



THE FA CUSTOMER CHARTER 2012



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INTRODUCTION

WELCOME TO THE FA CUSTOMER CHARTER FOR 2012

The FA recognises the vital importance of supporters to our national game. We know that it is only by talking to you directly that we can hope to understand your opinions and needs on how we can continue to make this game we all love better for everyone involved. As such we aim to listen to supporters at every level and we are determined to provide a continually high level of service to all supporters and fans. We value the feedback we receive from supporters and details of what you can expect from The FA are highlighted throughout this charter.



WHO WE ARE

THE FA WAS FOUNDED IN 1863 AS THE GOVERNING BODY OF THE GAME IN ENGLAND. WE ARE RESPONSIBLE FOR DEVELOPING AND REGULATING THE GAME AT ALL LEVELS, FROM INTERNATIONAL FOOTBALL TO THE GRASSROOTS.

As an organisation we have three key goals:

1. Football for Everyone – To give everyone who wants to participate in the game the opportunity to do so in a safe and welcoming environment.
2. Build Winning Teams – To ensure that across English football we are doing everything we can collectively to build winning teams, male and female, at every age and ability.
3. Govern the Game Effectively – To be responsible for governing the game effectively, making the right decisions, and working with all English stakeholders, to develop the right rules on behalf of the whole game.





OUR KEY RESPONSIBILITIES

- Get more people playing the game.
- Develop better players and coaches.
- Provide a safe and fun experience of football.
- Protect and improve football facilities.
- Grow the women's game.
- Improve the technical abilities of our teams and players.
- Prepare players for International Tournaments.
- Make Wembley and St. George's Park inspirational homes for England teams.
- Organising a number of national competitions, including The FA Challenge Cup.
- Ensure the right rules are in place for football.
- Improve the decision making process in football.
- Apply the rules consistently and transparently.

2012: THE YEAR AHEAD FOR THE FA

2012 PROMISES TO BE AN
EXCITING YEAR FOR THE FA. AS
WELL AS DELIVERING OUR THREE
KEY GOALS THE ORGANISATION
WILL ALSO BE:

- Putting forward radical proposals to change the formats of youth football and enhance technical player development right across the youngest age groups in the game.
- Opening the doors of St. George's Park, the English games new National Football Centre. St. George's Park will be an inspiring home for coach education at every level of the game, and the home of all 24 England teams including the men's senior team.
- Preparing and supporting the England team in their EURO 2012 campaign in Poland – Ukraine.
- Continuing our support for Women's football including the second full season for the FA Women's Super League.
- Preparing the men's and women's Team GB football teams for the London 2012 Olympics.



DELIVERING OUR GOALS:

AS A NOT-FOR-PROFIT ORGANISATION THE FA INVESTS OVER £60M A YEAR BACK INTO ENGLISH FOOTBALL WITH OVER £38M GOING INTO THE GRASSROOTS OF THE GAME. THIS INVESTMENT COMES FROM THE INCOME GENERATED BY THE FA'S BROADCAST AND SPONSORSHIP PARTNERSHIPS AND HAS HELPED TO DELIVER:

- Over 2.5m children participating in FA Tesco Skills programme courses.
- 7,700 facilities projects delivered through our partners the Football Foundation since its creation in 2000.
- Over £4.5m invested annually in women's football including the establishment of England's first semi-professional competition – The FA Women's Super League.
- A 20% increase in mini-soccer participation in the last three years.
- An increase in the number of disability football teams from 80 to over a thousand in the last three years.
- An 18% increase in active referees in the last three years.



CUSTOMER RELATIONS

THE CUSTOMER RELATIONS TEAM WORKS TO COLLATE VIEWS FROM THE GENERAL PUBLIC, BUILD A PICTURE OF PUBLIC OPINION AND FEED THIS BACK INTERNALLY TO THE RELEVANT DEPARTMENTS WITHIN THE FA.

