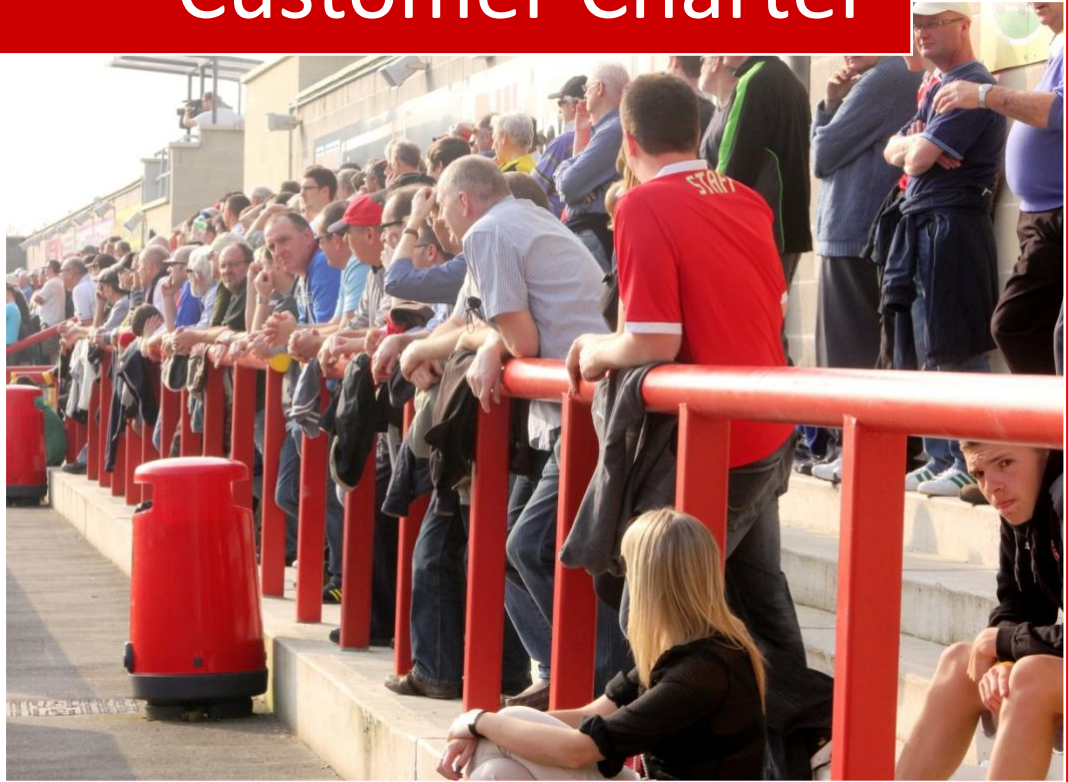


Morecambe Football Club Customer Charter



2024/25

Table of Contents

1	CLUB CHARTER INTRODUCTION	4
1.1	Customer Charter	4
1.2	Morecambe Football Club's Ambition	4
2	CUSTOMER SERVICE AND COMMUNICATION	4
2.1	Customer Service Policy	4
2.2	Customer Service/Supporter's Liaison Officer Contacts	4
2.4	Staff Conduct.....	5
3	SAFEGUARDING CHILDREN, YOUNG PEOPLE & VULNERABLE ADULTS	5
4	CONSULTATION AND INFORMATION	6
5	TICKETING	6
5.1	Ticketing Policy	6
5.2	Pricing & Purchasing	7
5.3	Cup Competitions & Away Fixtures	7
5.4	Refunds.....	7
5.5	Ticket Upgrades/Downgrades	7
5.6	Lost Tickets	7
5.7	Away Supporters	8
7	FOOTBALL IN THE COMMUNITY ACTIVITIES & CORPORATE SOCIAL	Error!
	Bookmark not defined.	
	RESPONSIBILITY	
7.1	Morecambe FC Community Sports.....	
7.2	Activities	
7.3	Morecambe FC Community Sports Contacts.....	
8	MERCHANDISING.....	9
8.1	Morecambe FC's Policy	9
8.2	Club Shop.....	9
9	EQUAL OPPORTUNITIES	10
9.1	Equality, Inclusion & Anti-Discrimination	10
9.2	Tackling Racism in Football - Morecambe FC's Policy	10
9.3	Persons with Disabilities - Morecambe FC's Policy.....	10
9.4	Definitions of Disability	11
9.5	Proof of Disability	11
9.6	Ticket Pricing for Disabled Persons.....	11
10.	STADIUM.....	12
10.1	EFL Ground Regulations	12
10.2	Stadium Plan.....	12
10.3	Acceptable Behaviour & Banning Orders	12
10.4	Offence Matrix	14
10.5	Appeal Process	16
10.6	Match Day Stewarding Arrangements	16
10.7	First Aid Facilities	16
10.8	Public Transport	16
10.9	Pedestrians and Cyclists	17

