

**Sheffield Wednesday  
Football Club**

**Customer Charter Season 2023/24**

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## Club Motto

**Consilio et Animis** (By Wisdom and Courage)

## Introduction

Sheffield Wednesday Football Club (SWFC) aims to achieve the following goals, at all times throughout our business:

- To perform to the best of our ability
- To deliver excellence across the business
- To measure and improve on customer satisfaction by constantly reviewing processes and procedures and creating plans and executing actions to address any areas for improvement
- We hope that publishing and constantly reviewing this Customer Charter will help us to provide good service, therefore improving our ability both to attract new customers and retain existing customers

## Background

This Customer Charter has evolved since the publication of the Football Task Force report in December 1999. The report recommended that football clubs should publish details on a range of their policies, including ticketing, supporter consultation, community activities and customer service. SWFC welcomes the opportunity to make its relevant policies known, as part of the club's desire to continue its good relations with its supporters.

## Customer Service

Our Customer Services can be contacted during normal business hours as follows:

Telephone: **03700 201867**

E-mail: **Specific departments have specific email addresses (all email address on page 15)**

Mail: **Sheffield Wednesday Football Club, Hillsborough, Sheffield S6 1SW**

## Staff Conduct

SWFC expects its entire staff to provide the highest standards of care and attention to all supporters and customers. Training and support is provided to ensure that these standards are maintained and to support staff in their personal development and promote job satisfaction whilst maintaining the highest level of customer experience

## Information and Policy Statements

The club publishes its position on major policy issues in the matchday programme and will give the earliest possible notice of changes to any of its policies. This Customer Charter is available to read via our official website at [www.swfc.co.uk](http://www.swfc.co.uk).

SWFC's contact information is shown at the end of this document and is also published in the matchday programme and our website at [www.swfc.co.uk](http://www.swfc.co.uk).

## Community Programme Aims and Objectives

The Sheffield Wednesday Football Club Community Programme (SWFCCP) is the football club's charitable arm, established to support the development of cohesive communities around South Yorkshire and to seek to increase engagement, training provision and support amongst its residents working across four key themes:

- Participation
- Social Inclusion
- Health and Well-Being
- Education

We endeavour to encourage confidence, active lifestyle and participation of sport regardless of gender, ethnicity and disability.

The SWFCCP enjoys major success in connecting the local community to our club and is widely recognised as an exciting market leader.

The SWFCCP fits under five key aims:

- Raising educational achievement
- Creating pathways to employment
- Building healthier lifestyles
- Bringing communities together
- Reducing crime

The SWFCCP is ground-breaking and its innovative programmes are delivered through a regular presence in schools, working with disadvantaged or socially excluded groups in society, through crime reduction and community-based football coaching sessions.

SWFCCP is committed to a partnership approach which takes SWFC's brand, facilities and resources, and uses this to engage wider communities and offer a range of opportunities to Sheffield's citizens delivered in a highly innovative and inclusive manner.

For more information regarding the SWFCCP, please contact Marcus Brameld, Head of Community, by telephone on 0114 3240523 or in writing to SWFCCP, Hillsborough, Sheffield, S6 1SW.

Details and news from the Community Programme can be found in the 'Community' section of the official website at [www.swfc.co.uk](http://www.swfc.co.uk).

## Charity Policy

Sheffield Wednesday make non-cash donations to registered charities, community groups, religious groups, schools, nurseries, nursing homes and Armed Forces organisations.

Donations are made on the understanding that individual charitable organisations will auction or raffle the items for fundraising purposes. The item donated is at the club's discretion and applications must be made in writing. Full details of our charity policy can be found in the 'Club' section of the website at [www.swfc.co.uk](http://www.swfc.co.uk).

## Safeguarding Children and Vulnerable Adults

Sheffield Wednesday Football Club believes that the general well-being and welfare of all children, young persons and vulnerable adults who are involved with the club in any way, is of paramount importance. Therefore the club provides a safe setting for any child or young person under the age of 18. We encourage best practice in Child Protection matters in a spirit of partnership and openness with all children, their families and local agencies. Full details of the club's policy and procedures can be found in the 'Fans' section of the official website at [www.swfc.co.uk](http://www.swfc.co.uk).

