



**LEEDS UNITED®**  
CLUB CHARTER 2011/2012



# LEEDS UNITED®

## Introduction

In the 2010/11 Season, the Club improved facilities for match and non matchdays with the opening of the Centenary Pavilion and the award winning Howard's Restaurant, and work has commenced to further increase fans experience for the 2011/12 Season with works around the Stadium to improve concourses, open new corporate areas and improve existing ones, and in January 2012 we will be opening a Leeds United Museum in the East Stand

Leeds United actively welcomes constructive feedback from our fans both positive and negative. We believe that this helps us to deliver an improved and more effective service to you the fan.

In the following charter we outline the minimum standards of service that all of our fans can expect from Leeds United.

**Please find the relevant information under the following headings:**

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## Accessibility

*The club continues to strive for wider access to matches by offering:*

- A broad range of ticket prices
- At least 5% of tickets to each game to non Season Ticket holders/Members
- Concessions for junior fans, senior citizens, and disabled fans in specific areas of Elland Road
- A discount on restricted viewing seats to the amount of £2.00 per ticket.

### • **No Smoking & Anti Social Behaviour Policy**

Leeds United has a strict No Smoking Policy within the concourse and seated areas of the stadium. Smoking areas have been created in the North/North East/South East/East/South Lower stands. The West/North West and South Upper remain strictly non smoking.

Leeds United discourages anti-social behaviour and has a text service in place for fans to use at home games to alert stadium staff of any incidents of anti-social behaviour and smoking. The Text Number is 07946362117. Racial Incident Hotline is 0113 367 6118 (non-matchday). Our staff can then deal with matters at the time on an anonymous basis.

### **A dedicated area of the ground for our family fans**

Leeds United welcome families and have a designated Family Area in the East Stand for use by Members only so we can do our utmost to guarantee acceptable levels of behaviour. A matchday crèche facility is also available for those aged between six months and eight years. Please call 0113 3676193 for further information. Our staff can deal with matters at the time on an anonymous basis.

### **Support for disabled fans and their helpers**

We have a number of wheelchair and ambulant spaces available for all home games. The ambulant spaces are situated in the North Stand. The wheelchair bays are located in the East, North, South and West stands. For home league matches disabled fans are charged a concession price (if available) and personal assistants are admitted free of charge in conjunction with our disabled policy. Our disabled policy is based solely on eligibility to claim Disability Living Allowance (DLA) in conjunction with our specific point system. All disabled fans must provide a copy of their DLA that specifies their benefits for their points to be calculated. The Eddie Gray Lounge, situated in the North West Corner, offers a wide range of refreshments. Headsets for visually impaired supporters are available on a pre booking basis by contacting our disabled coordinator. Toilets are operated with radar keys, available on matchdays from designated stewards. Car parking is also available (although limited) in front of the East Stand. For further information on ticketing or facilities for disabled supporters, please contact our disabled coordinator, Tracey Lazenby on 0113 367 6178 or email [disabledinfo@leedsunited.com](mailto:disabledinfo@leedsunited.com)

## Ticket Services

### *Home Games*

- Leeds United Members can book tickets ahead of the general sale date. Tickets for Members go on sale approximately four weeks before the fixture. Within the exclusive priority booking period Members can book up to eight tickets (this includes a maximum of three tickets in the Family Area, one of which must be for a child Under 16) and have access to designated Members only areas of the stadium. Members who purchase additional tickets will be responsible for the conduct of those fans they have purchased tickets for.
- General Sale will commence upon conclusion of the Members priority booking period, approximately three weeks before the game. Fans can purchase up to a maximum of 8 tickets per game.
- The Club reserve the right to restrict the maximum number of tickets available to purchase for high profile fixtures to avoid tickets being made available through unauthorised sources.
- The Club reserve the right to amend on sale dates or change the selling procedure for any fixture.

### *Away Games*

- Away tickets will firstly be allocated to away season ticket holders, then 80% of the remaining tickets are reserved for home Season Ticket holders and 20% for Members. Season Ticket holders will have a priority period to apply followed by Members.