- 10.10 Directions to Mazuma Stadium by car 17
- 10.11 Matchday Parking 17
- 11. DATA PROTECTION 17
- 12. 2021/22 OBJECTIVES REVIEW 18
- 13. OBJECTIVES FOR THE 2022/23 SEASON 18

1 CLUB CHARTER INTRODUCTION

1.1 *Customer Charter*

Morecambe FC takes great pride in its reputation and history. It is committed to offering a high standard of community-orientated experience and customer service at all levels. This Customer Charter outlines how the Club aims to deliver this promise. All EFL clubs are required to present a Customer Charter however, Morecambe Football Club goes beyond the basic requirements set out in Regulation 20 of EFL Rules.

This Customer Charter is reviewed on an annual basis and amended in light of changes to legislation, regulations and feedback from supporters.

1.2 *Morecambe Football Club's Ambition*

Morecambe FC's ambition is to be a sustainable and competitive EFL League Two Club; providing fantastic match day and event experiences via one of the best event spaces in the area, engaging with people locally through the club, community, academy, and ultimately being at the heart of the community at every opportunity, making Morecambe Football Club a source of pride for everyone.

2 CUSTOMER SERVICE AND COMMUNICATION

2.1 *Customer Service Policy*

Morecambe FC is committed to providing a high level of customer service at all levels of the business. There may be occasions when supporters feel that the Club has not reached the highest standard and the Club will respond to complaints in accordance with the procedure outlined in this Charter. The Club also welcomes positive feedback and suggestions. We acknowledge that all customers have a right to express their views and we will ensure that they and their views are treated with total respect.

2.2 *Customer Service/Supporter's Liaison Officer Contacts*

Morecambe FC strives to make communication with customers as easy and accessible as possible. As a result, the Club offers a number of different methods to make contact. The Club will always aim to acknowledge receipt of correspondence within 7 working days of any communication, with a fuller response, (if necessary), provided within 28 working days.

Letters should be addressed to:

Supporter's Liaison
Officer

Morecambe Football Club
Mazuma Stadium, Christie Way,
Westgate, Morecambe.
LA4 4TB

The SLO can be contacted by:

Telephone: (01524) 411797 ext 3 - Between 09:00 – 17:00 (Mon-Fri)
Email: SLO@morecambefc.com
Twitter: @Shrimps_SLO

The Club can also be contacted by:

Telephone: (01524) 411797 – Between 09:00-17:00 (Mon-Fri)
Email: reception@morecambefc.com

A full list of contact details for the Club's different departments is available through the Morecambe FC official website, or on request.

2.3 Complaints Procedure

Suggestions, complaints or constructive criticism will all be treated with equal respect and dealt with in a timely manner. In all cases contact with the Club must include basic information, which should include the name and address of the customer, together with a telephone number/email address, so that we can respond. All anonymous complaints or contacts will be investigated but obviously cannot be replied to.

Morecambe FC will always endeavour to provide a complete response within 28 working days of receipt.

All suggestions, complaints or constructive criticism should be for the attention of our Supporter Liaison Officer (SLO). Contact details of our SLO can be found within this Club Charter, or on the contact us section of the website.

If customers feel a complaint has not been dealt with satisfactory in line with our complaints procedures, they should refer the matter directly to The Independent Football Ombudsman (IFO) using the following details:

The Independent Football Ombudsman

Premier House,
1-5 Argyle Way,
Stevenage SG1 2A
Email: contact@theifo.co.uk
Tel: [0330 165 4223](tel:03301654223)

2.4 Staff Conduct

Morecambe FC, its representatives, and its employees will conduct themselves in a helpful, courteous manner at all times when dealing with customers and the general public, regardless of the method of communication. Any customer who is unhappy with the actions of a member of staff or representative of the Club may ask to speak initially with the head of the department they are dealing with. (Also please refer to the Club's complaints procedure).

3 SAFEGUARDING CHILDREN, YOUNG PEOPLE & VULNERABLE ADULTS

Everyone has the right to live without fear of harm, abuse or discrimination. Morecambe FC recognises that it has an active role to play in ensuring that everyone involved with the Club has that right and as such has responsibility for customer and employee safety and wellbeing. Through the creation of an environment and culture of inclusion and trust Morecambe FC is committed to:

- Preventing and reducing the risk of significant harm, abuse or exploitation to children and vulnerable adults;
- Responding effectively and appropriately to any incidents and concerns;
- Raising awareness of key messages and procedures to those who may be abused and potential abusers.

