



# SUPPORTER CHARTER

2015/16 Season

## Supporter Charter 2015-16 Season

Guidance notes for supporter engagement and communication

# WELCOME

Manchester City Football Club is the heart of the city.

Throughout its proud history, we have built a deep, lasting kinship with communities in Manchester and in cities further afield. The supporters show it in their unwavering passion for the Club; we show it through our dedication to building, for them, a successful and sustainable Football Club for the future.

At Manchester City we are immensely proud of the steadfast support we receive and we remain committed to working closely with our supporters in order to further our footballing ambitions. It is a responsibility that the Club is honoured to carry out.



This charter provides information about the Club's services, values and approach to supporter engagement and communication. It outlines our principal commitments and policies, including those for ticketing to ensure transparency and accountability.

# CITY FOOTBALL ACADEMY (CFA)

The City Football Academy (CFA) is Manchester City Football Club's youth development and elite training facility, adjacent to the Etihad Stadium in the heart of East Manchester.

The CFA is home to all of Manchester City's football teams of both genders and all age groups. Two thirds of the 16.5 pitches on site are dedicated to youth development, where players are supported by tailored coaching and education facilities, medical and sports science services, sleeping accommodation and parents' facilities.

The CFA contains:

- 12.5 youth development football pitches
- 4 First Team football pitches
- Player accommodation facilities
- 7,000 capacity Academy Stadium

The CFA also accommodates the majority of Manchester based staff in one connected operational base and is a global headquarters for those in the wider City Football family, which now includes sister clubs New York City FC, Melbourne City FC and Yokohama F. Marinos.

The project, which has the overwhelming support of the local community, was underpinned by ambitious local recruitment and supply chain targets both of which were achieved, significantly up-skilling the local community and making a positive economic impact on the surrounding area.



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25% of the 70% local workforce was drawn from the East Manchester area with 10% of people on site previously unemployed. A further 95 trainees and apprentices were employed and worked towards professional qualifications.

The City Football Academy also achieved the highest possible environmental rating – the gold standard under L.E.E.D. guidelines, with low carbon, low water and low waste measures being employed to minimise the impact on the environment and encourage local bio diversity. The remediation alone of the 80-acre site by the Club had a positive environmental impact, turning a vast tract of land, polluted by years of heavy industrial use into clean terrain with 2000 trees planted on and around the site.

The Club enjoys a long-standing and mutually supportive relationship with Manchester City Council and the Greater Manchester Community. Consistent with this and in addition to the Club's existing and ongoing City in the Community Scheme which touches 40,000 lives a year, the Club donated 5.5 acres of remediated land within the CFA on which the Connell sixth form college was built and a pitch for use by the local community.



The Club also donated £3 million pounds to the creation of public swimming facilities in the local East Manchester Leisure centre and made the bridge, connecting the City Football Academy to the Etihad Stadium, a public right of way for use by its fans and the wider community.



# SUPPORTER SERVICES

We are proud to have developed and implemented the City Promise, an innovative service initiative aimed at making a visit to the Etihad Campus the best experience in world football.

## City Promise

We have designed the City Promise to extend to the thousands of staff throughout the organisation who are employed every matchday, including stewards and catering staff, whilst also being applicable to all permanent club employees.

1. We will give you a warm and friendly welcome
2. We take pride in ourselves and our surroundings
3. Your safety is our priority
4. We will go the extra mile to help you
5. We want you to enjoy your day at Manchester City

This is a big challenge and we know that we'll only get better by listening to our supporters. We need to know what's important, where we're performing well and where we need to improve. To do this, we invite supporters to share both positive and negative feedback via our supporter services information portal at [mcfc.co.uk/help](http://mcfc.co.uk/help)

## Matchday Experience

If your matchday experience is not as it should be and you are concerned by a certain situation, there is an issue you'd like to talk about or you have a complaint please speak to a steward or a uniformed member of staff. We find that most concerns or complaints can be resolved at the time of the initial problem.

If your issue or complaint cannot be resolved on the day or is concerning another matter, please contact a member of the Supporter Services Team on the next available working day on +44 (0)161 444 1894 (option 1, option 3).

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# Complaints

Sometimes things don't work as we expect them to. If that happens then we're sorry, we'll do our best to put things right as quickly as we can. Please call us as soon as it's convenient. Most problems get resolved straight away, but we'll keep you informed while we look into your concerns.

If you'd still like to make a complaint, this is what will happen:

### Step 1:

Contact the Supporter Services Team and we'll try to put things right straight away:

- Call: +44 (0)161 444 1894 (option 1, option 3)
- Visit: [www.mcfc.co.uk/help](http://www.mcfc.co.uk/help)
- Write: Supporter Services, Manchester City Football Club, Etihad Stadium, Etihad Campus, Manchester M11 3FF

### Step 2:

We'll do our best to settle your complaint within 10-working days. If it takes longer than this, we will tell you the likely timescale and keep you informed of our progress throughout. When we have completed our investigations, we'll explain what we've found and what we propose to put things right.

### Step 3:

If you've followed steps 1 and 2 but we're still unable to reach a conclusion, the Supporter Services Team will pass your concerns over to our Head of Supporter Services for review. We'll take another look at everything that's happened up to this point, and then provide a final response that explains our conclusive position.

