



Milton Keynes Dons Football Club

# Customer Charter.

Milton Keynes Dons Football Club is committed to providing its supporters with excellence in both customer service and stadium facilities, as well as creating an ongoing consultation process to involve supporters in decisions that affect them most through our newly designed Supporters' Board.

The Club will publicise its position on major policy issues via one or more of the following routes: the official website, matchday supplement, emails and official social networking sites.

Additionally, there are methods to help supporters raise concerns or issues and procedures for staff to respond to such concerns and these methods and procedures are detailed within this Charter.

This Charter incorporates all areas of the business ranging from Customer Services to Equality, Diversity and Inclusion policies.

## Our Policy

Our Customer Service contact is:

Oona Carmichael  
Milton Keynes Dons FC  
Stadium MK  
Stadium Way West  
Milton Keynes  
MK1 1ST

The customer services contact can be reached by email on [customer.services@mkdons.com](mailto:customer.services@mkdons.com) or by phone on 01908 622901 between the hours of 10am – 4pm Monday-Friday. In the absence of the Customer Service contact, another member of staff from the Club will respond on behalf of the Customer Services contact.

## Compliments and complaints procedure

We welcome supporters' compliments or complaints about our services. The Club will reply to any written communication received by its Customer Services operation within 10 working days. Should it not be possible to resolve the matter in this time, we will send a letter explaining what steps are being taken and when a full response could be expected. If the supporter or customer is unhappy with the reply, they can refer the matter to the Director of the Club responsible for complaints, who will reply within 10 working days of the issue being referred to him or her.

If the supporter or customer remains unhappy, they can refer the matter directly to The Independent Football Ombudsman (IFO) at the following contact details:

The Independent Football Ombudsman  
Premier House, 1-5 Argyle Way  
Stevenage  
Hertfordshire  
SG1 2AD

Email: [contact@theifo.co.uk](mailto:contact@theifo.co.uk)

Phone: 03301654223

Details of the IFO process can be found here: <https://www.theifo.co.uk/complaints.html>

## **Staff conduct**

All staff, whether full-time, part-time, casual or agency employed on matchdays, have a duty to act as ambassadors for Milton Keynes Dons Football Club.

If a supporter encounters a problem with any member of Milton Keynes Dons Football Club staff or agency staff, the matter should be referred in accordance with the procedures outlined above.

MK Dons is committed to briefing staff on key issues so that they are sufficiently knowledgeable to be able to directly respond to most supporter queries or concerns. If a member of staff is individually unable to answer the supporter query, they will refer the matter to their supervisor, or the Customer Services contact and the supporter will receive a response in line with the guidelines outlined above.

## **Supporter conduct**

The Club encourages supporters to express their passion and support for their team at Stadium MK at opposition stadia and other Dons events or facilities in a safe, secure, and enjoyable environment. The Club is therefore committed to preventing people from behaving in a manner likely to jeopardise the safety or enjoyment of others, or to bring discredit on the Club or the community of Milton Keynes. If the Club considers that a supporter or person has been behaving in such a manner, they will decide as to which of the following procedures and/or sanctions the supporter will be subject to as follows:

Any supporters suspected of an offence or breach of Ground Regulations may be invited to attend a meeting with a Club Director and the Head of Safety and Security from the Club. Depending on the severity of the offence, they may consider a range of sanctions against the supporter, in line with the [EFL Supporter Sanctioning Guidance document](#).

If the Club becomes aware of any person having been convicted of a football-related offence (whether at the Club's ground or otherwise) or having been in serious breach of any of the Club's Ground Regulations, it will, in consultation with Thames Valley Police or the relevant Police Authority in the case of an away game, make a decision as to whether that person should become subject to a Club ban. If the Club considers that a supporter or person has been behaving in a manner likely to jeopardise the safety or enjoyment of others or may bring discredit on the Club or the community of Milton Keynes at home or away fixtures, it will decide as to whether that person should become subject to a Club ban.

Each case will be judged on its own merits and the length of any ban will depend on the severity of the offence and/or the breach of the Club's Ground Regulations. The individual will be invited to a meeting to receive the reasons for the ban and given the opportunity to set out any mitigating circumstances.

