



# **Lincoln City Football Club Customer Charter 2024/25**

## **Your Charter**

Lincoln City Football Club continues to enjoy a unique relationship with its loyal and dedicated fans. It recognises and respects the invaluable contribution made by each and every supporter to the ongoing success of the club.

Whether a loyal supporter or a first-time fan, everyone is a valued member of the Lincoln City family. We strive to work with supporters and the wider community to create life-long memories built on values that matter most to you.

As such, Lincoln City Football Club endeavours to be open and accessible to its supporters, communicating information via the appropriate channels in a clear and effective manner. The club's greatest asset is its passionate and committed fan base and we hope that this charter further improves the communication channels between ourselves and our supporters.

This is your club and we are delighted to deliver this detailed document as your Customer Charter.

Thank you for your unwavering support.

**Clive Nates**

**Chairman, Lincoln City FC**

**For and on behalf of Club Directors**

## Contents

Your Charter	2
Club Mission Statement – Our Winning Formula	4
Our Badge – Our Brand	4
Fan Engagement	4
The Team	5
Anti-Discrimination	6
Equal Opportunities	6
Our Stadium – LNER Stadium	6
Ticketing	6
Ground Regulations	8
Supporter Code of Conduct	12
Stadium Ban & Appeals	13
Safe Text	13
Smoking Policy	13
Stewards	13
Family	14
Supporter Liaison Officer	16
Facilities for Disabled Supporters	16
Visiting Supporters	17
Creating an Atmosphere	17
Hospitality	17
Catering	17
Safeguarding	18
Community: Lincoln City Foundation	18
Charity Partners	19
Club Retail	20
Data Protection	20
Online Content & Communication	20
Feedback and Complaints	21
Club Promise	22
Contact Us	22
Club Policies	23

## 1. Club Mission Statement



## 2. Our Badge – Our Brand

Lincoln City is committed to equal opportunities to maintaining a working environment free from discrimination, victimisation, harassment and bullying. Unlawful discrimination, victimisation, harassment and bullying will not be tolerated by Lincoln City Football Club.

Lincoln City Football Club prides itself on having great supporters and we greatly appreciate your support.

We expect all supporters and staff to behave and equally, be treated in a manner appropriate to their surroundings.

## 3. Fan Engagement

Lincoln City are extremely proud of the level of engagement with our fans. However, we will strive to make further improvements as the club continues to grow as an EFL club.

We will continue to take steps to ensure that all supporters are informed, wherever possible, of any decision that will directly affect them through a variety of communication channels including the club's official website, official social networking sites, the Supporter Liaison Officers, the public-address system on matchdays, and local newspaper and radio.

In 2017/18 our first ever fan surveys were launched giving you, the fans, the opportunity to tell us exactly what you think of Lincoln City both on and off the pitch; where we can improve, where we are successful, how valued you feel by the club and what Lincoln City means to you. These surveys will be conducted every year.

We are committed to continually improving the communication with you our fans. Club officials will continue to regularly meet with supporters, via the Fan Advisory Board (formerly Supporters Board),

meetings with the Red Imps Community Trust, other fan groups and the Fans' Forums which will take place at least twice annually. We will discuss club issues and policies as appropriate. Through these channels of consultation, the club encourages supporters' viewpoints and constructive feedback on a wide range of topics.

The Board of Directors and the Chief Executive Officer of Lincoln City Football Club are also committed to attending official Supporters Club meetings in order to engage in direct dialogue with the fans.

During the 2023/24 season, the Board elected existing director, David Lowes, as a Fan Engagement Director. The appointment of a Director responsible for Fan Engagement is designed to further advance and demonstrate our clubs' commitment to ensuring long term meaningful engagement with fans. A nominated Board-level official, the FED will oversee the club's fan engagement activities, working closely with the CEO and head of supporter services (Rob Noble). A Fan Engagement Plan will be published at the beginning of the 2024/25 season outlining how the club will approach fan engagement for the coming season.

#### **4. The Team**

You can find more details of who is who, and their contact details via the [official website](#). Whilst Lincoln City FC employ a range of team members to carry out a host of key duties, it is our minimum expectation that all staff work towards a set of common responsibilities.

They are to:

- Carry out duties in accordance with all relevant company policies, including, but not exclusive to, the Health and Safety at Work Act, Code of Conduct, Diversity & Equality Policy, Equal Opportunities Policy, Financial Regulations Policy & Social Media Policy.
- Safeguard and promote the welfare of all children, young people and adults at risk.
- Be vigilant and support all safety and security operations.
- Recognise commercial opportunities across all products within Lincoln City FC.
- Promote the brand identity and increase Lincoln City fanbase throughout.
- Support the Lincoln City FC 'green' energy saving strategy and meet all requirements including but not exclusive to recycling, waste reduction, energy efficiency.
- Act always with utmost good faith to the Club and the Company.
- Devote full attention and ability to fulfilment of the duties required by the role.
- Work closely with partnership organisations, to maintain good relationships and collaborative working practices.
- Work with colleagues throughout Lincoln City FC to extend knowledge and skills in order to identify and develop best practice.
- Deal with enquiries and general day-to-day liaison with customers, colleagues and partners.
- Actively participate on continuing professional development and the appraisal process.
- Undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this job.
- Maintain the quality of service provision, regularly evaluating work and seeking to make improvements.
- Present a professional image when dealing with both internal and external contacts and partners, acting in a professional manner always.

