

CONTENTS

Introduction.....	3
General Information.....	4
Away Support	5
Visiting Supporters.....	5
Membership	5
Consultation & Information.....	6
Charity Policy	7
Guidelines for Applications	7
Matchday Corporate Hospitality	8
Non-Matchday Hospitality	8
Merchandise	9
Health & Safety.....	9
Staff Conduct	10
Transport.....	11
The Environment	11
Customer Service.....	11

INTRODUCTION

Southampton Football Club wants its supporters to have full confidence in their dealings with the Club, and to enjoy the environment they encounter at all times. Using the detailed information below, we will endeavour to be open and transparent in our dealings with all our supporters.

We will endeavour to ensure our pricing policies reflect our league status and that we are sensibly priced to encourage maximum supporter attendance. We will endeavour to produce well trained and motivated members of staff who show complete pride in working for the Club, and who openly show an enthusiasm for the task in hand. Our Community activities will continue to engage the local communities within which we sit, to help improve the lives of as many individuals and groups as possible using football as a power of good.

Our Matchday and Non-Matchday hospitality team will continue to provide an array of choice to try and provide an entry level for any supporter. Our merchandise policy will be clear and open to ensure our supporters know when they can buy their products, and for how long they will be valid for. Health and Safety is key for our dealings with our supporters and staff alike. Our supporters can expect to deal with stewards either trained or training to meet the highest standards and qualifications. Southampton Football Club has a clearly documented Health and Safety policy designed and produced by Health and Safety professionals.

We will continue to provide multiple options for supporters to travel to home games, which includes; through ticketing; allowing supporters to travel to home games for free on local buses, reducing the need for cars which helps our supporters and the environment.

Finally, Southampton Football Club run a monitored Supporter comments procedure. We guarantee that any comment or complaint will receive a response within 7 days. All such correspondence is logged and assessed for training needs.

Our ambition is to be one of the most respected 21st Century customer centric organisations in world football, dedicated to fulfilling the ambitions and desires of our fans.

GENERAL INFORMATION

The Club operates with a capacity of 32,689.

In a continuing effort to strive for wider access to matches, the Club will offer:

- A broad range of ticket prices and hospitality prices
- A maximum of 25,000 season tickets, allowing the necessary available seats to be purchased by non-season ticket holders in line with league guidelines
- Junior prices to those supporters 16 and under on 1st August 2007 in all parts of the ground
- Senior prices to those supporters aged 60 or over on 1st August 2007 in all parts of the ground
- Teenage prices for those supporters aged 17-19 on 1st August 2007 in all parts of the ground
- Student prices for those in full time education in all parts of the ground
- A specific family enclosure for the use of juniors and families only
- Facilities for disabled supporters and their enablers.
These can be booked at the ticket office in person or by telephone
- A method of funding for season tickets. This can vary between an interest free and interest bearing product

If a match is postponed in advance of the scheduled matchday, supporters will be entitled to use their ticket(s) for the re-arranged match or to request a full refund. If a match is postponed after supporters are admitted to the ground, but before kick off, ticket holders will be entitled to free entry to the re-arranged fixture. If a match is abandoned after kick off, ticket holders will be entitled to purchase tickets at half price for the re-arranged fixture.

Refunds for tickets will be granted in exceptional circumstances only, and such requests are considered on an individual basis and any such acceptance will not be considered as granting of a precedent.

Ticket prices for cup competitions will be agreed with the opposing club and the governing body where appropriate and will be published fully using the available Club media. For home cup fixtures, season ticket holders will be given a priority period to claim their seat. Other tickets will be sold as published at the appropriate time.

Smoking will be prohibited at The Stadium from July 2007 in line with government legislation, namely the Health Act 2006.

Southampton Football Club endeavours to be compliant with the Disability Discrimination Act and provides over 200 spaces for disabled supporters and their enablers at both pitch and raised levels. We also provide seats for the visually impaired with a link to radio commentary.

AWAY SUPPORT

Tickets for away fixtures will normally be made available to season ticket holders to purchase in the first instance, followed by Club members, followed by general sale. On occasions, where demand is likely to outstrip supply, the Club will look to operate a loyalty system based on previous away fixture attendance. At this time, supporters will be required to submit a written application for tickets, although the Club reserves the right to vary this at any time.