Morecambe FC has a formal policy in relation to the safeguarding of children, young people and adults at risk. The Club recognises that we all have a role to play in keeping everyone safe by preventing, identifying and reporting incidents and concerns. Thankfully incidents are rare but if you need to get in touch you can contact the Club, at

safeguarding@morecambefc.com, or if related to Morecambe FC Academy contact at academysafeguarding@mfc-academy.com.

If you have a safeguarding issue unconnected with the Club or someone is in immediate danger, you can contact:

Lancashire County Council Safeguarding Adults or Children Team – 0300 123 6720 (8am-8pm)

Lancashire County Council Safeguarding Out of Hours Team (Children & Adults) – 0300 123 6722 (8pm-8am)

Lancashire Police – 0845 125 3545

All Morecambe FC employees whose role involves working with children or adults at risk are subject to disclosure from the Disclosure & Barring Service, in line with EFL and legislative requirements. Morecambe FC's Safeguarding Policy can be found at www.Morecambefc.com/Safeguarding.

4 CONSULTATION AND INFORMATION

Morecambe Football Club is dedicated to communicating and consulting with its customers and complies with EFL Regulation 128. The Club will:

- consult widely and regularly with supporters whilst forming its policies. The Club will do this through fans' forums, supporters' focus groups and direct market research (questionnaires).
- keep supporters informed through the use of social media, the Club's official website at www.morecambefc.com and the official matchday programme.
- publish its views on major policy issues through any relevant media such as the Club's official website, local media and the matchday programme.
- ensure that the earliest possible notice is given of any changes to fixtures and ticketing arrangements and the reasons for these changes via all relevant media; and
- give due consideration to all feedback, comments and reasonable suggestions and implement changes where it is in the best interests of the Club and/or its customers.

Morecambe Football Club welcomes and encourages supporters to come forward with suggestions as to how the Club could improve, (see Section 2). Whilst it is not possible to solicit supporters' views on every topic, the Club is dedicated to doing things correctly and employing the right people with the proper skills, in pursuit of achieving the short, medium and long-term goals of the Club.

Morecambe Football Club now operate a Fans/Board Communications Meeting each month with the Shrimps Trust, alongside face-to-face meetings with the wider fan base on occasions throughout the season. The meetings will provide an opportunity for supporters to ask questions, provide feedback and be updated regarding developments within the Club. Information regarding these can be found on the official Club Website www.morecambefc.com

5 TICKETING

5.1 Ticketing Policy

Morecambe FC will strive to widen access to games by offering a range of ticket prices. For further information on tickets and purchase details please contact the Ticket Office/Club Shop on (01524) 411797 (ext 3). Alternatively, the Ticket Office/Club Shop can be contacted at the following address:

Ticket Office/Club Shop

Morecambe Football Club
Mazuma Stadium, Christie Way, Westgate, Morecambe.
LA4 4TB

Or, email tickets@morecambefc.com

5.2 Pricing & Purchasing

Full pricing details are available on the Club's official website: www.morecambefc.com and also from the Ticket Office and the Club Shop.

5.3 Cup Competitions & Away Fixtures

When demand for cup competitions or away fixtures is expected to be high, fans will be offered tickets on a priority basis. Season ticket holders from the current season will have first refusal on tickets during a designated period. Tickets will go on general sale at the end of this priority period to all supporters. Any further arrangements for the dispersal of tickets will be made through the Club's official website and the local media.

5.4 Refunds

Ticket refunds will be considered only if the ticket is returned to the Ticket Office/Club Shop no later than 24 hours before kick-off of the match when played. The Club will not make a refund in respect of any unwanted and unused tickets to the Club less than 24 prior to kick-off, or anytime during or after the match.

Supporters who purchase tickets for away fixtures will be able to request a refund up until tickets go off sale from the Club. All away supporters travelling to the Mazuma Stadium requiring a refund must request this from the Club from which they purchased their ticket.

In the event of a game being postponed before supporters are admitted to the ground, a full refund will be available up to a specified date prior to the rearranged game for pre-purchased ticket holders. If the game is postponed after supporters have been admitted into the ground, but before kick-off then a full refund will be available up to a specified date prior to the rearranged game.