- It is strictly limited to one ticket per Season Ticket holder/Member.
- A loyalty scheme is in place. Tickets for games with low allocations will be issued on a loyalty basis.
- Applications will only by online application via our website [www.leedsunited.com](http://www.leedsunited.com). An option will be available for Season Ticket holders and Members who do not have access to an email address. Online applications will be accepted on a game by game basis. We will endeavour to sell Away Tickets 2 to 3 weeks in advance of the fixture, however this will be determined upon receipt of the ticket allocation from the Away Club.
- The away club determines the cost of the ticket.
- The Club offers coach travel to and from away clubs at an additional fee. Coach Travel is available to purchase online.

***Tickets for home games can be purchased via the following methods:***

Telephone: 0871 334 1992

Fax: 0871 334 2008

Post: Ticket Services, Leeds United, Elland Road, Leeds, LS11 0ES

Autoline: 08700 177 770, 24-hour, seven days per week, automated booking line

Online: [www.leedsunited.com](http://www.leedsunited.com)

Email: [tickets@leedsunited.com](mailto:tickets@leedsunited.com) (enquiries only)

In person at the West Stand Ticket Office

Please note 0871 calls or fax cost 9p per minute plus network extras.

There is a £1.50 booking fee per ticket if paying by debit or credit card, no booking fee is charged when purchasing tickets in person at the Ticket Office. This applies to all match tickets and all types of cards other than when booking online for home games, where the booking fee is reduced to £1.00 per ticket.

The club does not charge admission prices to fans of the visiting club which are higher than those charged to our own fans for comparable seating. Concessionary rates offered to senior citizens and juniors apply to fans of a visiting club.

Tickets for cup competitions are priced on a match-by-match basis and are allocated as follows: Season Ticket holders have priority over their own seats and Members have a priority booking period before tickets are released for general sale. This allocation method is subject to change depending on the timescales available, the allocation of seats to visiting fans and if all the stadium is opened

The club has an Auto Cup scheme, which allows Season Ticket holders to apply for all home Cup games at the start of the season. Tickets are automatically reserved, payment taken and Season Ticket access cards activated 48 hours following the draw.

Fans who forget their match tickets or Season Ticket Access Cards on the day of the game will incur a non-refundable administrations charge of £5 per ticket. Before reprinting the ticket, Ticket Services will check that the Access Card or match ticket(s) have not already been used.

Home Match Tickets cannot be refunded or exchanged. This applies to all ticket purchases other than, when a fixture is re-scheduled fans must apply for a refund within seven working days of the announcement of the change. Away Tickets can be returned to the Club for a refund up to 48 hours before the away fixture, this is not applicable to Away Season Ticket Holders. It is the responsibility of the fan to check for any fixture changes or amendments. We will ensure that [www.leedsunited.com](http://www.leedsunited.com) is up to date.

## **Membership**

Leeds United operates the "Leeds United Members' Club" for Leeds fans who want to register their support direct with their Club.

We offer three memberships – Adult, Junior and International. All Season Ticket Holders are automatically enrolled as Members.

### ***The benefits to membership are***

- Priority booking period for all home League games
- Exclusive access to the family area within the Elland Road Stadium (A member can purchase three

