mona Sabbuba – Head of Ticketing
- ◆ Wayne Nash – Head of Operations
- ◆ Dawn Williamson – Head of Human Resources
- ◆ Amy James – Head of Fan Experience
- ◆ Lee Southernwood – Head of Football Operations
- ◆ Huw Warren – Head of Commercial

In line with EFL regulations 128.1, 128.2 and 128.3 the FAB and CCFC FEP will meet a minimum of two times per season (a minimum of four times in each calendar year) and the Club will host the meetings. Minutes will be produced as per the Club's Fan Engagement Plan (see APPENDIX 8). Discussions will focus on short, medium and long-term Club strategy and will give supporters a voice and understanding on some decision-making that will directly affect them.

The FAB Meetings are not an open forum.

Supporter Liaison Officer (SLO) Meetings

In addition to the FAB Meetings there will be a minimum of three SLO meetings each season. These meetings will focus on operational matters relating to the Club. The Club will always be represented by at least two Heads of Departments and occasionally by a Club Director.

All supporter groups are invited to these meetings and individual fans are also welcome to attend. If you are interested in attending one of these meetings, please contact Paul Corkrey, the Club SLO at slo@cardiffcityfc.co.uk.

Minutes of previous meetings are available here: <https://www.cardiffcityfc.co.uk/club/supporter-meetings>

Fans Parliament

The Club will organise and host a meeting each year between Club Directors / Heads of Department and up to one hundred randomly selected Season Ticket Holders / Club Members. These meetings are open discussion forums giving an opportunity to discuss all aspects of the football Club.

Staff Conduct

All staff members are aware of their roles and responsibilities as Cardiff City Football Club ambassadors. We expect them to carry out their duties professionally, and to communicate with supporters and stakeholders in a respectful, courteous, and efficient manner. If problems arise, they should make every reasonable effort to resolve them immediately, 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 socio-economic 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 also 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. Ensuring everyone knows 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 appropriately to help the organisation provide equal opportunities in employment, 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.

We take seriously complaints of bullying, harassment, victimisation and unlawful discrimination by employees, customers, suppliers, visitors, the public and any other persons in the course of the organisations work activities. (More information about bullying, harassment and victimisation can be found on the [ACAS website](#)).

- All complaints will be investigated and where necessary passed to external organisations, such

as the Police or Football Authorities.

- All complainants will receive a response to their complaint as per our Complaints Procedure.
- Reports can be made on matchdays by using the QR code below or via text or voice call to **07484 070422**. Incidents can also be reported through the “Kick It Out” app.



- both internal and external complaints should be made by e-mail to club@cardiffcity.co.uk
- we make opportunities for training, development, and progress available to all staff, who will be helped and encouraged to develop to their full potential, so their talent and resource capabilities can be fully utilised to maximise the efficiency of the organisation.
- decisions concerning staff are based on merit (apart from in any necessary and limited exemptions and exceptions as permitted under the Equality Act (2010))
- we review employment practices, procedures, and policies when necessary to ensure fairness and update them to take account of changes in the law.
- we monitor the make-up of the workforce regarding information such as age, gender, ethnic background, sexual orientation, religion or beliefs, 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 is working in practice, by conducting an annual review and considering and taking actions 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 City Football Club. The Chief Executive and Equality Champion are accountable for this policy.

Equality Champion: Ken Choo - Chief Executive Officer

Equality Officer: Dawn Williamson - Head of Human Resources

Legal rights

Discrimination was previously 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. This replaced the individual pieces of legislation. It applies throughout the UK, and came into force in October 2010 harmonising where possible, and in some cases extending protection from discrimination.

Discrimination refers to unfavourable treatment based on 'protected characteristics'. Under the Equality Act 2010, these 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'. 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.

*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.

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.

We operate a robust reporting procedure in order that we can deal with issues efficiently and effectively.

2024 / 2025 SEASON TICKETS

Cardiff City Football Club has 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** (subject to advertised opening hours) or contact us via email at tickets@cardiffcityfc.co.uk.

To see our full Terms and Conditions regarding the purchase of Season Tickets please visit www.cardiffcityfc.co.uk/tickets/seasontickets or see Appendix 2 of this Charter.

Season Tickets can be purchased in the following ways:

- ✓ 24-hour online booking - tickets.cardiffcityfc.co.uk
- ✓ Telephone - 033 33 11 1920 (subject to advertised opening hours)

Please check our website or call our Ticket Office for all ticketing information and on sale dates.

2024 / 2025 INDIVIDUAL MATCH DAY TICKETS

Tickets for Cardiff City FC home fixtures can be purchased directly from the Club. Please refer to the information, rules and regulations concerning purchases which can be found as “Appendix 6” to this document.

2024 / 2025 CLUB MEMBERSHIP

Memberships can be bought online at tickets.cardiffcityfc.co.uk

Prices are:

- **Adult £35**
- **Senior 60+ £28**
- **16 – 21 £25**



EST. 1899
125
2024/25
CLUB MEMBERSHIPS
BENEFITS INCLUDE

- Official Membership Pack to include your Club Membership Card
- £3 per ticket saving on home league match tickets, if purchased prior to matchday
- Away travel privileges (subject to sales criteria and availability)
- 5% off a 2024/25 Half Season Ticket
- Club Membership level access to the Bluebirds Rewards loyalty portal
- Starting balance of 70 Bluebirds Rewards points
- Exclusive Club Membership prize draw competitions, twice per season

Full Terms and Conditions can be found at Appendix 3 of this document

JUNIOR BLUEBIRD MEMBERSHIP

Junior Bluebird Memberships can be bought online at tickets.cardiffcityfc.co.uk for any supporter under the age of 16 at the time of the purchase. Membership costs £35

Once a member a Junior Bluebird will receive:

- *Official Junior Bluebird Membership Card*
- *Cardiff City birthday card*
- *£2 per ticket saving on home league match tickets (one per Junior Bluebird Membership), if purchased prior to matchday and subject to availability.*
- *Away travel privileges (subject to sales criteria and availability)*
- *Meet and greet with First Team at one exclusive event per season*
- *10% off Full Price Replica Kits at Club Superstore. This includes Home, Away & Third Jerseys, Shorts, Socks and Mini Kits!*
- *20% off Stadium Tours with The Cardiff City Community Foundation*
- *Junior Bluebird Memberships gift set**
- *Cardiff City Partners Discounts including:*
- *25% discount off entry at Buzz Trampolines Park Cardiff*
- *Concessions rate at Parc Play Cardiff or £5 off an annual membership*

Memberships are divided into four different age groups with each group receiving a special Bluebirds gift set tailored to their age.



Full Terms and Conditions can be found at Appendix 4 of this document

BLUEBIRDS REWARDS

Full Terms and Conditions can be found at www.cardiffcityfc.co.uk.

2024/25 CAR PARK SEASON PASS

Our Car Park Season Pass entitles the holder to access their designated parking area for 23 home League fixtures during the 2024/25 season. **Please note however, access may be denied if you arrive 60 minutes or less before the designated kick-off time.**

A Car Park Season pass can also be used for selected pre-season friendlies, Carabao Cup and FA Cup fixtures played at Cardiff City Stadium where the holder has purchased a ticket for the event (Subject to Availability). Duplicate passes **will not** be issued if your original car park pass is lost or stolen.

FURTHER 2024/2025 SEASON INFORMATION

All fixtures are subject to change. Supporters are advised to keep up to date with the official Club website, Club App and social media channels for any updates throughout the season.

We ask supporters to ensure that all contact information, including address details, are up to date prior to confirming any booking, and that our Ticket Office are made aware of any mid-season changes.

Family Stand Policy – We are always looking to welcome the next generation of Bluebirds to Cardiff City Stadium, and, as such, will implement policies and procedures to maintain the integrity of our Family Stand.

Our Club policy in the Family Stand is as follows:

- a. There are no Junior U16s permitted without an accompanying Adult (18yrs or over), and no Adults (18yrs or over) permitted without an accompanying Junior U16.
- b. There must be at least one Junior U16 and one Adult (18yrs or over) within the booking, in addition to a maximum of two Adults to one Junior U16 ratio.

Matchday age restrictions – No persons under the Age of 14 may enter the Stadium unaccompanied. Children aged 13 and younger must be accompanied with an Adult aged over 18 who must act as their Guardian.

The Club reserves the right to relocate, as necessary, either a Season Ticket or a Matchday Ticket following purchase. If this becomes necessary, the ticket purchaser will be contacted as appropriate. Cardiff City Football Club will not however be liable to pay compensation or provide a refund.

All tickets are issued subject to the Ground Regulations of Cardiff City Football Club as displayed at the Ticket Office, at the Turnstiles and online. Copies are also available on request and can also be found in this document under Appendix 1

Cardiff City Football Club reserves the right to eject / remove, either from the stadium or its footprint any person, or persons, who fail to comply with these Regulations.

For all the latest news, tickets, and videos, download our official Club App **FREE** from wherever you normally go to get your Apps, just search "Cardiff City FC".

DISABLED SUPPORTERS

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

We are pleased to work closely with the **Cardiff City Disabled Supporters Association** and aim to ensure there is regular and ongoing dialogue between us. CCFC would encourage disabled Bluebird fans to contact the association for further information. The DSA Chairperson is Kieran Jones, and he can be contacted via ccfcdsa@gmail.com

Accessible Toilets – Within Cardiff City Stadium there are several such toilets. Entry is made via a ‘radar’ key system, so if you have one, please bring it with you for ease of entry and use. Should you require assistance, please see your nearest steward.

Changing Places – We also have a “Changing Places Toilet” which is available for anyone to utilise as necessary. For further information contact our Disability Access Officer at club@cardiffcityfc.co.uk.

Temporary Mobility Restrictions - Supporters suffering from temporary mobility restrictions that could affect their access to the stadium or seating areas should contact our Ticket Office prior to attendance. This will enable us to make any arrangements that may be necessary and may involve a change of seat, however, this is subject to availability.

Season Tickets and 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:

- Being in receipt of the medium to high-rate Disability Living Allowance (DLA) mobility or care component
OR
the Enhanced Rate Personal Independence Payment (PIP)
OR
the Severe Disablement Allowance
and
- Having a Certificate of Visual Impairment (CVI)
OR
a personal letter from your GP

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

OUR HOME – CARDIFF CITY STADIUM

Cardiff City Stadium became the home of Cardiff City Football Club in 2009 following the move from Ninian Park. The official capacity is 33,334 following the Ninian Stand extension of 2014. The Stadium hosts several non CCFC events each year. These have included both Women's and Men's Welsh International football fixtures, music concerts, the Amlin Cup Final, the UEFA Super Cup Final and the UEFA Women's Champions League Final.



Ground Regulations / Prohibited Items

A copy of the Ground Regulations can be found online, and at Appendix 1 of this Charter. They are also available to view outside each bank of turnstiles when entering the ground.

As a Club we would encourage every supporter to familiarise themselves with the list of Prohibited Items, as shown on the next page. ***Never attempt to bring any such item into the stadium.*** An attempt whether successful or not will result in a Club / stadium ban being enforced.

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

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, this includes the use of electronic cigarettes and vaporisers

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.



Fan Behaviour, Bans and our Appeals Procedure

Every football fan should feel safe attending matches / when watching their team.

The importance of a safe matchday environment is paramount to everyone who attends or works at our events, and therefore we are specifically addressing poor behaviours to include:

- Violent and Abusive behaviour.
 - Pitch incursions (individual and mass invasions)
 - The use of smoke bombs and pyrotechnics
 - Gender based violence (GBV), sexual harassment or misogynistic behaviour.
 - Throwing objects
 - Drug-taking
 - Racial, homophobic, or Discriminatory behaviour
 - Tragedy Chanting
 - Provocative Banners and Clothing
- **We DO NOT tolerate inappropriate behaviour at Cardiff City Football Club.**
- **We Love Football and Will Protect the Game!**

We are fully aware that at times inappropriate behaviours from a minority of our supporters takes place and we will work with all stakeholders to reduce and / or eradicate such behaviour.