The Club is one of 72 EFL clubs which signed up in 2017 to a Chairpersons' Charter to help put an end to the dangerous use of pyrotechnics, which include smoke bombs, flares and fireworks within EFL football grounds.

Any supporter discharging, attempting to discharge or attempting to bring pyrotechnics into Stadium MK will be subject to a minimum three season ban in line with the EFL Chairpersons' Charter. Clubs are permitted the flexibility to reduce the length of the Club ban should an offender recognise the danger of their actions.

The Police may be informed of such incidents and consideration given to a prosecution and subsequent banning order, where sufficient evidence is forthcoming of a criminal offence.

Any person made subject to a Club ban will have the right to appeal to a Committee of Arbitration comprising of a MK Dons Board Director, a trustee of the Milton Keynes Dons Sport and Education Trust and a committee member from the Supporters' Board.

The Club will publicise its position on major policy issues via one or more of the following routes: the official website, matchday supplement, emails and official social networking sites.

## **Communications**

The Club is committed to a consultative process with its supporters on decisions that affect them most. During the Pandemic we developed a very effective Ticket Working Group consultation, which culminated with a White Paper.

As a result, we have established a Supporters' Board which will have the following membership:

A. The Board consists of a maximum of ten (10) supporter members, all of whom will be Milton Keynes Dons Football Club Season Ticket Holders or members, selected either as the nominee of an accredited supporters' group or via the nomination and application process. It is our intention that the Board will reflect the diversity of our supporter base.

B. Three nominees will be drawn from the following accredited supporters' groups:

C. Milton Keynes Dons Supporters Association (2)

D. Dons Action

E. Nominations for the remaining spaces from the wider fanbase will come from the following categories:

General Admission (2)

Club Red

Hospitality

Disability

Under 16 (2) – selected from our MK Dons SET Young Dons Board

The nomination and application process consists of supporters applying on the Club website via a form containing their personal details and their reason(s) for applying. Supporters can nominate themselves or may nominate a fellow supporter.

Every meeting will be confidential, but meeting minutes covering non-confidential matters will be published online following the conclusion of every meeting and will be available for public review.

## **Ticketing**

The Club is committed to the principle of maximising revenue to ensure the future of the Club by encouraging high attendances. A range of prices will apply to reflect demand in different areas of the ground, encourage supporter growth and to encourage families to attend.

## Pricing

Existing Season Ticket Holders will have the opportunity to renew their Season Tickets at the best possible price.

As well as offering Season Ticket Holders savings on match ticket prices, the Club also offers the opportunity to spread the cost of the Season Ticket, interest free, through a monthly payment scheme via a direct-debit agreement.

## Concession Tickets

Concession tickets are available in all general admission areas of the ground to supporters aged over 65, Under 25, Under 21, Under 14 and Under 7. Additional concession prices apply in the Family and Community areas for Under 7. Concession Qualifying Dates for the 2023/24 season are as follows:

Over 65: Born on or before 30/04/1958

Under 25: Born on or after 01/09/1998

Under 21: Born on or after 01/09/2002

Under 14: Born on or after 01/09/2009

Under 7: Born on or after 01/09/2016

When applying for tickets for the first time it will be necessary to provide proof of age.

## Refunds and Returns

A full refund may be given to any supporter returning a complete matchday ticket if it is returned no later than 24 hours before the match kicks-off. The matchday ticket must be returned to the Box Office and the refund is offered at the Club's discretion.

## Supporters with a Disability

The Club's Customer Services contact for all supporters with disability is Andy Standen, who can be reached on 01908 622899 or [andy.standen@stadiummk.com](mailto:andy.standen@stadiummk.com)

Supporters with a disability who are in receipt of any level of Personal Independent Payments (PIP) are entitled to be accompanied by a free personal assistant throughout the season.

Wheelchairs, kindly provided by the MKDSA, are available for supporters and customers to use on matchdays. They are available by contacting stewards at Gate 5.

A Changing Places toilet is located at Gate 6 and is available to both home and away supporters.

