



SUPPORTERS' CHARTER

INTRODUCTION

St Johnstone Football Club (The Club) recognises, and is proud of, the special relationship that exists between the Club and its supporters. It also fully acknowledges and respects the significant and invaluable contribution that supporters make to the life of the Club.

The Club aims to provide the best possible service to all of its supporters and endeavours to ensure that all supporters attending McDiarmid Park, or through their interactions with the Club, have a positive experience. In addition, the Club will ensure all policies and practices are open, accessible, and communicated in a timely and effective manner to supporters.

This Supporters Charter sets out the Club's principal commitments to fans and how these are delivered.

CLUB VALUES AND PHILOSOPHY

The Club will, at all times, strive to provide value for money in all areas of its business, will seek to achieve the highest level of service, and will treat all customers with respect and courtesy.

The Club's philosophy is based on values and integrity and aspires to combine success on the pitch, excitement in the stands, and service to the community. Our philosophy is reflected in the Club motto: "One Club, One City, One Community."

The Club recognises and values the importance of supporters and will endeavour to listen to their views throughout the season and, where practical, involve our official fan groups in key decisions impacting the overall wellbeing of the Club.

CONSULTATION, COMMUNICATION, AND SUPPORTER ENGAGEMENT

The Club undertakes to consult and communicate with its supporters on a regular basis through whatever 'collective groups' may be available (e.g., supporters' clubs, shareholders, Fans Forum, etc.). It will publicise its position on major policy issues, in an easily digested format on the Club website, in the Club match-day programme, through social media channels, and/or other available media. The Club will continue to explore and develop further effective ways to consult with its supporters, shareholders, sponsors, the local authority, and other interested parties.

LINKS WITH THE LOCAL COMMUNITY

The Club recognises that it holds a special position within the local community and has a responsibility to initiate and promote community-based schemes and facilities, and to enhance the image and reputation of Perthshire and its



communities. The Club will fulfil this responsibility through its charitable affiliate, The St Johnstone Community Trust (Saints in the Community) and numerous other charitable and social endeavours.

ACCESSIBILITY AND EQUALITY

The Club strives to ensure that all supporters enjoy an environment in which their rights, dignity, and individual worth are respected and valued. In particular, all supporters should be able to be involved and participate, without the threat of discrimination, intimidation, victimisation, bullying, harassment, or abuse. All supporters should have a genuine and equal opportunity to participate to the full extent of their own ambitions and abilities, regardless of their age, sex, gender identity, disability, marital or civil partnership status, pregnancy or maternity, religion, race, socioeconomic status, or sexual orientation.

The Club is committed to ensuring that access to its facilities are as easy and straightforward as possible for all supporters, regardless of their abilities. Several adjustments have been made, and continue to be made, to ensure that any supporters with additional needs (including their carers/companions where appropriate) enjoy a comfortable, enjoyable, and respectful visit to McDiarmid Park. Details of our disabled facilities can be obtained by phoning 01738 455000 between 9.30am-5.00pm, Monday to Friday or by emailing DAO@perthsaints.co.uk.

The Club continues to strive for wider access to matches by offering a range of ticket prices, with reductions for the young and the aged, those over 65. Where practicable, free entry for accompanied Under 13s is a cornerstone of the Club's current admission policy.

MATCH-DAY

The Club is committed to delivering an excellent and enjoyable match-day experience for all supporters (and for those from the visiting clubs) by providing high-quality service through its turnstile staff, catering outlets, stewards, and all other staff employed on match days. The Club strives to ensure everyone coming to our matches feels safe and free from harm or abuse.