## **5. Anti-Discrimination**

Lincoln City Football Club is committed to treating everyone with equal consideration regardless of age, disability, race, faith or beliefs, gender, sexual orientation, pregnancy & maternity, marriage & civil partnerships, gender reassignment or any other unjustifiable reason. The club, in association with its governing bodies (The Football Association and The English Football League) and all football authorities, is determined to eradicate prejudice in football by ensuring that no barriers exist to anyone playing/enjoying the national game. The club will not tolerate any such form of discriminatory behaviour (physical or verbal), and will work to ensure that any such behaviour is met with appropriate disciplinary and/or legal action in whatever context it occurs.

## **6. Equal Opportunities**

Lincoln City Football Club is proud provide equal opportunities for both our employees and supporters. All employees and supporters will receive equal treatment regardless of age, disability, race, faith or beliefs, gender, sexual orientation, pregnancy & maternity, marriage & civil partnerships, gender reassignment or any other unjustifiable reason.

## **7. Our Stadium – LNER Stadium**

### **7.1 Ticketing**

The club offers two options (season memberships and match by match tickets) enabling you to select a ticket to suit your personal budget. All areas of the stadium are priced the same (with the exception of seats classed as, 'very restricted' view seats).

Full details are available to view on the official club website – [www.eticketing.co.uk/imps](http://www.eticketing.co.uk/imps)

For further information regarding prices please contact the Ticket Office, or see Tickets section on the official website for prices and sales dates. The club will provide finance options should supporters wish to spread the cost of their season ticket subject to certain conditions and timelines. These may include third party finance options.

### **Allocation**

Season ticket holders have their own seats guaranteed for all Home League fixtures in the Sky Bet EFL League One competition for 2024/25 unless otherwise stated in 'Terms & Conditions'.

The club will continue to operate a ticket-booking priority system which provides season membership holders and membership holders with priority purchase periods for home and away matches where there are presales of tickets as well as home and away cup fixtures.

The Club reserves the right to restrict the number of tickets which can be purchased under this priority if it is deemed necessary.

After such priority periods remaining tickets will be available to supporters through general sale, subject to meeting the ground regulations.

The club reserves the right to operate a 'like for like' policy during priority purchase periods in respect of away match ticket purchases on any occasion when it deems appropriate to do so (for example; a Junior Season Ticket holder may only purchase an equivalent ticket for the Away fixture).

The club may also (in accordance with EFL Regulations) offer ticket promotions to customers from time to time.

### **Club Policy On Restricted View Seats**

A seat is classed as a restricted view if the view of one or both of the goals is impaired without reasonable movement in the seat. Stanchions, dugouts or handrails may interrupt the supporters view. All seats Lincoln City deem to be restricted view will be sold online and in the Club Store at LNER Stadium. No discounts will be attached to restricted view prices but the purchaser will be notified in advance that they are purchasing a restricted view ticket through the sales process.

**Very Restricted View** – The club will only release **very** restricted seats when all other seats have been exhausted, these seats will be sold online at a discounted rate and are clearly defined as such during the purchase process.

### **Concessions**

Season memberships are offered at concessionary prices to Juniors under the age of 18, Young Adult (18-21), citizens aged 65+ and above, the 1<sup>st</sup> August being the date which determine if the supporter for the various types of concession rates. Supporters using wheelchair bays can purchase tickets at the concessionary price. Ambulant disabled supporters will pay their age-relevant ticket price. All disabled supporters (whether wheelchair users or ambulant disabled) who need to be accompanied by a personal assistant can apply for an additional match ticket free of charge for their personal assistant if they are in receipt of a high rate of DLA or enhanced rate of PIP. Please email the ticket office for more details.

Age related match by match tickets are determined by the date of birth at the time the fixture takes place.

Lincoln City encourages supporters of all ages to attend its matches but all under 14's must be accompanied by an adult when attending games at the LNER stadium. In accordance with this, box office staff will exercise discretion in the sale of tickets to anyone under the age of 14 years and stewards may restrict entry should an under 14 be unaccompanied by an adult.

The club also offer babies in arms tickets if they do not require a seat and therefore will not be charged.

### **Refunds**

**Home** - A full refund may be given to a fan who has purchased a ticket for a Home match (League or Cup) if the ticket is returned to the Ticket Office three hours ahead of kick off i.e. 12 noon for a 3pm kick off and 4:45pm for a 7:45pm kick off. Visiting supporters should seek refunds from their respective clubs and refunds will only be issued at the discretion of the visiting club prior to taking tickets off sale.

**Away** - Refunds in respect of Away fixtures may only be granted if the ticket is returned to the Ticket Office before tickets are taken 'Off Sale'.

**Away Travel** – Refunds in respect of Away fixtures may only be granted before the match tickets for the relevant fixture are taken 'Off Sale'.

**Season Ticket** - Refunds on Season Tickets may only be granted at the discretion of the club in extenuating circumstances. Customers requesting such a refund must apply in writing to the club, stating the reason for the request, and enclosing any supporting documentation.

### **Abandoned Fixture**

Once it is determined the abandoned game will be replayed the following policy will be applied.

1. If the game is played but abandoned before half time, the person keeps their ticket for the rescheduled fixture;
2. If the game is abandoned during half time, the person keeps their ticket for the rescheduled fixture;
3. If the game is played but abandoned after half time, the person has to purchase another ticket for the rescheduled fixture.

Season ticket holders will be exempt from payment should point 3 apply.

All details will be announced via the Club Website in the weeks following this eventuality.