If the match is abandoned before the start of second half, then half price admission will be available to the re-arranged game. A half refund will be available up to a specified date prior to the rearranged game. If the match is abandoned after the start of second half, then an early decision on admission charges and refunds will be made after consulting both our opponents and the relevant authorities and this will be communicated via the Club website.

5.5 Ticket Upgrades/Downgrades

Requests to upgrade tickets will be treated sympathetically, provided that space is available for the upgrade. The upgrade will be charged at the difference between the two ticket prices. No upgrades can take place once the spectator has entered the ground. We will try to accommodate downgrades wherever possible, however no refund will be made.

5.6 Lost Tickets

In the instance that a season ticket holder should forget their ticket for a home league fixture, or lose their season ticket, they should report to the Morecambe FC Club Shop to request a reprint at

the cost of £15.

5.7 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. Our concessionary rates offered to senior students and junior supporters apply to supporters of a visiting Club.

6 CATERING, HOSPITALITY & EVENTS

Morecambe FC have a dedicated and award-winning team who deal with all aspects of catering, hospitality, and event arrangement/management at The Mazuma Stadium. This team caters for all match day and non-match day events and provide high quality, competitively priced service, and catering at all times.

On match days catering kiosks are located in all areas of the ground and details of food/drinks available and pricing can be found at each point of sale.

The team continually monitor feedback from the match day catering outlets as well as from non-match day hospitality and corporate events to look at ways to improve the service and packages that are offered at The Mazuma Stadium.

Further information about holding events at The Mazuma Stadium can be obtained by contacting the Events Team at Morecambe FC.

Email: events@morecambefc.com

7 FOOTBALL IN THE COMMUNITY ACTIVITIES & CORPORATE SOCIAL RESPONSIBILITY

7.1 Morecambe FC Community Sports

Morecambe FC Community Sports is a registered, independent charity which works alongside Morecambe Football Club and is governed by its own board of trustees. Our vision is to have a positive impact on our communities by creating a healthier and more connected Morecambe through the power of sport, health, education, and inclusion.

We have a team of employees and volunteers who deliver a diverse range of activities across the district. We work with a range of partners including, education, businesses, local authorities, The NHS, Police and local stakeholders to improve the health and wellbeing of our residents.

7.2 Activities

Morecambe FC Community Sports works in partnership the English Football League Trust and the Premier League Charitable Trust, to deliver projects in that deliver positive outcome in our communities.

Our work includes coaching sessions for children in local schools across the district, free football sessions for girls and boys from 8-16. We provide activities for our older people, our veterans, for children with anxiety and those in the justice system or at risk of offending.

We support the Football Club to deliver the matchday experience which includes providing mascots & flag bearing opportunities, pre match and half-time entertainment, as well as looking after Christie the Cat. Our work enhances the experience on matchday at Morecambe Football Club and we also help to engage with our young fans to establish the next generation of supporters. One way in which do this is by co-ordinating player visits in the community

We also co-ordinate appearances by Morecambe FC players in the community, which includes everything from visiting the local hospital to attendance at our school session and Soccer Schools.

7.3 Morecambe FC Community Sports Contacts.

Contact details are:

Stuart Glover

Chief executive Officer

Morecambe FC Community Sports

Mazuma Stadium, Christie Way, Westgate, Morecambe. LA4 4TB

Tel: 01524 412125

Email: communityadmin@mfccommunitysports.com

For more information visit the website – www.mfccommunitysports.com

7.4 Charity Policy

Morecambe FC have a charity request form that must be completed as part of the donation request process. The Club give priority to fundraising activities which are Morecambe based, targeted at Children and Young People and/or that are targeted at improving Mental Health and Wellbeing. Our Charity request form can be found: <https://www.morecambefc.com/club/charity-requests/>

7 MERCHANDISING

8.1 Morecambe FC's Policy

Morecambe FC will endeavour to ensure that all replica shirt designs have a minimum life span of 1 year. The Club will provide supporters with information on replica strip, training kit and other leisure wear launch dates and availability for purchase. The Club carries out its obligation under EFL regulations to prevent price fixing in relation to the sale of replica kits. The Club offers refunds on merchandise sales in accordance with its obligations under the Sale of Goods Act/in line with our returns policy. This can be found - <https://shopmorecambefc.com/returns/>

8.2 Club Shop

The Morecambe FC Club Shop is located at the Mazuma Stadium and normal opening hours are 10:00am until 17:00pm, Monday to Friday, excluding bank holidays. Tuesday home match day, hours will be extended until kick-off, and then open for a period after full time. Saturday home match

day, the Club Shop will be open 10:00am until 15:00pm and then will reopen following the final whistle for a period.

