

Supporter Charter 2011/12

At Leicester City, we are proud to represent both the Leicestershire community and the loyal supporters that entrust us with the safekeeping of their Football Club. Our aim is to strive for excellence both on and off the pitch and provide a welcoming, inclusive football experience that those supporters can be equally proud of.

We know what those 90 minutes on a Saturday afternoon mean to all of you, but we also understand that being a Leicester City supporter goes beyond what happens on the pitch. It is this part of the experience, our service to our supporters, that we have the greatest influence over and that the enclosed Supporter Charter guarantees.

Matchdays at King Power Stadium are family experiences. We are fully committed to enhancing that experience to safeguard the Football Club's long-term growth by investing in our junior fans of the future, while recognising the importance of our established adult supporter-base.

Football being the unique environment that it is, we know we need to be adaptive to change, and are therefore committed to the on-going engagement of our supporters and a consultation process that will meet their changing needs. We welcome both feedback and constructive suggestions for improvement and will use both to develop the services we offer the supporters that are the lifeblood of the Football Club.

Thank you for your support.

Susan Whelan
Chief Executive Officer
Leicester City Football Club

Ticketing

For the first time ever you will now be able to purchase a ticketing based product such as match tickets, season tickets and memberships as well as official LCFC merchandise in the same place at the new and improved LCFC Direct website.

This improvement will see online users requiring just one simple log in through the new simplified registration process.

Purchasing Tickets:

With the addition of the more user friendly LCFC Direct online ticketing system, buying your matchday tickets has never been easier. There is now a wide range of methods in which you can purchase tickets, however we recommend buying online or calling our Sales Centre.

Methods of purchase:

- In Person - Personal callers to the City Fanstore are always welcome. We are open 7 days a week and opening times are available at www.lcfc.com.
- By Phone – call 0844 815 5000 - Our Sales Centre opening hours are 9am – 5pm and 9am – 1.00pm on Saturdays.
- By Post – All postal enquiries should be sent to Leicester City Sales Centre, King Power Stadium, Filbert Way, Leicester, LE2 7FL.
- E-mail – Send your full requirements to sales@lcfc.co.uk (do not leave credit or debit card details) and a member of our Sales Team will call you back.
- Visit www.lcfcdirect.com and log in or sign-up using your client reference number (if you already have one) – follow the instructions to choose your seats and process payment all online.

Concessions – While it is important for us to welcome back those regular visitors to the stadium, it will also be vital that we continue to gather the interest of the fans of the future through a number of initiatives to engage with the next generation of Leicester City supporters and also attempt to engage with those less familiar with the drama and excitement of a live matchday. To enable us to do this for the 2011/12 season we will once again be offering competitively priced memberships and ticket pricing plans to suit a range of age groups and budgets.

Tickets for the 2011/12 npower Championship will be offered for the following age categories...

- Adults, Senior Citizens, under 22s, under 18s under 12s, students, under 8s and registered disabled supporters and their carers.

Under 8's will again be able to see the Foxes in action for FREE when seated within the Marks Electrical Family Stand when accompanied by a full paying adult.

Tickets for each of the home League matches will be on sale from the start of the season offering supporters the chance to purchase their tickets for a desired game well in advance across the various price points available.

Match-by-match tickets will be graded as either a 'GOLD' or 'PLATINUM' fixture. Full pricing details can be viewed below and by visiting www.lcfc.com or www.lcfcdirect.com.

Throughout the 2011/12 season LCFC will operate occasional local promotions offering a selection of discounted tickets for 'Themed Fixtures' to further encourage members of the local community to experience live football at their local Club. These fixtures will be publicised through all regular LCFC communication channels.

Memberships:

LCFC prides itself in providing a number of ways for supporters to further interact with the Club through various initiatives and Membership schemes.

The Club offers a number of membership packages for families, adults, and junior supporters of which all enable cheaper match ticket purchases throughout the season and also provide members with a closer affiliation to LCFC as a member.

Memberships are designed to provide a cost effective way of purchasing tickets

Membership information is available from www.lcfc.com and can be arranged by contacting the City Fanstore through the various communication channels. Memberships can now also be purchased through the new and improved LCFC Direct website (www.lcfcdirect.com).

