



Wycombe Wanderers

Customer Charter

 Version
2025/2026



Wycombe Wanderers Football Club

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Wycombe Wanderers Football Club

1 Introduction

Wycombe Wanderers Football Club (“WWFC” or the “Club”) takes immense pride in its reputation as a friendly community-based football club. It is committed to offering the very highest standard of customer service. This customer charter is designed to outline how WWFC delivers this commitment.

All English Football League (“EFL”) Clubs are required to publish a customer charter according to Clause 20 of the regulations of the EFL. Such is our culture we go much further than the league’s minimum requirements. This charter is reviewed annually to ensure that it is kept up to date in the light of changing laws, regulations, and best practice.

As new policies are formulated, they will be added to this charter.

The ambition of WWFC is to create a successful football club, which is fully accountable to and involved with its community. It should offer value for money and professional service whilst engaging its supporters, customers, local businesses, local authorities, and community groups in a collective drive to bring success and respect to the town of High Wycombe.

Vision, Mission & Values

VISION

A successful data driven football club providing pride and passion in performance alongside long-term financial stability and a first-class Youth Academy.

MISSION

To create a successful football club, firmly rooted in its community, rewarding supporters, sponsors, and customers with an environment of great entertainment, first-class service, and high-quality facilities.

VALUES

Innovation
Passion
Integrity
Respect
Teamwork
Fan/customer focused.
Accountability
Getting things done
High Performance



Wycombe Wanderers Football Club

Club Ownership

Feliciano EFL Limited (90%) and Wycombe Wanderers Supporters Group Limited (10%) own Wycombe Wanderers Football Club.

Feliciano EFL Limited is owned by Blue Ocean Partners II Limited, owned by Mikheil Lomtadze.

Feliciano EFL's representatives on the club board are Mikheil Lomtadze, Eduard Vyshnyakov and Dan Rice.

Wycombe Wanderers Supporters Group Limited's representatives on the club board are Tony Hector and Trevor Stroud.

All EFL club directors and owners are required to provide the EFL with an annual declaration that they meet their "Owners and Directors" test, details of which are available by contacting WWFC club secretary on wwfc@wwfc.com.



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2 Consultations and Information

The Club and its owners are committed to ensuring that its fans and customers are consulted and advised on all appropriate issues.

WWFC will:

- Consult and engage with supporters, customers, partners, sponsors and all users with maturity and respect, e.g. via fans forum meetings, consultation with The Trust board and through conducting market research programmes (questionnaires).
- Keep its supporters informed on a regular basis through media such as fans forums and the club's official website, Facebook etc.
- Consult with all other stakeholders in WWFC, for example local authorities and other interested parties and grant all reasonable requests to meet with them as required if they so wish.
- Ensure that the earliest possible notice is given of any changes to fixture and ticketing arrangements and the reasons for these changes via all relevant media.
- Give due consideration to all feedback, comments and reasonable suggestions and implement changes where it is practical to do so.

WWFC welcomes and encourages supporters to come forward with suggestions as to how the club could improve. Whilst it is not possible to solicit supporters' views on every topic, WWFC is committed to doing the right things, and employing the right people with the proper skills, in pursuance of the Club achieving the vision, mission and values, as stated above.

3 Customer Service

WWFC is committed to providing the highest standards of customer care and service to all our supporters and customers. Nevertheless, we accept that on occasions these high standards may not be kept and that there may be cause for concern or complaint. WWFC welcomes positive comments, suggestions and also constructive criticism and complaints. WWFC acknowledges the right of every supporter and customer to be treated with the utmost courtesy and respect at all times.

Complaints and contact response procedure: contact may be made verbally, by telephone (01494 472100), by email at wwfc@wwfc.com, via the feedback form on the club's official website at www.wwfc.com or in writing, addressed to Customer Services at Adams Park, Hillbottom Road, Sands, High Wycombe, Bucks, HP12 4HJ. The Club will not generally respond to complaints raised only on social media.



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In all cases the contact must include certain basic information, which will include the name and address of the customer together with a telephone number so that we can respond. All anonymous complaints or contacts will be investigated, but for obvious reasons cannot be replied to.