Policy on Tragedy Chanting, Provocative banners and clothing.

Cardiff City Football Club will not tolerate “Tragedy Chanting” and it wants our fans to understand the impact it has on family, friends, and football supporters in general. Those closely associated with loss and tragedy and many other fans can become deeply distressed when hearing such chants and it is therefore totally unacceptable behaviour!

We advise that offenders will be sanctioned by the Club, in accordance with our Ground Regulations, Customer Charter, Code of Conduct and Club Sanction Policy. Incidents are also likely to be investigated by the Police for such chanting and associated negative behaviour is now considered a Public Order offence.

It is also important to note that fans who engage in ‘Tragedy Chanting’ or attempt to enter the stadium with flags, banners, or clothing that could be seen as offensive, will be refused entry to or be ejected from Cardiff City matches, be they home or away following agreement with fellow clubs. Thereafter such behaviour WILL be considered for further action as identified above.

Warnings and denial of entry.

Where transgressions have taken place, they are broken down by seriousness and categorised into four levels. The breaches are explicitly linked to criminal behaviour, the Ground Regulations and / or ticketing Terms and Conditions.

Level One Breaches (Sanction: Warnings and / or short-term Club ban).

Considered Minor transgressions, dealt with by the Police and Stewards and should not (normally) lead to arrest or summons.

These minor breaches of Ground Regulations may normally see a person being verbally warned

or issued a written warning about their ongoing behaviour. In some cases, this may lead to persons being ejected from the Stadium.

- Smoking/vaping
- Alcohol-related offences (not involving police)
- Persistent standing / standing on seats
- Anti-social behaviour (including but not limited to s.5 Public Order Act 1986) Examples such as use of foul and abusive language, misogynistic and sexist language 'horseplay' and gesturing towards (or impacting) others
- Conduct that compromises the safety of the spectator and /or others
- Non-cooperation with stewards
- Ejection from home or away stadium (not leading to police involvement)
- Refused entry to home or away stadium (not leading to police involvement)
- Reckless/intentional damage to Club property under the value of £100
- Following Police warning or Caution for the use or possession of illegal drugs
- Inappropriate Social media use where an individual is identified.

Level Two Breaches (Sanction: Short- and medium-term Club ban).

More serious transgressions dealt with by the Police and / or Stewards that do not (normally) lead to arrest or summons.

These breaches of Ground Regulations normally see a person being warned, ejected and subsequently issued a Club Ban or written warning about their ongoing behaviour. In some cases, this may lead to people being arrested as a result of their actions.

Persons issued with a S.35 order by South Wales Police for anti-social behaviour prior to any event will be denied entry on the day as instructed by the DPS who determines that such refusals are for the overall benefit of the event.

- Use of any other prohibited items as per the Ground Regulations
- Aggressive language and / or behaviour
- Anti-social behaviour (including, but not limited to s.4A and s.5 Public Order Act 1986) such as
- persistent use of foul and abusive language, excessive gesturing towards (or impacting) others
- Use or possession of illegal drugs
- Assault on the Club's premises
- Deliberate damage to property
- Reckless/intentional damage to Club property over £100
- Abusive Social media use where an individual is identified.

Level Three Breaches (Sanction: Police Action and Interim or medium-term Club ban).

Matters dealt with by the Police and / Or Stewards that may lead to arrest or summons. These transgressions will result in a Medium Club Ban.

These serious breaches of Ground Regulations will normally see a person being ejected, arrested, or identified for further action. Persons arrested for these more serious incidents will face an interim Club ban.

- Missile throwing
- Pitch encroachment
- Use or possession of pyrotechnics

- Serious public disorder/anti-social behaviour (including, but not limited to s.1-4 Public Order Act 1986) such as use of foul and abusive misogynistic and sexist language, violence against women and girls.
- Hate crime/ Racial, homophobic, or discriminatory abuse (including online)
- Tragedy Chanting
- Breach of existing Club ban
- Threatening of Club Directors, Players and or Staff.

**Level Four Breaches (Sanction: Police Action and Interim or medium-term Club ban).
Matters dealt with by the Police yet remaining a grave concern to the Football Club.**

Following conviction, serious or continued breaches of Ground Regulations or continuous disruption of the Club's normal activities.

- Convicted for Level 3 breach but not issued Football Banning Order (FBO).
- Persistent breaches of Level 2-3 sanctions.
- Continuous disruption of the Club's normal activities.
- Continuous threatening of Club Directors, Players and or Staff.

Section A – Club Ban

Any Cardiff City FC fan who is identified as being in breach of the Ground Regulations, in possession of any Prohibited Item, or deemed to have conducted themselves in an inappropriate manner as highlighted above will be subject to a warning or an imposed ban, at the discretion of the Clubs Stadium Safety Sanction Panel.

- Level 1 - Following minor offences/ breaches of the Ground Regulations and conditions - **Warning - Up to 5 Games**
- Level 2 Following more serious breaches of the Ground Regulations and conditions - **Ban of 5 Games**
- Level 3 Following Serious Incidents and breaches of the Ground Regulations and conditions - **Interim Ban of at least 5 games and up to 10 games. In the event a Football Banning Order is not made by the courts a Club Ban of 12 months.**
- Level 4 Following actions that cause the Club grave concern or continued disruption of Club rules and / or Ground Regulations, persons threatening or intimidating Club Staff - **12 – 18 Month Club Ban**

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

Section B – Appeal Procedure

To appeal a ban in the first instance please e-mail stadium@cardiffcityfc.co.uk, heading the e-mail "Ban Appeal".

The Appeal will be heard by the Stadium Appeal Panel who will be comprised of Steve Borley, Tomos Nash, a member of South Wales Police Football Policing Unit and an elected member from the Clubs Travel Group.

The appeals procedure for any ban issued will be:

- Less than 6 games - No immediate appeal mechanism (due to pragmatic constraints)

- More than 5 and up to 10 games – an appeal can be lodged after 5 games
- Bans allocated for a fixed number of games where it extends to more than 10 – an appeal can be lodged after 50% of the games
- Bans allocated for a fixed time period (typically 1 year or more) – an appeal can be lodged after 50% of the time period.

The Club is working with the EFL and South Wales Police to determine and introduce a restorative justice mechanism with the aim of repairing the harm and finding a positive way forward.

Persons banned for less than 6 games can appeal after the ban's conclusion and if successful it will be expunged from their record and match tickets refunded.

Any persons not complying with a Club ban (i.e., gaining or attempting to gain entry to any ground where Cardiff City FC are playing whilst a ban is in force) will have an extension added to their current ban, at the discretion of the Stadium Safety Sanction Panel.

In line our Cooperation Agreement, South Wales Police will be informed when a Club ban is administered. The Football Authorities, including the SGSA and the Safety Advisory Group may be updated periodically as required.

Please note 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.

There is no right of appeal via the Club against an FBO. Such appeals must be made to the courts.

Banners, Flags and Signs

Cardiff City Stadium welcomes fan support as demonstrated by Banners, Flags and Signs.

To ensure these articles do not upset or distract others we ask that the custodian adheres to the following guidelines:

1. They should not be more than 8ft x 4ft (larger items such as crowd surfing banners allowed only by prior consent).
2. They should have an appropriate fire certificate.
3. They are not placed in the eyesight of other fans.
4. They do not obstruct any signage or advertising.
5. They should not be of a discriminatory, commercial, political, contentious, or obscene nature.
6. Any 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 / Safety Officer reserves the right and sole discretion to deny a custodian permission to bring into, or display within, Cardiff City Stadium any Banner, Flag or Sign.

Musical Instruments / Megaphones

Our stadium policy is not to allow such items. However, at certain events we may give prior authority on application.

Stewarding

The Club has a dedicated pool of matchday stewards with various skill sets, many of whom have been working for the Club for several years. All Club 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 them will 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. Our staff are required 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, our Safety Management Team has the right to refuse entry or eject and subsequently ban any supporters who do not adhere to the Ground Regulations and / or our Club procedures. Our stewards are empowered to act in line with these rights as appropriate and necessary.

Travelling to the Stadium

Supporters can get to the stadium in various ways.

For those that drive here Cardiff City Football Club provides parking facilities on matchdays. We have circa. 80 accessible parking bays, which are sold on a seasonal basis to Season Ticket Holders. We currently have a Waiting List for these permits - To add your name to the list please call the Ticket Office on 03333 111920 or email our Disability Access Inclusion Officer at club@cardiffcity.co.uk

Our car park often closes in the hour before kick-off. Closure time can differ based on various safety aspects. 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 e-mail club@cardiffcityfc.co.uk.

We respectfully ask visitors to use our on-site parking facilities and consider our neighbours by not obstructing footways and / or private entrances. Cardiff Council Enforcement Officers and South Wales Police are on duty on event days and will ensure vehicles are parked legally, and issue Penalty Charge Notices where appropriate.

Alternatively, we operate a Shuttle Bus service between the City Centre and the stadium for all home league games. Buses depart Wood Street every 15 minutes from kick off minus two hours, with returns post-match running until crowds have cleared.

Smoking Policy

As stated within the Ground Regulations, smoking is not permitted within the Stadium. This includes the use of electronic cigarettes and vaporisers.

At our discretion, we may allow supporters to exit at half time for a smoking break. The terms of exit are such that you are leaving to smoke or vape or accompany someone who is doing so. You must re-enter within 5

minutes of the second half kick-off or upon the instruction of our Stewards. You are not authorised to leave the designated "Smoking Area" and any such action will result in your being deemed to have left the stadium and re-entry being refused.

Environmental Policy and Sustainability

We acknowledge that our activities impact the environment. We strive to be as environmentally friendly as we possibly can and as such, we have integrated waste management systems at Cardiff City Stadium. These help us maximise the recovery of recyclables and minimise residual waste for disposal. We would ask our supporters to consider the impact you have on the environment and sustainability when visiting the stadium and use the appropriate bins etc. for your waste.

Systems and processes are in place to manage:

- Stands and spectator areas
- Concourses
- Corporate Hospitality areas
- Car Park and outer footprint

As a Club we are fully signed up to EFL Green Clubs initiative and work closely with Cardiff Council to ensure that such operations are properly integrated and efficient channels of communication are maintained. The Club also fully supports the Council's 'Love where you Live' campaign.

We encourage all our operating partners to also engage in protecting the environment and maximising sustainability.

Retail

The Cardiff City Stadium Superstore is located between our Main Reception and Ticket Office. We also have a smaller store at Gate 8. Please visit www.cardiffcityfcstore.com for the Opening Hours and to explore the full range of the merchandise we have available, and current offers.

We also have an online store where you can shop whenever suits you. Our online service currently offers a delivery service only.

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

Hospitality

Our hospitality memberships offer the perfect mixture of football, business, and pleasure.

Choose between our various hospitality areas at Cardiff City Stadium:

- The **Ricoh Diamond Suite** is the premium facility for Season Ticket Members to watch The Bluebirds with superb pitch facing views, exclusive insight with the *Player of the Match* presentation and the option to include a sumptuous three-course menu
- Our **Premier Lounge** provides a fantastic opportunity for you to enjoy our superior concourse facilities on Level 4 of the Grandstand
- The **Captains' Lounge** is our top tier offering of hospitality at Cardiff City Stadium. Supporters will indulge in the finest cuisine whilst watching the match from the best seats in the house directly behind the home dugout on the halfway line. Guaranteed matchday luxury.

