

SUPPORTERS' CHARTER

Updated 2025



CONTENTS

- Introduction
- Accessibility
- Matchday
- Away Matches
- Loyalty and Membership Schemes
- Communications and Consultation
- Community Activities
- Diversity and Inclusion
- Merchandise
- Staff Conduct
- Customer Satisfaction
- GDPR



INTRODUCTION

The Dundee United Football Company Limited (“The club”) recognises the special relationship between the club and its supporters. It also recognises and respects the invaluable contribution that supporters make to the life of the club. As such, the club will make every effort to ensure that Dundee United supporters are provided with a responsible role in the affairs of the club. The club will additionally ensure that its policies and practices are open, accessible and communicated as effectively as possible with its supporter base.

- The club also 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 the community in which it serves. The club will fulfil this responsibility through its community partnership with the Dundee United Community Trust (DUCT).
- The club is committed to providing a quality service by professional and committed staff, with customer satisfaction being the focus of all its activities. The club is additionally committed to confront and eliminate discrimination whether by reason of age, gender, marital status, creed or religion, colour, race, disability, sexual orientation or ethnic or national origin.
- This Charter sets out the club’s policies in all these respects and complements other specific policy documents in respect of Equal Opportunities, Anti-Discrimination and Anti-Racism. The club will review this Charter and associated activities on a regular basis and make changes in line with guidance from the relevant governing bodies further to consultation with its supporters through its established engagement process. Documentary evidence of this review shall be included in the club’s audit submission and made available publicly here on the official website.

ACCESSIBILITY

The club continues to strive for wider access to matches by offering:

- A broad range of ticket prices to reflect demand and affordability, in terms of season tickets, match day tickets, and corporate hospitality packages.
- The opportunity for supporters to renew their season tickets at loyalty prices and the facility to pay for these tickets in instalments. A substantial number of tickets for each game are available to non-season ticket holders.
- Concessions to supporters 65 years of age and over, under 18s and for full-time students, upon presentation of ID/valid matriculation card.
- Discounted tickets to disabled and visually impaired supporters and their accompanying personal assistants. Support is also provided to those supporters attending without a personal assistant on match days.
- Free or reduced admission to replays of games abandoned or postponed up to halftime. If a match is postponed or abandoned after spectators have been admitted to the ground, ticket holders are entitled to free admission to the re-arranged match or to a voucher, the value set by Board of Directors. No cash refund will be given on the day. A comprehensive refund policy is on display at the ticket office.
- Tickets for seats with a restricted view at reduced prices.
- Tickets for cup competitions are announced to supporters following discussions between the clubs. Tickets for cup matches are usually offered to season ticket holders in the first instance and then to a public sale.
- The club will give the earliest possible notice of any changes to its ticketing policy and the reasons for the change.
- As a rule, ticket refunds are only issued in exceptional circumstances and at the discretion of the club. For full details of the club's refund policy, please contact the Ticket Office Manager on 01382 833166 (option 1) or email tickets@dundeeunitedfc.co.uk

MATCHDAY

- The club will endeavour to provide a safe, trouble-free environment for all spectators and provide a high-quality service through its turnstile staff, catering outlets, stewards and all other staff employed on match days.
- In return, the club expects spectators to refrain from using foul and abusive language, taunts or gestures of a racist, sectarian or obscene nature and to inform members of the security staff regarding anyone engaging in such activity.
- For security and safety reasons, under the terms of our Ground Regulations, standing is forbidden in seated viewing areas whilst the match is underway. The club is obliged to advise any spectators in breach of this requirement to desist and failure to comply with this request may result in the person, or persons, being removed from the ground.
- Tannadice is a non-smoking environment.
- The club encourages its supporter base to put forward ideas that improve and maximise the match day atmosphere and environment. Any proposals, will however, need to meet all established health and safety regulations and not impede upon the comfort and match view of other spectators.



AWAY MATCHES

- The club's supporters are allocated tickets for away matches on the same basis as that for cup competitions. The hosting club determines the cost of these tickets; however, consultation with the away club may occur as appropriate.
- The club does not charge admission prices to supporters of a visiting club which are higher than those charged to our own supporters for comparable accommodation. The club offers discounted admission to disabled and visually impaired fans of visiting clubs and their personal assistants, subject to availability of the same facilities as our own fans.
- The club abides by the SPFL rules governing the allocation of tickets to visiting clubs.



LOYALTY AND MEMBERSHIP SCHEMES

- The club operates a membership scheme for young supporters, Junior Tangerines, with an annual membership fee of £15.00 for non-season ticket holders and free for season ticket holders under 12. Members are provided with a variety of benefits.
- Dundee United also operate a weekly Lottery and 50:50 matchday draw which is administered by the Dundee United Development Association (DUDA). Membership enables supporters to participate in the weekly lottery draw by means of Standing Order, online credits or via an agency.