Everyone at The FA acknowledges the fact that all football fans have the right to make their views heard and we openly seek your feedback. We aim to ensure that at all times our complaints handling process is fair to everyone, ensuring all views are heard and taken into account in a balanced way. We also collate feedback that we receive on customer issues which enables us to monitor particular concerns and work with the relevant departments within The FA to respond effectively to individual cases and assess any relevant future change of policy.

With the majority of emails that we receive, we will try to ensure that you receive a response within 5 working days of receipt. For letter correspondence, we target a 10 working day response time.

Contact Info

'Contact Us' is a facility provided by the Customer Relations team to answer questions from the general public on the wide range of services The FA provides.

Office hours:

9am till 5pm, Monday-Friday

Please contact us via one of the following options:

E-mail: Via our Contact Us form here

Tel: 0844 980 8200 (option 3)

Fax: 0844 980 8201

Post:

Customer Relations Team
Wembley Stadium
PO Box 1966
London
SW1P 9EQ

FAN

The Football Association Number (FAN) is a unique reference for every individual involved in football (player, coach, referee, administrator, volunteer, parent, spectator). Created as part of The FA's Customer Relationship Management strategy, FAN is unifying all the existing membership schemes and administration systems to ultimately provide a single view of an individual's involvement in football and interactions with The FA. Supporters who currently hold FANs are able to use it to access customised services via TheFA.com – as well as additional benefits, such as the purchase of tickets for England games, shopping online, access to special promotions etc.

For more details on FAN benefits and how you can register for one, please visit TheFA.com/FAN.



ENGLANDFANS

Morphsuits

englandfans is the official England supporters club. Membership operates on a tournament-to-tournament basis. The 2010-2012 membership started on 12 July 2010 and will expire on 1 July 2012.

To cater for different supporters' preferences, englandfans has two membership categories:

englandfans GOLD: For fans wanting tickets to home and away games, plus access to tickets for tournaments involving England.

englandfans SILVER: For fans wanting access to tickets for England home games in advance of the general public sale.

Members receive the following key benefits:

- Priority ticket booking for all England home matches and access for members of englandfans GOLD to tickets for England away matches, including the UEFA Euro 2012.
- Ticket-price discounts for home games at Wembley Stadium (£5 for adults and £2.50 for children), provided tickets are purchased in the members' priority sale period.
- Exclusive members-only access to gain entry to events attended by England management and players, such as England training sessions. Junior members are able to enter a competition to be a Player Escort at England home matches.

- Access to lots of other englandfans-only benefits, such as a permanent 15% discount on all merchandise bought at the official England online store and exclusive offers from FA commercial partners.

One of our main priorities has always been to ensure that as many supporters as possible get the chance to access tickets to England's away matches. Tickets for our away matches are only sold to fully vetted englandfans GOLD members and are allocated using our own loyalty ('caps') system.

Membership of englandfans is open to everyone – irrespective of ability or disability, race, gender sexual orientation, nationality, ethnic origin, colour, religion or belief. We want to encourage and increase involvement with the national team and football as a whole from every part of our society.

To join englandfans, please visit TheFA.com/englandfans.

Also follow us on Twitter for up to the minute news updates – @englandfans



TICKETING

THE FA IS RESPONSIBLE FOR THE TICKETING ARRANGEMENTS FOR ALL FA – RUN MATCHES AT WEMBLEY STADIUM: THE MATCHES THAT WE HOST ARE ENGLAND SENIOR INTERNATIONALS, THE FA COMMUNITY SHIELD, THE FA VASE FINAL, THE FA TROPHY FINAL, THE FA CUP SEMI-FINALS AND THE FA CUP FINAL.

In addition to these fixtures, The FA is also responsible for The FA Women's Cup Final, Women's England internationals and England men's Under-21 and Youth internationals. In each instance tickets for these matches are sold via the host venue.

Tickets for FA matches involving domestic club sides (The FA Cup, The FA Community Shield, The FA Vase and The FA Trophy) are sold by the participating clubs, although the pricing policy and guidelines are set by The FA.

The Football Family

This group consists of the clubs participating in The FA Cup, County FA's, sponsors and the football authorities. All of these groups participate in the running of the game at all levels across the country. By allocating tickets to FA Competitions along with England home matches, we are thanking them for their tireless work in developing and promoting football at all levels.