- tickets, one of which must be for a junior/under-16)
- Only Club Members can purchase tickets for away games (one ticket subject to availability)
- 10% discount on full priced retail purchases at the official Elland Road Superstore and via the online superstore at [www.leedsunited.com](http://www.leedsunited.com)
- 15% discount on match day programme subscription for Club Members and 20% discount for Season Ticket holders
- 10% discount on Non Member Events at Leeds United, these events are now available to book online or at the Ticket Office
- Exclusive access to Members Bar and Billy's Bar (matchdays only – Billys Bar is Adults only). Vouchers for Adult Members for the Pavilion can be bought on the day of the fixture at the Members Bar door or pre booked via the online Ticket system.
- Exclusive discounted events with legends and current players throughout the season
- Email newsletter
- Discount on Official Elland Road Stadium Tours, these can be booked at the Ticket Office or by using the online booking system.
- £10.00 Credit for every new Leeds United Saver account open at Leeds Building Society (See [www.leedsbuildingsociety.co.uk/mot](http://www.leedsbuildingsociety.co.uk/mot) for more information and T&C's)
- Special LUFC B & B Rate at Bewleys Hotels of £55.00 per night
- 50% off Value Card at Ringways Motor Group (See [www.ringways.co.uk/ford-valueplus](http://www.ringways.co.uk/ford-valueplus) for full details)
- Free matched bet up to £50.00 when opening an account with our Official Betting Partner Sporting Bet (Visit [www.sportingbet.com/leeds](http://www.sportingbet.com/leeds) for full details)
- Members card
- Adult Members and Adult Season Ticket holders receive an exclusive Pin Badge Set, Keyring and a voucher for the annual Official Leeds United Handbook (UK) and a 50% Off 2011 2012 Home Shirt Voucher (International)
- Junior Members and Junior Season Ticket holders receive a £5.00 Club Gift Voucher and an exclusive Leeds United Members Gift on joining. (Height Chart and Kop Cat Sponge for 0 to 5 years and Watch for 6 to 15 years) They also receive a voucher to claim their free team photo and are entered into the Mascot draw (Juniors aged 5 to 12 years). All Junior Members are invited to the exclusive Junior Members Christmas Party.
- Membership is non-refundable or exchangeable. Membership Cards can only be used by the person in whose name they are registered. A £10.00 fee must be paid to supply a duplicate/replacement card. Junior Members must be under 16 on 1st August 2011 and proof of age is required.
- For further information on the Membership please call 0871 334 1992.
- Members can also join Regional Members Clubs who are directly linked with Leeds United Football Club. For your nearest Regional Members Club or to start a Members Club (minimum of 10 members required), contact the Membership Secretary on 0113 3676242.

### **Merchandise**

Merchandise is available from our Superstore located at Elland Road, Leeds, LS11 0ES, and our Online Superstore from [www.leedsunited.com](http://www.leedsunited.com) and mail order on 0871 334 2019.

Opening hours are Monday to Saturday 9am – 5:30pm, Sunday 10am – 4:00pm The Superstore is also open every home matchday until kick-off. The Superstore then re-opens 15 minutes before the final whistle and remains open for up to one hour after the match (subject to crowd circumstances). The club will provide replica strip life span information in merchandise stores and via the mail order service.

All store staff will be provided with information on the next intended kit change as soon as it is confirmed. The club carries out its obligations under the Football League rules to prevent price fixing in relation to the sale of replica strips.

Our mail order service will endeavour to notify our customers, either by letter, telephone, email or fax, of any changes in a pre-agreed delivery dates that will affect their order.

The club will strive to notify our customers of any changes in squad numbers and name changes through our retail outlets and website as soon as reasonably possible (Squad names and numbers are subject to change).

The club offers refunds and exchanges on merchandise if you change your mind about your purchase. If you purchase any product from the Leeds United Superstore or the Online Superstore and you change your mind, it's not a problem! Return your receipt to our official outlet, with your unworn/unopened purchase within 1 month and we will exchange or refund it via the original method of payment. If you have lost your receipt we will exchange your unworn/unopened purchase at the current selling price for an alternative product. For a combination purchase (buy one get one free or buy a product and get a product free) you must return any free items or vouchers back to us to process a refund. Refunds are not given on goods that have been personalised or made to specification or printed with a players name or squad number even if the player subsequently leaves the Club or his squad number changes during his career at Leeds United Football Club. We do not offer refunds or exchanges on jewellery or computer games/DVD/CD unless otherwise stated in store, or they are faulty. We are pleased to offer this in addition to your statutory rights.

If you would like to contact our Mail Order Department, please call 0871 334 2019 or log on [www.leedsunited.com](http://www.leedsunited.com) click onto Superstore.