Purchases can also be made online at <https://shopmorecambefc.com/>. The shop can be contacted during opening times on 01524 411797 (ext 3).

9 EQUAL OPPORTUNITIES

9.1 Equality, Inclusion & Anti-Discrimination

Morecambe FC is actively committed to upholding The EFL and its own standards, values and expectations in relation to Equality. The club has an Equality, Diversity and Inclusion Policy which can be viewed at <https://www.morecambefc.com/siteassets/image/season-2021-22/pdfs/equality-diversity-and-inclusion-policy-june-2021-v2.pdf>

As a professional Football Club, Morecambe FC is committed to embracing the Equality Act 2010 and the confrontation and elimination of discrimination whether by reasons of age, gender, gender reassignment, sexual orientation, marital status or civil partnership, nationality, ethnicity (race), religion or belief, ability or disability, pregnancy/maternity and to encourage equal opportunities.

The Club has a zero-tolerance approach to all forms of discrimination or harassment, whether physical or verbal, and will work to ensure that such behaviour is met with the appropriate disciplinary action.

The Club supports the Football Association and the EFL in their commitment to develop a programme of ongoing training and awareness raising events and activities to promote the eradication of discrimination.

9.2 Tackling Racism in Football - Morecambe FC's Policy

Morecambe FC recognises that football has made significant attempts to tackle the issues of racism in recent years. The Governing bodies have committed themselves to the campaign and have been keen to spread the message through their members. The anti-racism policy at Mazuma Stadium incorporates the pledges below:

- The Club has issued statements that racism will not be tolerated.
- The Club uses the public address system to re-enforce this.
- The Club strives to ensure season ticket holders do not take part in racist abuse.
- The Club will take action to prevent the sale of racist literature both outside and inside the ground.
- The Club will take disciplinary action against players who engage in racial abuse. The Club encourages a common strategy between all staff, stewards and police for dealing with racial abuse.
- The Club would remove racist graffiti from the ground and its environs as a matter of course.
- The Club works with other groups and agencies such as the PFA, supporters, voluntary organisations, youth clubs, sponsors, local authority, local business, and police to develop an active programme and raise awareness to eliminate racial abuse and discrimination.

9.3 Persons with Disabilities - Morecambe FC's Policy

As part of our equal opportunities policy, the Club opposes all forms of unlawful or unfair discrimination on the grounds of disability. The Club operates a ticketing policy for disabled supporters and will ensure that the scheme does not discriminate between disabled people with differing impairments.

9.4 Definitions of Disability

As a fundamental principal, the Equality Act 2010 states that disabled people should not be treated “less favourably, without justification” and that reasonable adjustments should be made to make goods, facilities, and services accessible. For the purpose of this policy only, the definition of a disabled person is any person who, because of their disability or impairment, is unable to use areas of stand seating or terracing without contravening Health and Safety Regulations, Guidelines or Policy. Any such person will be considered for the use of the “designated areas” of the stadium, in line with the procedures set out in this policy.

9.5 Proof of Disability

A person is considered disabled if they have a physical or mental impairment which has a substantial long term adverse effect on their ability to carry out normal day to day activities. The said person should have proof of this disability, and examples of such proof are, documentary evidence demonstrating current receipt of middle or high-rate Disability Living allowance (DLA), (mobility or care component), receipt of either Severe Disablement Allowance or Attendance Allowance, receipt of Personal Independence Payments (PIP), War Pensioner’s Mobility Allowance or War/Service Disablement Pension for 80% or more, blind or partially sighted registration certificate, a personal letter from your GP, confirmation in writing from Social Services that the individual is included on their Deaf Register, or confirmation in writing for Social Services that the individual has a learning difficulty or disability. Morecambe FC will ask for proof of entitlement when tickets and/or disabled car parking are purchased.

9.6 Ticket Pricing for Disabled Persons

The pricing structure for disabled persons is as follows:

The disabled person will pay the price relevant to their age bracket, i.e., adult, concession, young adult (18-22), junior (14-17) and Child (Under 14). If a carer/assistant is required to provide assistance in order to attend matches at the Mazuma Stadium, we will allow one free carer/assistant ticket for anyone who can provide proof of disability. This proof can be any one of the options listed in 9.5 Proof of Disability.

The Club reserves the right to request proof of disability before issuing any complimentary carer/assistant tickets. Season tickets will be made available for disabled persons and their carer if the need arises.