- The **Morgans Consult Legends Lounge** is covered with images of Cardiff City heroes from past and present. Members can enjoy a complimentary drink on arrival and play the latest FIFA video game on the consoles in the lounge, making it perfect for those looking for a fun matchday experience.

To find out more about the packages available, visit our website or contact a member of our Commercial Team on 033 33 111 921. Alternatively, e-mail sales@cardiffcityfc.co.uk.

By becoming a Corporate Season Ticket Holder, you can take advantage of a range of exclusive benefits over the course of the campaign. Some of the benefits are:

- Personalised Season Ticket Access Card that can be loaded as a Digital Season Ticket Pass on your smartphone (Subject to compatibility).
- Reserved seat with entry to all 23 home league fixtures played at Cardiff City Stadium (subject to fixtures being played at full capacity).
- Priority of purchase on away league tickets, over Club Members and Flex ticket holders (subject to availability, any restrictions and / or pre-determined sales criteria)
- Preferential access to Cup fixtures (where applicable, subject to availability)

Charities and 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 is the Cardiff City FC Community Foundation. (Charity No. 1128443)

The 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 and aspires to reach many more. They are 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 a significant number of charitable requests for tickets, signed memorabilia and donations each season. Although we do our best to support as many as we can, we cannot guarantee a successful application. Signed memorabilia is typically reserved for our nominated charities, although requests from long-standing season ticket holders will be carefully considered.

We also authorise bucket collections at several fixtures throughout the season and applications can only be made by registered charities.

Requests should be submitted to our Fan Engagement Team either by e-mail (club@cardiffcityfc.co.uk) or by post to: Fan Engagement Team, Cardiff City Football Club, Cardiff City Stadium, Leckwith Road, Cardiff, CF11 8AZ.

The Club will seek to fulfil requests from organisations in the local area prior to any national groups, however, may make special provisions in exceptional cases.

CARDIFF CITY FC COMMUNITY FOUNDATION

The Foundation's mission is to use the unique appeal of Cardiff City FC to change lives.

The Foundation's goal is to support children, young people, vulnerable adults and families in South Wales to achieve their full potential. The Foundation tackles inequality and aims to overcome barriers by helping people to lead healthier more active lives, improve education and employment opportunities, and build stronger communities.

The Foundation works with communities across South Wales, supporting thousands of people each year, and focuses its efforts on disadvantaged communities, "At Risk" individuals and underrepresented groups.

The Foundations' team of teachers, youth workers and football coaches offer the following core programmes:

1. Early Years and Primary Development (Premier League Primary Stars, Move and Learn)
2. Secondary Education and Training (Premier League Inspires)
3. Post 16 Education and Training (Future Pathways)
4. Youth Outreach (Premier League Kicks, Bluebirds Ability Disability Football)
5. Community Outreach (Positive Pathways Veterans Project, 1927 Club, Twinning Project)
6. Bluebirds Experiences

For further information please visit / contact via:

Email: info@cardiffcityfc.org.uk

Telephone: 029 2023 1212

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

Twitter: @CCFC_Foundation

Facebook: @CardiffCityFCFoundation

Instagram: @ccfc_foundation

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

LOST PROPERTY

Businesses must ensure that they take 'reasonable' steps when something is found on their property. Cardiff City Stadium has a policy relating to such that can be found at APPENDIX 7.

SAFEGUARDING

Cardiff City Football Club have staff who are trained and ready to deal with any issues involving Children and Adults at Risk. The Club takes its responsibilities seriously and we are committed to safeguarding this group. We:

- Get the right people involved through safe recruitment and training.
- Create a safe environment for all visitors, participants, and staff.
- Have and promote clear systems to deal with any issues or concerns.

The comprehensive safeguarding policies and procedures that are in place for all staff and volunteers 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.

We support the ethos that safeguarding is everyone's responsibility, and all staff and volunteers have a duty

of care. Our safeguarding policy can be accessed at www.cardiffcityfc.co.uk/club/safeguarding

Any safeguarding concerns can, in the first instance, be referred to:

Head of Safeguarding – Rob Cronick

E: safeguarding@cardiffcityfc.co.uk

T: 02920 643609

M: 07872 147351

DATA PROTECTION

Cardiff City FC complies with all aspects of the Data Protection Act and GDPR principles. All data we hold regarding staff and supporters is held securely. Under Data Protection Law people on who we hold information will normally have certain rights in relation to their personal data. These rights can be confirmed at www.gov.uk/government/publications/data-protection-rights-for-data-subjects

Any queries regarding Data Protection should be addressed to dpo@cardiffcityfc.co.uk.

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 please contact us initially as we will always try to help with any concerns.

PRIVACY POLICY

The Cardiff City Privacy Policy can be found as Appendix 5 to this document and also at <https://www.cardiffcityfc.co.uk/club-privacy-policy>

GROUND REGULATIONS

Notice: Entry to the Ground is expressly subject to acceptance by the visitor of these Ground Regulations and the rules and regulations of FIFA, UEFA, The Football Association, the Premier League and The English Football League (EFL) in respect of the relevant competition and the terms of the Supporter Code of Conduct (if any). The Ground Regulations incorporate the Club's Customer Charter (if any). Entry to the Ground shall constitute acceptance of the Ground Regulations.

"Club" means this football club.

"Football Authority" means each of the Premier League, The English Football League (EFL), The Football Association, the Football Association of Wales, FIFA, UEFA and any other relevant governing body of association football.

"Illegal Substance" means any drug which is not legally obtainable, or which is legally obtainable but has not been legally obtained. The term includes prescribed drugs not being used for prescribed purposes.

"Ground" means this football stadium and all locations owned, occupied or utilised by the Club.

"Match" means any association football match (or any part or aspect of such a match) taking place at the Ground.

"Material" means any audio, visual and / or audio-visual material and / or any information or data.

"Supporter Code of Conduct" means any code of conduct to be adhered to by all those attending the Ground which can be found on – or accessed via – the Club's website or can be provided upon written request to the Club.

- 1. Notwithstanding possession of any ticket the Club, any police officer or authorised steward may refuse entry to (or eject from) the Ground any person:**
 - 1.1. that fails (or in the Club's reasonable opinion is likely to fail) to comply with these Ground Regulations and / or the Supporter Code of Conduct and / or any reasonable instruction issued by a police officer or authorised steward or officer of the Club; and / or
 - 1.2. whose presence within the Ground is, or could (in the Club's reasonable opinion), constitute a source of danger, nuisance or annoyance to any other person.
- 2. On no account will admission be granted to a person:**
 - 2.1 who is the subject of a current Banning Order under the Football Spectators Act 1989 (as amended); or
 - 2.2 who has been convicted of ticket touting offences under section 166 of the Criminal Justice and Public Order Act 1994 (as amended).
- 3. The Club excludes to the maximum extent permitted by law any liability for loss, injury or damage to persons/property in or around the Ground.**
- 4. No guarantees can be given by the Club that a Match will take place at a particular time or on a particular date and the Club reserves the right to reschedule the Match without notice and without any liability whatsoever, save only to the extent provided pursuant to paragraph 5.**
- 5. In the event of the postponement or abandonment of the Match, refunds (if any) will be made in accordance with the Club's Customer Charter. The Club will have no further liability whatsoever, including (but not limited to) any indirect or consequential loss or damage, such as (but not limited to) loss of enjoyment or travel costs.**
- 6. All persons seeking entrance to the Ground acknowledge the Club's right to search any person entering the Ground and to refuse entry to or eject from the Ground any person refusing to**

submit to such a search.

- 7. The following articles must not be brought within the Ground - knives, Illegal Substances, fireworks, smoke canisters, air-horns, flares, weapons, dangerous or hazardous items, laser devices, bottles, glass vessels, cans, poles 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 the Ground.**
- 8. Further, you may not bring into the Ground:**
 - 8.1 any sponsorship, promotional or marketing materials save in respect of official club merchandise and / or other football related clothing worn in good faith;
 - 8.2 any flags or banners larger than those maximum dimensions permitted by the Club from time to time (or, in the absence of such stipulations, 2 metres x 1 metre) and / or of an offensive nature;
 - 8.3 nor may you offer (either free or for sale by any person) any goods (including literature) of any nature,

without the express written approval of the Club's management.
- 9. The following activities are strictly forbidden and will result in arrest and / or ejection from the Ground:**
 - 9.1 using words that are, or behaving in a manner that is, threatening, abusive, insulting, foul, improper, offensive, violent, indecent, or provocative. This shall include, for the avoidance of doubt, engaging in chanting or other non-verbal actions or gestures concerning football or other tragedies (whether done at a Match, in-person or remotely, via any electronic communication, social media or otherwise). Any individual found to have engaged in such activity may be subject to a ban from all Matches and other association football matches (or any part or aspect of such a match);
 - 9.2 attempting to enter the Ground or be inside the Ground whilst under the influence of an Illegal Substance; and / or
 - 9.3 being in possession of an Illegal Substance when entering the Ground or inside the Ground.
- 10. Racial, homophobic or discriminatory abuse, chanting or harassment is strictly forbidden and will result in arrest and / or ejection from the Ground.**
- 11. The following acts are offences under the Football (Offences) Act 1991 (as amended):**
 - 11.1 the throwing of any object within the Ground without lawful authority or excuse.
 - 11.2 the chanting of anything of an indecent or racist nature.
 - 11.3 the entry onto the playing area or any adjacent area to which spectators are not generally admitted without lawful authority or excuse.

Conviction may result in a Banning Order being made.
- 12. All persons entering the Ground may only occupy the seat allocated to them by their ticket (including those who have tickets to any Licensed Standing In Seated Areas (if any) pursuant to paragraph 15 below) and must not move from any one part of the Ground to another without the express permission or instruction of any steward, officer of the Club and / or any police officer.**
- 13. Nobody may stand in any seating area whilst play is in progress (except those persons who have tickets in any Licensed Standing In Seated Areas pursuant to paragraph 15 below). Persistent standing in seated areas other than Licensed Standing In Seated Areas whilst play is in progress is strictly forbidden and may result in ejection from the Ground.**
- 14. The obstruction of gangways, access ways, exits and entrances, stairways and like places is strictly forbidden. Nobody entering the Ground shall be permitted to climb any structures within the Ground.**
- 15. Where the Club operates licensed standing in seated accommodation areas at the Ground as part of the UK Government's scheme on safe standing in conjunction with the Sports Grounds Safety Authority (the "Licensed Standing In Seated Areas"). Only ticketholders who have tickets to the Licensed Standing In Seated Areas are permitted to access the Licensed Standing In Seated Areas.**

Ticket holders who have tickets to the Licensed Standing In Seated Areas shall:

- 15.1 occupy the space in front of the seat allocated to them on their ticket only and must not move to different spaces within the Licensed Standing In Seated Areas or to different areas of the Ground;
- 15.2 expect that other spectators will be standing while play is in progress (although of course they may sit on their allocated seat before and after the activity, or during an interval or halftime break);
- 15.3 not sit or stand on the rails, or stand on the seats in the Licensed Standing In Seated Areas;
- 15.4 not be permitted to admit anyone who does not have a ticket to the Licensed Standing In Seated Areas to the Licensed Standing In Seated Areas;
- 15.5 be respectful towards staff, stewards, and other fans at all times;
- 15.6 behave appropriately in the Licensed Standing In Seated Areas – anti-social behaviour will not be tolerated;
- 15.7 unless needing to use facilities, not move around in the Licensed Standing In Seated Areas and shall stay in the designated space only as described on the relevant ticket and in accordance with paragraph 15.1;
- 15.8 not be permitted to stand in the gangways or on the steps in the Licensed Standing In Seated Areas to watch the Match and acknowledges that these are for accessing and leaving seats only; and
- 15.9 acknowledge that any failure to comply with the conditions set out in this paragraph 15 may lead to ticketholders being ejected from the Ground and / or banned from all Matches, and the Ground may lose the right to maintain the Licensed Standing In Seated Areas.