If you have any comments about the service that you have received or the product you have purchased, please let our Store Manager know. Alternatively you can contact our Customer Services by writing to Retail Customer Services, Leeds United, Elland Road, Leeds, LS11 0ES.

### **Stadium and Matchday**

- The club will ensure that Elland Road Stadium will adhere to all pertinent health and safety regulations set out by the Football Licensing Authority and other statutory bodies.
- The Club's Safety Officer will meet regularly with the Safety Team and allow members of the Safety Team to be present at any match in line with their monitoring process
- The club's matchday stewards will receive comprehensive training on fire, first aid, general Health & Safety procedures and customer service to a minimum of NVQ level 2 in Spectator Safety. The Club takes the issue of racist abuse, actions causing offence, language causing offence and unreasonable or offensive behaviour seriously and in an attempt to eradicate this problem, we train our stewards to be extra vigilant of any offenders.
- If a spectator continues to contravene these regulations the action will be taken in accordance with the Club's policy to:
  - Immediately investigate the matter
  - Contact the offenders
  - If necessary dispatch undercover representatives to observe and gather evidence.
  - Report the offence to the police.
  - Spectators who contravene the Ground Regulations could face ejection from the Stadium and arrest by the Police. Any spectators finding themselves in this position will be contacted by the Club, advising they are suspended from attending further matches for Leeds United until the matter has been resolved. They are requested to write into the Safety Officer with their version of events, after which time a Police Check will be requested. On its return, the spectator will be invited to attend a meeting to discuss the issue in person. In all proven cases, the spectator will be suspended for a number of matches. Anyone entering the field of play will automatically receive a minimum of 1 year ban.
  - The Club will look to work with our fans in overcoming many of these problems; our aim is to achieve an enjoyable and positive atmosphere at matches.
  - If you wish to report an offence you can contact us on 0113 3676118; text 07946362117, or by post to Safety Officer, Leeds United, Elland Road, Leeds, LS11 0ES.

Any problems are dealt with in complete confidentiality and in accordance with our policies.

## Matchday Hospitality

The Club pledges to offer its customers a variety of first class matchday hospitality experiences and matchday sponsorship packages while offering outstanding value for money.

Seasonal hospitality packages are available to purchase with various payment options being offered

The Club's aim is to provide reasonable opportunity for all fans to experience Match-by-Match hospitality.

The Club is delighted to provide a dedicated family friendly hospitality area within the South Stand designed to encourage more families to attend football matches together at Elland Road. The Legends Lounge hospitality package is only available for adult and child bookings and provides a great match day experience and outstanding value for money.

Hospitality packages provide premium match viewing from various positions within the ground, with both internal and external match seating.

Customers can choose from a range of dining packages; from a relaxed single course buffet through to luxury four-course fine dining.

The Club insists on a level of dress code which customers are required to adhere to, with hospitality options that require either formal or smart casual dress. Under 16 years of age need not adhere to the dress code

Seasonal hospitality can be purchased by contacting a member of the Commercial Sales team on 0871 334 1919 (option 3)

### ***Match-by-Match hospitality can be purchased via:***

Hospitality booking line: 0871 334 1919 (option 3)

Online: [www.leedsunited.com](http://www.leedsunited.com)

Email: [sales@leedsunited.com](mailto:sales@leedsunited.com)

## Commercial

The Club operates best business practice throughout its commercial activities in order to provide a first class, professional service and best value for our commercial partners.

The Club will work hard to ensure that both its commercial partners and corporate members are given every opportunity to deliver a return on their investment with the Club.

Further details can be obtained by calling the Commercial Department 0871 334 1919 (option 3) or by emailing [sales@leedsunited.com](mailto:sales@leedsunited.com)

## Advertising

The Leeds United Advertising department offers expertise and impartial advice on a wide range of advertising solutions for brands and businesses.

The Club aims to provide a comprehensive range of advertising opportunities at affordable rates to companies.

The Club can provide a comprehensive range of print media, broadcast media, digital media or experiential marketing solutions to clients either on a match day or non match day.