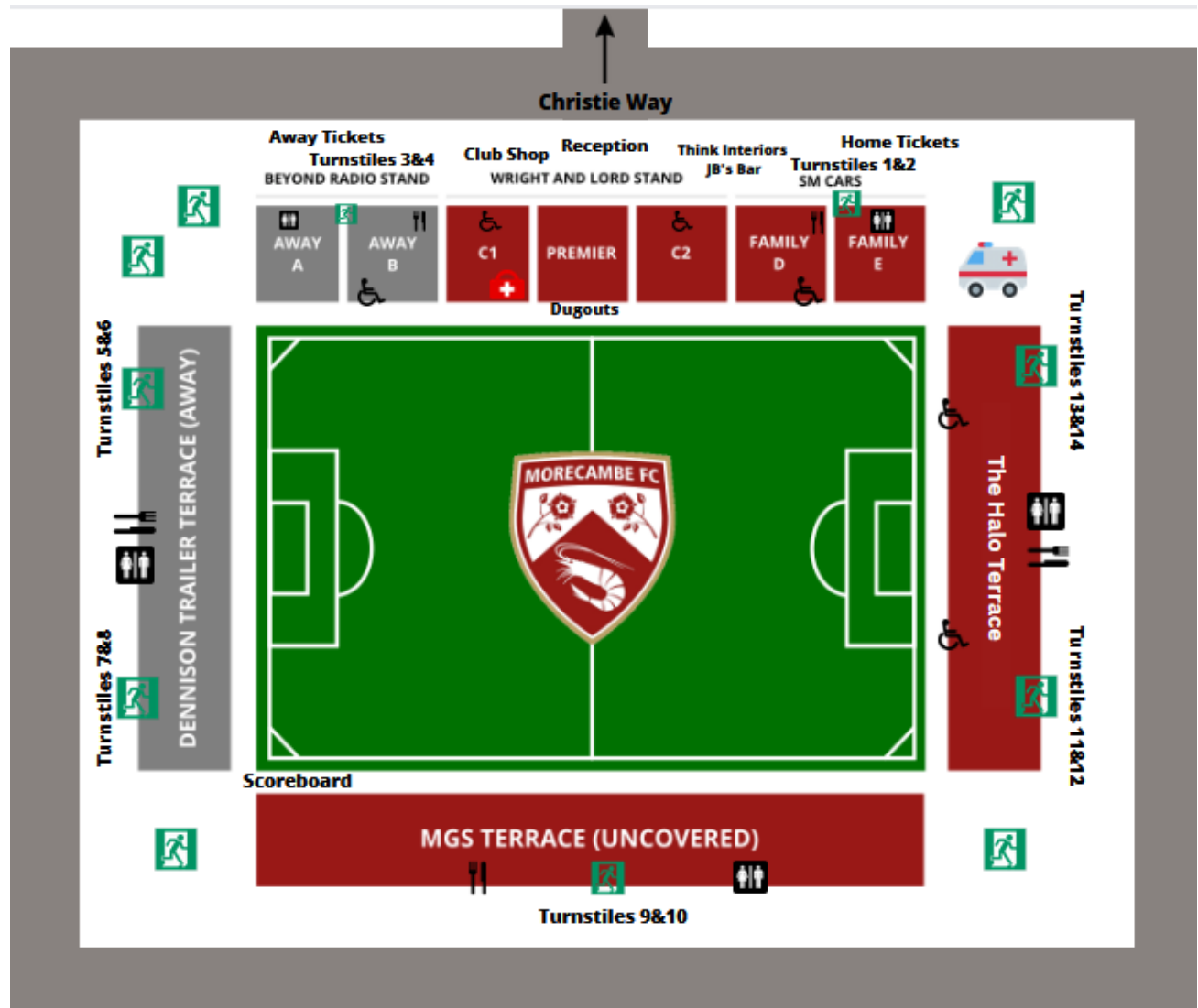
10. STADIUM

10.1 EFL Ground Regulations

Copies of the EFL Ground Regulations are displayed at all points of ticket sale around the stadium and on our website. EFL Ground Regulations can be found [here](#).

10.2 Stadium Plan

The stadium plan shows the location of each section of Mazuma Stadium.



10.3 Acceptable Behaviour & Banning Orders

Anyone attending football matches at The Mazuma Stadium is required to comply with the Ground Regulations. Any person who breaches a Ground Regulation may be removed from the ground

immediately and required to sign an Acceptable Behaviour Agreement before being allowed to attend further fixtures/events at The Mazuma Stadium or may be issued with a stadium ban for a fixed period.