Season Tickets:

As always the best way to follow the Foxes during the 2011/12 npower Championship season is with the purchase of a season ticket. This year's offering not only provides the most affordable method of ticket purchase over the course of the season, but also offers a wide range of exclusive benefits and access to a number of exclusive Club events.

Each of the exclusive Season Ticket Holder promotions will be communicated to supporters via all of the regular communication channels.

As a Club our commitment to supporters is that purchasing a Season Ticket will ALWAYS provide the very best value over the course of the season.

Full pricing details for 2011/12 season tickets can be found at www.lcfc.com or by visiting www.lcfcdirect.com.

Match Ticketing:

Full information on match-by-match ticket prices and any local promotions currently on offer can be obtained by visiting the City Fanstore in person, by calling 0844 815 5000 or visiting: www.lcfcdirect.com or the Club's official website: www.lcfc.com

Cup Match Ticketing (F.A/League Cups):

Priority tickets will still apply to Season Ticket Holders and Members for Cup fixtures for the 2011/12 season. All ticket prices will be agreed with the opposing club. On agreement of prices be it a home or away fixture, ticket pricing information will be available using the available Club media (in first instance www.lcfc.com).

Season Ticket Holders will be given priority to purchase their current seats in the event of Cup ties although should the seat be allocated to the opposition in compliance with

competition rules a suitable relocation will be granted to the season ticket holder in this event.

In the event of a smaller anticipated gate for certain Cup fixtures all areas of the stadium may not be opened, this may result in certain Season Ticket Holders being required to relocate their regular seats.

Away Match Ticketing:

Season Ticket Holders obtain preference on all away match tickets on a priority basis.

This priority system is based on the number of Away fixtures attended during the previous season as a way to further reward those whom travel the length and breadth of the country in support of the club.

The tiered scheme is on a priority of 1, 2 and 3, with 3 being available to all Season Ticket Holders.

Selling dates for all away match tickets will be published on www.lcfc.com when available.

The Club reserves the right to vary this system at any time.

Away Visitors:

The matchday experience at LCFC is not limited to those seated within the home areas of the stadium on a matchday. We acknowledge as a Club that many supporters both home and away, travel far and wide to see their club in action. We pride ourselves in endeavouring to offer the same care and attention to detail that is afforded to the home supporters throughout the season.

We are committed to offering supporters of away teams a comparable admission price compared to that of the home support and also offer an equal level of service in all aspects of what we do both inside and outside of the Stadium.

As with our own home support we endeavour to provide as inclusive an experience on a matchday as possible to all in attendance.

As a Football Club in accordance with Football League regulations we do reserve the right to organise local promotions during the season.



LCFC Refunds Policy:

In the unlikely event of any match postponement our refunds policy will take into account the following

- Replays of abandoned matches – If a match is abandoned after spectators are admitted to the ground before kick-off, ticket holders will be entitled to free admission to the re-arranged match. Should the match be abandoned after the kick-off, ticket holders will then be entitled to half price admission for the re-scheduled date.
- In the event of postponement of fixtures after half-time no refunds will be made available to ticket holders in these circumstances.

Opening Hours:

City Fanstore opening hours can be found at www.lcfc.com or www.lcfcdirect.com.

Accessibility for All:

All visitors will be given the best possible opportunity to enjoy the available facilities to their fullest with the help of our dedicated staff in and around the stadium on a matchday.

We are extremely proud of our ongoing commitment to allowing spectators from all backgrounds regardless of gender, race, age and ability to enjoy the experiences of a Leicester City first team fixture or event.

Reinforcing this commitment is the close partnerships we as a Club have developed with a number of local community groups and also the Club's very own Disabled Supporters Association (LCFC-DSA).

There are currently 186 designated wheelchair and carer spaces allowing for a wide range of viewpoints of the action with both ground level and mid-view vantage points each with fully functioning lift access points.

Our Supporter Experience Co-ordinator is available to assist with any enquiries and can be contacted by either telephoning 0116 2294555 or e-mailing fanzone@lfc.co.uk

Transport:

Getting Here

Transport links continue to be a key benefit of the location of Leicester City Football Club for supports, customers and visitors alike, with road and rail links both in close proximity to the stadium.

The main road links of the M1 and M69 motorways provide excellent access from the north and south to the City's already favourable central location. Non road users can also benefit from the great transport links with Leicester Train Station only a short distance away.