### **EFL Regulation**

*Rules 33.2 states: Duration of Matches. All League Matches shall be of 90 (ninety) minutes duration but any League Match which from any cause whatever falls short of 90 (ninety) minutes duration may be ordered to count as a completed fixture or be replayed in full or in part on whatever terms and conditions the Board shall in their absolute discretion determine and shall be played in compliance with these Regulations and the Football Association Rules respectively and under the Laws of the Game as approved by the International Football Association Board. In the event of conflict between any such Rules, Regulations and Laws as aforesaid, the Football Association Rules shall prevail.*

### **External Events**

In the event of the cancellation of an event by the organiser/promoter (i.e. a cancellation due to circumstances beyond the promoters' control, including Acts of God, power failure and flooding, we will only refund the face value of the ticket. We will use best endeavours to contact purchasers either by phone, email or in writing (using the details provided at the time of ordering) and advise them to return the tickets. Please note, however, it is the customer's responsibility to check whether the event is going ahead at the scheduled date, time and venue and we cannot guarantee that we will be able to inform each individual customer of any changes to the event date, time or venue.

### **7.2 Ground Regulations:**

Notice: Entry to the Ground is expressly subject to acceptance by the visitor of these Ground Regulations and the rules and regulations of FIFA, UEFA, The Football Association, the Premier League and the English Football League (EFL) in respect of the relevant competition. The Ground Regulations incorporate the Club's Customer Charter (if any). Entry to the Ground shall constitute acceptance of the Ground Regulations.

"Ground" means Lincoln City Football Club's football stadium, LNER Stadium and all locations owned, occupied or utilised by the club.

"Club" means this football club.



"Match" means any association football match (or any part or aspect of such a match) taking place at the Ground.

"Material" means any audio, visual or audio-visual material or any information or data.

"Football Authority" means each of the English Football League (EFL), the Premier League, The Football Association, the Football Association of Wales, FIFA, UEFA and any other relevant governing body of association football.

1 Notwithstanding possession of any ticket the Club, any police officer or authorised steward may refuse entry to (or eject from) the Ground any person:

1.1 that fails (or in the Club's reasonable opinion is likely to fail) to comply with these Ground Regulations or any reasonable instruction issued by a police officer or authorised steward or officer of the Club; and/or

1.2 whose presence within the Ground is, or could (in the Club's reasonable opinion), constitute a source of danger, nuisance or annoyance to any other person.

2 On no account will admission be granted to a person who is the subject of a current Banning Order under the Football Spectators Act 1989 (as amended) or has been convicted of ticket touting offences under the Criminal Justice and Public Order 1994 (as amended).

3 The Club excludes to the maximum extent permitted by law any liability for loss, injury or damage to persons/property in or around the Ground.

4 No guarantees can be given by the Club that a Match will take place at a particular time or on a particular date and the Club reserves the right to reschedule the Match without notice and without any liability whatsoever, save only to the extent provided pursuant to paragraph 5.

5 In the event of the postponement or abandonment of the Match, refunds (if any) will be made in accordance with the Club's Customer Charter. The Club will have no further liability whatsoever, including (but not limited to) any indirect or consequential loss or damage, such as (but not limited to) loss of enjoyment or travel costs.

6 All persons seeking entrance to the Ground acknowledge the Club's right to search any person entering the Ground and to refuse entry to or eject from the Ground any person refusing to submit to such a search.

7 The following articles must not be brought within the Ground - knives, fireworks, smoke canisters, air-horns, flares, weapons, dangerous or hazardous items, laser devices, bottles, glass vessels, cans, poles and any article that might be used as a weapon and/or compromise public safety. Any person in possession of such items will be refused entry to the Ground.

8 Further, you may not bring into the Ground:

8.1 any sponsorship, promotional or marketing materials save in respect of official club merchandise and/or other football related clothing worn in good faith;

8.2 any flags or banners larger than those maximum dimensions permitted by the Club from time to time (or, in the absence of such stipulations, 2 metres x 1 metre) and/or of an offensive nature;

8.3 nor may you offer (either free or for sale by any person) any goods (including literature) of any nature.

without the express written approval of the Club's management

9 The use of threatening behaviour, foul or abusive language is strictly forbidden and will result in arrest and/or ejection from the Ground. The Club may impose a ban for one or more Matches.

10 Racial, homophobic or discriminatory abuse, chanting or harassment is strictly forbidden and will result in arrest and/or ejection from the Ground. The Club may impose a ban for one or more Matches.

11 The following acts are offences under the Football (Offences) Act 1991 (as amended):

11.1 The throwing of any object within the Ground without lawful authority or excuse.

11.2 The chanting of anything of an indecent or racist nature.

11.3 The entry onto the playing area or any adjacent area to which spectators are not generally admitted without lawful authority or excuse.

Conviction may result in a Banning Order being made.

12 All persons entering the Ground may only occupy the seat allocated to them by their ticket and must not move from any one part of the Ground to another without the express permission or instruction of any steward, officer of the Club and/or any police officer.

13 Nobody may stand in any seating area whilst play is in progress. Persistent standing in seated areas whilst play is in progress is strictly forbidden and may result in ejection from the Ground.

14 The obstruction of gangways, access ways, exits and entrances, stairways and like places is strictly forbidden. Nobody entering the Ground shall be permitted to climb any structures within the Ground.

15 EFL stadia are smoke-free and smoking is not permitted inside the Ground.

16 Mobile telephones and other mobile devices are permitted within the Ground PROVIDED THAT (i) they are used for personal and private use only (which, for the avoidance of doubt and by way of example only, shall not include the capturing, logging, recording, transmitting, playing, issuing, showing, or any other communication of any Material for any commercial purposes); and (ii) no Material that is captured, logged, recorded, transmitted, played, issued, shown or otherwise communicated by a mobile telephone or other mobile device may be published or otherwise made available to any third parties including, without limitation, via social networking sites.

17 Under the Sporting Events (Control of Alcohol etc.) Act 1985 (as amended), the following are offences for which a person can be arrested by a police officer and conviction could result in a Banning Order being made:

17.1 Attempting to enter the Ground or being inside the Ground whilst drunk;

17.2 Being in possession of any intoxicating liquor, or bottle, can or other portable container and which could cause damage or personal injury, when entering the Ground or in a public area of the Ground from which the event can be directly viewed.