Any person who is under investigation for a football related offence, (home or away), may be subject to a Club ban from attending fixtures/events at the Mazuma Stadium pending the outcome of the investigation. Any person convicted of a football related offence, (home or away), may receive an indefinite ban from attending fixtures/events at The Mazuma Stadium. The period of this ban may exceed the period of any ban imposed by the courts.

Any person who is banned from attending fixtures/events at The Mazuma Stadium will also be prohibited from purchasing tickets for away fixtures through Morecambe FC for the duration of their ban.

Any ban imposed may be reviewed, on request, by the Board after the period specified in the Club's banning notice.

10.4 Offence Matrix

Offence	Ejection	Written Warning	3 Match Ban	6 Match Ban	Season Ban	3 Season Ban	5 Season Ban	Lifetime Ban
<u>Discriminatory behaviour or language</u> Racist, homophobic, anti-Semitic, anti-disability language, offensive chanting / display, or abuse, Including Social Media posts at any time.	X				X	X	X	X
<u>Disorder</u> Fighting, physical assault at or away from the stadium, home or away but football related	X					X		X
<u>Use of pyrotechnics</u> Throwing, holding, possessing	X				X	X		X
<u>Missile throwing</u> Throwing of objects (Any / All) in the stands, on the concourses or toward / onto the pitch	X				X	X	X	X
<u>Pitch incursion</u> At any time, home or away	X				X	X	X	X
<u>Abuse/aggression towards MFC staff</u> Verbal or physical abuse	X		X	X	X	X	X	X
<u>Drunk inside the stadium</u> On concourses, in stands and/or hospitality areas	X		X	X	X			
<u>Drinking alcohol in view of the pitch</u> In stands, marked concourse areas, hospitality areas with a view of the	X	X			X			

pitch								
<u>Persistent foul and abusive language</u> Towards players, staff, fellow supporters both home and away	X	X	X	X	X			
<u>Ticketing</u> Touting, misuse of tickets, misuse of concessions	X	X		X	X			X
<u>Smoking / E-Cigarettes</u> Non-compliance in Stadium	X	X	X	X	X			
<u>Unacceptable conduct</u> Persistent standing, visiting 'Away' supporters in home areas (infiltration)	X	X	X		X			

This list is not exhaustive but covers many of the misdemeanours seen at football events. The sliding scale of 'gravity factor' of any offence will be considered when determining a period of exclusion or 'other' sanction. Any other issue that arises and not covered by this list will be covered by Morecambe Football Club (EFL) Ground Regulations and will allow the club and its staff, acting on their behalf to take appropriate action at the time and subsequently deal with the matter appropriately. All sanctions will be addressed by Morecambe Football Club's Board Of Directors and proportionate action agreed by them. Morecambe Football Club shares certain information with Lancashire Constabulary and the offender will be informed if the police have been made aware of their involvement in any incident at the Mazuma Stadium or within its confines.

EXAMPLE GRAVITY FACTORS

If any person was injured. If the offence was criminal. If the offender was or is to be arrested / reported to the police. If this was a 'Hate Crime'
 If a Football Banning Order is to be applied for / imposed. If there is CCTV / BWV of the offence. If the offence breaches MFC fans code of conduct. If the offender was under the influence of intoxicants (drink / drugs) if the offender had previously been involved in the same / similar incidents. If the offender had been warned previously. The outcome of the offenders' actions on the club / club staff / others

10.5 Appeal Process

The Club considers each decision to impose a sanction carefully and bases its decision on available evidence. However, Morecambe Football Club recognises that there may be instances where the Club's decision may be considered to be incorrect or too severe.

If you have been subject to a sanction, you can appeal the sanction by contacting the club and setting out the reasons for your appeal. Please note that your appeal must demonstrate why the Club has imposed a sanction incorrectly (by reference to the Ground Regulations and Ticket Conditions of Issue) or give a full explanation as to why you were not responsible for the incident in question.

The Club will acknowledge your appeal within five working days of your email or letter. You can expect to receive a final decision relating to your appeal within 28 days of our acknowledgement.

There is no right to appeal a final decision. Please note that the Club may exercise its rights under the Ground Regulations and Ticket Conditions of Issue, independently of any police investigation or prosecution.

The Club is not obliged to follow the findings of any police investigation or prosecution, but it may use the findings to advise on its own decision. Ultimately the Board of Directors reserve the right to impose the sanction they deem to be justifiable and proportionate.

10.6 Match Day Stewarding Arrangements

To assist with ensuring that all customers have a safe and enjoyable match day experience Morecambe FC employ match day stewards who are located inside and outside the ground. All stewards are trained in ground safety, crowd control and evacuation procedures. They operate under the direction of the Club's Ground Safety Officer.