### Step 4:

We hope there won't be a need to move on any further - we really do want to put things right if they've gone wrong. But if, after following our complaints process in full, you're not satisfied with our final response letter or we haven't been able to resolve your complaint within 8 weeks, then you can pass your complaint over to Independent Football Ombudsman [www.ifo.co.uk](http://www.ifo.co.uk).

### Note:

Retail Complaints: Please refer to the Retail & Merchandise section.

Appeals to Stadium Bans: Please refer to the Ground Regulations section.

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## Contact Us

We are extremely proud of our relationship with our supporters and constantly strive to improve the day to day interactions with the Club, and the matchday experience.

You can contact the Supporter Services team on +44 (0)161 444 1894 (option 1, option 3), via our online FAQ at [mfc.co.uk/help](http://mfc.co.uk/help) or via the service Twitter account, @MFCHELP. We are open Monday to Saturday 9am to 5pm (closed Sunday and Bank Holidays) and open for all first team home matches. You can also write to us at: Supporter Services, Manchester City Football Club, Etihad Stadium, Etihad Campus, Manchester M11 3FF.



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# COMPETITIONS

Manchester City Football Club is a member of the Football Association and the Premier League. Our First Team will compete in four competitions during the 2015/16 season.



We also enter teams in the Premier League International Cup, Barclay's Under 18s and Under 21 Premier Leagues, Women's Super League, WSL Continental Cup and Women's FA Cup. These matches are played at the Academy Stadium. Fixture details for all of the teams can be found at [mcfc.co.uk/fixtures](http://mcfc.co.uk/fixtures)

### Fixture Dates

The dates of certain matches may change, often due to TV broadcast or Cup commitments. We will make every effort to announce any changes through the Club's main communication channels including the website, matchday programme and social media. We may on occasion send direct emails or an SMS to supporters so it is important that you keep the contact details on your account, up to date. Ultimately it remains the responsibility of the supporter to ascertain the rescheduled match date and kick off time.

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### Match Themes

Some matchdays can be themed, either for the purpose of specific opponent or competition, or to support a league-wide or Club related initiative or partner. Initiatives can take place outside the Stadium in City Square or inside the stadium bowl.

Such themes and activities are designed to encourage greater equality and diversity at all levels of our sport. They also help grow our fan base and introduce new supporters to the Club.

### Image Consent – Photographs and Footage

Manchester City Football Club regularly collects photographic images and live footage that celebrates the excitement, enjoyment, passion and pride associated with attending events at the stadium. These images are captured by approved Club photographers.

All persons, including children, who enter the Etihad Campus, Etihad Stadium and Academy Stadium, acknowledge that photographic images and/or video recordings (and/or still taken from video recordings) may be taken of them and may be used in televised coverage of Matches and/or for promotional or marketing purposes by the Club, the Premier League or other third parties and as such entering these premises constitutes formal consent to such use.



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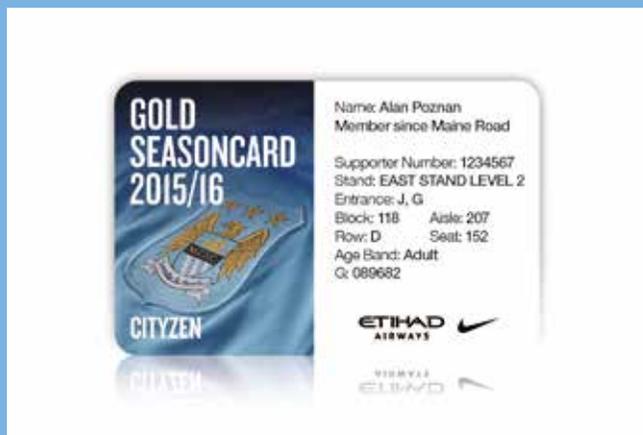
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# SEASONCARDS, MEMBERSHIPS & TICKETS

## Seasoncards

The price of Seasoncards varies depending upon many factors, one of which is the location of your seat within the Etihad Stadium. The price that you pay is based on the age that you are as of 1 August 2015. There are three levels of Seasoncard with tiered benefits to reflect the level of Seasoncard held. All Seasoncards are sold out for the 2015/16 season. You can secure a place on the Seasoncard Waiting List with a deposit of just £100 per person. The £100 will be deducted in full from the price of your Seasoncard when you purchase.

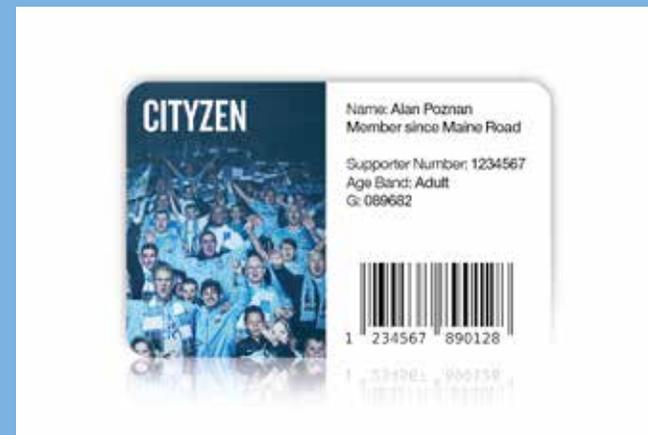
*Further information available at [mcfc.co.uk/waitinglist](http://mcfc.co.uk/waitinglist)*



## Cityzens Membership

For those without a Seasoncard, our Cityzens Membership gives supporters access to exclusive money-can't-buy experiences, lets you participate in Club decisions and enables you to earn rewards and discounts for simply being a City fan. Seasoncard holders are automatically enrolled into our Cityzens membership, free of charge. For 2015/16 season all Cityzens Members will receive a £5 discount off all home Premier League match tickets (subject to availability).