Disabled Ticketing

The FA's Customer Relations Team sell tickets for England matches to disabled supporters with a FAN. The hotline for these tickets: 0845 458 1966

Ticket Refund Policy

In the event of an FA fixture being postponed in advance of kick-off, ticket holders will be entitled to free admission to any re-arranged match or a full refund. If a match is abandoned after kick-off, ticket holders are entitled to free entry to a rescheduled fixture or a partial refund.

All refunds are issued in line with The FA's Terms and Conditions, full details of which can be found on TheFA.com or by calling The FA Customer Relations team. Any customer with a complaint about their experience at an FA match should also contact The FA's Customer Relations team. To protect genuine fans The FA's Legal Department, along with our Customer Relations team, carry out extensive monitoring work to prevent FA match tickets being sold through unauthorised channels, especially internet auction sites. Tickets appearing for sale on such websites are removed from sale and where appropriate, action may be taken against both the seller and the agent.

Commitments for 2012

As part of our commitment to you we will ensure that:

- Our pricing policy offers a fair spread of pricing for domestic cup competitions and England internationals.
- A family area will be available for under 16s along with a schools and junior football club enclosure at every England game.
- We will endeavour to provide exemplary customer service to our customers.
- We are fully committed to providing an excellent service for our disabled supporters.
- We will continue to investigate and introduce new technology in order to make the ticketing process and supporter experience as efficient as possible.

WEMBLEY STADIUM

WEMBLEY IS ONE OF THE MOST FAMOUS STADIUMS IN THE WORLD. IT IS A WORLD CLASS VENUE THAT ATTRACTS SOME OF THE BIGGEST EVENTS IN SPORT, MUSIC AND ENTERTAINMENT AND MORE THAN 2 MILLION VISITORS PER YEAR.

WEMBLEY STADIUM RE-OPENED IN MAY 2007 ON THE SAME SITE AS THE MUCH LOVED FORMER STADIUM. THE STADIUM'S 133M HIGH ARCH HAS BECOME A NEW LANDMARK FOR LONDON AND IS NOW INSTANTLY RECOGNISABLE AROUND THE WORLD. THE NEW STADIUM HAS QUICKLY RE-ESTABLISHED ITSELF AS THE HOME OF ENGLISH FOOTBALL AND AS THE ULTIMATE LIVE EVENT EXPERIENCE. AS THE LARGEST FOOTBALL STADIUM AND MUSIC VENUE IN THE UK AND WITH A LEGENDARY HISTORY, WEMBLEY PROVIDES A FIRST CLASS EXPERIENCE FOR FANS OF FOOTBALL, MUSIC AND SPORT. IT IS THE PERFECT VENUE TO STAGE AND CELEBRATE THE WORLD'S MOST IMPORTANT LIVE EVENTS.

Wembley is the home of the England national football team, as well as the FA Cup Final and Semi Finals, The Football League Cup Final, The FA Community Shield, The Football League Play Off Finals and The Rugby Football League Challenge Cup Final. The stadium also regularly hosts other major sporting events including a regular season NFL game and is known worldwide for its epic music concerts.

2011 has been a landmark year for Wembley Stadium. Just two weeks after hosting a hugely successful UEFA Champions League Final between Manchester United and FC Barcelona in May, the stadium was again chosen by UEFA to host the prestigious Final in 2013. Take That then staged a record breaking 8 nights of their spectacular Progress tour at Wembley which in total was enjoyed by more than 600,000 fans and smashed the previous Wembley record of seven nights held by Michael Jackson for his 1988 Bad tour. In 2012 Wembley will host the men and women's football finals of the London 2012 Olympic Games.

Wembley Stadium is owned by The Football Association and operated by Wembley National Stadium

Limited, part of The FA Group. Located in Wembley in north-west London, the stadium is a public transport destination linked to major international and regional transport routes. It is conveniently accessible through London's public rail and underground network, and is served by three stations and five train lines.