## Children and Young People Attending Matches

### Home Matches

#### (a) Age Limits

1. Tickets will be sold to persons aged 14 years and above. Only persons aged 18 years and over may purchase a ticket for an Under 14. Where tickets are purchased at the turnstiles on the day of the game the Operators will check the age of the ticket buyer where there might be doubt on this point.

#### (b) Unacceptable Behaviour

2. The club's standard procedures, involving their trained stewards, will apply in cases of unacceptable behaviour (following warnings and the child/young person having been given the opportunity to calm down). This includes possible ejection from the ground. However, care will be taken to ensure the safekeeping of these young people with the respective parent/responsible adult accompanying the young person at all times and/or the Police (when present) taking responsibility for the individual.

### Away Matches

#### (a) Scope of Guidance

3. For attendance at away matches these policies and procedures will be applied directly to those children and young people travelling on journeys endorsed and managed by the club; these are journeys organised directly by the club.
4. Additionally however, the guidance is recommended to all those who travel with the club's formally recognised Supporters Organisation(s) or who travel independently or with unapproved operators.

#### (b) Age Limits

5. Tickets will be sold to persons aged 14 years and above. Only persons aged 18 years and over may purchase a ticket for a person Under 14 years of age.
6. Under 14s must be accompanied on an Away Trip by a responsible person age 18 years or over.

#### (c) Travel Arrangements

7. Selected club stewards will travel on 'club managed' away trips. They will have cleared successfully a Criminal Record Check (Disclosure and Barring Service) at the Enhanced Level for the category of "Chaperones" and the club will provide appropriate training concerning Safeguarding Children.
8. Drivers of transport organised by the club will also hold a current successful Criminal Record Check.

9. A Register of Travellers on each official Bus/Coach will be held centrally by the Club's Ticket Manager or nominee and the respective club stewards will know how to access these readily and quickly should the need arise. This information will contain details of the emergency contact tel. numbers for each Traveller plus the details of the responsible adult for any under 14s travelling.
10. Seats will be allocated to individual supporters travelling on the club's pre-booked transport.

## Children under 5 years

11. For an adult wishing to take a child under five years of age to a match there will be a charge for the child at all home and some away matches – as specified by the club(s) concerned - but the following factors should be considered before bringing the child to a game:
  - Weather conditions
  - Arrangements for storage of and access to pushchairs
  - Noise levels at the game
  - Proximity from the Pitch e.g. danger from loose footballs
  - The child's attention span, young children can become bored
  - Arrangements to prevent the child being lost.
  - Ensuring that the child knows how to contact their accompanying adult if lost and how to contact a Steward. They must never meet up or leave with a spectator they do not know.
  - Actions should there be an Emergency Evacuation

## Conclusion

12. The above policies and procedures are designed to help ensure the safety of children and young people attending matches, both home and away.
13. They are incorporated into the Club Regulations for Ticketing and Match Operations and the relevant Codes of Conduct.
14. Additionally, they will enhance the enjoyment of the game providing the safe environment which is essential for the peace of mind of our young spectators and their parents/guardians alike.
15. Any concerns about a child during the game must be reported to a club steward or at any other time to a member of staff including where appropriate, the club Safeguarding Officer.

## Merchandise

### Retail opening hours

The official retail outlet of Sheffield Wednesday is the Owls Megastore, situated off Penistone Road, behind the North Stand at Hillsborough. Normal opening hours are 9:00am to 5:00pm Monday to Saturday, but may vary from time to time throughout the year, including extended opening hours on matchdays. Full opening hours are available in the 'Megastore' section of our official website at [www.swfc.co.uk](http://www.swfc.co.uk).

**Our Meadowhall Store opening times are in line with those of the shopping mall. The SWFC store is open seven days a week for official club merchandise. (no longer here)**

Supporters can also buy tickets and merchandise online 24 hours a day at the official online shop: <http://shop.sheffieldwednesday.co.uk>.

### Refund/Exchange Policy

SWFC will always offer refunds/exchanges on merchandise in accordance with standard retail practices and as part of the Sale of Goods Act.