Further details can be obtained by calling the Advertising Department 0871 334 1919 (option 4) or by emailing [advertising@leedsunited.com](mailto:advertising@leedsunited.com)

## Leeds United Media

Leeds United's media operation includes the club website, [www.leedsunited.com](http://www.leedsunited.com), LUTV, club SMS service, the matchday programme, and Yorkshire Radio.

All club announcements and information are released through the above outlets BEFORE the local/national media.

Our website is the club's main news and information service and everything released by club appears on [leedsunited.com](http://leedsunited.com). The website has specific areas for news, ticketing, Membership, fans, United in Business, and Conference & Events. A weekly newsletter is also available during the season, free to subscribers.

LUTV is the Club's online TV channel and is available on subscription. LUTV broadcasts live audio commentary of all first team matches, highlights of all first team matches, interviews, features, and comprehensive coverage of the reserves and Academy. LUTV is available via leedsunited.com.

Our SMS service is subscription only and all relevant Club announcements are issued to our SMS subscribers in the first instance. Subscription details are available on leedsunited.com.

The programme, which encourages fan contributions, is available on matchdays and supplies club news. It is available on subscription with a discount to Club Members.

Yorkshire Radio provides live commentary of all first team matches on DAB and broadcasts all Leeds United news on DAB, online, and on Sky Channel 0209. Yorkshire Radio also covers all sports within the county.

The club recognises the importance of our family supporters and therefore any official Leeds United publication produced will be within the appropriate realms of good taste and decency.

### **Creative Events**

- The Leeds United Creative Events department has been developed to stage additional events aimed at the fans for non-matchdays.
- Details of the events will be advertised and communicated through the Club's matchday programme and media channels.
- The aim is to appeal to all age groups and tastes.
- Information about forthcoming events can be obtained by calling 0113 367 6101 or by e-mail to [debra.ware@leedsunited.com](mailto:debra.ware@leedsunited.com)

### **Community Activity**

The Leeds United Foundation is a charitable trust under which the club's work in the community is carried out. This has a renowned programme, locally, regionally, nationally and internationally.

The Leeds United Foundation's aims include: Developing grassroots football and tackling social exclusion, enhancing education and life skills, and improving and widening the relationship we have with our community through a variety of projects

### **Mission Statement**

"To deliver targeted, high quality, innovative, partnership programmes that have real measurable benefits for participants, thereby nurturing a positive relationship between Leeds United, its fans and the local community"

**The Leeds United Foundation** delivers one of the largest junior and youth football programmes in the country, with the aim of developing grassroots football and tackling social exclusion. A significant number of the youth players signed to the Leeds United Academy have come through a Foundation led programme, after being talent-spotted by coaches on Foundation courses.

All Staff and volunteers who work with children and vulnerable adults who are involved in any activities offered by the Club either at the Ground, Training Ground or in the Community are all CRB compliant and have completed the Football League's "Safeguarding Children & Young People" course.

### **Consultation and Information**

- The Club consults fans via questionnaires, fans panels, focus groups and the official website
- The Club publicises its position on major policy issues in the club programme, stadium advertising, club website and local media.
- The Club has and continues to develop ways to consult with commercial partners, the local authority and other interested parties including the safety team, Highways, Emergency Services and local residents.
- The Club gives the earliest possible notice of any changes to its ticketing policy and the reason for the changes via the official club website, matchday programme and on our 'on-hold' message when calling ticket services on 0871 334 1992.

- The Club undertakes research on the design and number of new strips in collaboration with manufacturers.
- The Club meets regularly with the Leeds United Disabled Fans Organisation (LUDO) to discuss any issues and our Safety Officer and Disabled Ticket Coordinator liaise with LUDO on a monthly basis.
- The Club recognises its responsibility to all customer information obtained through the purchasing of tickets and other products or services. All information is kept confidentially in accordance with the Data Protection Act (1998) and no other data is issued or sold without prior consent.

