



# SUPPORTERS CHARTER

## 1. CUSTOMER SERVICE

**1.1** The Club is committed to providing a responsive and respectful service to all supporters. We aim to acknowledge and respond to all reasonable contact within **seven days**.

**1.2** The Club normally responds by email or telephone. Where a supporter requests a written response, one will be provided wherever reasonably possible.

**1.3** Supporters with a customer service enquiry, comment or complaint should contact the Club via **info@caledonianbraves.com**. All enquiries will be directed to the appropriate member of staff for response.

**1.4** Overall responsibility for customer service sits with the Club's senior management team.

**1.5** All complaints will be recorded. The name of the supporter (where provided), contact details, date, time and nature of the complaint will be logged, together with details of the response and any remedial action taken.

**1.6** If a supporter is dissatisfied with the response provided, they may request that the matter be reviewed by the Club's senior management. Where appropriate, supporters retain the right to refer matters to the Scottish Football Association in line with its published procedures.

## 2. SERVICE PROVISION OBJECTIVES

The Club will seek to ensure that:

**2.1** Everyone receives equality of consideration when seeking to access or use the services provided by Caledonian Braves.

**2.2** General information regarding the services offered by Caledonian Braves is made publicly available through the Club's official communication channels.

**2.3** Supporters are kept informed of fixture changes, kick-off times and other relevant matchday information through appropriate and timely communication.

**2.4** Supporters are made aware of the Club's customer service arrangements and how to raise a concern or complaint should they feel they have been treated unfairly.

**2.5** Complaints and service-related concerns will be investigated promptly and fairly, and responded to within a reasonable timeframe.

## 3. SUPPORTER INFORMATION

Caledonian Braves will:

**3.1** Keep supporters informed on a regular basis about Club news, fixtures and relevant updates through the Club's official communication channels.

**3.2** Communicate material changes affecting supporters, including operational or organisational changes, in a timely and appropriate manner.

**3.3** Publish its position on major policy matters that materially affect supporters.

**3.4** Publish details of pay-at-the-gate admission prices and season ticket pricing.

**3.5** Offer and publish an appropriate concessionary pricing policy.

**3.6** Publish its policy relating to postponed and abandoned matches.

**3.7** Publish its approach to visiting supporter seating allocation where applicable.

**3.8** Publish information on the availability of accessible seating and any relevant arrangements for carers.

#### **4. CALEDONIAN BRAVES STAFF CONDUCT**

**4.1** All staff and volunteers, whether full-time, part-time, contracted or working on a matchday basis, have a responsibility to act as ambassadors for Caledonian Braves and to treat all supporters with courtesy, fairness and respect.

**4.2** The Club is committed to briefing staff and volunteers on key operational and matchday matters so that they are able to assist supporters appropriately. Where an individual is unable to resolve a query, the matter should be referred to a supervisor or appropriate Club contact for follow-up.

**4.3** Supporters who have a concern regarding the conduct of a member of staff or volunteer should raise the matter via **info@caledonianbraves.com**, where it will be reviewed and addressed appropriately.

#### **5. SUPPORTERS' CONDUCT**

**5.1** The Club recognises that positive support, including cheering, chanting and singing that is non-abusive, plays an important role in creating a welcoming and enjoyable matchday atmosphere.

**5.2** The Club will take action to prevent behaviour that jeopardises the safety, enjoyment or dignity of others, or that brings the Club into disrepute. This includes, but is not limited to:

- (a) throwing any object onto the pitch or into spectator areas
- (b) entering the playing area at any time without authorisation
- (c) sectarian, racist, discriminatory, abusive or obscene chanting or behaviour, whether in person or online

**5.3** Where the Club becomes aware of a person having been convicted of a football-related offence, or having committed a serious breach of the Club's Ground Regulations or this Charter, it may, in consultation with the relevant authorities where appropriate, impose a Club ban. Each case will be considered on its own merits, and any sanction applied will be proportionate to the severity of the offence or breach.

Chris Ewing  
Chief Executive Officer  
**February 2026**