- 16. EFL stadia are smoke-free and smoking or the use of electronic cigarettes is not permitted inside the Ground.**
- 17. Mobile telephones and other mobile devices are permitted within the Ground PROVIDED THAT (i) they are used for personal and private use only (which, for the avoidance of doubt and by way of example only, shall not include the capturing, logging, recording, transmitting, playing, issuing, showing, or any other communication of any Material for any commercial purposes); and (ii) no Material that is captured, logged, recorded, transmitted, played, issued, shown or otherwise communicated by a mobile telephone or other mobile device may be published or otherwise made available to any third parties including, without limitation, via social networking sites.**
- 18. Under the Sporting Events (Control of Alcohol etc.) Act 1985 (as amended), the following are offences for which a person can be arrested by a police officer and conviction could result in a Banning Order being made:**
 - 18.1 attempting to enter the Ground or being inside the Ground whilst drunk; and / or
 - 18.2 being in possession of any intoxicating liquor, or bottle, can or other portable container and which could cause damage or personal injury, when entering the Ground or in a public area of the Ground from which the event can be directly viewed.
- 19. Any individual who has entered any part of the Ground designated for the use of any group of supporters to which they do not belong may be ejected from the Ground either for the purposes of their own safety or for any other reason.**
- 20. Save as set out in paragraph 17 above, no person (other than a person who holds an appropriate licence) may capture, log, record, transmit, play, issue, show or otherwise communicate (by digital or other means) any Material in relation to the Match, any players or other persons present in the Ground and / or the Ground, nor may they bring into the Ground or use within the Ground (or provide to, facilitate or otherwise assist another person to use within the Ground) any equipment or technology which is capable of capturing, logging, recording, transmitting, playing, issuing, showing or otherwise communicating (by digital or other means) any such Material.**
- 21. The copyright, database rights and any other intellectual property rights in and to all Material that you produce at the Ground in relation to the Match, any players or other persons present in**

the Ground and / or the Ground (whether produced in breach of paragraph 20 above, or pursuant to paragraph 17 above, or otherwise) is hereby assigned (including by way of present assignment of future copyright pursuant to section 91 of the Copyright, Designs and Patents Act 1988) to the Club and the EFL. You further agree (if and whenever required to do so by the Club and / or the EFL) to promptly execute all instruments and do all things necessary to vest the right, title and interest in such rights to the Club and the EFL absolutely and with full title guarantee.

22. No goods (including literature) of any nature may be offered either free or for sale by any person within the Ground without the express written permission of the Club.
23. Tickets are not transferable and may not be offered for sale without the prior written permission of the Club or otherwise in accordance with the relevant ticket terms and conditions. Any tickets that are transferred are transferred subject to these Ground Regulations. Any tickets offered for sale may be confiscated by any steward, officer of the Club or any police officer. The Club reserves the right to refuse admission to or eject from the Ground, and / or exclude any person who has offered for sale or transferred his/her ticket in contravention of the relevant ticket terms and conditions (and / or the holder of any ticket that has been transferred in contravention of the relevant ticket terms and conditions). Tickets remain the property of the Club at all times.
24. CCTV cameras are in use around and in the Ground. Body worn video cameras recording video and / or audio may also be used as appropriate, to record images or audio which identifies you as an individual, for example to record prohibited behaviours as referenced in paragraphs 9, 10 and 11. The Club may itself use or pass to the police or any Football Authority or other clubs, any recordings for use in any proceedings.
25. At all times whilst present in the Ground, persons must comply with any and all instructions of any steward or officer of the Club and / or any police officer (including without limitation any instructions regarding health and safety such as those in respect of communicable diseases (and such persons shall comply with any government guidelines in respect of the same)). Failure to comply with any instruction may lead to immediate ejection from the Ground.
26. By entering the Ground, all persons are acknowledging that photographic images and / or audio, visual and / or audio-visual recordings and / or feeds (and / or stills taken therefrom) may be taken of them and may also be used, by way of example and without limitation, in televised coverage of the game and / or for promotional, training, editorial or marketing purposes by the Club, the EFL or others (including commercial partners and accredited media organisations) and entry into the Ground constitutes consent to such use. You further acknowledge that photographic images and / or audio, visual and / or audio-visual recordings and / or feeds (and / or stills taken therefrom) may be used (by the Club or by a third party, such as a law enforcement body) to identify you as an individual, where permitted by data protection laws, for the purposes of preventing or detecting crime, or any breach of these Ground Regulations. Information about the Club's use of your personal data will be brought to your attention by the Club (see for example any applicable privacy policy, signage and / or other forms of announcement in or around the ground). For further information please contact the Club.
27. All ticket holders agree that the Matches for which the tickets have been purchased are public, and that their appearance and actions inside and in the perimeter of the Ground where a Match occurs are public in nature, and that they shall have no expectation of privacy with regard to their actions or conduct at Matches.
28. Further to paragraph 26, if such person is under 18 years of age, the parent, guardian, or responsible adult who is accompanying them into the Ground shall be deemed to have provided consent on their behalf.
29. Refused entry to (or ejection from) the Ground may lead to further action by the Club including, but not limited to, the withdrawal of any season ticket (without reimbursement), Club Membership and other benefits. Please read the applicable Terms & Conditions of Entry.

2024/25 SEASON TICKETS - TERMS AND CONDITIONS

Cardiff City Football Club has 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** (subject to advertised opening hours) or contact us via email at tickets@cardiffcityfc.co.uk.

2024/25 GENERAL SEASON TICKET HOLDER TERMS & CONDITIONS (EXCLUDES CORPORATE SEASON TICKETS)

Becoming a 2024/25 General Season Ticket holder will allow you to take advantage of a range of exclusive benefits over the course of the campaign, namely:

- Personalised Digital Season Ticket Pass on your smartphone (subject to compatibility). Alternatively, a Personalised Photo Season Ticket Access Card will be made available to select (subject to additional fee – please see delivery methods below).
- Reserved seat with entry to 23 home League fixtures played at Cardiff City Stadium
- Access to our loyalty rewards programme, Bluebirds Rewards.
- Supporters who renew their Season Ticket in our **Early Bird Window** (before 5pm on Friday 31st May 2024), will be awarded a starting balance of 125 points for our loyalty rewards programme, Bluebirds Rewards.
- Opportunity to purchase away league tickets (subject to availability, or pre-determined sales criteria).
- Priority access to Cup fixtures (where applicable, subject to availability).
- 10% discount on Cardiff City Matchday Hospitality and non-matchday stadium room bookings.

DELIVERY METHOD

Season Tickets can be purchased with two separate delivery methods at the point of purchase:

Delivery method: Digital Season Ticket

Price: £5

Supporters who choose this delivery method at point of purchase will be sent an email prior to the season commencing, with a link to download their Season Ticket to their Google Pay or Apple Wallet. Supporters also have the option to download a digital version of their Season Ticket directly from either our official ticketing website or via the Cardiff City Official Club App, to gain access to the stadium on matchdays providing your phone meets the necessary smartphone capability for a digital mobile ticket/NFC Mobile Ticket.

Delivery Method: New Season Ticket Access Card with Photo

Price: £15

If a 2024/25 Season Ticket is purchased with this method, The Season Ticket holder will be sent a new photo access card for the 2024/25 Season via First Class post. With the successful implementation of digital ticketing at the Cardiff City Stadium, we recognise that some season ticket holders may not own a compatible device for digital ticketing. For these supporters we have created a Photo ID Stadium Entry card which can be used to enter the stadium on matchdays. **Please ensure a photo is submitted in good time, as season ticket access cards cannot be issued without a photo.**

V12 RETAIL FINANCE LIMITED

You can renew your Season Ticket via V12 Retail Finance Limited online, accessible via tickets.cardiffcityfc.co.uk.

If you are applying for V12 Retail Finance Limited, your Season Ticket will not be activated until V12 Retail Finance Limited pays the price of your Season Ticket to the Club.

Cardiff City Football Club Limited acts as a credit broker not a lender and will introduce you to V12 Retail Finance Limited to complete your application for Finance. We are authorised and regulated by the Financial Conduct Authority, Registration number 702636. Subject to status and affordability. Terms and conditions apply.

Cardiff City Football Club Limited, 109065, Cardiff City Stadium, Leckwith Road, Cardiff, CF11 8AZ

- All Season Ticket finance applications are subject to status and availability.
- All Season Ticket finance applications are subject to an arrangement fee.
- Please be advised that if you apply for your Season Ticket via V12 Retail Finance Limited online or via the Ticket Office and your application is not signed/agreed within seven days, your Season Ticket will be released for sale. If you do not receive any correspondence within 24 hours of applying, please contact the Ticket Office as soon as possible.

- If you have applied for your Season Ticket via V12 Retail Finance Limited and have been unsuccessful in your application, you will need to contact the Ticket Office within seven 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, our Ticket Office team will endeavour to assist you in rectifying the problem as efficiently as possible

THE IMAGE BELOW SHOWS NUMBERED STADIUM ZONES FOR 2024/25 SEASON TICKETS:

Please note, not all areas are available for sale. Some areas may only be opened for sale when the demand is at a sufficient level.

The Club reserves the right to allocate areas available for sale, and if necessary, restrict or close areas for sale.



SEASON TICKETS CAN BE PURCHASED IN THE FOLLOWING WAYS:

- 24-hour online booking – tickets.cardiffcityfc.co.uk
- Telephone – **033 33 11 1920** (subject to advertised opening hours)
- Ticket Office open to the public between 10am - 4pm on Tuesday, Wednesday and Fridays. (Opening hours are subject to change, please check social media channels for updates prior to travel)

Please regularly check tickets.cardiffcityfc.co.uk for all ticketing information and on sale dates.

JUNIOR U14

A Junior under 14 years of age will not be permitted to enter the stadium without being accompanied by an individual aged 18 years or over.

	EARLY BIRD WINDOW 5th April (10am) - 31st May (5pm)	GENERAL PRICE 1st June (10am)
ZONE 1		
Adult	£529	£579
Seniors 60+	£399	£449
16-21 yrs	£319	£369
Juniors U16	£269	£299
ZONE 2		
Adult	£419	£469
Seniors 60+	£299	£349
16-21 yrs	£219	£269
Juniors U16	£179	£209
ZONE 3		
Adult	£359	£409
Seniors 60+	£259	£309
16-21 yrs	£179	£229
Juniors U16	£119	£149
Juniors U16 (With full paying adult)	£59	£89
ZONE 4		
Adult	£309	£359
Seniors 60+	£229	£279
16-21 yrs	£109	£159
Juniors U16	£79	£109
Juniors U16 (With full paying adult)	£59	£89
ZONE 4F		
Adult	£279	£329
Seniors 60+	£169	£219
16-21 yrs	£109	£159
Juniors U16	£59	£89
Juniors U16 (Family of four)	£629	£729
ZONE D		
Disabled/Wheelchair Access		
Adult	£279	£329
Seniors 60+	£169	£219
16-21 yrs	£109	£159
Juniors U16	£59	£89

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 if required. This is subject to the supporter providing the following proof at point of sale, where possible:

- Being in receipt of 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).
- A personal letter from your GP.

Other forms of proof may be accepted. Proof of eligibility may be required before tickets are issued. Proof of disability must be sent to tickets@cardiffcityfc.co.uk along with corresponding Fan IDs. Failure to do so may result in your Season Ticket Access Card or Season Ticket Digital

Pass being blocked for entry. All Season Ticket holder benefits will be paused unless proof of disability has been provided, or the relevant upgrade fees are paid.