*Find out more at [mcfc.co.uk/beacityzen](http://mcfc.co.uk/beacityzen)*



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# Match Tickets

All match ticket information, including details of pricing and selling criteria, will be updated on a regular basis and made available via the official website. In addition, information will also be available from the Ticket Office, Supporter Services, our matchday programme, e-mail and social media sites.

A brief summary of the Club's ticket policy can be found below:

- Match tickets are available to buy online or over the telephone
- There is a £2.50 booking fee per ticket when purchasing over the telephone
- No booking fee payable for online purchase or those made in person
- All tickets purchased are located in home support areas, the Club do not sell tickets to visiting supporters
- It is the supporters responsibility to ensure that anyone using their Seasoncard or match ticket is aware of the Ground Regulations

- The Ticket Office & Supporter Services is open Monday to Saturday 9am to 5:30pm, closed Sunday and Bank Holidays. We are open for all First Team home matches
- Away match tickets are released to Cityzens members with a 2015/16 Seasoncard first, then to Cityzens Members and finally, non-Cityzens. (subject to applicable sales criteria and availability)
- Ticket points are awarded for the purchase of match tickets and may be used as part of the sales criteria where demand exceeds allocation
- Ticket bundles and discounts may be offered to Cityzens Members from time to time
- Concessionary tickets must be upgraded when being used by a supporter within a different age band
- Under 14s are not allowed in the stadium without being accompanied by an adult (over 18)

## Group Bookings

We welcome the opportunity to work with larger groups when attending a match at the Stadium. A minimum of 10 tickets must be purchased. To find out more and discuss pricing, email [groupbookings@mcfc.co.uk](mailto:groupbookings@mcfc.co.uk).

## Ticket Pricing

For the 2015/16 season we've made changes to how we price some areas of the stadium. There are now three different prices in each block of Level 1 and Level 3 of the Colin Bell Stand and East Stand, and Level 3 of the South Stand. The seating plan states which rows that the respective prices apply to. For example, 302/A-M in the East Stand relates to Block 302, Rows A to M. Match tickets are displayed in the Tickets section of [mcfc.co.uk](http://mcfc.co.uk). Prices vary based on the location within the stadium and the age that you will be when the match is played. Tickets in the visiting supporter section will be price-matched for those in comparable home areas of the Stadium.

## Family Friendly

Children are welcome in all areas of the stadium, however the Club has reserved a section of the ground (Family Stand - Levels 1 and 2) for the sale of tickets to family groups and junior supporters. This area is for home supporters only and when purchasing tickets for this area, a group must include one junior (Under 16) to a maximum of 3 adults (Over 18). We reserve the right to adjust the qualifying sales criteria at any time, for example mid-week cup matches.

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### Singing Section

The South Stand is our designated singing section, the passionate heart of the Etihad Stadium. This section is adjacent to the visiting supporters so, if this is not the experience you are looking for; please select an alternative seat elsewhere in the Stadium. Supporters wishing to be part of the singing section should purchase tickets within block 111, part of block 114 and blocks 115 to 119. Blocks outside of those indicated are not part of the singing section.

Supporters with seasonal seats in the South Stand should note that, because of the regulations governing certain Cup competitions, the Club may be required to increase the allocation of tickets provided to the visiting club and as such, supporters may be required to relocate their seat for certain games.

### Persistent Standing

To help continue improving the matchday experience for all supporters, we ask that you respect the club's request to avoid persistent standing at all games. Supporters who breach these requests may be ejected from the Stadium, and in some cases may have their Seasoncard or Membership card withdrawn. Please help us to avoid such measures by co-operating with this request and help us to create an enjoyable experience for all of our supporters.

### Refunds

Seasoncards are non-refundable. Cityzens Membership can be refunded within 14-days of purchase. Match tickets can be refunded 7-days prior to the match taking place. In the event of the postponement or abandonment of a match, you shall be entitled to a full refund or to attend the re-arranged match if you remain in possession of the original ticket. In order to obtain a refund, the ticket must be presented at the Club's ticket office no later than 7 days after the announcement of postponement/abandonment and no later than 24 hours before the kick-off time of the rescheduled Match, whichever is earlier.

Refunds are not issued where a supporter is ejected from the Stadium and where a stadium ban is applied.

### Lost or Stolen Cards

Lost, forgotten or stolen Seasoncards or Cityzens Membership cards can be reprinted at the Club's discretion. Replacements are issued subject to a non-refundable administration fee of £10 per card.