18 Any individual who has entered any part of the Ground designated for the use of any group of supporters to which he does not belong may be ejected from the Ground either for the purposes of his own safety or for any other reason.

19 Save as set out in paragraph 16 above, no person (other than a person who holds an appropriate licence) may capture, log, record, transmit, play, issue, show or otherwise communicate (by digital or other means) any Material in relation to the Match, any players or other persons present in the Ground and/or the Ground, nor may they bring into the Ground or use within the Ground (or provide to, facilitate or otherwise assist another person to use within the Ground) any equipment or technology which is capable of capturing, logging, recording, transmitting, playing, issuing, showing or otherwise communicating (by digital or other means) any such Material.

20 The copyright, database rights and any other intellectual property rights in and to all Material that you produce at the Ground in relation to the Match, any players or other persons present in the Ground and/or the Ground (whether produced in breach of paragraph 19 above, or pursuant to paragraph 16 above, or otherwise) is hereby assigned (including by way of present assignment of future copyright pursuant to section 91 of the Copyright, Designs and Patents Act 1988) to the Club and the EFL. You further agree (if and whenever required to do so by the Club and/ or the EFL) to promptly execute all instruments and do all things necessary to vest the right, title and interest in such rights to the Club and the EFL absolutely and with full title guarantee.

21 No goods (including literature) of any nature may be offered either free or for sale by any person within the Ground without the express written permission of the Club.

22 Tickets are not transferable and may not be offered for sale without the prior written permission of the Club or otherwise in accordance with the relevant ticket terms and conditions. Any tickets that are transferred are transferred subject to these Ground Regulations. Any tickets offered for sale may be confiscated by any steward, officer of the Club or any police officer. The Club reserves the right to refuse admission to or eject from the Ground, and/or "blacklist", any person who has offered for sale or transferred his/her ticket in contravention of the relevant ticket terms and conditions (and/or the holder of any ticket that has been transferred in contravention of the relevant ticket terms and conditions). Tickets remain the property of the Club at all times.

23 CCTV cameras are in use around and in the Ground. Body worn video cameras recording video and/or audio may also be used as appropriate, to record images or audio which identifies you as an individual, for example to record prohibited behaviours as referenced in paragraphs 9 and 10. The Club may itself use or pass to the police or any Football Authority or other clubs, any recordings for use in any proceedings.

24 At all times whilst present in the Ground, persons must comply with any and all instructions of any steward or officer of the Club and/or any police officer. Failure to comply with any instruction may lead to immediate ejection from the Ground.

25 By entering the Ground, all persons are acknowledging that photographic images and/or audio, visual and/or audio-visual recordings and/or feeds (and/or stills taken therefrom ) may be taken of them and may also be used, by way of example and without limitation, in televised coverage of the

game and/or for promotional, training, editorial or marketing purposes by the Club, the EFL or others (including commercial partners and accredited media organisations) and entry into the Ground constitutes consent to such use. You further acknowledge that photographic images and/or audio, visual and/or audio-visual recordings and/or feeds (and/or stills taken therefrom) may be used (by the Club or by a third party, such as a law enforcement body) to identify you as an individual, where permitted by data protection laws, for the purposes of preventing or detecting crime, or any breach of these Ground Regulations. Information about the Club's use of your personal data will be brought to your attention by the Club (see for example any applicable privacy policy, signage and/or other forms of announcement in or around the ground). For further information please contact the Club.

26 All ticket holders agree that the Matches for which the tickets have been purchased are public, and that their appearance and actions inside and in the perimeter of the Ground where a Match occurs are public in nature, and that they shall have no expectation of privacy with regard to their actions or conduct at Matches.

27 Further to paragraph 25, if such person is under 18 years of age, the parent, guardian, or responsible adult who is accompanying them into the Ground shall be deemed to have provided consent on their behalf.

28 Refused entry to (or ejection from) the Ground may lead to further action by the Club including, but not limited to, the withdrawal of any season ticket (without reimbursement), Club Membership and other benefits.

### **7.3 Supporters Code of Conduct**

Lincoln City Football Club is a family club open to all and we make every effort to make everyone feel welcome when they come to the LNER Stadium. The Club will not tolerate unacceptable conduct at LNER Stadium or at away football stadiums. Unacceptable conduct brings the Clubs excellent reputation into disrepute. It is recognised that football is a passionate game and supporters will have their own way of expressing their support and reactions. This is acceptable and welcomed as it often adds positively to the match day experience.

Lincoln City FC expects all of our supporters to conduct themselves in a way that represents the values of the Club. Conduct which jeopardises the safety and enjoyment of others or is likely to bring the Club into disrepute is not acceptable and will not be tolerated.

Unacceptable conduct is conduct considered to be violent or disorderly. Violent conduct includes any actual, attempted or threatened physical violence against any person, or intentional damage to property.

Disorderly conduct includes that which is designed to create hatred or ill will towards individuals or groups based on their:

- Gender, colour, race or religion: Sexual orientation: Transgender identity or disability:
- Using threatening or abusive language or conduct:
- Displaying anything which is threatening, abusive or insulting:

In respect of any individual who is guilty of a football related offence or is in breach of EFL Ground Regulations either at the LNER Stadium or when visiting other stadia the club (and where necessary the Police) will take appropriate action.

Such action is likely to include:

- Refusal of entry to, or ejection from the stadium followed by a written warning
- Temporary and / or indefinite club or Football Banning Order from attending Lincoln City FC home and away fixtures;
- Report to the police potentially resulting in criminal proceedings leading to banning orders for all matches and / or custodial sentences.