### **Staff Conduct and Customer Services**

Leeds United Football Club is an equal opportunities employer. All employees and other individuals will receive equal treatment regardless of colour, nationality, national or ethnic origin, race, religion, sex, marital status, sexuality, disability or political views. No company employees will be disadvantaged by condition or requirement that cannot be shown to be justifiable.

### **Helping us to help you**

The club actively welcomes feedback from our customers both positive and negative. We believe that

this helps us to deliver an improved and more effective service to you the customer. To make a complaint or comment please follow these steps:

If you are dissatisfied with any aspect of the service received, you should initially inform head of the department relevant to your complaint/comment who will log your comments and provide an initial response within 72hours and a full response within five working days.

If you remain dissatisfied after the department response you should inform us of your grievance in writing to Customer Services, Leeds United, Elland Road, Leeds, LS11 0ES. Customer Services will investigate your complaint further based on the evidence you supply. A response will be issued within seven working days of receipt of your complaint.

If you still believe your complaint should receive further attention then you can write to the Club's Chief Executive Shaun Harvey at Leeds United, Elland Road, Leeds, LS11 0ES, detailing your complaint and the reasons for your continued grievance. You will receive an initial response within 5 working days and a full response within 15 working days thereafter.

If you are unsatisfied with the Club response, The Football League Customer Services Department can be contacted via The Football League Customer Services Department, Operations Centre, Edward VII Quay, Navigation Way, Preston, Lancashire, PR12 2YF or by email: [enquiries@football-league.co.uk](mailto:enquiries@football-league.co.uk)

Similarly we would like to hear from you if you have any suggestions as to how we can improve our service or are pleased with the service that we currently provide.

## Contacting Us

Please note: Our normal office hours are Monday to Friday, 9:00am to 5:00pm

### **Ticket Services & Membership Enquiries**

Tel: 0871 334 1992 International: +44(0) 113 367 6196

Fax: 0871 334 2008

International Fax: +44(0) 113 367 6450

Online: [www.leedsunited.com](http://www.leedsunited.com)

Email: [tickets@leedsunited.com](mailto:tickets@leedsunited.com)



### **Yorkshire Radio**

Email: [onair@yorkshireradio.com](mailto:onair@yorkshireradio.com)



### **LUTV**

Email: [lutv@leedsunited.com](mailto:lutv@leedsunited.com)



### **Members Clubs**

Tel: 0113 3676242

Email: [lorna@leedsunited.com](mailto:lorna@leedsunited.com)



### **Matchday Hospitality**

Tel 0871 334 1919 (option 3) sub option 1

Online: [www.leedsunited.com](http://www.leedsunited.com)

Email: [sales@leedsunited.com](mailto:sales@leedsunited.com)

### **Commercial**

Tel: 0871 334 1919 (option 3) sub option 2

Fax: 0113 3676056

Email: [sales@leedsunited.com](mailto:sales@leedsunited.com)



### **Conference & Events**

Tel : 0871 334 1919 (option 2)

Fax : 0113 367 6520

Email: [conferenceandevents@leedsunited.com](mailto:conferenceandevents@leedsunited.com)

### **Online Store & Mail Order**

Online [www.leedsunited.com](http://www.leedsunited.com)

Tel. 0871 334 2019

Fax: 0113 367 6038

### **Creative Events**

Tel: 0113 3676101

Email: [debra.ware@leedsunited.com](mailto:debra.ware@leedsunited.com)

### **Advertising**

Tel: 0871 334 1919 (option 4)

E-mail: [advertising@leedsunited.com](mailto:advertising@leedsunited.com)

### **General Enquiries**

Tel 0871 334 1919

Leeds United, Elland Road, Leeds, LS11 0ES

Please note 0871 calls or fax cost 9p per minute plus network extras.



# LEEDS UNITED®

## PUBLIC TRANSPORT



**BY AIR:**  
Leeds/Bradford International Airport is approximately 40 minutes away by taxi.



**BY RAIL:**  
Leeds Station is approximately 10 minutes away by taxi.