Supporters and customers living around the county boundaries and beyond will find getting here relatively hassle-free.

Directions

By Road - From North & South:

The M1 and M69 Motorways interchange at Junction 21 (M1), where you should exit and follow the signs for the City Centre via the A5460. After 3 miles turn right onto Upperton Road, go through two mini-roundabouts and take the first right down Western Boulevard and you will see the Walkers Stadium ground on your right-hand side.

By Rail:

King Power Stadium is five minutes drive or 20 minutes walk from British Rail, London Road, Leicester.

Fox Travel - Home

This section is currently being updated.

Fox Travel – Away

Your support is important both home and away, so when travelling to those away destinations we like to ensure that the journey is as hassle free as possible with our Fox Travel away service.

Each coach is hosted by one of our excellent stewards who will be there to help you on your way to and from the match.

Prices for up and coming games can be found on the Club website and the matchday magazine.

Car Parking

We acknowledge that car parking is essential for those making often long distance car journeys to a fixture or event. To assist with this we are always looking to increase the levels of car parking available to users of the Stadium through dialogue with local companies to offer further parking solutions.

The stadium itself currently houses car parking on the stadium and the nearby Filbert Street car parks on which game-by-game and seasonal spaces are available through the City Fanstore or by telephoning the Sales Centre on 0844 815 5000.

No on-site parking is available for away fans on matchdays.

Car Sharing

Car sharing is an initiative the Club would urge all supporters to look into, this not only helps with costs but also the environment. The Club itself actively promotes the notion of supporters sharing car journeys to the stadium to limit congestion and also to reduce the carbon footprints of those travelling to matches.

Information on the Leicester City Car Sharing Scheme can be found at www.lcfc.com.

City Fanstore:

The new look City Fanstore is the flagship for all official lines of LCFC merchandise, of which many can now be purchased globally through the new and improved LCFC Direct website, and throughout Thailand at all King Power Duty Free outlets.

Open 7 days a week, the City Fanstore aims to provide top quality official Leicester City merchandise at affordable prices to its customers.

During the 2011/12 season the consumer experience has been heightened with the introduction of a fully integrated ticketing and retail sales service allowing purchases to be made across an even greater range of LCFC products than ever before.

In keeping with the many improvements that have been made at King Power Stadium, the expansion of the Club's retail operation is one of the most significant. From the beginning of the 2011/12 season customers and supporters will be offered a truly unparalleled shopping experience throughout the City Fanstore.

Every aspect of the Club's retail operation has received an overall improvement leading to streamlined processes across both merchandise and ticketing for physical and online transactions.

Wherever your purchase is made we want to guarantee you enjoy first class service, whether your transaction is made in store in person, via our dedicated mail order service or online at www.lcfdirect.com.

We want our customers to be 100% satisfied with the products purchased and to reaffirm this intention a full refunds policy is in place.

What we will do for you –

- Guarantee the despatch of goods within a maximum of 14 days of the date of initial order (subject to availability of goods)
- Allow for exchange or refund within 28 days of good purchased by original method of payment should you be unhappy with your purchase (proof of purchase required). Failure to provide proof of purchase will result in items only being exchange for a credit note to the value of products retail value at the time of return.
- Ensure that the lifespan of each item of kit will be clearly indicated on the item when on display within the City Fanstore to ensure transparency on all official kit that is supplied and sold through the various retail outlets.
- Faulty items must be returned clean, items that are being worn by a supporter whilst visiting the Fanstore will not be accepted.

Non-Matchdays at LCFC:

King Power Stadium is more than just a football stadium, all year round our first class facilities are available for hire for a host of different events and conferences.

Our unique venue features 44 Executive Boxes for smaller meetings with extensive pitch facing views; conference space for 550 in the Walkers Hall; banqueting and party facilities for up to 600 guests and over 2000 square metres of exhibition space plus free car parking for up to 500 cars.

Call our dedicated events team today on 0844 815 7000 option 1 for further information, alternatively you can email us – venuesales@lfc.co.uk

Helping in the Community

Over the years LCFC has helped to raise the awareness and profile of many local charities and supporter fund raising efforts. Leicester City Football Club has been at the forefront of the local and wider reaching community in raising over £850,000 for charity thanks to the hard work of the Club's staff and loyal fans over the years.