The stadium has state of the art facilities and has set new standards for visitors and performers. All 90,000 seats in the stadium are spacious, close to the action and enjoy spectacular, uninterrupted views of the action. The stadium's concourses are wide and airy and easily accessed via lifts, stairs and escalators. Wembley boasts four of the largest restaurants in London and there is a wide selection of food and drink available ranging from fine dining on the Club Wembley members concourse to special deals for football favourites like fish and chips and a pie and a pint. The stadium's bars are themed to celebrate historic Wembley events and there is a wide selection of event merchandise available from the Stadium Store and the merchandising units located on the stadium concourses.

Other facilities available to fans include dedicated event programme units, plasma screens, cash-machines and more toilets than any other building in the world.

The stadium is fully accessible with sensory assistance available and more than 310 wheelchair spaces across all levels of the stadium.

Wembley is also an exceptional conference and banqueting venue providing outstanding event space, views and facilities.

The Stadium Tour operates all year round. Highlights include a visit to the England dressing room, the press conference facilities, the royal box and players tunnel.

As the national stadium Wembley takes its corporate responsibility very seriously and is committed to operating both responsibly and sustainably. Spacious, close to the action and enjoy spectacular, uninterrupted views of the action. The stadium's concourses are

MERCHANDISE

IN KEEPING WITH ITS NOT-FOR-PROFIT STATUS, THE FA RE-INVESTS ALL ITS SURPLUS REVENUES BACK INTO FOOTBALL AT ALL LEVELS, SO THE GAME CONSTANTLY GROWS AND FLOURISHES. THESE REVENUES ARE OFTEN GENERATED BY SUPPORTERS AND COVER:

- Profits made from the sale of tickets to international matches and The FA Cup Semi-Finals and Final.
- Purchase of FA-licensed products, including best-sellers such as the England shirt (www.EnglandStore.com) and England match day programmes (TheFA.com/programmes)

Within The FA, there is a business development team to maximise revenues from licensed products, here and abroad. The two major properties for which The FA grants licences are the England team and The FA Cup. Tight control is exercised on the quality of products, with The FA receiving royalties on all products which are sold under an official licence.

We also strenuously police non-licensed products, to stop money going out of football – and to protect the integrity of the brands we manage.

Fans can tell whether a product is official or not by The FA hologram genuine products carry – and can purchase in the confidence that they are also helping English football develop.

If a customer is dissatisfied with the quality of an official FA product they've purchased, they should address this with the retailer in the first instance. However, The FA is always happy to receive feedback from customers to improve the quality and range of products going forward.

Reinvesting Supporter-Generated Revenue

Overall, the two biggest sources of income for The FA are the sale of broadcast rights – here and abroad, and sponsorship. Maximising revenue from these sources is absolutely vital to running all aspects of The FA – and helping fund football in this country.



GET INTO FOOTBALL

THE FA IS COMMITTED TO PROVIDING FOOTBALL FOR EVERYONE, AND THERE ARE NUMEROUS WAYS IN WHICH YOU CAN GET INVOLVED.



If you are a player, there are playing opportunities for all ages, and levels. Whatever your level you can use The FA's Find A Club tool TheFA.com/findaclub to find a club in your area. Once playing, The FA's FullTime league administration system can provide fixture and league table updates for your team. If you're no longer able to commit to the rigours of club football but are keen to stay playing our new FA Mars Just Play! programme could be just what you're looking for. Open to adults aged 16 and above, men and women, of any ability or fitness level – FA Mars Just Play offers informal kickabouts and a pathway back into the game. Check it out at TheFA.com/justplay.

If you are a keen parent looking to find opportunities for your child, The FA Tesco Skills Programme is available for children aged 5-11 and provides skills training at centres across the UK www.TheFA.com/Skills

Football needs more coaches and The FA has many ways in which you can become involved. The first step is to enrol on a level one coaching course. You can find a course in your area by visiting The FA's find a course tool on TheFA.com/yourgame.

If you are keen on becoming a referee, the FA is aiming to recruit 8,000 new referees by the end of 2012. The first step is to take your basic refereeing course, and you can find a course in your area using The FA's find a course tool on TheFA.com/yourgame. Alternatively you can visit TheFA.com/footballneeds for more information on what becoming a coach or referee is all about.