It is recognised that the action taken will be relevant to each individual case and Lincoln City work closely with Lincolnshire Police to share and collate information regarding any supporters involved in unacceptable conduct and behaviour at both home and away fixtures.

#### **7.4 Stadium Bans & Appeals**

As a last resort Lincoln City Football Club retain the right to issue stadium bans in the interest of safety and fairness to all staff and supporters. The club follows a formal incident investigation procedure for all reported incidents of potential disorder.

If a supporter is subject to a stadium ban but has not been issued a ban from football by the courts, or has already served a ban from the courts, they may appeal against a stadium ban from Lincoln City.

Full details of the process can be found on the website [HERE](#).

#### **7.5 Safe Text**

Football is a family game, and it is vitally important that we attract, encourage and retain young people and their parents by providing a safe environment in which they can enjoy the match without feeling intimidated by the aggressive behaviour of others.

If your enjoyment of the match is being spoiled because of excessive abusive language, the club encourages you to bring this matter to the attention of our officials via the 'safe text' service. You can report anti-social behaviour to the stadium control room by text on your mobile. This can be done anonymously.

Discreetly, you can text a message, indicating what the problem is and where you are seated, to the following number – **07718 483367** (standard message rates apply).

#### **7.6 Smoking Policy**

The stands, concourses, staircases, toilets and hospitality areas are all smoke free. Smoking bubbles (zones) are in place for those supporters wishing to smoke at half-time and/or intervals (your nearest steward or SLO can direct you), please note supporters will not be allowed to leave and return to the stadium, at any time during the duration of an event to smoke. Please note this rule also includes the use of e-cigarettes. Any supporter caught using cigarettes and/or e-cigarettes outside of the smoking bubbles may be ejected.

#### **7.7 Stewards**

All our Event Stewards are accredited or working towards an NVQ Level 2 or HABC Level 2 Certificate in Event Security Operations. They will deal with all supporters in a friendly and professional manner at all times. Providing a first-class customer service is our aim while ensuring that all supporters comply with the Football League Ground Regulations.

Our stewards and match day staff will always do their best to ensure that everyone at the LNER Stadium has an enjoyable time in a safe environment.

## **7.8 Family**

We aim to further enhance the matchday atmosphere by making LNER Stadium a vibrant and enjoyable place to visit for all supporters. Everyone is welcomed into the Lincoln City family, whether you are first time fan or long standing supporter.

As an established club in the EFL, we endeavour to continually improve our range of fan engagement projects that will be driven by the results of regular surveys which shall influence the decisions we make for the benefit of all Imps fans.

As part of our fan engagement commitment, Lincoln City Football Club promises to continue open and transparent communication between the supporters and the club via regular fans forums & Fan Advisory Board meetings.

### **Family Area (GBM Lower 1)**

In line with our continued commitment to attract younger supporters and to provide an enjoyable matchday experience, the club has designated a family area. In line with this commitment the club fosters an atmosphere and code of behaviour within the family area designed to attract and retain these families and younger supporters.

The club reserves the right to regulate the sale of adult tickets against junior tickets within this area.

### **Guidance for adults bringing under 5's to matches**

Whilst there is no lower age limit for children attending football matches, there are a range of factors that should be given consideration by both parents bringing young children to a match (or other event). Any young child has the right to enjoy their visit and should never experience discomfort, distress or harm as a result of a visit to the stadium.

#### *Getting Lost*

Football stadiums are very big and busy places. They can also be confusing as much of it looks the same wherever you are around the spectator areas. Make sure that you:

- keep your child with you at all times;
- have a meeting point organised, on arrival in case you get separated (this can easily happen);
- show them who the staff are and tell them that they should go to a member of staff if they are lost or worried. People who are lost or displaced from their family will be assisted to the Club Store/Ticket Office.

### **Club Store/Ticket Office**

Should any of your party or group get lost, please look out for the Club Store/Ticket Office. This is our meeting point for lost/vulnerable supporters or anyone needing assistance. If you are unsure of where this is located, please ask a member of staff or look out for a Supporter Liaison Officer who will assist you.

## *Weather Conditions*

Throughout the football season visitors are likely to experience all weather types:

- Early and late season may mean high temperatures and strong sunshine – parts of the stadium may be in full sun for long periods of time.
- Mid-winter games, especially at night, may mean sub-zero temperatures, rain, wind and snow.
- Frost and ice underfoot may also be an extra hazard for those carrying or walking with small children.

If you do choose to bring your child to a match remember to clothe them with layers, at least one more than you are likely to be wearing and they should really have an outer coat, hat and gloves. Check the weather forecast before you leave and be prepared for it to be colder or wetter than predicted. If in doubt they should wear extra clothes – you can always take a layer off.

## **Noise**

Football matches are noisy events:

- The noise levels go up and down throughout a match; please bear this in mind ahead of purchasing tickets. It would be beneficial to note the different sections/noisier areas. Please see ticketing section for further information.
- Small children have thinner skulls and more sensitive hearing and therefore are more prone to hearing damage than adults;
- Whilst long term damage from the noise at football grounds is unlikely, the peak sounds can reach the same levels experienced in a nightclub;
- Ear defenders, plugs or muffs may help to protect their hearing and earmuffs in particular may also help to keep them a little bit warmer;
- Music events are very loud and care should be taken to protect young children's hearing at these events.
- Ear defenders are the most suitable for protecting hearing and should:
  - Have a protection level of SNR=27dB, which means they reduce the volume level by up to 27 decibels;
  - Be tested and CE approved against the European Standard EN352-1:1993;

Some children may also find the cheering, singing and chanting in some parts of the stadium a little frightening. You may also find some spectators occasionally using language that is inappropriate for young people to hear. The club has a dedicated family area where such concerns are lessened.