Travel is provided for home supporters to travel to away games. All travel is made available at cost price with no profit to the Club.

VISITING SUPPORTERS

The Club will only charge away supporters the same price as home supporters for the equivalent area of seating. The allocation is 10% for league fixtures and a maximum of 15% for cup games (security and segregation issues allowing).

The Club abides by Football League rules governing the allocation of tickets to visiting clubs.

Southampton Football Club endeavours to be compliant with the Disability Discrimination Act and can provide a number of pitch level and raised level disabled spaces for visiting supporters.

MEMBERSHIP

The Club will offer a priced membership scheme for Juniors, Teenagers, Students, Seniors and Adults. This product will offer priority booking for home league tickets. The Club is looking to extend this product to provide additional tangible benefits.

Membership does not guarantee a match ticket.

CONSULTATION AND INFORMATION

We have introduced a new department, Supporter Services, to be at the forefront of supporter needs and queries. This department will be the focal point for all supporter communication and ideas and will be responsible for the deliverance of a key customer service ethic throughout the Club.

The Club is committed to developing and maintaining a lasting relationship with its supporters. To that end the Club commits to continue to consult with its supporters on a variety of issues that affect their experience.

The Club participates in the Stadium Monitoring Group at which representatives of local residents groups, local councillors, Council officials and the local police meet to discuss residents issues that are covered in the Stadium Management Plan as part of the Section 106 Agreement which forms part of our planning consent.

CHARITY POLICY

Southampton Football Club has a commitment to supporting charitable requests and subscribes to the objective of using the power of football to support positive change in the wider community.

The Club receives a high demand for financial donations and requests for signed merchandise. Inevitably not all requests can be met as demand exceeds the amount of available items. Subsequently the Club has created a policy to ensure items are distributed fairly and that the donations or monies raised through auctions, reach the maximum level.

Southampton Football Club will produce an annual report documenting its contribution through the Corporate Social Responsibility Strategy, incorporating projects through Saints in the Community, nominated charities, signed merchandise and player appearances.

GUIDELINES FOR APPLICATIONS

The Saints Foundation is more likely to support applications that are:

- An organisation which has a current relationship with SFC
- A Registered Charity
- Within the Hampshire area
- Aimed at supporting young people
- Linked to improving cultural relations
- Linked to sporting activity or health

MATCHDAY CORPORATE HOSPITALITY

Facilities: Corporate Hospitality facilities include Executive Boxes, the Executive Club in the Matthew Le Tissier Suite. The flagship offering is the Ambassadors Club hosted by Lawrie McMenemy in the Terry Paine Suite. Our entry level packages include both the Mike Channon and Bobby Stokes Suites.

Package Content: To provide a clearly defined tiered hospitality structure offering a range from entry level to flagship products. All packages include a 'top price' centre ticket in the Itchen Stand, car parking, match programme and a range of catering packages and bar provision.

Pricing: Matchday hospitality is priced competitively compared with similar products in the market. We strive to provide good value packages, priced according to levels of hospitality provision and the quality of opposition.

Alcohol. At all times the Club endeavours to ensure that alcohol is served in a pleasant environment. We take all reasonable measures in order to meet our licensing obligations.

NON-MATCHDAY HOSPITALITY

Southampton Football Club is not only a football stadium but also a Conference and Events venue. The facilities available are extensive and versatile, whether hosting a conference, exhibition, seminar, product launch, meeting, banquet, wedding, dinner dance or sportsman's dinner, the stadium fulfils all the criteria for hosting a successful business or social function 365 days of the year.

The Stadium prides itself on being able to tailor events to the exact requirements of the customer, whether it is for 2 people or 500 people. Any special event can be catered for, from weddings to birthday parties and our late licence enables guests to enjoy their party into the early hours.

The Stadium offers disabled access and disabled facilities in all of the Conference/Hospitality areas.

MERCHANDISE

All replica strip designs have a minimum lifespan which will be clearly marked on the swing tag. We will endeavour to ensure this is followed unless there are exceptional circumstances.