Soccersight sets, suitable for visually impaired supporters, are also available and should be ordered from the Box Office.

Existing disabled Season Ticket Holders will have the opportunity to renew their disabled Season Tickets at the best possible prices. The Club will also offer disabled supporters the option to spread the cost of their Season Tickets on the same terms as all other supporters.

A limited number of allocated matchday car parking spaces are available for supporters with a disability, and these should be pre-booked by following this link: <https://parkthecarhere.com/mkdons>

## **Ticket allocation**

The Club will limit Season Ticket sales so that at least 10% of home supporters' seats (and at least 15% in Family Areas) is set aside for sale on a match-by-match basis.

If any areas of the ground are closed for whatever reason, then Season Ticket Holders will be relocated to a part of the ground with equivalent facilities.

The Club will provide a membership scheme allowing supporters to obtain ticket discounts for EFL home League matches if purchased in advance of matchdays.

## **Away matches**

From time to time the Club may receive a restricted allocation of tickets for its away matches where it believes that demand will exceed supply. In this instance, the Club will advise supporters through the Club supplement, Club website and social media channels and will apply the following priority by category policy:

- CATEGORY 1: Supporters who have opted into the Away Membership service.
- CATEGORY 2: Season Ticket Holders who are registered on our Club database, who have attended four away games in the past 12 months.
- CATEGORY 3: All other Season Ticket Holders and Club members who are on the Club database.
- CATEGORY 4: General sale.

When a category becomes oversubscribed, a ballot will take place for applications in that category (with the exception of Category 4 - general sale - which will be on a first-come first-served basis).

Again, the deadlines for each category level will be advised through the matchday supplement, Club website and social media channels.

## **Cup competitions**

The Club will provide a membership scheme allowing supporters to obtain ticket discounts for EFL home League matches if purchased in advance of matchdays.

For home cup matches, including replays, the club may decide to close parts of the ground where a low attendance is expected.

The following priority booking process will generally take place:

- 1.** Season Ticket holders will have one week from date of sale of tickets to reserve their seats.
- 2.** Members will be given three days to claim their tickets on a one per member basis.
- 3.** After this, tickets will go on general sale and may in some cases be limited to a specific number per person.

If timescales (e.g cup replays) prevent the above process from being operated, then the Club reserves the right to publish a revised process through the usual channels. Full details of our ticket prices and purchasing information are available at [www.mkdons.com](http://www.mkdons.com)

## **Away match coach travel**

This season the Away Coach Travel will be operated by the Milton Keynes Dons Supporters Association, who will be adopting the Club's previous Away Travel Policy. Details available on [www.MKDSA.org.uk](http://www.MKDSA.org.uk).

However, the Club from time to time may provide an official Club travel service to its away matches. Where the Club provides such a travel service and the minibus or coach fails to reach the match due to mechanical breakdown, then paying passengers will be entitled to a full refund. Where the Club provides such a travel service and the minibus or coach fails to reach the match in time for kick off due to mechanical breakdown, then the passengers will be entitled to a part refund, the value of which to be determined on a match-by-match basis.

Where the Club provides such a travel service and the minibus or coach fails to reach the match or arrives after kick off due to traffic congestion, weather conditions or circumstances other than mechanical breakdown which are beyond the Club's reasonable control, then a refund is available via credit note.

## **Accommodating away supporters**

Milton Keynes Dons Football Club abides by the English Football League and FA Regulations governing the allocation of tickets to visiting clubs. Admission prices to away supporters will be no higher than those charged to home supporters in comparable seats. In particular, concessionary rates for casual tickets offered to concessions and disabled supporters will apply to supporters of a visiting Club.

## **Refunds and returns**

Milton Keynes Dons Football Club abides by the English Football League and FA Regulations governing the allocation of tickets to visiting clubs. Admission prices to away supporters will be no higher than those charged to home supporters in comparable seats. In particular, concessionary rates for casual tickets offered to concessions and disabled supporters will apply to supporters of a visiting Club.

- If a match is postponed or abandoned at anytime before the start of the second half, it will result in either a free admission to the rearranged game on production of valid ticket counterfoil or a full refund
- Match abandoned after start of second half will result in half-price admission to rearranged game (original ticket counterfoil to be retained).