### Unofficial Match Tickets

Entry to the Stadium will be granted on the presentation of an official, valid match ticket purchased from the Club. The Club excludes all liability to any supporter who is denied entry to the Stadium as a result of their ticket having been purchased through an unauthorised seller. The unauthorised sale or disposal of tickets may also amount to a criminal offence and the Club will inform the police as soon as it becomes aware of any unauthorised sale or disposal of tickets.



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### Disabled Supporters

Manchester City Football Club prides itself on being inclusive and working with all its supporters, operating a ticketing policy that recognises that disabled supporters may need assistance to fully enjoy the matchday experience and offers a variety of reasonable adjustments based on individual supporters needs.

Disabled supporters have the opportunity to purchase a Seasoncard, Cityzens Membership or to attend games on a match by match basis. The price that qualifying disabled supporters pay is the rate set by the club for its disabled supporters. This rate will be paid by qualifying disabled supporters who provide the qualifying proof at the point of purchase. All Seasoncards, Memberships and match ticket options are subject to availability.

Disabled supporters may apply for home and away match tickets by calling our Access Officer on +44 (0)161 444 1894 (option 1, option 1, option 1), or by visiting the Ticket Office on the first floor of the City Store at the Etihad Stadium. Applicants must also state whether they require a wheelchair bay or an ambulant ticket and whether they require a ticket for a personal assistant. The Clubs Disabled Ticketing Policy can be viewed in its entirety on website, [mcfc.co.uk](http://mcfc.co.uk).

### Safeguarding Children & Other Vulnerable People

Manchester City Football Club takes its responsibilities in this area very seriously. Manchester City operates under the City Football Group's Safeguarding Policy and ensures that there is a designated Safeguarding Officer on duty on any match day or concert. This demonstrates our commitment to helping keep children and vulnerable adults safe. The policy is available to download from the Club's website and has been endorsed by Manchester Safeguarding Children Board.

On a matchday or other event, if you have a concern about the welfare of child or other vulnerable person, or the behavior of an adult towards them, please speak to a member of staff.

For further information you can call us on +44 (0)161 438 7804 or email [safeatcity@mcfc.co.uk](mailto:safeatcity@mcfc.co.uk)

### Data Protection

Each purchaser and guest acknowledges and agrees that the personal data provided by the purchaser to the Club in the purchase of tickets shall be collected, stored and used by the club in accordance with the Data Protection Act 1998 and the club's privacy policy (available on the website at [mcfc.co.uk/common/privacy](http://mcfc.co.uk/common/privacy)).

### Smoking

Please note that the entire Etihad Campus, including roadways, car parks and concourses, is smoke free. The use of electronic cigarettes is also prohibited and anyone found smoking may be ejected and may receive a stadium ban. Manchester City Football Club operates a strict, no re-admission policy and there will not be an opportunity to leave and re-enter the Stadium.

# GROUND REGULATIONS

Manchester City constantly strives to create a positive, safe and friendly atmosphere that is welcoming to supporters of all ages and backgrounds.



Behaviour at home matches is governed by the Premier League Ground Regulations and Conditions of Issue, which relates to the purchase and use of our Seasoncards, Memberships and match tickets. Supporters who contravene these regulations can expect to be ejected from the Etihad Stadium or Academy Stadium and in serious cases, issued with a stadium ban. It is important to note that the breach of some Ground Regulations may also constitute a criminal offence and the Club will support the police in their enquiries and where necessary, any subsequent prosecution.

We will also look to provide guidance and support to any supporters or other eyewitnesses who report an incident or help to further an investigation.

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### Prohibited Items

The following items are not allowed to be brought in to the Etihad Stadium or the Academy Stadium:

- Pyrotechnics, flares and smoke bombs
- Knives, weapons (or items considered to be weapons)
- Air horns, loud hailers (megaphones) and musical instruments
- Large and/or golf umbrella or any item that may be used as a weapon and/or compromise public safety
- Professional recording equipment (audio and visual) or equipment that is deemed to be professional
- Bags larger than A4 size
- Food and drink

The complete Ground Regulations can be found at [mcfc.co.uk](http://mcfc.co.uk)

We ask that all visitors to the Etihad Campus and surrounding areas respect the homes and property of the residents by carefully disposing of your rubbish, using the toilets provided on the Campus, adhering to the residents parking scheme and being mindful of noise and disruption as you arrive at and leave the Stadium.

### Away Matches

We ask all supporters to act and behave as ambassadors of Manchester City Football Club when travelling to away matches. We ask that supporters do not engage in any unacceptable behaviour travelling to and from an away match and within the opposing ground itself.

Examples of unacceptable behaviour include (but are not limited to) breaching the Ground Regulations and engaging in any behaviour or using language which in the opinion of the Club is threatening, intimidating, racist, discriminatory, abusive, or offensive and/or which is likely to cause a nuisance or harassment to any other person or compromise public safety.

This may also include (but is not limited to) bringing hazardous or banned substances into the ground, using foul or abusive language, throwing objects, entry onto the playing area or any areas where spectators are not permitted, chanting which is racially motivated and smoking in the football ground.

We ask that you respect the staff and stewards of the opposing Club, that you remain seated for the duration of the match and that you do not block aisles or gangway. Where a supporter is identified to have breached the Ground Regulations or brought the Club's name in to disrepute, further action will be taken in line with the guidance within this charter.