WWFC will endeavour to respond to any complaint or customer service contact within seven working days. If the problem takes longer than that to resolve, we will keep the customer up to date with the progress made in solving it.

WWFC encourages any unsatisfied complainant to contact the Supporter Liaison Representative Ryan Isaac, who will be able to respond accordingly. Ryan can be contacted via email at Ryan.Isaac@wwfc.com or by letter to:

Ryan Isaac
Supporter Liaison Representative
Wycombe Wanderers Football Club,
Adams Park
Hillbottom Road,
High Wycombe,
Bucks
HP12 4HJ.

WWFC is committed to responding to all enquiries via the same method used by the customer contacting the club unless requested otherwise, e.g. a telephone enquiry will be responded to via telephone unless there is a request for a written response.

In the event of supporters not being satisfied with the response from WWFC they can seek guidance and assistance from the Supporter Services Department at the EFL but may take up their grievance with the Independent Football Ombudsman, using the following contact details:

The Independent Football Ombudsman
Premier House
1-5 Argyle Way
Stevenage
Hertfordshire
SG1 2AD
Email: contact@theifo.co.uk
Phone: 0330 165 4223

The IFO Complaints Procedure document is available on the IFO website at www.theifo.co.uk.



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4 Merchandising

The club shop at Adams Park is open Monday to Friday, as a minimum, from 1000hrs to 1500hrs and on Saturday home match days from 12 noon. Merchandise enquiries can be made by phone on 01494 472100 or via email at shop@wwfc.com.

The Club conducts its obligations under EFL regulations to prevent price fixing in relation to the sale of the replica strip. We will offer exchanges or refunds on merchandise in accordance with our legal obligations.

5 Kit Wear

WWFC commits to the first team wearing the first-choice kit at all opportunities where the kit does not clash with that of the opposition, subject to EFL regulations on kit selections and adhering to guidance (introduced in 2022) relating to colourblind clashes. The ultimate decision on which kit to wear will remain with the Referee and / or football operations department.

6 Staff Conduct

Employees of WWFC and their representatives act in a friendly efficient manner in all their dealings to enhance the image of WWFC in both local and national communities.

WWFC is dedicated to ensuring that its staff and their representatives conduct themselves in a manner befitting a professional football club and in accordance with the guidelines set out in the club's anti-discrimination policy in the Club's Staff Handbook. Customers who are unhappy with the conduct of any employee or their representative can initially ask to speak to the head of the department with which they are dealing. Also, please refer to the customer service section above for details of how WWFC strive to deal with customer complaints.



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7 Equality, Diversity, and Inclusion, including Anti-discrimination.

Wycombe Wanderers Football Club is committed to providing an enjoyable experience for all supporters and hold equality, inclusion, and anti-discrimination at the core of our values. We are committed to creating an environment which welcomes and respects people from all communities, promoting equality and diversity at Adams Park and its associated premises. As a club, we recognise the nine protected characteristics (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex and sexual orientation) under the Equality Act 2010 and will play an active role in supporting inclusion and putting an end to discrimination, both on and off the field.

You can find our mission statement for inclusion and anti-discrimination on the Club's website, wwfc.com.

Supporters can also play an important part in the fight against discrimination on a match day. Specific numbers and confidential text services are available for fans to report discriminatory chanting or anti-social behaviour.

8 Safeguarding

The Club is committed to creating and maintaining a safe, caring and positive environment for children and adults at risk who attend its matches or events and will actively look out for and use its best endeavours to prevent and actively manage situations of emotional disturbance, bullying, radicalisation, neglect and physical or sexual abuse.

In addition, the Club subscribes to The Football Association's Safeguarding Children - Policy and Procedures and endorses and adopts the Policy Statement contained in that document. The Club has appointed a Board Director, a Senior Safeguarding Manager and three Designated Safeguarding Officers, having responsibility to ensure that its policies and practices are implemented and that any issues which may arise are communicated to and addressed by the Club Board.

Any concerns or queries relating to safeguarding at Wycombe Wanderers should be directed to the Club's Senior Safeguarding Manager Sharon Brady on Sharon.Brady@wwfc.com.