## **Footballs**

Footballs are hard. If they hit you, they can hurt and even cause injury. In many of the lower areas of the spectator seating there is a risk of being hit by a ball from the pitch. This is even more so behind the goals or near the corner flags. We do place protective netting behind the goals when the teams are warming up to mitigate this risk, however some balls may still enter the stand. During the warmup there are multiple balls on the pitch that may come from any angle. Please ensure that you and your child stay alert to the possibility of a football heading your way whenever you are sat in your seat (and supporters tend not to concentrate on the on-pitch activities during the warmup).

## **Thoughts about emergencies**

You should also think about emergencies:

- Could you and your child cope in one?
- Would they be safe in the crowd trying to get quickly out of the stadium all at once?
- If you had to get out quickly how would you do that safely and together?
- Where is your nearest emergency escape?
- Where is your alternative escape route?
- Where would you meet up safely outside the ground?

All questions can be answered by our dedicated team of stewards and Supporter Liaison Officers.

### **And Finally**

We want you and your child to enjoy your visit. If you are bringing a child to the stadium think about their needs first. If you can't guarantee their comfort or safety, then please think about putting them under safe guardianship whilst you attend the fixture. Where the club officials are concerned that a child may be suffering abuse or neglect we may decide that we have to refer our concerns to the local authorities.

If you have a concern about a child who is in attendance then contact the club's safeguarding team at any time on [safeguarding@theredimps.com](mailto:safeguarding@theredimps.com).

During a match please do not hesitate to report a concern to one of our safety stewards. The safe text system is also in place at LNER Stadium to assist where necessary. Our safe text number is 07718 483367. You can view more information on the safe text system on page 14.

### **7.9 Supporter Liaison Officers (SLOs)**

Lincoln City's Supporter Liaison Officer is Alan Long. We have recruited and appointed a number of fans to become additional Supporter Liaison Officers and as such they will be available on matchdays to communicate with fellow supporters and assist in resolving any issues by contacting key personnel at the club quickly and effectively.

Your Supporter Liaison Officers (SLOs) will also be on hand to assist with issues such as, directions, travel information and general supporter related enquiries from all supporters. You will be able to find one of your SLOs on a matchday in and around the footprint of the stadium or by asking your nearest steward to contact an SLO on your behalf.

We also have a designated Disabled Liaison Officer, (DLO) to supporters with disabilities who may need assistance. Lincoln City's Disabled Liaison Officer is Heidi Langham. We have also implemented the Picture Exchange Communication System (PECS) around the stadium. There will also be packs available through the Disability Liaison Officer (DLO), that can be borrowed for use on a matchday, that include grids that aid conversation about the game, these can be pre-booked by e-mailing [dlo@theredimps.com](mailto:dlo@theredimps.com) prior to a matchday, or by asking the DLO or a Supporter Liaison Officer (SLO) upon arrival at the ground. There is only a limited number of these available so pre-booking is advisable to avoid disappointment.

For all supporter queries, contact [SLO@theredimps.com](mailto:SLO@theredimps.com). Any supporters with disabilities who have any queries, should contact [dlo@theredimps.com](mailto:dlo@theredimps.com)

### **7.10 Facilities for Disabled Supporters**

We have facilities for supporters with disabilities in many areas of the stadium with the exception of the executive box corridor. The SRP 200 Club is accessible via a stairlift within the SRP Stand however, this will require that a person is able to transfer to and from the stairlift. Please note that



there is no lift to transport a wheelchair or mobility aid to the lounge which is located on the first floor which is only accessible via stairs. We have also installed an accessible toilet within the SRP 200 Club Lounge area. We also have a lowered counter within the Club Store to aid those supporters who are in wheelchairs but we do not have lowered counters at catering points. If you require assistance we have SLO's, a DLO and stewards that are available to help.

The Stacey West Car Park is available to purchase on a seasonal basis, we have a limited number of bays specifically for wheelchair users (including visiting supporters). Supporters may also have the option to purchase on a match by match basis, however, these bays will be sold on a 'first come first served' basis and will be very limited. If parking for supporters with disabilities is sold out, there is a drop off area for supporters to gain access to the stadium footprint.

### **7.11 Visiting Supporters**

The club welcomes and values all supporters of visiting clubs, and makes tickets available to them in accordance with English Football League regulations.

Admission prices for visiting supporters will be no higher than those charged for home supporters in comparable areas. Concessionary prices are available to visiting supporters in line with those available to home supporters. The club offers tickets for visiting disabled supporters at the same admission prices. Away clubs are provided with an allocation of tickets, this allocation will include wheelchair disabled tickets, the visiting club will handle any queries in regards to their allocation. All ticket information for visiting supporters will be shared by the visiting club in the first instance.

### **7.12 Creating an atmosphere**

Lincoln City are committed to assisting supporters in generating a fantastic matchday atmosphere; creating a lot of noise and backing the team. Therefore we recommend that any supporter wishing to sit in Upper Block 7 of the GBM Stand should be aware that this is the main area where supporters generate noise and create a vibrant matchday atmosphere and in the summer of 2023 had barriers installed to create a 'safe standing' area. If you'd rather not be in this environment, we would not recommend purchasing a ticket within this block.

### **7.13 Hospitality**

Lincoln City offer a range of match day and season packages for hospitality guests involving a pre-match meal in the Branston Legends Lounge. Any dietary requirements can be met, however, any requests must be made no later than five days ahead of your visit to LNER Stadium.

Ticket holders for the SRP 200 Club also have access to the luxury seating within the SRP Stand to view the match in comfort.

The Branston Legends Lounge offers an opportunity to enjoy a match from the GBM Stand (upper 2) and relaxing in the club's match day sports themed lounge.