The Club reserves the right to investigate incidents at any time that evidence is presented to them and will work with the Police and other authorities where a criminal act has taken place.

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We appreciate that no two incidents are the same. Our Safety & Security Team will consider all available evidence when dealing with incidents and determining the length of a ban, if applicable. The table alongside indicates the type of penalties that may be issued against supporters. Please note this is intended as guidance only and we reserve the right to suspend a supporter's account whilst the investigation takes place.

### KEY:

 Minimum suggested action

 Maximum suggested action

 Optional action

Offence	Ejection	Written Warning	3-match Ban	6-match Ban	Season Ban	Indefinite Ban
<b>Unacceptable conduct</b> Persistent standing, visiting supporters in home areas						
<b>Racism, homophobia, anti-semitic language</b> Language chants or songs in home areas						
<b>General disorder</b> Fighting, physical assault						
<b>Missile throwing</b> Objects thrown on to the pitch, in stand, flares, pyrotechnics and smoke bombs (including the lighting of)						
<b>Pitch incursion</b> Pre, post or in-game						
<b>Abuse/aggression towards staff</b> Verbal or physical abuse						
<b>Drunk inside the stadium</b> On concourses, in stands and/or hospitality areas						
<b>Drinking alcohol in view of the pitch</b> In stands, marked concourse areas, hospitality areas with a view of the pitch						
<b>Persistent foul and abusive language</b> Towards players, staff, fellow supporters home and visiting						
<b>Ticketing</b> Touting, mis-use of concessions						
<b>Smoking</b> Non-compliance in Stadium and on Campus						

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### Stadium Bans

Our Safety & Security Team reserve the right to issue a written warning or to ban any supporter or other individual from the Etihad Stadium or Academy Stadium for breaches of the Ground Regulations. Where possible stadium bans will be conveyed in writing, whether by email or post, and may also include the suspension of ticket purchasing privileges for away matches.

The banning order will outline the nature of the offence and the specific Ground Regulation that has been breached. It will also indicate the length of ban, either as a fixed number of matches or a period of time. This will be issued by the Club's Safety and Security Team.

Where possible, banning letters will be issued within 7-working days of the match at which the offence took place, or within 1 working day of the next home match (if this follows within a week of the previous home match).

Where deemed appropriate by the Club, the reinstatement of a banned supporter's privileges may be dependent upon them signing and returning an Acceptable Behaviour Agreement.

### Appeals Process

The Club recognises the right to reply for any individual who has been issued with a stadium ban.

Should you be dissatisfied with the final response that you have received from the Head of Safety & Security in relation to your stadium ban, you can appeal the decision to the Club's Head of Supporter Services. All appeals must be in writing, providing a detailed response in relation to the issue or specific point(s) that you are appealing.

Upon receipt, a full review of the issue or specific points(s) raised within your appeal will be conducted independently of the Safety and Security Team. We will seek to respond to any appeal within 10-working days, though this may increase during peak periods or if further investigation is required. We will endeavour to provide updates on our progress should a longer period of time be required.

The findings of this review will be conveyed in writing and will be considered final by the Club.

Should you still remain dissatisfied with these responses, you can escalate this to the Premier League ([www.premierleague.com](http://www.premierleague.com)) or the Independent Football Ombudsman ([www.ifo.co.uk](http://www.ifo.co.uk))

We recognise that most supporters come to the stadium to watch a football match and not to listen to abusive or indecent language from the stands. Swearing in the Family Stand is not acceptable. Discriminatory behaviour, which includes, shouting, chanting or actions such as racist, sectarian, homophobic, sexist or anti-disability behaviour, is unacceptable. If you witness incidents like these please get in contact with a steward as soon as you can and report your concerns as this will enable us to act on them as quickly as possible. You can also contact a member of the Supporter Services Team on +44 (0)161 444 1894 (option 1, option 3) or tweet @MCFCHELP

Kick It Out is football's equality and inclusion organisation. They operate a matchday telephone reporting service on 0800 1699 414 or you can download the Kick It Out app from [www.kickitout.org](http://www.kickitout.org)

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# MERCHANDISE & RETAIL

Manchester City provides fans globally with access to club retail via partnerships with Kitbag and EzShopNet International.

Manchester City work with retail experts to deliver the best customer service to our fans globally:

Kitbag has responsibility for the club's retail services, including CityStores and online, in the United Kingdom, Europe, the Americas, Africa, Australasia and some parts of Asia.

EzShopNet International provides the club's online retail services for China, Japan, Korea and South East Asia. Based in Hong Kong, this partnership allows us to offer improved shipping costs and delivery times, plus access to local customer service.

All replica strips have a minimum lifespan of one season. Swing tickets are attached to each replica strip stating the season that the strip is in use. Details of the next intended change of kits can be obtained from the Club store. The Club carries out its obligations under the Premier League rulebook to prevent price fixing in relation to the sale of replica strips. We offer refunds on merchandise in accordance with our legal obligations.

Official MCFC merchandise is available from the following outlets:

### **The CityStore at the Etihad Stadium**

Open Monday to Saturday, 9am - 5.30pm, Sunday 11am - 5pm and matchdays for one hour after the final whistle.