COMMUNICATIONS AND CONSULTATION

- The club will consult supporters on a regular basis through meetings and dialogue through the Dundee United Supporters Group, which includes representation from most of the established supporters' groups as well as season ticket holders and meets regularly throughout the season to promote two-way communication and feedback between the club and its supporter base.
- The club utilise a Supporters' Liaison Officer (SLO) who acts as a conduit for all queries brought forward to the club. The SLO can be contacted by email at: slo@dundeeunitedfc.co.uk
- The club publicises its position on major policy issues in a clear format in the club match day programme, through the official website, social media channels, media releases and via our electronic newsletter, Tangerine Times, which is sent out to subscribers free of charge.
- Additional designated newsletters are also issued from time to time.
- The club continues to develop ways to consult with shareholders, sponsors, the media, local authorities, community groups and other interested parties.



COMMUNITY ACTIVITIES

- The club recognises that it has an important role to play in the local community, and in the wider football community, and will promote and support football-based activities, education activities, community initiatives and good causes.
- The club will endeavour to ensure that young children benefit from the positive influences which football can deliver in these matters. These activities are planned and delivered by Dundee United Community Trust (DUCT) and the club will provide support to DUCT in whatever way they can.
- DUCT's Dundee United Youth Academy primarily aims to widen opportunities for football participation, training and coaching, at all levels, in Dundee and its surrounding areas. The programme also provides for educational initiatives and additionally seeks to introduce young people, male and female, to football as players, coaches and spectators. The club will continue to develop the provision of football opportunities for girls' and women's football and aims to provide a pathway from grassroots girls' football via support for Dundee United Women's team which operates within the DUCT structure.
- The club, together with DUCT, will support and work with outside agencies, especially disadvantaged groups, and recognises that it has a role to play in promoting local social inclusion policies. The club intends to undertake football participation and coaching schemes for people with learning difficulties and the disabled.
- School visits are an important part of the club's community programme and these are designed to promote and encourage not only football activity but also health promotion and social awareness.
- The club supports community events and DUCT and will encourage players to attend such events wherever possible and to participate in public appearances and activities organised by the club.



DIVERSITY AND INCLUSION

- The club, in association with DUCT and ArabTRUST, is committed to promote the ethos and practice of diversity and inclusion by working in close partnership with DCC, charities and community groups on related projects.
- Dundee United, originally founded by immigrants, sees its diversity and inclusion work as an integral part of its social responsibility as a community club and has a proud track record in this field.



MERCHANDISE

- Both home and away replica strip designs will normally have a life span of one season, and the products and their availability are reflective of contractual and marketing realities.
- The club's shop also stocks a range of formal and discrete DUFC-branded clothing and accessories common to most football clubs.
- The club intends to communicate with supporters regarding new replica strip designs and prospective launch dates. Supporter input into product design is a key aspiration of the club going forward.
- The club offers refunds on merchandise in accordance with its legal obligations and on the production of a valid receipt.



STAFF CONDUCT

- All employees and members of staff will conduct themselves in a courteous and responsive manner in all dealings with our customers.
- It is the policy of the club that there should be equal opportunity for all. This applies to external recruitment, internal appointment, terms of employment, conditions of service and opportunities for training and promotion regardless of age, gender, marital status, creed or religion, colour, race, disability, sexual orientation, or ethnic or national origin.
- The club is committed to the development and promotion of such equality of opportunity. The policy also applies equally to the treatment of our customers, clients and suppliers. The club has an anti-discrimination policy that lays out its commitment to eliminate all discriminatory behaviour, together with an anti-racism policy which is designed to provide clarity to employees, stakeholders, supporters and everyone connected with the club on the club's attitude to racial harassment and abuse.

CUSTOMER SATISFACTION

- 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 communications are acceptable for this purpose.
- Any complaints should be clearly marked for the attention of the Supporter Liaison Officer. Postal complaints should be addressed to the Supporter Liaison Officer at Dundee United FC, Tannadice Park, Dundee, DD3 7JW. Alternatively, the Supporter Liaison Officer can be contacted by fax on 01382889398 or by email at slo@dundeefc.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 response within 14 days of receipt.
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.
- In return, the club expects supporters to refrain from using foul and abusive language of a racist, sectarian or obscene nature when complaining either in person or via a written medium. This Charter will be reviewed and updated from time to time and the club would welcome any comments and suggestions. These should be forwarded to the Supporter Liaison Officer at the club address above.
The club will make every effort to undertake all the policies included in this Charter. However, it will be appreciated that changing circumstances throughout the year may require certain adjustments to be made.
-



GDPR

- The club will fully comply with all data protection regulations in terms of how it stores and uses its supporters' personal information.



DUNDEE UNITED
FOOTBALL CLUB

Tannadice Park, Tannadice Street, DD3 7JW, Dundee

Enquiries: 01382 833166

Website: <https://dundeeunitedfc.co.uk>