



**HIBERNIAN**  
Football Club

# CUSTOMER CHARTER

Information and  
policies

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# DECLARATION

CUSTOMER CHARTER	
Policy Owner:	Chief Executive Officer
Implementation Date:	February 2023
Review Due:	January 2025
Review Undertaken:	January 2024

Signed: 

Date: 26th January 2024

Name: Ben Kensell

Position: Chief Executive Officer



## 1.0 INTRODUCTION AND PURPOSE

Hibernian Football Club is committed to delivering the highest standards of service and care to all its supporters and customers.

It is recognised that the bond between these groups is invaluable, and the Club will make every effort to ensure that all policies and practices adopted by the Club are open, accessible and communicated as far as practically possible with the various groups.

The Club will annually review its Customer Charter, making changes per the recommendations put forward by the various groups and from guidelines received from the relevant governing bodies. A record of this audit shall be kept, summarising all amendments made.

## 2.0 ACCESSIBILITY

Hibernian Football Club is committed to providing the highest quality, value-for-money customer experience accessible to the broadest possible audience.

### **Specifically, Hibernian Football Club:**

- Will provide a broad range of ticket prices allowing customers to select from the more expensive seasonal corporate seating with hospitality through to single-match tickets.
- Will offer a wide choice of seating and a range of ticket prices, including a reduced rate for Concessions (Adults over 65, Children and Young Adults under 18 and full-time students).
- Will retain at least 10% of available tickets to each home match for sale to non-season ticket holders.
- Will encourage family groups to attend games together through Family Season Tickets.
- Will provide free access to all SPFL Reserve matches played at Easter Road Stadium for Season Ticket Holders and Hibs Kids Members.
- Will provide the opportunity for Customers to pay for Season Tickets via interest-free instalments or at competitive rates of interest over a longer period.
- Will not increase the price of tickets for home domestic cup competitions above the levels charged for home Scottish Professional Football League matches. Generally, when playing lower league opposition in Cup-ties, the Club will try to reduce its match admission subject to the approval of the Visiting Club. The Club takes account of the away Club's status and the competition's stage when determining its prices. Season Tickets Holders will be allowed to purchase their seats in advance of the match, should they wish.

As a rule, ticket refunds are only issued in exceptional circumstances and at the discretion of the Club while always acting reasonably. This can be accessed on the Club website.

In line with government legislation, the Stadium has been designated a non-smoking Stadium, and the use of cigarettes and vapes is prohibited inside the concourses or on the seating deck.

## 3.0 DISABILITY ACCESS

Hibernian Football Club is committed to supporters and customers who have a disability having full access to all matches, goods and services.

The Club operates a specific ticketing policy for supporters with accessibility needs, a disability or additional support needs, which is reviewed regularly. These policies can be accessed via the Club website.

When purchasing a concession ticket, proof of eligibility is required.

The Club operates six different components/levels of award of Disability Living Allowance or Personal Independence Payment, and eligibility for a concessionary ticket and/or complimentary personal assistant depends on the award level. These are highlighted in the Disability Access Ticketing Policy.

The Club employs a Disability Support Team managed by the Disability Access Officer to ensure the needs of supporters with additional support needs are met. Although they only work part-time enquiries should be addressed to [disabledtickets@hibernianfc.co.uk](mailto:disabledtickets@hibernianfc.co.uk) or by calling 0131 656 7066.

Additionally, the Club offers audio commentary, food delivery service, lift passes to upper areas for Blue Badge holders, a personal assistant seated adjacent, and sensory equipment for children and young people. Disability access meeting points for those requiring additional assistance are available.

Car Parking is available to supporters with disabilities displaying valid Disabled Parking Badges on their vehicles will be permitted to park on the south side of St Clair Street under the direction of Parking Attendants/Police. A limited number of parking spaces are also allocated through a ballot system.

A visual representation of the matchday experience is also available and given to supporters before they visit the Stadium.

Staff are also offered specific disability inclusion and bespoke training to provide a good matchday experience for all supporters.

## 4.0 MATCHDAY

At all times, Hibernian Football Club will endeavour to provide a safe and enjoyable atmosphere to watch football in.

### **Specifically, Hibernian Football Club:**

Will provide a safe and trouble-free environment for all spectators and ensure the quality of the service, whether from Hibernian Staff, the Club's Catering Contractor, Stewarding Contractor,

Police, etc., is of the highest standard possible.

Individuals in breach of the Ground Regulations will likely be ejected from the Stadium. In extreme cases, the individual may face the withdrawal of their Season Ticket, banning from the Stadium and potential prosecution under the Criminal Law (Consolidation) (Scotland) Act, 1995, as amended by the Crime and Disorder Act, 1998 or the Public Order Act, 1986.

In return, the Club will expect all Spectators to refrain from foul and abusive language, taunts or gestures as outlined in the Club's Policy on Unacceptable Conduct, available on the Club website. In addition, racist or indecent behaviour of any kind will not be tolerated, and any Spectator finding an individual breaking these policies should contact the nearest Steward.

## **5.0 VISITING SUPPORT - FROM EASTER ROAD**

Hibernian Football Club is appreciative of our travelling support. We want all fans to enjoy the experience of visiting other Club's; however, the Club will take all reasonably practical steps to deter and prevent travelling Hibernian supporters from engaging in Unacceptable Conduct within away grounds.

To ensure the process of securing a ticket to an away game is fair and reasonable, the Club has put in place the following:

- Tickets go on sale to Season Ticket Holders first.
- Where a significant demand is expected, tickets will be limited to one per season ticket holder. If any remain, they go on sale to the public.
- The hosting Club determines the cost of these tickets; however, consultation with the host Club shall occur where appropriate.