### **The CityStore on Market Street, Manchester**

Open Monday to Friday, 10am - 7pm, Saturday, 9am - 7pm, Sundays, 11am - 5pm.

### **Online 24-hours from the Club's websites:**

- [mcfc.co.uk/shop](http://mcfc.co.uk/shop) - UK, Europe, USA, Canada, Africa, Australasia and Asian countries not listed below
- [cn.shop.mcfc.com](http://cn.shop.mcfc.com) - China
- [hk.shop.mcfc.com](http://hk.shop.mcfc.com) - Hong Kong
- [jp.shop.mcfc.com](http://jp.shop.mcfc.com) - Japan
- [kr.shop.mcfc.com](http://kr.shop.mcfc.com) - Korea
- [seasia.shop.mcfc.com](http://seasia.shop.mcfc.com) - South East Asia

*All sites can be accessed via [mcfc.co.uk](http://mcfc.co.uk) and include online FAQ where you will find customer service contact details and information on the returns and refunds, tracking your order, sizing and much more.*

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### Retail Service, Feedback and Complaints

Should you have a question, query, feedback or complaint relating to an item purchased within one of the City Stores or via the online store.

In the first instance you should contact a member of the [Retail Customer Service team](#)



Kitbag	EzShop
Email address: <a href="mailto:customer.services@shop.mcfc.co.uk">customer.services@shop.mcfc.co.uk</a>	Email addresses: China - <a href="mailto:cn.shop@mcfc.com">cn.shop@mcfc.com</a> Hong Kong - <a href="mailto:hk.shop@mcfc.com">hk.shop@mcfc.com</a> Japan - <a href="mailto:jp.shop@mcfc.com">jp.shop@mcfc.com</a> Korea - <a href="mailto:kr.shop@mcfc.com">kr.shop@mcfc.com</a> South East Asia - <a href="mailto:seasia.shop@mcfc.com">seasia.shop@mcfc.com</a>
Languages spoken: English and most European	Languages spoken: English and most European
Tel: +44 (0) 161 444 1894 (option 3) Standard opening hours are Monday to Friday 8am - 8pm, weekends/bank holidays 9am - 4pm* <i>*Please refer to website for any changes to these times</i>	Tel: +852 2456 5521 Standard opening hours: 9am - 1pm and 2pm - 6pm (GMT+8) Monday to Friday (except Hong Kong general holidays)* <i>*Please refer to website for any changes to these times</i>
Postal address: Customer Service Manager Manchester City Online Shop c/- Kitbag Limited Greengate, Manchester England, M24 1FD	Postal address: Customer Service Manager Manchester City Online Shop c/- EZshopnet International Limited 10/F, Success Industrial Building, 7 Kin Fat Street, Tuen Mun, New Territories, Hong Kong

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# COMMUNITY & CHARITIES

Manchester City is committed to being a good neighbour to the residents of East Manchester and beyond.

## Community Commitment

Manchester City's community story began in 1880 when the Connell family of St Mark's Church in Gorton harnessed the power of football in a bid to unite their community.

By providing the opportunity to regularly play the sport, they generated a positive change in behaviours and attitudes in a neighbourhood that was experiencing a range of social issues.

It is this philosophy and spirit that still runs through all the day-to-day activity of City in the Community (CITC), the Club's Foundation.

Established in 1986, City in the Community (CITC) has been using football to create opportunities, build futures, and touch lives in a unique way.

By placing the game at the heart of its plans the Club's Foundation makes a big difference to local employment, crime prevention, social inclusion and the health and wellbeing of fans, friends and neighbours.



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In the 2014/15 season, working with more than 40,000 people each year, City in the Community delivered 21 football-based programmes, totalling a huge 53,000 hours of community work.

In its first eight months since opening its doors, the new City Football Academy - which lies at the heart of the Etihad Campus and close to the original St Mark's parish - has helped the numerous dedicated schemes expand and has further stimulated the 'football effect' that remains right at the core of everything the Club aims to achieve.

Every week, 30 hours of pitch time is dedicated to local youngsters and adults at the same grounds where the Premier League players train and work.

However, it is not just in Manchester where CITC programmes continue to go from strength to strength. We've also seen the global impact grow in cities both where we have Clubs and further afield.

In November 2014, City introduced our charitable football initiative, Cityzens Giving, which gave fans the power to choose how funds are allocated to youth-led charity football projects in six cities across the world.

We hold regular meetings with the local residents and ensure that they are an integral part of any consultation process in relation to the on-going development of the campus and the events held within the stadium.