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 will not be able to purchase away league tickets unless purchased with the disabled supporter that they assist. Should a Personal Assistant wish to travel away without the disabled person they assist, they will need to purchase a Club Membership or a full price Season Ticket to become eligible.

SEASON TICKET PRICING

Cardiff City FC will continue to promote greater accessibility to tickets for matches, with a range of prices and facilities which encourage the widest possible support.

Please note that **Early Bird ticket pricing is only available until 5:00pm on Friday, 31st May 2024**, after which point the price will default to the Standard Ticket Price Point.

Season Ticket prices may be subject to further price increases during the 2024/25 season.

INDIVIDUAL MATCH TICKET PROMOTIONS

Cardiff City Football Club reserves the right to run match ticket promotions for Individual home league fixtures, subject to EFL rules. In this instance no refund will be applicable to season ticket holders.

BLUEBIRDS CREDIT

Bluebirds Credit balances that were not utilised by 5pm on Wednesday 31st May 2023, have now been transferred into an Online Ticketing Voucher which can be used against home League ticket/s and Season Ticket/s purchases for the 2024/25 season only.

SEASON TICKET DISCOUNT BASED ON MULTIPLE PURCHASES

Family of 4 Ticket:

Family of 4 Tickets are available in price Zone 4F Family Stand area only. A Family Ticket is valid for two full paying Adults and two Juniors U16 purchased in a single transaction, selecting the following price classes:

2 x Family of 4 – Adult | 2 x Family of 4 - Child

JUNIOR U16 WITH A FULL PAYING ADULT SEASON TICKET

Junior U16 with a full paying Adult Season Tickets are only available in price Zones 3 and 4. A Junior U16 with a full paying Adult Season Ticket is valid for one full paying Adult and up to a maximum of two Juniors U16 purchased in a single transaction, selecting the following price classes:

1 x Adult | 1 x Junior U16 (with a full paying adult) or 2 x Junior U16 (with a full paying adult)

When purchasing, you must be seated together within the same area and price zone. This price class is only available when purchased in conjunction with the full paying adult ticket. The Club reserves the right to block Season Tickets from entry to the ground and demand an upgrade fee to the relevant price class should this price class not be purchased in conjunction with a full paying adult ticket as stipulated in the offer.

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 or remove the available concessions from season to season. The Season Ticket concession is applied at point of sale of the Season Ticket purchase.

Please Note: A Junior Under 14 years of age will not be permitted to enter the stadium without being accompanied by an individual aged 18 years or over.

If a Season Ticket Access Card or Digital Season Ticket Pass is deemed to be misused (e.g., an adult uses a concessionary Season Ticket), the Season Ticket Card will be confiscated upon entry to the ground, or the Digital Season Pass blocked for access. The Season Card/Digital Pass will only be

returned or re-activated upon receipt of payment for the relevant upgrade charge, in addition to a penalty fee of £10 per user. All Season Ticket holder benefits will be stopped until the upgrade fee is paid.

FAMILY STAND POLICY

Cardiff City Football Club strives to provide the safest environment when it comes to bringing families to football.

We are always looking to welcome the next generation of Bluebirds to Cardiff City Stadium, and, as such, will implement policies and procedures to maintain the integrity of our Family Stand. On this basis, we must make sure that the Stand has a suitable mix of adults, concessions and children.

Our Club policy in the Family Stand is as follows:

- a. There must be at least one Junior U16 and one Adult (18yrs or over) within the booking, in addition to a maximum of two Adults to one Junior U16 ratio.
- b. There are no Junior U16s permitted without an accompanying Adult (18yrs or over), and no Adults (18yrs or over) permitted without an accompanying Junior U16. Please be advised, you may be asked to provide documentation for proof of age at both point of sale and / or at the turnstile.

If the ratio of adults to Junior U16 no longer meets the Club policy upon Season Ticket renewal, 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 stadium. Alternative options will be provided by the Ticket Office team. Please be advised that an upgrade fee will be applied in this instance, based on the chosen area of relocation.

RETURNS AND REFUNDS

Season Tickets are **NON-REFUNDABLE**. Season Tickets can be transferred to the name of another supporter on a seasonal basis for the fee of £10 plus any additional upgrade charges (written authorisation is required from the current Season Ticket holder, or Next of Kin for this to be actioned).

In the unfortunate event that a Supporter who holds a Season Ticket passes away, no refund will be provided. A Season Ticket may be transferred into the name of another supporter for an administration fee of £10, subject to the production of a Death Certificate and official proof of Next of Kin status. If the new supporter, whom you wish to transfer the season ticket to, falls within a higher priced age bracket or wishes to upgrade to a higher priced seating area, the £10 administration fee will apply to transfer the Season Ticket, in addition to any upgrade fees. No refunds will be provided in the event of a downgraded Season Ticket transfer.

SEASON TICKET OWNERSHIP DISPUTES

If a Season Ticket is purchased by someone other than the seated Season Ticket holder and a dispute occurs, the individual who purchased the Season Ticket/s will have full rights to any Season Tickets purchased within the transaction (subject to proof of purchase being provided).

SEASON TICKET CONCESSION UPGRADES

Season Ticket upgrades will be calculated based on the prices set at the time of the original Season Ticket purchase, and will not be calculated based on any events that may have passed (e.g., a Junior U16 Season Ticket purchased during the Early Bird price window that has been utilised for game entry, can be upgraded to an adult Season Ticket but will be charged at the original Early Bird Adult rate, not taking into consideration any games that may have passed). Once purchased, Season Tickets can be upgraded to a higher priced area, subject to relevant upgrade fees being paid. Season Ticket upgrades will also incur an administration fee of £10.

SEASON TICKET MOVEMENT

A Season Ticket can be moved to any equally or lower priced area of the ground for an administration fee of £10. Season Tickets can be upgraded to a higher priced area, subject to any relevant price difference being paid plus the administration fee of £10.

PURCHASING AWAY LEAGUE TICKETS

Season Ticket holders are entitled to purchasing 1 ticket per valid season ticket (subject to availability, or pre-determined sales criteria and any alternative pandemic restrictions) Where possible, season ticket holders will be prioritised over club members. Concession categories for away league fixtures may vary to those at Cardiff City FC, as these are determined by the home club's ticketing policy.

ADMINISTRATION FEES AND CHARGES

The following charges apply at the Ticket Office:

- Season Tickets purchased are subject to a per ticket administration fee, dependent on the Delivery Method selected. £5 per digital season ticket or £15 per season ticket photo access card.
- Lost Season Ticket Card: £10 replacement fee.
- Forgotten Season Ticket on Matchday: £5 charge for a Season Ticket Holder to have a digital or paper ticket seat re-issue.
- Stolen Season Ticket Card: Re-issued 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, or digital pass for a one-off fixture, for a £5 fee.
- Moving or upgrading a Season Ticket will be subject to a £10 administration charge, plus any upgrade fees that may apply.

MISUSED SEASON TICKETS

If a Season Ticket Access Card or Digital NFC Season Ticket Pass is deemed to be misused (e.g., an adult uses a concessionary Season Ticket), the Season Ticket Card will be confiscated upon entry to the ground, or the Digital Season Pass blocked for access. The Season Card/ Digital Pass will only be returned or re-activated upon receipt of payment for the relevant upgrade charge, in addition to a penalty fee of £10 per user. All Season Ticket holder benefits will be stopped until the upgrade fee is paid.

BEHIND CLOSED DOORS / REDUCED CAPACITY FIXTURES

If any home fixture included as part of your Season Ticket is played behind closed doors, or with a reduced capacity (that affects your purchase) during the 2024/25 season, it is our intention to offer all Season Ticket holders the chance to enter the selection process for a chance to secure a ticket for a reduced capacity home league match.

The Club will announce individual on-sale dates for these events at the appropriate time. Supporters will need to apply for each reduced capacity home league fixture via our official ticketing website: tickets.cardiffcityfc.co.uk

The order of the sale will be determined after consideration of government guidelines at the time and subsequently published on our official website.

In the event of fixtures being played with reduced 3

restrictions, we cannot guarantee that your renewed/purchased Season Ticket seat will be available. In such cases we will issue you ticket for an alternative seat, subject to availability and selection procedure in place.

Those who are unsuccessful in their application for a ticket for a reduced capacity fixture, will be awarded an online ticketing voucher to the value of their Season Ticket price per game which can be used towards the renewal of a 2025/26 Season Ticket or towards home league tickets during the 2024/25 season.

The Club will aim to provide the opportunity for current 2024/25 Season Ticket holders to purchase a streaming pass for such events, subject to streaming passes being offered by the EFL and governing bodies. Streaming pass prices are set by the EFL, and if made available, must be purchased individually.

The Club commits to reviewing its policy at regular intervals, in accordance with Welsh Government or relevant governing body policy.

ABANDONED / POSTPONED MATCHES

In the case of an abandoned or postponed fixture, Season Ticket holders are entitled to use their original ticket to access the re-arranged game. The club does not provide refunds for any postponed or rearranged matches for Season Ticket holders.

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.

MATCH CANCELLATIONS

In the event of a pandemic, If a match is cancelled and is not to be rearranged Season Ticket holders will be entitled to a pro-rata refund to the value of their Season Ticket for that event. Season Ticket holders will have the opportunity to select their preferred method of refund, to include a cash or card refund, a ticketing voucher to be held on the Season Ticket holder's ticketing account, or a donation to the Cardiff City FC Academy.

2024/25 CAR PARK SEASON TICKETS

Car Park Season Tickets entitle the holder to access their designated parking area for 23 home League fixtures during the 2024/25 season. **Access may be denied if you arrive 60 minutes or less before the designated kick-off time.**

Car Park Season Tickets can be used for selected pre-season friendlies, Carabao Cup and FA Cup fixtures played at Cardiff City Stadium where the holder has purchased a ticket for the event (Subject to availability). Duplicate passes will not be issued if your original car park hanger is lost or stolen.

Car Park Season Ticket holders who have an existing car park pass from the 2023/24 season must renew by **Friday, 31st May 2024 at 5.00pm**. Any renewals not processed by this date will be released for sale.

FURTHER INFORMATION

Please be aware that all fixtures are subject to change. Supporters are advised to keep up to date with the official club web site, club App and social media channels for any updates throughout the season.

We ask supporters to ensure that all contact information, including address details, is up to date prior to confirming a booking.

The Club reserves the right to relocate, when necessary, either a Season Ticket or a matchday ticket purchase. Should this situation occur, supporters will be contacted. There will be no compensation or refund issued.

DATA SHARING

By purchasing a 2024/2025 Season Ticket, you are agreeing to Cardiff City FC sharing your data with third-party company, Fourth Wall Creative, for the purpose of fulfilment

APPENDIX 3

2024/25 Club Membership Terms and Conditions

Each Membership must be assigned to an individual supporter, and their unique Fan ID.

All Club Memberships are issued on a seasonal basis. They will therefore remain valid for the duration of the 2024/25 season, and all will expire on 31st May 2025, regardless of when during the season the Club Membership was purchased.

Personal Assistants:

- In order to access a personal assistant ticket, the Club Member must select a “Disabled” price type for the Membership, and also provide documentation to show the following:
 - Medium to high-rate Disability Living Allowance (DLA) mobility or care component
 - Enhanced Rate Personal Independence Payment (PIP)
 - Severe Disablement Allowance
 - Certificate of Visual Impairment (CVI)
 - Or a personal letter from your GP.

Other forms of proof may be accepted, please contact the Cardiff City FC DAO: club@cardiffcityfc.co.uk

Please note:

- Personal Assistant tickets are issued solely for the purpose of assisting Club Members with a disability.
- Personal Assistant Tickets must be located next to the Disabled ticket holder.
- Personal Assistants will not be able to purchase Away league tickets unless the tickets are 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 Club Membership or a full priced Season Ticket to travel. Sales criteria apply.