For more information please see our corporate brochure or contact our commercial team via email: [commercial@theredimps.com](mailto:commercial@theredimps.com).

### **7.14 Catering**

Lincoln City FC provide the catering at the stadium as well as working in partnership with additional local catering partners to provide match day catering.

The club will continue to work closely with the fans, our tenants and the businesses that use the stadium to tailor the match day offering specifically to suit Lincoln City' fans and will continue to survey you to understand your preferences and requirements so that these can be reflected in the types and mix of food kiosks we install.

## **8. Safeguarding**

At Lincoln City, safeguarding is everyone's responsibility and club personnel have a duty to safeguard the welfare of children and vulnerable adults.

Lincoln City Football Club does have in place comprehensive safeguarding policies and procedures which meet the requirements of The Football League, The FA Safeguarding Children Rules and Government legislation to ensure the National Standards for safeguarding are met and implemented throughout the club. Full details of our Safeguarding Policy, including our strategy and implementation, can be found on the club website.

If you have a concern you should contact the club's Safeguarding Officer.

Club designated safeguarding officer: Richard Parnell (Director of legal and football administration)  
Email: [safeguarding@theredimps.com](mailto:safeguarding@theredimps.com) Tel: 07508 698127

If you are worried about the immediate safety or welfare of a child or vulnerable adult you can also contact:

- The Police (in an emergency): 999
- The NSPCC Child Line: 0800 1111
- Children's Assessment Team: 023 80 833336

## **9. Community: Lincoln City Foundation**

Established in 1994 to deliver football programmes as Lincoln City Football in the Community (FiTC), they evolved to become a registered charity in 2009. They use the unique brand, reputation and reach of Lincoln City Football club alongside many influential partnerships to inspire lives and communities.

### **The Vision**

Happier, healthier, inspired communities.

### **The Mission**

To work with Lincoln City Football Club and their key partners to inspire, empower, and help individuals and communities to improve their physical, social and mental wellbeing.

### **The Charitable Objects**

- To provide or help provide facilities and opportunities for participation in sport, recreation or other leisure time occupation for people who have the need for such activities in the interest of social welfare with the object of improving their conditions of life for whom the facilities are provided.
- To promote health by encouraging participation in sport and physical activity and to encourage healthy living.
- To advance the education of children and young people through such means as the Trustees think fit in accordance with the law of charity.

- To develop the capacity and skills of the members of the socially and economically disadvantaged communities in such a way that they are better able to identify and help meet their needs to participate more fully in society.

### **Key Themes and Aims**

Education and Employability - They will provide positive learning environments to inspire people and develop skills for life.

Sport and Physical Activity – They want to use the power of sport and football to inspire people of all ages to become more active and to increase levels of physical activity and participation in sport across all the communities with which we engage.

Health and Mental Wellbeing – They will promote a better understanding of physical and mental health issues, and support and tackle health inequality. They will contribute to a healthier community by providing and delivering programmes which are designed to promote and facilitate healthy living.

Inclusion and Community Cohesion - Using the power of their brand and reputation, they will lead, support, and respond to the needs of our communities, especially those in the most deprived areas, inspiring and changing lives.

### **10. Charity Partners**

Lincoln City has currently chosen four official charity partners who are given priority for fundraising support and profile awareness. For 2024 these are as follows:

- [Lincoln City Foundation](#) (Charitable arm of LCFC)
- [St Barnabas Hospice Lincoln](#) (Fans Vote)
- [Marie Curie Lincolnshire](#) (Fans Vote)
- [EFL In The Community](#) (EFL Charity Partner)

To find out more about these charities or to see how you can help, click on the charity name above.

Throughout the season, the club is committed towards helping these charities at management level in order to assist with fundraising activities, all designated to raise the profile of the charity. The official charity partners will be given the utmost priority for the club's help in fundraising activities, including matchday bucket collections.

### **Additional Charity Requests**

All requests from non-charity partners during a month will be placed into a monthly charity draw.

To qualify for our monthly charity draw you will be required send in the below information to [charity@theredimps.com](mailto:charity@theredimps.com)

- Chosen Local Charity

- Charity Number
- Name
- Address
- Email Address
- Contact Telephone Number

All requests must be registered at least 24 hours before the 1st of each month. Unfortunately, no telephone requests can be accepted. One prize from the list below could be won in the monthly draw.

- A signed LCFC shirt
- A signed LCFC ball
- Five pairs of tickets to a nominated fixture

Please note: Tickets are subject to availability and for the designated game only. The winner once drawn will be contacted with further details. Due to the amount of requests we receive, we will only notify the winners of each draw which will be announced on the clubs website. Applications will not be rolled forward, however you can apply again each month.

## **11. Club Retail**

From the Club Store at LNER Stadium and the Fan Village unit (matchday's only), Lincoln City's aim is to provide a range of quality products that will appeal to all fans.

All home and away replica strips will have a minimum lifespan of one year.

We will continue to work with our kit and apparel partners, Elite Pro Sports to ensure all official merchandise products will exceed the minimum legal manufacturing standards.

Lincoln City and Elite Pro Sports offer a 28-day money back exchange guarantee on purchases of merchandise on production of a valid receipt and all packaging providing the product is in a new and unused state.

Personalised products are excluded unless the item is faulty or delivered broken. A refund cannot be given if a player leaves the club or their squad number changes for any personalised products you may have bought.

To contact us with any suggestions or feedback on our Retail Department, email [customerservices@eliteprosports.co.uk](mailto:customerservices@eliteprosports.co.uk).

## **12. Data Protection**

Lincoln City Football Club recognises its responsibility with reference to all customer information on our databases. All such information is stored confidentially in accordance with the Data Protection Act (1998) and GDPR (2018), and no data is issued or sold without prior consent.