## Supporter Charter 2015-16 Season

Guidance notes for supporter engagement and communication

### Official Supporters Clubs

The MCFC Supporters Club was formed in 1949 and now has over 160 Branches with a combined membership of over 15,000 based in the UK and Overseas. Membership is open to all those with a love of Manchester City, representing the young and old and is fully inclusive. You can find details of your local branch by visiting [mcfc.co.uk](http://mcfc.co.uk) and selecting Fans and Supporters Clubs. If you don't have a local branch and would like to know how to form one, then please email Kevin Parker, General Secretary of the Official Supporters Clubs, at [kbmp2000@aol.com](mailto:kbmp2000@aol.com)

The Manchester City Disabled Association (MCDSA) has been in existence since 1999 and always welcomes new members to join. Find out more at [mcdsa.co.uk](http://mcdsa.co.uk) or email Mark Barber, Secretary, at [mark@mcdsa.co.uk](mailto:mark@mcdsa.co.uk)

### Promoting Equality

Manchester City Football Club prides itself on having the best supporters in the country and we greatly appreciate your support in ensuring the code of conduct is followed. We expect all supporters to behave in a manner appropriate to their surroundings. This code must be adhered to at all times. Failure to comply could result in you being asked to leave the Stadium. For high profile games, such as local derbies or Cup games, a zero tolerance policy will be in operation.

#### Kick it Out:

Football's equality and inclusion organisation. Working throughout the football, educational and community sectors to challenge discrimination, encourage inclusive practices and campaign for positive change, the organisation is funded by The Football Association (FA), the Professional Footballers' Association (PFA), the Premier League and the Football League. Manchester City Football Club are proud to support this campaign and have achieved the Intermediate Level of its Equality Standard.

#### Football v Homophobia:

In 2008, the Justin Campaign was formed to tackle homophobia, biphobia and transphobia in football, and two years later the initiative FvH began. In supporting FvH, you are not only helping to make football a more inclusive and welcoming environment, you are also playing your part in making the society we live in a better place for everyone.

# COMMUNICATION

The Club will communicate with stakeholders, supporters and the general public on regular intervals.

Through forums, questionnaires, focus groups and by the publication of current policies on major issues in a clear and precise manner. These include:

- Regular dialogue and meetings with local community groups
- Regular attendance at meetings with the MCFC OSC (Official Supporters Club) [www.mfcsc.com](http://www.mfcsc.com) and the MCFC Disabled Supporters Association (MCDSA) [www.mcdsa.co.uk](http://www.mcdsa.co.uk)
- Regular meetings with recognised supporters' associations/groups
- The annual Premier League fan survey
- MCFC customer experience surveys, forums and panels which will be on-going throughout the year
- MCFC Blueprint. Supporters can sign up to receive the official club newsletter

Details of any major policy decisions or changes at the club will be published in the matchday programme and on the Club website at [mfc.co.uk](http://mfc.co.uk)

We aim to keep supporters up to date with the latest MCFC news and our website is regularly updated with news, highlights, and interviews as well as containing information regarding the Club, tickets, hospitality and other areas.

## **Online and Social Media**

The Club regularly uses Twitter (follow us @MCFC) where it communicates with over 2.5 million supporters and followers. Our Facebook account ([facebook.com/mfcofficial](https://facebook.com/mfcofficial)) provides information and photos to another 19 million supporters. You can also follow the Club on Instagram ([mfcofficial](https://instagram.com/mfcofficial)) and Twitter @MCFC, @MCWFC, @citctweets and @MFCHELP

## Supporter Charter 2015-16 Season

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# STAFF

**Manchester City Football Club expects and requires all personnel to conduct themselves in accordance with the highest ethical standards. Club personnel are expected to maintain these standards on and off Club premises.**

The Club recognises the right of every individual to equality of opportunity, both in respect of its employees and its contractors, customers, supporters and members of the community. In addition, the Club will value, respect and promote all opportunities of cultural diversity and shall approach equality in spirit and in practice and with universal commitment.

## Our Employees

All people employed by the club are employed on the grounds of their ability and capabilities in respect of the role(s) they undertake and in the on-going organisational development of Manchester City Football Club. Personal development and internal promotions are based on suitability for the task(s) and the measured (via appraisal) performance of all staff. Manchester City Football Club, its staff, partners and contractors shall ensure that there is universal respect for all employees, customers, community groups and partners irrespective of:

- Colour
- Race
- Ethnic or national origin
- Nationality
- Religion or belief
- Age
- Gender

- Gender reassignment
- Sexual orientation
- Marital Status
- Disability

The Club enjoys positive and constructive relations across its communities as it has done for many years. This is achieved through the recognition of common ground and engagement with all people.

## Investors In People

Manchester City Football Club has been awarded a Bronze Investors in People recognition. The award recognises our additional achievement beyond the IIP Standard and is held by only about 5% of Investors in People organisations. We are the first Premier League football club to receive Investors in People recognition. The award is recognition of the hard work, commitment and achievement of everyone who works here. The assessors stated “This was an excellent performance at a first assessment against a rigorous, internationally recognised business improvement framework.”