The Club appreciates, and is proud of, the colourful, enthusiastic, and vocal backing that it receives from its supporters, and encourages such activity, so long as it is not illegal, unruly, offensive, or abusive. The Club is acutely aware, and accepts, that the behaviour of its supporters, both home and away, directly impacts on the reputation of the Club. The Club fully endorses the Scottish Professional Football League (SPFL) initiative on Unacceptable Conduct, and accepts that any misbehaviour on the part of its supporters could result in various sanctions being imposed on the Club by the game's governing bodies. Any supporter witnessing any behaviour that may pose a risk to the Club's reputation or financial resources, should immediately report the incident to an on-duty steward, a member of the Club staff, or through the online reporting QR code, as soon as possible, in order that appropriate action may be taken.

The Club will not tolerate unacceptable behaviour and reserves the right to impose sanctions on any individual, or group of supporters who bring the Club's name into disrepute. Permanent or temporary bans from McDiarmid Park is one available sanction.

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CLUB STAFF

All Club staff, whether full-time, part-time, or employed on a casual basis on match days, have a duty to act as ambassadors for the Club, and are expected to conduct themselves in a professional, courteous, and responsive manner in all dealings with supporters and other customers. All staff will endeavour to quickly address and answer any supporter queries or concerns. If they are individually unable to answer the supporter query they will refer the matter to their supervisor or a relevant colleague from another department. The Club is committed to briefing colleagues on key issues so that they are sufficiently knowledgeable to be able to directly answer as many queries as possible and practical.

MERCHANDISE

The Club will endeavour to ensure that both home and away kits have a minimum lifespan of one season and a maximum lifespan of two seasons. Training kit will be changed annually. The Club will, from time to time, issue a third kit, which may be in support of local charities if allowed by sponsor agreements. The above is subject to change in the event of a new Club and/or equipment sponsor.

The Club needs the proceeds of merchandise sales to thrive and succeed. As such, the sale of non-Club merchandise at McDiarmid Park is prohibited. If you seek to sell non-Club merchandise at the McDiarmid Park, you must seek permission from the Club and such permission is likely to be denied.

CUSTOMER SATISFACTION / COMPLAINTS

The Club will strive to provide value for money in all areas of its business, seeking to achieve the highest level of service and treating all customers with respect and courtesy.

The Club will respond promptly to any contact from customers. To avoid confusion and delay, any complaints should be made in writing as this will ensure that a thorough investigation, together with a documented record, is established. Oral complaints (by telephone or in person) will be responded to courteously, but confirmation in writing of the complaint will be requested for the reasons stated above. Email communication is acceptable for this purpose.

Any complaints should be addressed to:

St Johnstone, F.C.
McDiarmid Park
Crieff Road, Perth, PH1 2SJ
Telephone number: 01738 459090
Email: enquiries@perthsaints.co.uk

The Club will respond to written complaints as quickly as possible. If it is not possible to resolve the matter immediately, an acknowledgement of the letter of complaint will normally be sent within three working days of receipt. Depending upon the nature of the complaint or the complexity involved, the Club will endeavour to forward a full

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response within 14 days of receipt.

If you feel that your complaint has not been handled promptly and efficiently by the department concerned then recourse is again in writing to the Chief Executive Officer Francis Smith.

The Club will maintain a record of all written complaints received and use the information provided by this record as part of its programme to continuously monitor and improve its services.

Any general queries or enquiries relating to supporter issues, can be directed to the Club's dedicated Supporter Liaison Officer (SLO) Beverley Mayer, by telephone on 01738 459090, or by email to beverleymayer@perthsaints.co.uk.

PERSONAL DATA

The Club takes seriously its data storage and management responsibilities and ensures that supporter data is protected in line with relevant data protection legislation.

CONCLUSION

St Johnstone is rightly known as the football club with the biggest heart in Scotland and that starts with our mutual respect and caring for each other, Club and supporters. We the Club promise to have your back at all times, and we expect the same from all supporters towards each other and the Club.

McDiarmid Park, Crieff Road, Perth, PH1 2SJ
Tel: (01738) 459090 **Ticket Office:** (01738) 455000
Email: enquiries@perthsaints.co.uk
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