## **6.0 VISITING SUPPORT - TO EASTER ROAD**

As we encourage our travelling support to be respectful of opposition grounds and facilities, we hope visiting supporters to Easter Road will act reasonably and in line with the Unacceptable Conduct policy.

To ensure visiting supporters have suitable access to Easter Road, the following has been implemented:

- We will charge the same admission prices to visiting Club supporters for comparable stadium facilities in compliance with the SPFL Rules.
- Ensure tickets for Disabled Groups in the Away Support are sent to the Visiting Club before the match for distribution.
- We will abide by the SPFL rules and regulations governing the allocation of tickets to Visiting Clubs.

## 7.0 LOYALTY AND MEMBERSHIP

The Club recognises the loyalty of its supporters and Season Ticket Membership in addition to the discounts offered on the walk-up prices.

### **These benefits include:**

- Season Photobook
- Free access to a pre-season friendly
- Open Training Session
- Priority Access for Cup Ties (Domestic and Foreign)
- Priority Access/Discount Pricing for Easter Road Events
- Hibs Rewards – List of Club Partner Deals
- 10% Discount at the Kiosks
- 10% Discount on Matchday Hospitality
- 10% Discount on Easter Road Venue Hire

In addition, the Club recognises its' fans of the future through Hibs Kids' memberships.

### **Children and youths are offered:**

- Free admission to four pre-selected category B matches per season
- Membership pack
- Birthday Card
- Christmas Event
- Entry into the mascot experience draw

## 8.0 CONSULTATION AND INFORMATION

Regular two-way communication with supporters, customers, suppliers, partners, shareholders, the media, and the local community remains a priority focus for Hibernian Football Club.

### **Specifically, Hibernian Football Club:**

- Consult regularly with its customers through questionnaires, fans forums and discussion groups and welcomes all feedback, comments, and suggestions.
- Will give due consideration to all feedback, comments and suggestions for implementing change where appropriate.
- Will communicate regularly with supporters and customers, informing them of new developments, policies, fixtures and price changes, promotions, and new product launches.
- Will establish and maintain effective partnerships with all media sectors and provide the media with suitable facilities for all matches at Easter Road Stadium.

## 9.0 COMMUNITY ACTIVITY

The Club recognises the role it can play in generating and supporting activity both in the local community and the wider football community and is actively involved in several schemes:

- The Club, through its 'Kick for Kids' initiative, promotes football to groups of children who otherwise would be unlikely to get access to tickets for football matches. This is achieved through Supporter donations and Commercial Partners who sponsor season tickets given to various groups free of charge.
- The Club promotes anti-racism, anti-homophobia, and anti-drug and anti-crime messages through the media.
- The Club supports the aims of leading initiatives such as 'Show Racism the Red Card', 'Football v Homophobia' and 'Back Onside' mental health awareness to tackle key topics within the game at appropriate times.
- The Club supports girls' and women's football through Hibernian Women and girls' football teams.
- The Club supports local charities and worthy causes. Requests should be sent to [club@hibernianfc.co.uk](mailto:club@hibernianfc.co.uk).
- The Club will support pre-arranged Stadium Tours to all interested parties and groups.
- The Club continues to support community events through visits and appearances of the Football Players and Management where possible.

## 10.0 MERCHANDISE

The Club will publicise and advertise the dates of new replica kit introductions before the scheduled launch date. Details of this launch date will be available from the Club website and social media platforms.

The Club carries out its obligations to prevent price fixing concerning the sale of replica kits.

The Club store offers refunds on all merchandise per legal obligations.

## 11.0 EQUALITY

It is the policy of the Club that there should be equal opportunity for all.

This applies to external recruitment, internal appointment, terms of employment, conditions of service and opportunity for training and promotion regardless of sex, marital status, creed, colour, race, age, disability, sexual orientation or ethnic or national origin.

The Club is committed to developing and promoting such equality of opportunity. The policy also treats our customers, clients, and suppliers equally.



## 12.0 CUSTOMER SERVICE

All Hibernian personnel are responsible for maintaining the highest standards of customer service and customer care.

### **Specifically, Hibernian Football Club:**

- Respect the right of every supporter and customer to be treated with the utmost courtesy and respect by all Hibernian personnel.
- To avoid confusion, Hibernian Football Club would prefer that all requests/complaints/comments or suggestions are made in writing by letter or e-mail to [club@hibernianfc.co.uk](mailto:club@hibernianfc.co.uk)
- The Club will deal with e-mails received as follows:-
- Specific consumer complaints – for example, around ticketing, stadium management, catering, or Club store issues will be passed to the relevant Department responsible for that area, and they will be responsible for responding to that matter within a reasonable time frame. In the first instance, all correspondence should be with the Department concerned, and they are committed to acknowledge within five working days of receipt. They shall endeavour to provide a full response within ten working days.
- The Club will respond to significant points from supporter correspondence through regular written statements on the Club website.

### **Customers are reminded:**

- Hibernian Football Club operates a zero-tolerance to staff abuse. Therefore, any abusive correspondence will not be acknowledged.
- Our staff come to work to provide a service for others, not to become victims of violence, threatening behaviour, physical, verbal, racial abuse, or discrimination.
- If you are violent or abusive in any way towards our staff, we have the right to refuse admission, remove you from the premises and in extreme cases, the matter may be reported to the Police.
- If you feel your complaint has not been dealt with promptly or satisfactorily by the Department concerned, please contact the Chief Executive, in writing, who has overall responsibility for the Hibernian Customer Charter.

All correspondence should be addressed to the following:-

Chief Executive - Hibernian Football Club Ltd  
Easter Road Stadium  
12 Albion Place  
Edinburgh  
EH7 5QG

Tel: 0131 661 2159 (Main Club Line)  
E-mail: [club@hibernianfc.co.uk](mailto:club@hibernianfc.co.uk)



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