Prior to entry to the ground stewards may ask to search people or bags/belongings to ensure that no prohibited items are brought into the ground. Any person found bringing prohibited items into the ground may be refused entry.

All spectators are asked to comply with instructions given by match day stewards. If you have any concerns about the actions of any other spectators these should be brought to the attention of the nearest steward who will, after consultation with the Ground Safety Officer, take whatever action is deemed appropriate.

10.7 First Aid Facilities

Morecambe FC have qualified first aiders, paramedics and a Crowd Doctor present at all matches. In the event that first aid/medical attention is required please inform the nearest steward who will be able to summon appropriate assistance.

10.8 Public Transport

We encourage visitors to the Mazuma Stadium to use public transport and there are a number of options available.

Bus services 6 and 6A serve the Mazuma Stadium and are run by Stagecoach. The services operate from both Morecambe town centre and Lancaster Bus Station.

Rail services operate from Lancaster to Morecambe, via Bare Lane. Morecambe and Bare Lane stations are approximately 25 minutes' walk from the ground.

To create your own travel plan, visit <http://www.traveline-northwest.co.uk/> and select the 'Plan your journey' option. Enter 'Morecambe Football Club' as your destination.

10.9 Pedestrians and cyclists

Cycle parking racks are provided at each corner of the stadium.

10.10 Directions to Mazuma Stadium by car

Leave the M6 motorway at junction 34 and follow the signs to Morecambe on the new dual carriageway. At the roundabout turn left, signposted Morecambe and follow the road for about a mile, then straight over the next roundabout. At the traffic lights, turn left, signposted Morecambe (opposite McDonalds). At the roundabout turn left (1st exit), following the sign to Morecambe Football Club and continue along Westgate for about a mile. You will pass Morecambe Fire Station on your right just before you reach the Mazuma Stadium, also on your right.

10.11 Matchday Parking

A limited number of disabled parking spaces are available on a match-by-match basis for blue badge holders. These can be booked/prepaid via the Club Shop. Cars approaching the stadium without a permit will be turned away by stewards on the entrance road.

260 parking spaces are available at nearby Westgate Primary School. The school is located on Langridge Way, 450 yards from Mazuma Stadium. The postcode is LA4 4XF. This parking and associated charges are operated by the school.

11. DATA PROTECTION

Morecambe FC may gather and hold personal information about customers that has been provided by the customer or gathered from web-based technology. All information gathered will be handled and stored in accordance with the General Data Protection Regulation (GDPR) (EU) 2016/679.

Morecambe FC will not do anything with your data that you would not anticipate from a privacy conscious company with a contact strategy founded on permission-based marketing. We will use the data held for administration, marketing, customer services and profiling purchasing preferences.

If compelled to do so, we will disclose information to law enforcement agencies.

Full details of how your personal data may be used can be found in our Privacy Notice here - <https://www.morecambefc.com/club/privacy-notice/>

12. 2024/25 OBJECTIVES REVIEW

- Objective 1:** Increase the number of in person fan meetings across the course of the season. This has been done via our monthly meetings with the Supporters Trust being held at the Stadium in person.
- Objective 2:** Improve on our Family Excellence score received May 2024. Having regained Family Excellence status again in 2024, we were keen to continue to improve our offering and score in the 2024/25 season. We were able to secure our best ever Family Excellence report in May 2024.
- Objective 3:** Based on supporter feedback, offer a wider variety of choices on concourses around the Stadium. During the 2024/25 season, we have introduced the Cornish pasty to our concourses, along with foam shrimp sweets and various other items.

13. OBJECTIVES FOR THE 2024/25 SEASON

Morecambe Football Club endeavours to provide the highest possible standard of customer care and to offer the best possible experience for visitors to the Mazuma Stadium. During the 2023/24 season, the club intends to undertake the following initiatives as part of our programme of continual improvement:

- Objective 1:** Introduce a Club History page on the website, that can also be incorporated into the match day programme.
- Objective 2:** Work in conjunction with Morecambe FC Community Sports to increase match day activities on the forecourt during the build up to a match day and at half-time.
- Objective 3:** Based on supporter feedback, offer a wider range of 'pocket-money' merchandise in the Club Shop.

Revisions - This Club Charter is reviewed on a regular basis in light of changes to the law, regulations and feedback from supporters. Last revised June 2024.



**A LARGE PRINT VERSION OF THIS CHARTER IS
AVAILABLE ON REQUEST.**

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