In cup ties, the Club reserves the right to vary its policy as ticket arrangements will need to be mutually agreed between the competing clubs.

## **Lost or stolen season tickets**

Should a Season Ticket Holder forget to bring their Season Ticket card ticket for the game, a duplicate day ticket may be obtained at the discretion of the Box Office.

Lost or stolen Season Ticket cards should be reported immediately to the Box Office and a replacement card will be issued at a charge of £25 per ticket unless a Police crime reference number is provided.

## Data protection

The Club recognises its responsibilities with reference to the privacy of all customer information held on our databases. All information is stored confidentially in accordance with the General Data Protection Regulations (GDPR) and no data is issued, shared with third parties unless provided for under GDPR, or used in any way without prior opt-in consent.

## Merchandise

### 4. KIT CYCLES

The Club will change its playing strips each year.

### 5. RETURNS OR REFUNDS

Club shirts and other products are now sold by Castore in their store situated within the Box Office and are subject to their terms and conditions which can be found [here](#).

## Stadium food and drink concessions

Any customer who is not completely satisfied with any item purchased from any of the Club's concessions within the stadium and has a reasonable reason for complaint will receive a replacement item to the same value, which will be of the customer's choice.

## Smoking

Stadium MK operates a strictly smoke free policy within the stadium. Smoking - including cigarettes, pipes, cigars, herbal cigarettes, e-cigarettes and any other substance (whether containing tobacco or not) - is prohibited.

## Equality, diversity and inclusion

At Milton Keynes Dons FC we place equality and diversity at the heart of our culture, and we want to ensure that the organisation and its stadium is accessible for everyone. We believe that people should not receive unfair treatment or behaviour in relation to sex, sexual orientation, age, gender reassignment, race, religion or belief, disability, marital status or civil partnership, or pregnancy or maternity (Equality Act 2010).

The Club will not tolerate any form of harassment or other discriminatory behaviour, whether physical, verbal or online, and will work to ensure that such behaviour is met with appropriate disciplinary action in whatever context it occurs. Please be advised that such behaviour could result in arrest, eviction and/or a stadium ban.

Milton Keynes Dons FC will challenge any inappropriate language or behaviour. Any incident or complaint can be reported using the Complaints Procedure which can be found under the policy section of the club's website. Alternatively, any form of discrimination in football can be reported to Kick It Out on freephone number 0800 169 9414 or emailed to [report@kickitout.org](mailto:report@kickitout.org).

The Club supports the EFL and the Football Association in their commitment to develop a programme of ongoing training and awareness raising events and activities, in order to promote the eradication of discrimination.

Milton Keynes Dons FC achieved the required EFL Code of Practice and is now working towards renewing it. Our designated games for Kick it Out and Level Playing Field are part of our ongoing work. This applies to our supporters, stakeholders and staff. A copy of the Equality, Diversity and Inclusion Policy Statement can be viewed [here](#). The Club's Equality, Diversity & Inclusion Manager is John Cove who can be contacted on [john.cove@mkdons.com](mailto:john.cove@mkdons.com) or 01908 622590.

## Safeguarding

MK Dons Football Club acknowledges and accepts it has a responsibility for the well-being and safety of all children, young people and Adults at Risk who are under the Club's care or utilising the Club's facilities. It is the duty of all adults working at the Club to safeguard the welfare of these groups of people by creating an environment that protects them from harm.

We acknowledge that everyone who plays or participates in football should be able to take part in an enjoyable and safe environment and be protected from poor practice and abuse. MK Dons Football Club recognises that this is the responsibility of every adult involved in our Club whether they are volunteers, match officials, helpers on club tours, football coaches, Club officials or medical staff.

All current staff and volunteers who are regularly caring for, supervising, training or being in sole charge of children, young people and Adults at Risk will be DBS checked.

## Community activities

The Club recognises that it has an important role to play in the local community and continues to work closely with the Milton Keynes Dons Sport and Education Trust to ensure that our common goals are met. young people and Adults at Risk will be DBS checked.

