

Hamilton Academical Women's Football Club

Customer Charter

1. Introduction

Hamilton Academical Women's Football Club ("the Club") is dedicated to providing an excellent experience for all supporters, visitors, and partners. Our fan community is at the heart of everything we do, and this Customer Charter sets out the standards of service you can expect from us — and what we expect from you in return.

Hamilton Academical Women's Football Club plays its home matches at **New Douglas Park** in Hamilton, and we are proud to represent our community in Scottish women's football.

2. Our Commitment to You

We will:

a. Provide Clear and Timely Information

- Give up-to-date information on fixtures, ticketing, matchday services, events, and club news via our website and social media channels.
- Ensure ticket prices, entry times, and matchday arrangements are communicated clearly.

b. Deliver Welcoming Matchday Experiences

- Ensure stewards and club staff are friendly, helpful, and trained to provide support.
- Respect and accommodate supporters from all backgrounds, abilities, and ages.

c. Treat You with Respect

- Handle all enquiries, feedback, and complaints respectfully and professionally.
- Protect your privacy and manage personal information securely.

d. Support Accessibility and Inclusion

- Work to make football accessible to all, including disabled supporters and their carers.
 - Maintain accessible facilities where possible and provide assistance on request.
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3. What We Expect from Supporters

We ask that you:

- Treat other supporters, players, officials, staff, and volunteers with respect.
- Follow matchday rules, stadium guidelines, and instructions given by stewards.
- Refrain from discriminatory or abusive conduct.
- Provide accurate information when making enquiries or bookings.

By attending matches, supporters agree to adhere to our **Supporter Code of Conduct** (available separately).

4. Tickets and Access

- Matchday tickets are currently available at the stadium on the day of the game.
 - For specific ticketing enquiries — including accessibility arrangements — please contact the Club using the details below.
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5. Customer Feedback and Complaints

We value your feedback as it helps us improve. You can contact us about any club service, matchday experience, or suggestion:

 [**accieswfc@gmail.com**](mailto:accieswfc@gmail.com)

When you contact us, we will endeavour to:

- Acknowledge receipt of your enquiry promptly.
 - Respond to your feedback within a reasonable timeframe.
 - Treat your concerns with respect and confidentiality.
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6. Safeguarding and Safety

Your safety and wellbeing are critical to us. If you witness or experience behaviour that compromises safety or inclusivity, please report it to stewards on matchdays or contact us after the event via the email above.

We are committed to responding to all concerns seriously.

7. Review of This Charter

This Charter will be reviewed periodically to ensure it remains relevant and effective. Any significant changes will be communicated through our official channels.

Thank you for supporting Hamilton Academical Women's Football Club — your passion and loyalty make our Club stronger.