Purchasing Away League Tickets:

- Tickets for away fixtures will be available to Club Members, subject to sales criteria and ticket availability.
- Concession categories for away league fixtures may vary to those at Cardiff City FC, as these are determined by the away club’s ticketing policy.

Concessions:

- Concession prices are available. Cardiff City FC reserve the right to change or remove the available concessions from season to season.

The Membership concession is applied based on the age of the supporter at the time of purchase.

Club Membership Pricing:

General Pricing:

- Adults - £35
- Senior (60+) - £28
- 16-21 Years - £25

Disabled Pricing:

- Disabled Adult - £35
- Disabled Senior 60+ - £28
- Disabled 16-21 Years - £25

Club Memberships can be purchased in the following ways:

- 24 Hour Online Booking – tickets.cardiffcityfc.co.uk
- Telephone – 033 33 11 1920 (subject to advertised opening hours)

Please check cardiffcityfc.co.uk/tickets for all ticketing information and ticket office opening hours.

Administration fees and charges:

The following charges apply at the Ticket Office:

- Stolen Membership Card: printed free of charge on production of a valid crime number.
- Reprint of a lost Club Membership Card - £10

Returns and Refunds:

2024/25 Club Memberships are **NON-REFUNDABLE**. Club Memberships can be transferred to the name of another supporter on a seasonal basis for the fee of £10 plus any additional upgrade charges (written authorisation is required from the current Club Member for this to be actioned).

Data Sharing:

By purchasing a Club Membership, you are agreeing to Cardiff City FC sharing your data with a third-party company, Fourth Wall Creative, for the purpose of fulfilment.

Additional information:

- Please be aware that all fixtures are subject to change. Supporters are advised to keep up to date with the official club website, Club App and social media channels for any updates throughout the season.
- We ask supporters to ensure that all contact information including address details are up to date prior to confirming a booking and thereafter. The Club does not accept responsibility for incomplete/incorrect addresses. When sending items via post, it is the responsibility of the supporter to ensure that their details are correct.

Contact Us:

Cardiff City Football Club has 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 (subject to advertised opening hours) or contact us via email at tickets@cardiffcityfc.co.uk

Club Privacy Policy

Privacy Notice

This is the Privacy Policy of Cardiff City Football Club. In this document, "we", "our", or "us" refers to Cardiff City Football Club.

Our Company Number is 00109065 and the company is registered in the United Kingdom.

Our Registered Office is Cardiff City Stadium, Leckwith Road, Cardiff, CF11 8AZ

Introduction

1. This is a notice to inform you of our policy about all information that we record about you. It sets out the conditions under which we may process any information that we collect from you, or that you provide to us. It covers information that could identify you ("personal information (PII)") and information that could not. In the context of the law and this notice, "process" means collect, store, transfer, use or otherwise act on information.
2. We regret that if there are one or more points below with which you are not happy, your only recourse is to leave our website immediately.
3. We take seriously the protection of your privacy and confidentiality. We understand that all visitors to our website are entitled to know that their personal data will not be used for any purpose unintended by them and will not accidentally fall into the hands of a third party.
4. We undertake to preserve the confidentiality of all information you provide to us and hope that you reciprocate.
5. Our policy complies with UK law accordingly implemented, including that required by the EU General Data Protection Regulation (GDPR).
6. The law requires us to tell you about your rights and our obligations to you in regard to the processing and control of your personal data. We do this now, by requesting that you read the information provided at www.knowyourprivacyrights.org
- 7.

In brief, if you think that we are holding your PII, then you can make a request to us. We will verify the request and if we do, you have a number of rights in relation to that information.

You can ask us for: access to it, to rectify, erase and restrict it, to object to it being processed (used in any way), or to withdraw consent for it to be processed.

We must also tell you the reasons for which we are holding (processing) your personal data, the categories of data that we are holding, how long we plan to hold it and details of any recipients.

In certain circumstances, you can also ask us for a copy of your data, in machine format, to allow for the transference of the data, to another organisation. Please contact dpo@cardiffcityfc.co.uk by email or by using any of the mechanisms detailed above, if you wish to exercise any of those rights. We have one month to respond to any such request.

Supervisory Authority

If you don't feel that we have responded correctly to any request that you may make of them, regarding your data, you have the right to complain to a Supervisory Authority. In the United Kingdom, the Supervisory Authority is the Information Commissioner's Office. <https://ico.org.uk/concerns/0303123>

1. Except as set out below, we do not share, or sell, or disclose to a third party, any information collected through our website.

The basis on which we process information about you

The law requires us to determine under which of six defined terms we process different categories of your personal information, and to notify you of the basis for each category.

If a basis on which we process your personal information is no longer relevant, then we shall immediately stop processing your data.

If the basis changes then if required by law we shall notify you of the change and of any new basis under which we have determined that we can continue to process your information.

1. Information we process because we have a contractual obligation with you

When you create an account on our website, buy a product or service from us, or otherwise agree to our Terms and Conditions, a contract is formed between you and us.

In order to carry out our obligations under that contract we must process the information you give us. Some of this information may be personal information.

We may use it in order to:

- 1.1. Verify your identity for security purposes
- 1.2. Sell products to you
- 1.3. provide you with our services
- 1.4. provide you with suggestions and advice on products, services and how to obtain the most from using our website

We process this information on the basis there is a contract between us, or that you have requested we use the information before we enter into a legal contract.

Additionally, we may aggregate this information in a general way and use it to provide class information, for example to monitor our performance with respect to a particular service we provide. If we use it for this purpose, you as an individual will not be personally identifiable.

We shall continue to process this information until the contract between us ends or is terminated by either party under the terms of the contract.

2. Information we process with your consent

Through certain actions when otherwise there is no contractual relationship between us, such as when you browse our website or ask us to provide you more information about our Club, including our products and services, you provide your consent to us to process information that may be personal information.

The Club's Preference Centre provides all supporters with the opportunity to define and control communications that they receive from the Club. Once registered, it is possible to log in to the Preference Centre to change or delete any of the information.

Wherever possible, we aim to obtain your explicit consent to process this information, for example, by asking you to agree to our use of cookies.

Sometimes you might give your consent implicitly, such as when you send us a message by e-mail to which you would reasonably expect us to reply.

Except where you have consented to our use of your information for a specific purpose, we do not use your information in any way that would identify you personally. We may aggregate it in a general way and use it to provide class information, for example to monitor the performance of a particular page on our website.

If you have given us explicit permission to do so, such as in the Preference Centre options, we may from time to time pass your name and contact information to selected associates whom we consider may provide services or products you would find useful.

We continue to process your information on this basis until you withdraw your consent, or it can be reasonably assumed that your consent no longer exists.

You may withdraw your consent at any time by instructing us by email at dpo@cardiffcityfc.co.uk or by sending a letter to the Data Protection Officer at the Club. However, if you do so, you may not be able to use our website or our services further.

3. Information we process because we have a legal obligation

We are subject to the law like everyone else. Sometimes, we must process your information in order to comply with a statutory obligation.

For example, we may be required to give information to legal authorities if they so request or if they have the proper authorisation such as a search warrant or court order.

This may include your personal information.

Specific uses of information you provide to us

4. Information provided on the understanding that it will be shared with a third party

Our website may allow you to post information with a view to that information being read, copied, downloaded, or used by other people.

Examples include:

- 4.1 posting a message on our forum
- 4.2 tagging an image
- 4.3 clicking on an icon next to another visitor's message to convey your agreement, disagreement or thanks

In posting personal information, it is up to you to satisfy yourself about the privacy level of every person who might use it.

We do not specifically use this information except to allow it to be displayed or shared.

Once your information enters the public domain, we have no control over what any individual third party may do with it. We accept no responsibility for their actions at any time.

Provided your request is reasonable and there is no legal basis for us to retain it, then at our discretion we may agree to your request to delete personal information that you have posted. You can make a request

by contacting us at dpo@cardiffcityfc.co.uk

5. Complaints regarding content on our website

If you complain about any of the content on our website, we shall investigate your complaint.

If we feel it is justified or if we believe the law requires us to do so, we shall remove the content while we investigate.

If we think your complaint is vexatious or without any basis, we shall not correspond with you about it.

6. Information relating to your method of payment

At the point of payment, you are transferred to a secure page on the website of our Ticketing or Retail Partners. That page may be branded to look like a page on our website, but it is not controlled by us.

The security of your Credit Card data is of paramount importance to us.

Card payment is taken using Optomany managed service. As a member of the Payment Card Industry Security Standards Council (PCI SSC), Optomany is dedicated to ensuring merchants and customers alike are protected against card data fraud. Transaction authorisation, settlement and management with PAYware Ocius is delivered through a PCI DSS Level 1 certified payment processing infrastructure.

Optomany's solution includes tokenisation, which eliminates the need to store sensitive cardholder details by replacing the card details with a unique reference code.

Your credit card details are not held on our servers.

Please ensure that you are in agreement with the terms, conditions, Privacy and Cookie Policies on these payment websites before interacting with any such website or making any purchase.

7. Information about your direct debit

When you agree to set up a direct debit arrangement, the information you give to us is passed to our own bank for processing according to our instructions. We do not keep a copy.

We are registered under the direct debit guarantee scheme. This provides for the customer's bank to refund disputed payments without question, pending further investigation. Direct debits can only be set up for payments to beneficiaries that are approved originators of direct debits. In order to be approved, these beneficiaries are subjected to careful vetting procedures. Once approved, they are required to give indemnity guarantees through their banks.

8. Job application and employment

If you send us information in connection with a job application, we may keep it for up to six months in case we decide to contact you at a later date.

If we employ you, we collect information about you and your work from time to time throughout the period of your employment. This information will be used only for purposes directly relevant to your employment. Further detail is contained in our Staff Manual which is only available to employed staff.

9. Sending a message to our support team

When you contact us, whether by telephone, through our website or by e-mail, we collect the data you have given to us in order to reply with the information you need.

We do not keep any personally identifiable information associated with your message, such as your name or email address.

10. Complaining

When we receive a complaint, we record all the information you have given to us. We use that information to resolve your complaint.

We may also compile statistics showing information obtained from this source to assess the level of service we provide, but not in a way that could identify you or any other person.

11. Affiliate and business partner information

This is information given to us by you in your capacity as an affiliate of us or as a business partner.

It allows us to recognise visitors that you have referred to us, and to credit to you commission due for such referrals. It also includes information that allows us to transfer commission to you.

The information is not used for any other purpose.

We undertake to preserve the confidentiality of the information and of the terms of our relationship. We expect any affiliate or partner to agree to reciprocate this policy.

Use of information we collect through automated systems when you visit our website

12. Cookies

Cookies are small text files that are placed on your computer's hard drive by your web browser when you visit any website. They allow information gathered on one web page to be stored until it is needed for use on another, allowing a website to provide you with a personalised experience and the website owner with statistics about how you use the website so that it can be improved.

Some cookies may last for a defined period of time, such as one day or until you close your browser. Others last indefinitely.

For further information on how we use cookies, please refer to our cookie policy at <https://www.cardiffcityfc.co.uk/cookie-policy>

13. Personal identifiers from your browsing activity

Requests by your web browser to our servers for web pages and other content on our website are recorded.

We record information such as your geographical location, your Internet service provider and your IP address. We also record information about the software you are using to browse our website, such as the type of computer or device and the screen resolution.

We use this information in aggregate to assess the popularity of the webpages on our website and how we perform in providing content to you.

If combined with other information we know about you from previous visits, the data possibly could be used to identify you personally, even if you are not signed into our website.