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9 Ticketing

WWFC strives to offer the best possible service and value for money accessing a wide audience. Our supporters are important to us, and we are committed to catering to the needs of our fans.

Ticket office opening hours are:

Monday to Friday: 1000hrs to 1600hrs

Match days: 3 hours prior to KO and then re-open after full-time (weekend matches only)

Tickets may be purchased 24 hours a day via the online ticket platform <https://tickets.wwfc.com/>

For more information contact:

Contact details:

01494 441118

Ticket Office

Adams Park

Hillbottom Road

High Wycombe

HP12 4HJ

Email: tickets@wwfc.com

In this section, "Season Ticket Holder" includes any fan who holds a current season ticket or an active subscription, plus seasonal hospitality members and seasonal executive box holders, members of the Vice Presidents and similar clubs.

From the 2022/23 season onwards, the Club will operate a priority system for all home and away league games, plus selected cup and play-off matches subject to demand. This system is as follows:

- i. Season Ticket Holders (including subscribers) for the current season.
- ii. General sale

The club reserves the right to vary the above dependent upon commercial incentives throughout the season.

The maximum number of tickets per booking will be determined depending on the fixture.

Ticket Returns/Refunds

No refunds will be given on home match ticket unless it is received by the club prior to kick-off on matchday.

Refunds will be accepted by the club for away fixtures if the ticket is returned in full



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to the ticket office prior to the sale cut-off time, stated on the match ticket information.

Postponed and Abandoned Matches

If the game is postponed or abandoned before or during half time, tickets for that match, on return of the match ticket to the ticket office, can be refunded in full or be exchanged for the rearranged fixture.

Refunds can be arranged by presenting the match ticket to the ticket office and will be issued once the date of the rearranged fixture is known.

If a match is abandoned after half time, tickets will not be valid for the rearranged fixture and no refunds will be issued.

Upgrades

Requests to upgrade tickets will be treated sympathetically provided that space is available. The upgrade will be charged at the difference in the matchday ticket price between the held ticket and that of the requested ticket. E.g. an upgrade from an U18's ticket in an area of the ground that costs £14 to an adult ticket that costs £18 in the same area of the ground will be charged at £4. All upgrades must be requested at least 24 hours prior to KO.

Lost Tickets

In the instance that a Season Ticket Holder should forget their Season Ticket for a home league fixture, they will be issued a replacement paper ticket. Should Season Ticket Holders lose or have their Season Ticket stolen, a £5 fee will be charged for a replacement.

Allocation

At least 20% of tickets to each home game will be made available to non-Season Ticket holders.

Concessions

Concessionary prices are available to under 14s, junior supporters (15-17), mid-adult (22-25), young adults (18-21) and senior citizens (65 years plus). Concessions to senior citizens are available to people at the same age.

Disabled Supporters

The Club provides two areas of the ground specifically for wheelchair-bound disabled supporters to sit alongside their able-bodied companions. The ticket office can be contacted for details of our disabled facilities and ticket allocation using the contact details and more information is also provided in the special disabled policy section.

The Club has active links with the Wycombe Wanderers Disabled Supporters Association; information can be found on the club's website and contacted dsa@wwfc.com.



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Accommodating Away Supporters

The Club abides by EFL Regulations governing the allocation of tickets to visiting clubs. The Club does not charge admission prices to supporters of a visiting club which are higher than those charged to our own supporters for comparable accommodation. In particular, our concessionary rates offered to senior citizens, students and junior supporters apply to supporters of a visiting club.

10 Stadium Parking

Access to the stadium car park is via the main gates on Hillbottom Road. The stadium has a hard-standing lower tier car park (for players, officials, hospitality guests and pre-booked blue badge holders) and a grass-banked upper tier car park (for supporters on a pre-booked basis at £10 per car). There is no parking available to buy on the day of a game unless publicised otherwise.