That hard work and dedication has led to the forming of the LCFC Foxes Foundation Ltd (registered charity number 1144791) and its first initiative, the One In A Million campaign.

This season the LCFC Foxes Foundation will be assisting the following ten deserving charities, each one receiving a share of the final total amount raised for the One In A Million campaign:

- Age UK Leicestershire & Rutland
- Leicester Children's Hospital
- LOROS
- Derbyshire, Leicestershire and Rutland Air Ambulance
- PROSTaid
- Rainbows
- Royal Anglian Regiment Benevolent Fund (Lord Mayor's Appeal)
- The Harley Staples Cancer Trust
- VISTA
- Wishes 4 Kids

For the 2011/12 season we will also be working closely with the Football League in support of their own designated charity for the season 'Help a Hospice' and also through our own charity initiatives to be announced ahead of the 2011/12 npower Championship season.

A familiar sight to Leicester City supporters, we will once again be actively acknowledging Remembrance Sunday by placing embroidered poppies on all first team shirts for a designated fixture in support of the Royal British Legion's Poppy Appeal.

Our Commitment To You

LCFC will always offer the forum for supporter and customer feedback through the designated Fanzone hotline, 0116 2294555 and email address, fanzone@lfc.co.uk

All correspondence through Fanzone will be responded to within 72 hours of receipt with a full resolution whenever possible to be made within one week of the initial communication. If you are not happy with your response please e-mail the Manager, CEO & Board Office – angela.white@lfc.co.uk If you are unable to resolve your issue with the Club you can contact The Football League Customer Services Department, Operations Centre, Edward VII Quay, Navigation Way, Preston, Lancashire PR2 2YF, or e-mail enquiries@football-league.co.uk or telephone 0844 335 0183. If you are not happy with the response from the Football League you may contact the Independent Football Ombudsman, Suite 49, 57 George Street, Leeds LS1 3AJ or e-mail contact@theifo.co.uk or telephone 0800 588 4066.

Fanzone is also operational on a matchday through the dedicated text shortcode which can be used to alert our stewarding teams to any situations occurring within King Power Stadium on a matchday, use of this service is actively promoted within the pages of the matchday magazine, the video screens and across the matchday PA system. Merely use your mobile by texting 60066 starting with 'FOXES' followed by your message and our supporter service staff will monitor the situation.

Data protection:

Leicester City will maintain the privacy and security of all details that we keep on record in accordance with the Data Protection Act 1998.

We may contact supporters from time to time with information we think may be of interest about upcoming fixtures, events or new products, as well as all the latest news and exclusive competitions from the Club.

Equal Opportunities:

Leicester City Football Club prides itself in being an equal opportunities employer. Those involved in any aspect of LCFC, whether a valued member of staff, a customer or a loyal supporter, we will always endeavour to provide inclusive opportunities for all whenever and wherever possible.

Safeguarding at LCFC:

Leicester City Football Club is proud to operate within the stringent safeguarding guidelines as set out by the Football Association. All employed staff whose roles include contact with children and those under the age of 18 are all fully accredited with the relevant Criminal Records Bureau (CRB) check.

The Club can also refer to a dedicated Children's Officer to ensure that any changes in policy or procedure are also implemented to further safeguard our many employees, supporters and customers.

Contact details/opening hours:

Supporters or customers wishing to contact Leicester City Football Club can do so through the following channels –

Main Address

Leicester City Football Club, King Power Stadium Filbert Way, Leicester, LE2 7FL

Main Telephone Number – 0844 815 6000

Match tickets, season tickets, merchandise orders, memberships, Fox Travel, car parking, stadium tours, Foxes Player, PA & Video Screen matchday messages, football coaching courses, Filbert appearances.

Telephone – 0844 815 5000

E-mail – sales@lfc.co.uk

Online – www.lfcdirect.com

Sponsorship and Advertising

Telephone – 0844 815 5000

E-mail – sponsorship@lfc.co.uk

Fanzone:

Telephone – 0116 2294555

Email - fanzone@lfc.co.uk

Leicester City Football Club in the Community

Telephone – 0116 2915223

E-mail – community@lfc.co.uk

Website/Leicester City Foxes Player registration queries

E-mail – customerservices@performgroup.com

Conference and Events

Telephone – 0844 815 7000

Website – www.lcfcevents.co.uk

E-mail – venuesales@lcf.co.uk