If you would simply like to volunteer your services to your local league or club, there are many ways in which you can get involved. The FA has recently launched a new website called TheFA.com/yourgame where you can find information on volunteering and community links, and even how to set up your own team or club.

EQUALITY

THE FA IS RESPONSIBLE FOR SETTING STANDARDS AND VALUES TO APPLY THROUGHOUT FOOTBALL AT EVERY LEVEL. FOOTBALL BELONGS TO, AND SHOULD BE ENJOYED BY, ANYONE WHO WANTS TO PARTICIPATE IN IT. THE AIM OF THIS POLICY IS TO ENSURE THAT EVERYONE IS TREATED FAIRLY AND WITH RESPECT AND THAT THE FA IS EQUALLY ACCESSIBLE TO ALL.

The FA's commitment is to confront and eliminate discrimination whether by reason of gender, sexual orientation, marital status, race, nationality, ethnic origin, colour, religion or belief, ability or disability and to encourage equal opportunities.

This policy is fully supported by the Board of The FA and the Director of Football Governance and Regulation is responsible for the implementation of this policy.

The FA, in all its activities, will not discriminate, or in any way treat anyone less favourably, on grounds of gender, sexual orientation, marital status, race, nationality, ethnic origin, colour, religion or belief, ability or disability. The FA will ensure that it treats people fairly and with respect and that it will provide access and opportunities for all members of the community to take part in, and enjoy, its activities.

The FA will not tolerate harassment, bullying, abuse or victimisation of an individual, which for the purposes of this policy and the actions and sanction applicable is regarded as discrimination. This includes sexual or racially based harassment or other discriminatory behaviour, whether physical or verbal. The FA will work to ensure that such behaviour is met with appropriate action in whatever context it occurs.

The FA is committed to the development of a programme of ongoing training and awareness raising events and activities in order to promote the eradication of discrimination within football.

The FA is committed to a policy of equal treatment of all members to abide and adhere to this policy and the requirements of the Equality Act 2010 as amended from time to time.

The FA commits itself to the immediate investigation of any claims, when it is brought to their attention, of discrimination on the above grounds and where such is found to be the case, a requirement that the practice stop and sanctions imposed as appropriate.

If you wish to report an incident of abuse and/or discrimination please use the contact details below:

Tel: 0800 085 0508
Email: FootballForAll@TheFA.com





CHARITY PARTNERS

The FA's Charity Programme comprises of The Bobby Moore Fund, Street League, Action For Children and international charity Coaching for Hope.

All the selected charities went through a stringent process to become official FA partners and the organisations encapsulate football, health, global, national and local issues. As well as a substantial five-figure financial donation from The FA's Community Shield Fund, all the charities benefit from a direct association with The FA.

Charity partners are entitled to a host of FA Group benefits which they use to raise funds including signed England shirts for auction, Wembley Stadium Tours, exposure in The FA's matchday programmes, mascot places, tickets for England internationals and an annual fundraiser event at Wembley Stadium.

The FA remains a huge supporter of the Armed Forces. The FA was one of the founding partners of Tickets For Troops and continue to donate 500 tickets for Wembley matches.

Data Protection Act
For further information on how personal information is used please visit:

[TheFA.com/Privacy](https://www.thefa.com/Privacy)

Complaints Procedure
In order to view The FA's Complaints Procedure, please click onto the link below:

[TheFA.com/TheFA/WhoWeAre/ContactUs/ComplaintsProcedure](https://www.thefa.com/TheFA/WhoWeAre/ContactUs/ComplaintsProcedure)

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MEETING YOUR NEEDS.
THEREFORE THIS PUBLICATION
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LARGE PRINT AND AUDIO. FOR
MORE INFORMATION, PLEASE
CONTACT THE FA GROUP'S
CUSTOMER RELATIONS TEAM ON
0844 980 8200 (OPTION 3) OR
ACCESSENGLAND@THEFA.COM**

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