## Supporter Charter 2015-16 Season

Guidance notes for supporter engagement and communication

# CONTACT US

## Postal Address

Manchester City Football Club, Etihad Stadium,  
Etihad Campus Manchester M11 3FF

## General Enquiries

+44 (0)161 444 1894 (option 1, option 3)  
mcfc.co.uk/help

## Match Tickets & Memberships

(24-hours, 7-days a week)  
+44 (0)161 444 1894 (option 1, option 1)  
mcfc.co.uk/tickets

## Disabled Tickets & Access Officer

+44 (0)161 444 1894 (option 1, option 1, option 1)  
disabletickets@mcfc.co.uk

## Group Bookings

+44 (0)161 444 1894 (option 1, option 3)  
groupbookings@mcfc.co.uk

## Safeguarding & Vulnerable People

+44 (0)161 438 7804  
safeatcity@mcfc.co.uk

## Supporter Services

+44 (0)161 444 1894 (option 1, option 3)  
mcfc.co.uk/help

## Head of Supporter Services

+44 (0)161 444 1894 (option 1, option 3)  
lisa.eaton@mcfc.co.uk

## Supporter Liaison Officer

+44 (0)161 444 1894 (option 1, option 3)  
slo@mcfc.co.uk

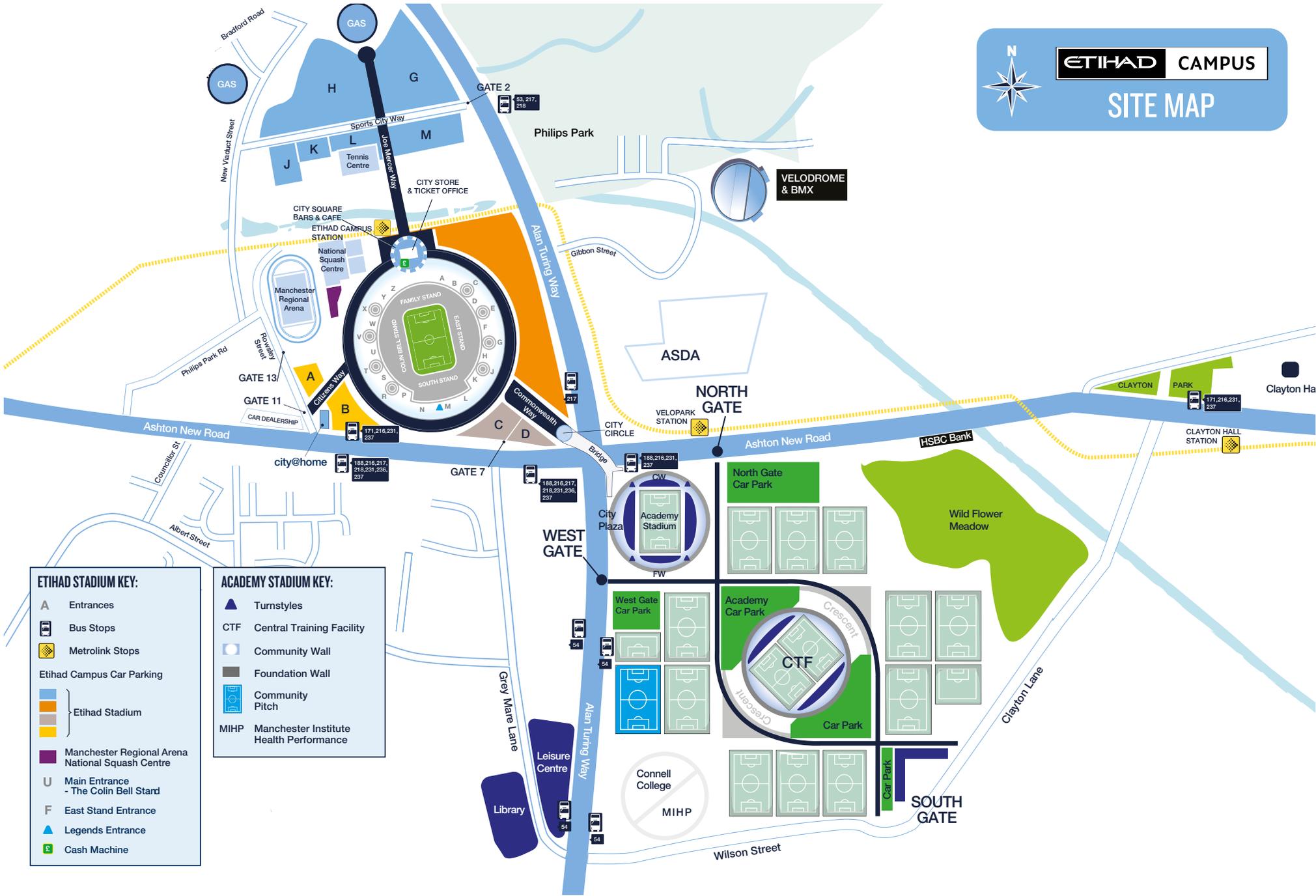
## Merchandise & Retail

+44 (0)161 444 1894 (option 3)  
customer.services@shop.mcfc.co.uk

## Jobs & Work Experience

jobs@mcfc.co.uk

**ETIHAD CAMPUS**  
**SITE MAP**



- ETIHAD STADIUM KEY:**
- A Entrances
  - Bus Stops
  - Metrolink Stops
  - Etihad Campus Car Parking
  - Etihad Stadium
  - Manchester Regional Arena National Squash Centre
  - U Main Entrance - The Colin Bell Stand
  - F East Stand Entrance
  - Legends Entrance
  - Cash Machine

- ACADEMY STADIUM KEY:**
- Turnstyles
  - CTF Central Training Facility
  - Community Wall
  - Foundation Wall
  - Community Pitch
  - MIHP Manchester Institute Health Performance