14. Our use of re-marketing

Re-marketing involves placing a cookie on your computer when you browse our website in order to be able to serve to you an advert for our products or services when you visit some other website.

We may use a third party to provide us with re-marketing services from time to time. If so, then if you have consented to our use of cookies, you may see advertisements for our products and services on other websites.

Disclosure and sharing of your information

15. Information we obtain from third parties.

Although we do not disclose your personal information to any third party (except as set out in this notice), we sometimes receive data that is indirectly made up from your personal information from third parties whose services we use.

16. Third party advertising on our website

Third parties may advertise on our website. In doing so, those parties, their agents or other companies working for them may use technology that automatically collects information about you when their advertisement is displayed on our website.

They may also use other technology such as cookies or JavaScript to personalise the content of, and to measure the performance of their adverts.

We do not have control over these technologies or the data that these parties obtain. Accordingly, this privacy notice does not cover the information practices of these third parties.

17. Credit reference

To assist in combating fraud, we share information with credit reference agencies, so far as it relates to clients or customers who instruct their credit card issuer to cancel payment to us without having first provided an acceptable reason to us and given us the opportunity to refund their money.

18. Data may be processed outside the European Union

This section does not apply as our websites are hosted in the European Union.

Access to your own information

19. Access to your personal information

- 19.1 At any any time you may review or update personally identifiable information that we hold about you, by signing in to the Preference
- 19.2 To obtain a copy of any information that is not provided on our website you may send us a request at dpo@cardiffcityfc.co.uk
- 19.3 After receiving the request, we will tell you when we expect to provide you with the information.

20. Removal of your information

If you wish us to remove personally identifiable information from our website, you may contact us at dpo@cardiffcity.co.uk

This may limit the service we can provide to you.

21. Verification of your information

When we receive any request to access, edit or delete personal identifiable information we shall first take reasonable steps to verify your identity before granting you access or otherwise taking any action. This is important to safeguard your information.

22. Use of site by children

We understand that children and young people, including those under 13 years of age (“minors”), may visit the Online Facilities or otherwise interact with us. Minors may need their parent or guardian’s permission to use or access certain facilities or receive certain information through the Online Facilities. Minors may also be asked to confirm they have that permission, and we reserve the right to verify parental or guardian consent, where required.

We try not to make a minor's participation in activities with us contingent on the minor disclosing any more personal information than is reasonably necessary in order to do so. We do not actively market to minors or use (or pass to any third party) personal information on persons known to be minors for any commercial purposes, without proper consent.

Other age restrictions may apply to certain products, services or opportunities available

23. Encryption of data sent between us

We use Secure Sockets Layer (SSL) certificates to verify our identity to your browser and to encrypt any data you give us.

24. How you can complain

- 24.1 If you are not happy with our privacy policy or if have any complaint then you should tell us by email. Our address is dpo@cardiffcityfc.co.uk
- 24.2 If a dispute is not settled, then we hope you will agree to attempt to resolve it by engaging in good faith with us in a process of mediation or arbitration.
- 24.3 If you are in any way dissatisfied about how we process your personal information, you have a right to lodge a complaint with the Information Commissioner's Office. This can be done at <https://ico.org.uk/concerns/>

25. Retention period for personal data

Except as otherwise mentioned in this privacy notice, we keep your personal information only for as long as required by us:

- 25.1 to provide you with the services you have requested;
- 25.2 to comply with other law, including for the period demanded by our tax authorities;
- 25.3 to support a claim or defence in court.

26. Compliance with the law

Our privacy policy has been compiled so as to comply with the law of every country or legal jurisdiction in which we aim to do business. If you think it fails to satisfy the law of your jurisdiction, we should like to hear from you.

However, ultimately it is your choice as to whether you wish to use our website.

27. Review of this privacy policy

We may update this privacy notice from time to time as necessary. The terms that apply to you are those posted here on our website on the day you use our website. We advise you to print a copy for your records.

If you have any questions regarding our Privacy Policy, please contact us at dpo@cardiffcityfc.co.uk.

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APPENDIX 6

Match Day Tickets

Tickets can be purchased in the following ways:

- 24hr online booking – tickets.cardiffcityfc.co.uk
- Telephone – 033 33 11 1920 (subject to advertised opening times)

For further information on opening times, please check the Cardiff City Football Club official website.

If you are an away supporter looking to purchase tickets for your team’s visit to the Cardiff City Stadium, please purchase your tickets through your Club directly.

Season tickets are not eligible to be upgraded on the day of the game. Should you wish to upgrade a season ticket, this will need to be done in advance of the matchday.

Pricing

The Club reserves the right to reduce prices for certain home league fixtures during the season for promotional purposes. The fixture categorizations and pricing table can be found below.

BRONZE				SILVER				GOLD			
	CLUB MEMBERSHIP PRICING (PRE-MATCHDAY)	GENERAL PRICING (PRE-MATCHDAY)	MATCHDAY PRICING		CLUB MEMBERSHIP PRICING (PRE-MATCHDAY)	GENERAL PRICING (PRE-MATCHDAY)	MATCHDAY PRICING		CLUB MEMBERSHIP PRICING (PRE-MATCHDAY)	GENERAL PRICING (PRE-MATCHDAY)	MATCHDAY PRICING
ZONE 1											
Adult	£28	£31	£34	Adult	£31	£34	£37	Adult	£34	£37	£40
Seniors 60+	£23	£26	£29	Seniors 60+	£25	£28	£31	Seniors 60+	£27	£30	£33
16-21 yrs	£19	£22	£25	16-21 yrs	£21	£24	£27	16-21 yrs	£23	£26	£29
Juniors U16	£16	£18	£20	Juniors U16	£17	£19	£21	Juniors U16	£18	£20	£22
ZONE 2											
Adult	£23	£26	£29	Adult	£26	£29	£32	Adult	£29	£32	£35
Seniors 60+	£18	£21	£24	Seniors 60+	£20	£23	£26	Seniors 60+	£22	£25	£28
16-21 yrs	£15	£18	£21	16-21 yrs	£17	£20	£23	16-21 yrs	£19	£22	£25
Juniors U16	£12	£14	£16	Juniors U16	£13	£15	£17	Juniors U16	£14	£16	£18
ZONE 3											
Adult	£21	£24	£27	Adult	£24	£27	£30	Adult	£27	£30	£33
Seniors 60+	£16	£19	£22	Seniors 60+	£18	£21	£24	Seniors 60+	£20	£23	£26
16-21 yrs	£13	£16	£19	16-21 yrs	£15	£18	£21	16-21 yrs	£17	£20	£23
Juniors U16	£9	£11	£13	Juniors U16	£10	£12	£14	Juniors U16	£11	£13	£15
ZONE 4											
Adult	£21	£24	£27	Adult	£24	£27	£30	Adult	£27	£30	£33
Seniors 60+	£16	£19	£22	Seniors 60+	£18	£21	£24	Seniors 60+	£20	£23	£26
16-21 yrs	£13	£16	£19	16-21 yrs	£15	£18	£21	16-21 yrs	£17	£20	£23
Juniors U16	£9	£11	£13	Juniors U16	£10	£12	£14	Juniors U16	£11	£13	£15
ZONE 4F - FAMILY STAND											
Adult	£17	£20	£23	Adult	£19	£22	£25	Adult	£21	£24	£27
Seniors 60+	£13	£16	£19	Seniors 60+	£15	£18	£21	Seniors 60+	£17	£20	£23
16-21 yrs	£10	£13	£16	16-21 yrs	£11	£14	£17	16-21 yrs	£12	£15	£18
Juniors U16	£7	£9	£11	Juniors U16	£8	£10	£12	Juniors U16	£9	£11	£13
Family Ticket	N/A	£46	£46	Family Ticket	N/A	£46	£46	Family Ticket	N/A	£46	£46
ZONE D - ACCESSIBILITY AREA											
Adult	£17	£20	£23	Adult	£19	£22	£25	Adult	£21	£24	£27
Seniors 60+	£13	£16	£19	Seniors 60+	£15	£18	£21	Seniors 60+	£17	£20	£23
16-21 yrs	£10	£13	£16	16-21 yrs	£11	£14	£17	16-21 yrs	£12	£15	£18
Juniors U16	£7	£9	£11	Juniors U16	£8	£10	£12	Juniors U16	£9	£11	£13

Further details, terms and conditions can be found in our customer charter.



HOME FIXTURE CATEGORIES 2024/25

BRONZE



Blackburn Rovers F.C., Watford F.C.,
Millwall F.C., Middlesbrough F.C.,
Preston North End F.C., Hull City F.C.

SILVER



Plymouth Argyle F.C., Norwich City F.C.,
Portsmouth F.C., Stoke City F.C.,
Sunderland A.F.C., Luton Town F.C.,
Oxford United F.C., Queens Park Rangers F.C.,
Sheffield United F.C., Derby County F.C.

GOLD



Sheffield Wednesday F.C., Bristol City F.C.,
Leeds United F.C., Burnley F.C.,
Swansea City A.F.C., West Bromwich Albion
F.C., Coventry City F.C.

Home Match Ticket Concession Definition

A 'Junior U14' is defined as a person under 14 years of age at the time of purchase. A junior U14 will not be permitted entry to the stadium without being accompanied by an individual aged 18 or over. If entry is made, we reserve the right to eject the individual, whilst engaging advice and assistance from our Safeguarding Team.

A 'Junior U16' is defined as a person under 16 years of age at the time of purchase.

A 'Senior' is defined as a person aged 60 years or over at the time of purchase.

A '16-21' is defined as a person between the ages of 16 and 21 at the time of purchase.

Returns and Refunds of single Match Tickets

Please be aware that all fixtures are subject to change.

It is your responsibility to ensure that your address details are up to date/correct upon purchasing your match tickets to ensure that your tickets are sent to the correct place. If you opt for paper tickets and have not received your tickets, please contact the Ticket Office at least 48hrs prior to the event. Cardiff City Football Club are not liable for paper tickets once they have been collected by Royal Mail.

In the case of abandoned fixtures, match ticket holders are entitled to use their original ticket to access the re-arranged game. However, if you are unable to attend the re-arranged fixture, you will need to notify the ticket office prior to the kick-off of the re-arranged date, only 50% of the face value of the match ticket may be refunded.

In the case of re-arranged fixtures, match ticket holders are entitled to use their original ticket to access the re-arranged date. However, if you are unable to attend the re-arranged fixture, you will need to notify the ticket office prior to the kick-off of the re-scheduled date to request a refund.

Please note this category of ticket are non-refundable.

If there are extenuating circumstances and you are not able to attend a fixture for which you have purchased a single home match ticket, please ensure you contact the Ticket Office prior to Kick-Off for that fixture.

Purchasing Away League Tickets

Season ticket holders may have priority of purchase on away league tickets over Club Members and Junior Bluebird Members, subject to availability and pre-determined sales criteria.

Concessions available and ticketing prices for away league fixtures may vary to those at Cardiff City Football Club as these are determined by the away Club's ticketing policy.

Tickets for away fixtures are only available to current season ticket holders, Club members and junior bluebird members. Tickets should only be utilized by the valid member whose Fan Id has been assigned to the ticket.

Cardiff City Football Club reserves the right to withhold or cancel any away tickets that are purchased at the wrong price class. Away tickets may be cancelled without notice if purchased incorrectly.

All away tickets are issued by the away club and will be sold and distributed by the Cardiff City Football Club ticket office on behalf of the away fixture.

If you have ordered an away ticket which has not arrived in the post, please contact the Cardiff City ticket office at least 48 hours before the event within the advertised opening times in order to arrange a reprint of your purchased tickets.

Cardiff City Football Club are not liable for match tickets once they have been collected by the Royal Mail.