## MK Dons Charitable Policy

Charitable donations are an integral part of the MK Dons community programme. We are pleased to provide in-kind donations (but no monetary contributions or sponsorships) to a wide variety of charities, non-profit agencies, community organisations, youth sporting groups and schools. The following information details our procedures and guidelines regarding such donations:

### Procedures

The policy for the 2023/2024 season is to consider requests from organisations which are local (within 45 minutes driving time of Stadium MK) and will benefit children of school age through sport related activities or other health and wellbeing related causes. No donations will be made to individuals or made via the means of cash. Donations will usually take the form of a Family Voucher.

All donation requests must be submitted in writing at least six (6) weeks in advance of the event. No telephone requests will be accepted. Written requests must be submitted on the organisation's official letterhead and include:

- a. Organisation's name, address and charity number (where applicable).
- b. Contact name, mailing address and phone number.
- c. Type of event/programme.
- d. Day, Date, Time.
- e. Event location.
- f. Beneficiary of the funds raised.

Please mail written request and donation request form to:

Charitable Donations  
Milton Keynes Dons Sport and Education Trust  
Stadium MK  
Stadium Way West  
Milton Keynes  
MK1 1ST

A copy of the Ground Regulations can be found on the MK Dons website, or by [clicking here](#)

## Key Contacts

### Club Address:

MK Dons Football Club  
Stadium MK  
Stadium Way  
Milton Keynes  
MK1 1ST

Website: [www.mkdons.com](http://www.mkdons.com)

Customer service contact: 01908 622901

## General Enquiries

Email: [info@mkdons.com](mailto:info@mkdons.com)  
Phone: 01908 622933

## Customer Complaints

Email: [customer.services@mkdons.com](mailto:customer.services@mkdons.com)  
Phone: 01908 622901

## Company Secretary

Ryan Gawley  
Email: [ryan.gawley@mkdons.com](mailto:ryan.gawley@mkdons.com)

## Group Sales Director

Andy Gibb  
Email: [andy.gibb@mkdons.com](mailto:andy.gibb@mkdons.com)

## Supporter Liaison Officer

Oona Carmichael  
Email: [ona.carmichael@mkdons.com](mailto:ona.carmichael@mkdons.com)

## Disability Liaison & Head of Safety and

### Security

Andy Standen  
Email: [andy.standen@stadiummk.com](mailto:andy.standen@stadiummk.com)

## MK Dons Supporters Board Contact

Secretary  
Email: [mkdonsfb@outlook.com](mailto:mkdonsfb@outlook.com)

## Head of Communications

Antoni Fruncillo  
Email: [antoni.fruncillo@mkdons.com](mailto:antoni.fruncillo@mkdons.com)

## Commercial Operations Manager

Rachel Brockway  
Email: [Rachel.Brockway@mkdons.com](mailto:Rachel.Brockway@mkdons.com)

## Box Office

Email: [box.office@mkdons.com](mailto:box.office@mkdons.com)  
Phone: 01908 622933

## Club Superstore

Email: [conciierge@shop.mkdons.co.uk](mailto:conciierge@shop.mkdons.co.uk)  
Phone: 01908 622933

## MK Dons Sport and Education Trust Chief

### Executive

Maralyn Smith  
Email: [maralyn.smith@mkdonsset.com](mailto:maralyn.smith@mkdonsset.com)

## MK Dons Sport and Education Trust

### (MK Dons SET)

Website: [www.mkdonsset.com](http://www.mkdonsset.com)  
Email: [information@mkdonsset.com](mailto:information@mkdonsset.com)  
Phone: 01908 622888

## MK Dons and stadium policies

To read our MK Dons Policies, please follow this link:  
<https://www.mkdons.com/club/club-policies/>

To read our Stadium MK Policies, please follow this link:  
<https://www.stadiummk.com/policies/>

## MK Dons social media channels

Facebook: MKDonsOfficial  
Instagram: mkdonsfc  
Twitter: MKDonsFC  
TikTok: Miltonkeynesdonsfc  
YouTube: MKDonsFC  
LinkedIn: Milton Keynes Dons Football Club