Details of the next intended change of such kits are available from the Club shops.

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

The Club offers refunds on merchandise above its legal obligations.

We are committed to providing a range of quality products that will appeal to all fans whilst ensuring we offer high levels of customer service both in our stores and via telephone or email. We are equally committed to ensuring our after sales service meets the same standards.

HEALTH AND SAFETY

Our stewards play a vital role in ensuring the safety of supporters and staff on a matchday. Southampton Football Club is committed to training all stewards to achieve the Certificate in Event and Matchday Stewarding (CEMS) or the NVQ level 2 in spectator safety qualifications. All our stewards either hold or are working towards these qualifications.

On major event days, the Club operates under the Safety Certificate issued by Southampton City Council who are our licensing authority. We also receive input from members of the Safety Advisory Group which includes representatives from the Football Licensing Authority, emergency services and the City Council.

The Safety Certificate includes contingency plans to be used in the event of a major or minor incident

The Club employs a fully qualified Health and Safety Manager, and provides all employees with a health and safety policy to adhere to.

STAFF CONDUCT

Southampton Football Club expects and requires all Staff members to conduct themselves in accordance with the highest ethical standards. Staff members are expected to maintain these standards on or off Club premises.

All staff members, supporters and all applicants for employment will be regarded equally and will be given equal opportunities in all aspects of conduct irrespective of their race, colour, nationality, religion, sex, sexual orientation, marital status, age, disability or ethnic origin.

Supporters can expect to be dealt with in a friendly and professional manner at all times. Providing a first class customer service is our aim and appropriate training, tailored for each department will be undertaken. The results and ongoing requirements will be monitored by The Head of Supporter Services.

Supporters can expect any member of staff to be knowledgeable in the product(s) that they are dealing in, and have the full back up of experienced staff should problems occur. A manager will always be available for consultation either by the staff member or the supporter at all times.

Southampton Football Club will openly encourage its supporters to ask for more staff at serving positions if queues are lengthy, but will at all times endeavour to ensure this area is already addressed. Telephone queues will also be minimised where possible. After the introduction of freephone and local-rate telephone numbers, calls to the Club will be at minimal cost at all times.

Staff Rights. Southampton FC will endeavour to ensure its staff work in a professional, pleasant, illustrious and safe environment. Southampton FC will not tolerate its staff being either verbally or physically abused and will act to protect its staff on all occasions.

TRANSPORT

The Club remains committed to an integrated transport policy on match days to supply a range of transport options to both home and visiting supporters. The Transport Plan is submitted each year to Southampton City Council for approval. Options available include:

Park and ride

Park and walk

Through ticketing using a number of local bus companies (bus in/bus out vouchers on match tickets)

Shuttle buses from the railway station and ferry terminal.

THE ENVIRONMENT

As a responsible business and member of the local community, the Club is committed to the process of recycling. This will continue and is likely to expand in the future; the Club currently recycles at its own expense, the following items; glass, cardboard, newspaper, paper, grass cuttings, toner cartridges and fluorescent tubes.

CUSTOMER SERVICE

If a supporter has a complaint about an issue covered by the Club's Supporter Charter, the complaint should be put in writing to:

Mr David Luker

Head of Supporter Services
Southampton Football Club
FREEPOST
St Mary's Stadium
Britannia Road
Southampton
Hants
SO14 5FP

The Club will respond to any complaint within a maximum of 7 days of receipt.

The Head of Supporter Services, David Luker, has overall responsibility for customer service.

Complaints/comments regarding Club Policy will be referred to Board Members before a response is forthcoming.

SOUTHAMPTON FOOTBALL CLUB

St. Mary's Stadium, Britannia Road,
Southampton SO14 5FP

MAIN LINE: 0845 688 9448

SUPPORTER SERVICES: 0845 688 9288

FAX: 0845 688 9291

EMAIL: sfc@saintsfc.co.uk

flybe.com
MAIN CLUB SPONSOR



www.saintsfc.co.uk

SOUTHAMPTON FC SUPPORTER CHARTER

07-08 SEASON



RED WHITE & YOU

www.saintsfc.co.uk