



**SWANSEA CITY ASSOCIATION FOOTBALL CLUB  
LIMITED**

**COMPLAINTS POLICY**

## 1. INTRODUCTION

Swansea City Association Football Club Limited's (Swansea City AFC) is committed to delivering excellent customer service and maintaining a continual awareness of supporter concerns. This policy is designed to provide clear and transparent guidance on the way in which we receive and handle complaints made against the Swansea City AFC's services, products, partners and employees. The policy supports our overarching commitment to excellence, fairness, transparency and continual improvement.

## LEGISLATION AND STATUTORY GUIDANCE

Any complaints handled by Swansea City AFC will be considered in accordance with the following legislation and statutory regulations:

- Data Protection Act 2018
- Consumer Protection Act 1987
- Consumer Contracts Regulations
- Equality Act 2010

## 2. COMPLAINT HANDLING PROCESS

### 2.1 MAKING A COMPLAINT

Any person or organisation (the complainant) who is dissatisfied with a product or service provided by Swansea City AFC for any reason, may contact Swansea City AFC to complain. Swansea City AFC defines a complaint as an expression of dissatisfaction made to the company, relating to its products or services, or the complaints-handling process itself, where a response or resolution is explicitly or implicitly expected.

Where possible, complaints should be made in writing so that the details of the complaint are clear and concise. Please contact the following for all customer complaints:

Hayley Ford

Head of Supporter Services

[support@swanseacity.com](mailto:support@swanseacity.com)

When making a complaint, please explain your concerns and/or experience with as much relevant detail as possible. Remember to tell us what action you have already taken (such as making an informal complaint) and what you would like to happen, as well as current contact details so we can keep you informed throughout the process. The more information provided; the better Swansea City AFC are able to investigate the complaint.

## 2.2 ASSISTANCE WITH A COMPLAINT

Swansea City AFC is committed to mitigating barriers to making a complaint and providing a complaint service which is accessible to members of the public that may require additional assistance. To this end, the below lists some of the adjustments we can offer throughout the process:

- Offices which are accessible to wheelchairs and to people with mobility impairment for those wishing to complain in person.
- Assistance to help complainants with reading or writing difficulties to formulate and lodge complaints.
- Provide this document and all complaint correspondence in large print or audio formats for people with visual impairments.
- Accept complaints on behalf of people with intellectual impairment from representatives. If you require additional assistance beyond the above adjustments, please do not hesitate to let us know.

## 2.3 ACKNOWLEDGEMENT OF COMPLAINTS

We are committed to acknowledging all complaints within 3 working days of receipt. Once a complaint has been received, we will undertake an initial review of the complaint. Hereafter, Swansea City AFC will endeavour to resolve the complaint within four weeks of receiving the complaint. Where we identify the investigation may exceed four weeks, then we will advise you of this in the initial acknowledgement or with an interim update.

## 2.4 RESPONSE TO A COMPLAINT

Once we have reviewed your complaint, we will provide you with a response. If you are dissatisfied with our response, you have the right to ask for reconsideration of the response by a more senior member of staff. Such a request should be made in writing and sent by post or email to the original correspondence address.

Hereafter, once your complaint has been reconsidered and a decision made, we will provide you with a written response. In the event the original decision is upheld, or you are provided with an alternative response, but you remain dissatisfied with this, then you should write to us again to notify us of your dissatisfaction.

If we have reached our final position concerning the complaint, we will write to you to notify you that we will not progress the complaint further. Should you still feel dissatisfied at this point, you can contact the Independent Football Ombudsman (IFO) who will consider accepting the complaint. More information about the IFO and their Terms of Reference is available via their website [www.theifo.co.uk](http://www.theifo.co.uk). Alternatively, you can contact them on the details below:

The Independent Football Ombudsman  
Premier House, 1-5 Argyle Way, Stevenage SG1 2AD  
([www.theifo.co.uk](http://www.theifo.co.uk))

## 2.5 COMPLAINANT BEHAVIOUR

Swansea City AFC understands that complainants may sometimes make contact in a distressed state and that complaints can be emotive. For this reason, complainants can expect Swansea City AFC staff to be courteous and respectful to everyone throughout the process.

However, in the event a complainant seeks to engage with staff in a confrontational and unacceptable manner, we reserve the right to refer the case to an alternative member of staff or to not progress with your complaint. Hereafter, if the complainant's behaviour does not improve then Swansea City AFC may reject the complaint(s) without further consideration.

Swansea City AFC staff are not expected to tolerate the following unacceptable behaviour including, but not limited to:

- The use of abusive, offensive, aggressive, discriminatory or foul language in conversation or correspondence with staff
- The harassment and intimidation of staff - verbal or otherwise
- Persistent and/or unreasonable demands to speak with a member of staff
- Vexatious pursuit of a complaint

## 2.6 STATUTE OF LIMITATIONS

Whilst there is no time limit on making a complaint, it is best to do it as quickly as possible after the incident/s occurred. A significant lapse in the time period between the incident itself and the formal lodging of a complaint may impact on the feasibility of an investigation or the reliability of an investigation's outcome, due to personnel changes and reduced recollections.

## 3. SCOPE OF POLICY

### 3.1 FEEDBACK

Swansea City AFC recognises that, at times, complaints may not require a resolution or formal follow-up, but can be a form of negative feedback which should be recorded. Swansea City AFC welcomes such feedback as a valuable tool, although please be advised this policy does not apply to feedback of this nature.

### 3.2 COMPLAINTS ABOUT STAFF

If a customer wishes to bring a complaint against a member of staff, or multiple staff members, then an alternative process may be used to the one set out in this policy. This is due to the potential involvement of the company's Human Resource Manager who may oversee the complaint.

Customers will always be informed whether an investigation of employee(s) has supported or refuted their complaint and any details that directly affect them (such as any agreed redress).

However, regrettably Swansea City AFC will not divulge any information relating to the member of staff, particularly any action it may take as an employer such as details of disciplinary action, in respect of the individual member of staff. This is classed as restricted information and is kept private between the individual concerned, the staff member's line manager and the company's HR manager. Please rest assured that Swansea City AFC takes all complaints extremely seriously, and where applicable it may use complaints as a form of training for employees. Should your complaint be used as a training case study for employees, your identity and details, from which you may be identified, will be withheld to protect your anonymity.

### 3.3 COMPLAINTS FROM A THIRD-PARTY

Swansea City AFC will only accept complaints from the person who is personally affected by the issue or grievance. However, if for any reason you are unable or unwilling to act for yourself, Swansea City AFC may accept a complaint from:

- A legal or other adviser; or
- A family member or other personal representative.

The person affected must confirm explicitly in writing that they are consenting for the representative to act for them.

### 3.4 RETAIL COMPLAINTS

Swansea City AFC also offers alternative governing terms and conditions relating to the supply of any products listed on our website ([www.swanseacity.com](http://www.swanseacity.com)) or those available to purchase in-person from Club store. These operate in accordance with the Consumer Rights Act 2015 and anyone wishing to make a complaint concerning merchandise and products should consult these Terms and Conditions to understand their rights and seek a resolution prior to lodging a complaint.

### 3.5 PARTNER COMPANY INVOLVEMENT

Due to the interlinked operations of Swansea City AFC with its partner company –Compass/Levy - it is not uncommon for a complaint to be lodged with Swansea City AFC which relates to an incident or grievance within the remit of these partner organisations.

Should the complaint be lodged with Swansea City FC, but intended for a partner company, Swansea City AFC will advise you of the appropriate route in which to lodge your complaint direct.