Disabled Blue Card holders must pre-register with the Club. The Club provides a minimum of 29 spaces for such disabled supporters on a first come first served basis. Thereafter, spaces can either be pre-booked by both home and away fans, in which case the space must be occupied at least one hour prior to kick off, or the vehicle will be accommodated if spaces exist, and will be charged at the standard rate. The Club will also offer season long bookings. In all cases, the vehicle must display a blue card, and the card holder must be present in the vehicle. Parking for disabled supporters can be booked by contacting tickets@wwfc.com.



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11 Stewarding & First Aid

Our stewarding operation will at all times aspire to the very best professional standards so that control of situations is maintained as they arise. Training and development of our stewards is actively promoted in order that they gain the skills required to respond calmly and knowledgeably in any emergency. The safety and welfare of spectators, players and staff is a vital part of WWFC, and our stewards have an indispensable role to play. In accordance with the Guide to Safety at Sports Grounds ("Green Guide") and the Safety Certificate issued by Bucks County Council, events at the Stadium require the attendance of Medical Services, specifically:

For attendances below 2,000:

- The Club will provide 1 first aider per 1,000 spectators.
- Paramedic crew with ambulance
- A doctor, not necessarily a Crowd Doctor, will be in attendance.

For attendances between 2,000 and 5,000:

- A Crowd Doctor, qualified and experienced in pre-hospital immediate care. The Club will ensure that the Doctor is at the Stadium prior to supporters being admitted and will remain in position until all spectators have left.
- St. John Ambulance personnel and vehicle(s), as defined in the Combined Services Emergency Plan (CSEP).
- Two Paramedic crews with ambulances (one for spectators, one for players)
- The Club will provide 1 first aider per 1,000 spectators.

For attendances above 5,000:

- Crowd Doctor qualified as above.
- Paramedic crew with ambulance
- St. John Ambulance personnel and vehicle(s), as defined in the CSEP 9 of 9 revision Date: 10 August 2022
- A dedicated professional first aid support, in the form of a 'Bronze Officer', at the Control Room
- Two Paramedic crews with ambulances (one for spectators, one for players)
- The Club will provide 1 first aider per 1,000 spectators.

In the event of the expected crowd attendance being at capacity levels, these numbers may be reviewed and increased according to the Green Guide. A skeleton First Aid service will be in attendance when the gates are opened for admission of the public, prior to a fixture.



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12 Catering & Hospitality

WWFC prides itself in the quantity and quality of the catering provision at Adams Park. A team of chefs and kitchen staff provide first-class catering to all of our lounges and executive boxes. Within the stadium, food kiosks are situated in every corner of the ground as well as on the concourse. All kiosks serve a wide variety of high standard, good value food and drink.

Our hospitality and commercial packages represent excellent value for money and we are committed to being able to tailor packages to suit the needs of all of our customers. For more information about our match day hospitality options, please contact the commercial team on 01494 455766.

WWFC will comply with all relevant licensing laws including, but not limited to, the FA, UEFA and FIFA, dependent upon the fixture being staged at Adams Park.

13 Wycombe Wanderers Foundation Activities

Wycombe Wanderers Foundation (formerly known as the Wycombe Wanderers Sports and Education Trust, or WWSET) is the charitable arm of WWFC and shares WWFC's passion about its role in the local community and is committed to the action and promotion of football development. The Foundation is also committed to further improving its wide range of activities, including training and coaching, participation of youth, educational initiatives and networking with local organisations and educational establishments. Working with the Foundation, the Club endeavours to create the strongest possible links with all areas of the local community, regardless of age, sex, or ethnic group.

Wycombe Wanderers Foundation has been nationally recognised for its efforts in engaging with the local community and will continue delivering activities and sessions to engage all the diverse ethnic groups.

Their current vision, mission, aims and objectives can be viewed via their website.

14 Good Causes

Each season the EFL nominates a Charity of the Year. WWFC commits to providing fundraising assistance to this charity for the duration of the football season. From time to time the Club adopts its own charity partners. The Club's charity policy can be found at wwfc.com.

15 Data Protection

WWFC complies with the Data Protection Act 2018, the General Data Protection Regulation, and all other relevant legislation. All personal data is controlled, processed, stored, and disposed of in accordance with that legislation.