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[An independent user group monitoring the
Lakeside Stadium Complex Doncaster]

Keepmoat Stadium: Draft SMC Customer Charter (presented by StadiumWatch)

1. Our Customer Charter seeks to define our commitment to all users of the Doncaster Lakeside Sports Complex and the standards to which we work. In compiling this Charter we have consulted with StadiumWatch, the independent stadium users group and the sporting clubs.
2. We are aware that the sporting clubs and their supporters are at the very heart of the community which we aim to serve and we are committed to doing our utmost to preserving their goodwill and maximise their satisfaction. We recognise that it was the achievements of the sporting clubs that made the possibility of a community stadium a reality. The clubs and their supporters rightly regard the stadium as their spiritual home and we have a special responsibility not to detract in any way from this.
3. Accordingly we promise not to interfere in matters which are properly the concern of the sporting clubs, and will aid and assist them at all times in a spirit of co-operation to maximise their attendances and deliver a memorable match-day experience. Our purpose is to do our utmost to help them to achieve their sporting goals.
4. We recognise the important role of the sporting clubs in the community and would not wish to compete or otherwise hinder the clubs in their support for charitable and community events, and with their ability to publicise good causes. Accordingly we commit to working with them to maximise the availability of the stadium facilities, and to provide accommodation and meeting facilities free wherever possible or otherwise at the lowest possible cost to further these ends.
5. We acknowledge that we do not own the Lakeside Sports Complex, it is a community asset, entrusted to us for the time being, and understand our obligations and responsibilities to operate and maintain the complex in the interest of the community. We recognise our accountability to the community through the sporting clubs, user representatives and community groups.
6. We are here to serve the community and maximise community participation in all aspects of the complex, whether sporting, leisure, social or entertainment. Our pricing policy for these amenities will be competitive, offer value for money and will not discriminate unfairly between the sporting clubs, their supporters and other community users.
7. We will do our very best to ensure that things do not go wrong, although we are mature enough to realise that we will occasionally fail, but we will not try to conceal the fact, nor seek to mislead on the reasons for our failures.

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8. We promise to genuinely and honestly investigate each and every complaint we receive, and our aim is that the complainant will receive an initial acknowledgement within 48 hours. A full response will be issued within a maximum of 10 days. Addresses for complaints are given at the end of this charter. We have nominated a director, (insert name) to have a specific responsibility for complaint resolution and he will be assessed regularly as to his performance in this regard.
9. An independent quality audit will be undertaken twice a year to measure our performance against this charter, and to identify ways to continually improve performance. Following which a complaints, customer satisfaction and quality report (CCSQR) will be published. This will provide statistics on the number, type and status of complaints, the results of the independent survey on customer satisfaction, and the detailed quality audit action points.
10. A liaison panel comprising the nominated director and representatives of StadiumWatch and the sporting Clubs will meet to establish customer satisfaction criteria and target satisfaction levels. The panel will confirm the action points and their target dates for completion.
11. The CCSQR will be published on the SMC and the StadiumWatch websites, and be made available on request at the expense of the SMC.
12. The panel will consult widely with the community and other interested parties such as schools and community groups, individually, through their group representatives, through open meetings with the public, stadium users and with the sporting clubs and trader representatives.
13. We promise to work closely with the Sporting Clubs to give the earliest possible notice to any changes to their ticketing policy and reasons for the changes. Ticket Office hours, staffing and other ticketing outlets and delivery and entry mechanisms will be structured to maximise attendances and customer convenience.
14. The sporting clubs will be entitled to compensation for failures in our ticket delivery processes, and these processes will be subject to independent audit as to accuracy and integrity. Attendance figures will be independently verified.
15. We expect our staff to be well presented and to respond to customers with courtesy and in an efficient manner. Their time is important to us. Our staff will be professional at all times and make every reasonable effort to resolve problems on the spot. Where it is not reasonable to provide a name, a member of staff will provide an identifying number on request.
16. We recognise that the conduct of match-day stewards is crucial to the safety and enjoyment of spectators. They have a special responsibility to deal with supporters fairly and sensitively and must behave with the utmost professionalism and courtesy consistent with their function.
17. We are an equal opportunities employer. We are committed to confront and eliminate discrimination whether by reason of age, sex, sexual orientation, race, nationality, ethnic origin, colour, religion or disability.
18. We do recognise that a community stadium should aim to maximise local employment opportunities wherever possible, and consideration will be given to

ensuring that local traders are provided with opportunities to tender for supply of goods and services. To this end vacancies and invitations to tender for supplies will be advertised in the local press.

19. We will provide a number of free of charge disabled parking spaces in the official car parks. Parking permits for visiting disabled supporters will be sent to the visiting club's ticket office for them to allocate.

20. All other parking facilities will be provided at a standard price to all users at all events without discrimination.

All complaints should be made to (insert name, email, fax number, etc).

Note: This model charter has been presented to the SMC and they have been invited to adopt it. They were challenged on 15th December 2006 to establish their own charter but as at 4th February 2007, had failed to do so.

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