Full details of the privacy policy are available to view on the official club website.

## **13. Online Content & Communication**

The club continues to value communication with you and understand that through the current digital culture there is a growing interest in the club.

Social media enables us to have direct communication with you and is a fantastic tool to grow our support locally, nationally and internationally.

The club will continue to enhance the content of the official club website and will also be active on social networks such as Facebook, Twitter, Instagram, TikTok and YouTube. The club also have streaming platform, Imps +, which is available through the official website.

We constantly review content on all platforms and will continue to work with all fans to continuously improve content.

You can also communicate with key personnel within the club through phone, letter or email. Contact details are provided via the 'contact us' page in the 'club' menu on the club website.

#### **14. Feedback or Complaints**

Providing an excellent customer service is important to all staff at Lincoln City and in the vast majority of cases this is exactly what you will receive.

However, just occasionally, if something goes wrong and a supporter has an issue that needs to be resolved please feedback your issue to the Supporter Services Department via email to: [feedback@theredimps.com](mailto:feedback@theredimps.com).

The supporter services department will endeavour to acknowledge receipt of your enquiry/complaint within 16 working hours of receipt, and aim to bring a satisfactory resolution within 10 working days.

Feedback can also be given via WhatsApp messaging service, to do so please copy and paste the following link into a web browser on mobile / tablet or any compatible device.

Whatsapp - <https://api.whatsapp.com/send?phone=441522563794&text=&source=&data=>

#### **Independent Football Ombudsman - Alternate Dispute Resolution Status**

In the event that you are dissatisfied with the response from the club, you can ask the Independent Football Ombudsman to adjudicate.

The IFO can be contacted via

[www.theifo.co.uk](http://www.theifo.co.uk)

Independent Football Ombudsman,  
Premier House,  
1-5 Argyle Way,  
Stevenage  
SG1 2AD  
0800 588 4066  
[Contact@TheIFO.co.uk](mailto:Contact@TheIFO.co.uk)

#### **The Football Supporters' Federation**

The Football Supporters' Federation (FSF) are also able to offer advice and support fans

The FSF can be contacted via  
[www.fsf.org.uk](http://www.fsf.org.uk)

Football Supporters' Federation,  
1 Ashmore Terrace,  
Stockton Road,  
Sunderland,  
Tyne & Wear,  
SR2 7DE  
0330 44 000 44  
[Emailinfo@fsf.org.uk](mailto:Emailinfo@fsf.org.uk)

## **15. Club Promise**

Lincoln City Football Club prides itself on its high standards and commitment to customer service. The club expects and requires all its members and employees to conduct themselves in a courteous and responsive manner and is committed to deliver a service level that goes beyond your expectations.

Whether you are a loyal supporter or a first-time fan, everyone is made welcome at Lincoln City. We will strive to make it easy to become part of the Lincoln City family by working with supporters and the wider community to create experiences that bring our values to life and that creates lifelong memories that grow your affection for the club.

You can trust us to do the right thing, when things go wrong. Togetherness and compassion are among the club's key values, so when we let you down, make a mistake, or things don't turn out the way they are planned, we will work especially hard to restore your pride in the club. All our staff, including matchday staff, are trained to be attentive and to help supporters wherever possible. The club aim to respond to every letter or email within 16 working hours of receipt and we will endeavour to bring a satisfactory resolution within a 10-day period.

Lincoln City also recognises that its activities impact upon the environment both through its routine internal operations, its infrastructure development, and through its influence and effects on the wider community. It acknowledges a responsibility for, and a commitment to, protection of the environment at all levels.

## **16. Contact Us**

### **Contacts**

Ticket Office  
01522 880011  
[tickets@theredimps.com](mailto:tickets@theredimps.com)

Club Shop  
01522 880011  
[lincolnshop@eliteprosports.co.uk](mailto:lincolnshop@eliteprosports.co.uk)

Bar & Catering  
01522 880011  
[venue@theredimps.com](mailto:venue@theredimps.com)

Compliments, comments and complaints

[feedback@theredimps.com](mailto:feedback@theredimps.com)

Commercial, Marketing & Sales  
01522 880011  
[commercial@theredimps.com](mailto:commercial@theredimps.com)  
[marketing@theredimps.com](mailto:marketing@theredimps.com)  
[media@theredimps.com](mailto:media@theredimps.com)

Lincoln City FC Academy Administration  
[academy@theredimps.com](mailto:academy@theredimps.com)  
01522 563793

Lincoln City Foundation  
01522 563792  
[enquiries@lincolncityfoundation.co.uk](mailto:enquiries@lincolncityfoundation.co.uk)

## **Find Us**

Lincoln City Football Club  
LNER Stadium  
Lincoln  
LN5 8LD

## **17. Club Policies**

Click **HERE** for the bereavement policy.

Click **HERE** for the charity policy.

Click **HERE** for the equality, diversity and inclusion policies.

Click **HERE** for the work experience and placement policy.

Click **HERE** for the smoking policy at LNER Stadium.

Click **HERE** for the club's modern slavery statement.

Click **HERE** for the club's prohibited items and search policy.

Click **HERE** for the club's ticket office terms and conditions.

Click **HERE** for the club's complaints policies.

Click **HERE** for the Lincoln City health and safety policy.

Click **HERE** for the club's signed merchandise policy.

Click **HERE** for the Lincoln City access statement.

Click **HERE** for the club's safeguarding policies.

Click **HERE** for the club's EDI action plan.

Click [HERE](#) for the club's ground regulations.

Click [HERE](#) for the club's environmental policies.

Click [HERE](#) for the club's matchday hospitality terms and conditions.

Click [HERE](#) for our conference and banqueting terms and conditions.