Away match tickets are not refundable (subject to away club ticketing policy)

Further Information

The following charges apply at the Ticket Office:

Forgotten Season Ticket;

£5 for a replacement to enter stadium

Online Match Ticket purchase

All tickets purchased are subject to a £2 per ticket transaction fee.

Tickets purchased in person or via telephone

All tickets purchased are subject to a £2 per ticket transaction fee.

Family Season Ticket and Match Tickets

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 ensure that the family stand has the right mix of adults, concessions and Juniors U16. Please refer to the policy below.

Our Club policy in the family stand is as follows:

- a. There must be at least one Junior U16 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 Junior U16 permitted without adults and no adults permitted without Junior U16. Please be advised, you may be asked to provide documentation for proof of age.

If the family stand ratio of adults to children is abused 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.

Family of 4 ticket

Family of 4 tickets are available in the Zone 4F area only.

The Club reserves the right to block Family match Tickets from entry to the ground and demand an upgrade fee to the relevant price classes should the tickets not be purchased as the ratio of:

2 x Family Adult

2 X Family Junior Under 16

All tickets will be blocked until the upgrade fee is paid.

Additional information

The Club reserves the right to move a season ticket or matchday ticket without notice if deemed necessary (e.g. system error resulting in a seat issue). A seat within the same or higher value price zone may be provided as an alternative. There will be no compensation or refund issued in this instance.

Tickets are issued subject to the Ground Regulations of Cardiff City FC as displayed at the Ticket Office, and online at www.cardiffcityfc.co.uk/tickets/stadium-plan - Copies are also available on request.

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. Details of this policy can be found at:

www.cardiffcityfc.co.uk/club/safeguarding-equality/

Cardiff City FC reserves the right to eject from the ground any person, or persons, who fail to comply with the rules and regulations as set out above.

For all the latest news, tickets, and videos, download our official Club App – Free from the App Store (Apple), or Google Play Store (Android). Search “Cardiff City FC”.

APPENDIX 7

Cardiff City Stadium (“CCS”) - Lost Property Policy & Procedures

(Version 3.1 May 2024)

Introduction

As businesses must ensure that they take ‘reasonable’ steps when something is found on their property, Cardiff City Stadium has a policy in line with this requirement.

This Policy has been prepared to provide guidance to staff on the procedures to manage and control lost property in an open, fair, and documented way, thereby protecting the interests of both employees and visitors.

CCS has a responsibility to provide safe custody of money and other personal property handed in by staff, or visitors that has been found within our footprint. Any such items or objects regardless of value, are considered lost property and should be dealt with as detailed.

By definition ‘Lost property’ is a broad term used to identify items that do not belong to CCS and have been left (accidentally or otherwise) within our footprint. ‘Lost property’ does not refer to items left in the care of staff for the duration of a visitor’s stay, for example a pushchair or an item of luggage. ‘Lost property’ also relates to an item which has been reported lost but has not been found by or handed into our staff.

For the purposes of this policy lost property has three classifications: (a) Valuable items (b) Low value, non-perishable items (c) Perishable / Personal items

Process

Where someone, be they a visitor or member of staff, finds something within the stadium footprint they should **hand it in to our Reception Team** who will then register details and store items as securely as is necessary. They will also respond to enquiries related to any lost or found items, in conjunction with our Stadium Operations Team.

Items should be accompanied by a Found Item Report. Items **must not be left on the reception desk. They should be retained until Reception Staff are available to enable logging and safekeeping.*

We will hold an item until it is claimed, or for a period of 35 days, before disposing of it. If claimed, we will record full details of the claimant and in some instances will ask for identification and verification of ownership. Any unclaimed items will be disposed of:

By being given to our designated charity – Barnardo’s (Class B items)

Through a suitable recycling facility or destroyed (Class C items)

Any person who believes they have lost an item within the stadium footprint should contact us by telephone, in person or via e-mail to stadium@cardiffcityfc.co.uk

We operate this policy and service although there is no legal requirement for us to do so. Cardiff City Stadium and / or Cardiff City Football Club takes no responsibility for the safe keeping or handling of any items as referenced within this policy.

APPENDIX 8

Introduction

Welcome to the Cardiff City 2024-25 Fan Engagement Plan.

As the Director nominated by the Board, I am proud to present our vision, aims, values, and objectives for fan engagement. At Cardiff City, we believe that our fans are at the heart of everything we do, and their unwavering support is what drives us to succeed both on and off the pitch.

Our overarching vision is to create a truly inclusive and interactive fan experience that fosters a strong sense of community and belonging among our supporters. We aim to engage with our fans in meaningful ways and provide them with unique and memorable experiences that go beyond matchdays.

Our values of integrity, passion, and respect guide all our interactions with fans, and we are committed to building strong relationships with our supporters based on trust and transparency. We strive to create a welcoming and inclusive environment where all fans feel valued and heard.

In terms of our objectives, we have set measurable goals for fan engagement and commit to hosting regular forums where fans can meet with senior officials at the football club. Minutes will be produced and displayed on our official website and distributed amongst our various Supporter Groups.

We will also implement fan feedback mechanisms that support our ethos to continuously improve the fan experience. Regular evaluation of progress will be undertaken and will enable us to report back to the League on our activities and achievements at the end of the season.

I am confident that by working together with our fans, we can create a fan engagement strategy that not only meets the expectations of anyone connected with the club but exceeds them.

Everyone at the club appreciates your continued support and dedication to our Club.

Many Thanks,

Steve Borley

Director

Our Fan Engagement Commitment / Engagement Pledge

Cardiff City Football Club agrees to fully comply with EFL Regulation 128 and its requirements regarding Supporter Engagement.

Regular meaningful communication with supporters is important, and we will continue to do this through various channels such as the Fan Advisory Board and Supporter Liaison Officer meetings, Fan Parliaments and Social Media output.

The Club also pledges to discuss any Heritage Items that may be in scope for consultation, such as any matter linked to the Club's name, badge, stadium and other areas of our history.

The Club is always seeking to improve and provide opportunities for fans to be involved, and over recent seasons we have continued to enhance the way we set out to achieve this.

At Cardiff City Football Club, we have made considerable progress through supporter consultation and engaging our fanbase such as:

- The creation of a FAB at the Club.
- Consultation regarding ticket policies and listening to fan feedback on ticketing issues.
- Recognising and celebrating the important role that fans play in the success of the Club.
- Encouraging inclusivity and diversity within the fan base and actively seeking to engage with all supporters, ensuring equality for all.
- Committing to resolving any supporter grievances or concerns in a timely and respectful manner as set out in our Customer Charter.
- Continuously seeking ways to improve supporter engagement and implementing feedback from fans to enhance the fan experience.

Keeping Our Supporters Engaged

The Cardiff City Football Club Fan Engagement approach seeks to continually improve dialogue with supporters and ensure that their voices are heard and considered in decision-making processes. We value the input of our fans and are committed to creating a strong and positive relationship with them.

To achieve that goal, the Club works to engage supporters in several ways:

We meet with our various official Supporters' Club organisations regularly throughout the season. These are the Fan Advisory Board (FAB), Cardiff City Supporters Club (CCSC), Cardiff City Supporters Trust (CCST), Cardiff City Disabled Supporters Association (CCDSA), and Travel Club representatives. A list of the recognised supporters' groups can also be found on our website.

The various measures ensure we can listen and learn from supporters on what areas matter to them.

The structure of our engagement activity is set out in the timeline below.

We commit to meeting throughout the course of the season and operate a multi-level engagement policy. We publish appropriate minutes from meetings and senior club officials will also provide periodical updates on our website to update interested parties on progress made against our Fan Engagement objectives.

Meetings are attended by the Nominated Board Level Member, Heads of Department as well as our Fan Experience and Liaison Leads. Our approach is very much one of inclusivity and transparency.

Timeline of Fan Engagement Activity

Month	Event
June 2024	SLO meeting
August 2024	FAB meeting
September 2024	SLO meeting
September 2024	Fans Parliament
November 2024	SLO meeting
December 2024	FAB meeting
January 2025	SLO meeting
February 2025	FAB meeting
March 2025	SLO meeting
May 2025	FAB meeting

Meeting definitions:

FAB meetings are held with an elected group of supporters, together with representatives of the Supporters Trust, Supporters Club and Disabled Supporters Association. A Nominated Board Level Representative (NBLR) will attend as well as various Heads of Department from the club.

Discussions will focus on short, medium and long-term Club strategy and will give supporters a voice and understanding on some decision-making that will directly affect them. These meetings minutes will be displayed on the official Cardiff City website and on the FAB social media page.

SLO meetings are held with representatives of the Supporters Trust, Supporters Club and Disabled Supporters Association together with travel group representatives. Individual fans can attend if they contact the club SLO in advance. These meetings are chaired by the SLO, and the Head of Operations, Head of Ticketing & Head of Fan Experience attend to answer fans' questions. Occasionally a Club Director will attend and based on the agenda other senior club staff will be requested to attend. These meetings will focus on operational matters including ticketing, travel, and fan behaviour at home and away matches.

Fans Parliament are planned to take place following a "transfer window". One hundred randomly selected Season Ticket Holders / Club Members together with the recognised fan groups are invited to attend these "City Hall" type events giving an opportunity to speak to the Chairman, CEO and Club Fan Advisory Board Members.

Cardiff City Fan Advisory Board (FAB)



Cardiff City Football Club are delighted to have introduced a Fan Advisory Board (FAB) in February 2024. They are an elected body of supporters who have the Club and fans' interests at heart and represent the views of the fans. Their aim is to work closely with the Club for the benefit of all interested parties.

A useful "Question & Answer" section can be found here:

<https://www.cardiffcityfc.co.uk/club/fan-advisory-board>

The board meets with Senior Club Representatives regularly over the season with the remit of engaging with the Club in respect of our long-term decision making.

Under the Terms of Reference agreed between the elected fan representatives and the Football Club. Examples of topics to be covered are:

- Competition matters
- Enhancing the fan experience
- Stadium development and projects
- Sustainability and corporate and social responsibility initiatives
- Improving fan products and services
- Football governance

Club Commitment to Update Fans

Cardiff City Football Club commits to provide regular updates to supporters regarding its fan engagement activity. We want our fans to feel involved in the process, and we therefore commit to listening to feedback and views on any aspect of this Plan.

Should there be any changes or updates to the Club's FEP we will communicate these clearly and promptly to fans, explaining the reasons behind the changes and how they align with the Club's objectives. As previously outlined, transparency and accountability are key. The Club's Lead Contact will provide regular updates on the performance of the FEP, including any successes or challenges faced, and how these are being addressed via the Club website.

The Club is open to feedback and engagement from fans on the FEP and its progress. We welcome comment across a range of our established engagement areas such as our fan forums or surveys.

Club Commitment to Fan Collaboration

Cardiff City Football Club works collaboratively with its recognised supporter bodies, and we have asked them individually to endorse this plan.

We are on a journey together and therefore it is important that we align on various aspects of activity and progress while recognising the ability of those bodies to challenge the Club and also seek clarity where required.

The various mechanisms outlined in the FEP enable the above to be achieved.

Becoming More Involved

We'd love to hear from our supporters with views on our Fan Engagement Plan. If you would like to be more involved, you should initially reach out to:

Head of Fan Experience: amy.james@cardiffcityfc.co.uk

Supporter Liaison Officer: slo@cardiffcityfc.co.uk (Paul Corkrey)

Supporters are also welcome and indeed encouraged to join the established fan groups or participate in club events and initiatives, as a way of helping shape the Fan Engagement Plan and making a positive impact on the overall fan experience.

To read more about the Club's established supporters' groups please visit:
<https://www.cardiffcityfc.co.uk/club/supporters-clubs>.