## Ticketing

### Ticketing Policies

SWFC's progressive ticketing policies have been in place for a number of years and pre-date the Football Task Force report. We offer a range of ways to buy tickets, including a print at home facility when purchasing tickets online at [www.swfc.co.uk/tickets](http://www.swfc.co.uk/tickets).

### Pricing

A broad range of ticket prices are available, including prices to support students and Armed Forces personnel. Special initiatives are occasionally run on a one-off basis for tickets bought in advance of the matchday.

A finance scheme is available for supporters to pay for their Season Ticket by instalments, terms and conditions apply. Full details are available on the official club website or by calling or visiting the Ticket Office situated in the Owls Megastore.

### Allocation

SWFC is committed to making at least 15 per cent of tickets for each home match available to non-Season Ticket holders.

### Concessions

Concessionary prices are available to junior supporters (under 21s, under 17s and under 11s) for both Season Tickets and match tickets and senior citizens (over-65s) for both Season Tickets and match tickets. We also have a price for under 5s for match tickets.

Match ticket discounts are given to Owls Members which is available to adults, senior citizens, full time students, Armed Forces personnel, juniors under 17s and juniors under 11s.

Sections in the North, Kop and West Lower Stands are allocated exclusively for disabled spectators and their helpers. Further requests regarding these facilities (and those for the visually impaired) should be made through our Ticket Office on 03700201867 or can be emailed to our Disability Liaison Officer at [dlo@swfc.co.uk](mailto:dlo@swfc.co.uk). For full information regarding our disabled facilities please visit the 'Fans' section of [www.swfc.co.uk](http://www.swfc.co.uk).

### Family Area

Sheffield Wednesday are dedicated to providing a family friendly environment both in and around Hillsborough and were delighted to receive the EFL Family Excellence award in 2022.

The official Family Area is situated within the South Stand Grandstand in Blocks N2, N3 and N4. The Family Area offers an excellent, unrestricted view of the pitch, and has wide enclosed concourses, large catering facilities and television screens with video games.

Stewards are always on hand to ensure you are safe and comfortable and will provide assistance with finding your seat if required.



Should you encounter any instances of anti-social behaviour, this can be reported to the nearest steward or direct to the Stadium Control Room by texting 07963 138580 on matchday. Please provide as much information as possible including row and seat numbers to allow stewards to resolve any raised issue in a timely fashion.

## Loyalty and Membership Schemes

Owls Membership is available for the season with many benefits for supporters, including an adult discount on home league game tickets, priority on home and away tickets, points to spend in the Owls Megastore, an ongoing loyalty points redemption scheme and more. Details of the Owls Membership scheme are available in the 'Tickets' section of the official website at [www.swfc.co.uk](http://www.swfc.co.uk).

Season Ticket holders and Club Members receive WednesdayCard points for purchases made on official SWFC Merchandise at the Megastore. WednesdayCard points are only awarded for non-sale item purchases.

## Away Matches

For away matches where tickets are in short supply, the club makes tickets available in a priority order. Although the specific details may change from game to game, priority is normally given to Season Ticket holders, Members and supporters who regularly attend away matches. For certain games supporters' Ticket Priority Points total will be used to allocate priority for purchasing tickets. Full details of individual games can be found on the official website at [www.swfc.co.uk](http://www.swfc.co.uk), or by calling or visiting the Owls Megastore. Full details of the Ticket Priority scheme can be found in the 'Tickets' section of the official website at [www.swfc.co.uk](http://www.swfc.co.uk).

## Cup Competitions

Cup competition match pricing is usually set by the host club, as determined by the relevant draw procedure for that competition. Tickets for home cup matches are usually sold at normal matchday prices. However, in the early rounds of cup competitions prices are reduced where possible. Pricing for individual games will be published in the 'Tickets' section of the official website when available.

## Abandoned Matches

In line with EFL recommendations, if a game is abandoned after spectators have been admitted but before a ball has been kicked, a free replacement ticket will be offered to all spectators. If a fixture is abandoned after kick-off, arrangements will be made for spectators to pay half price admission at the re-arranged game. Full details about any specific fixture which is abandoned will be made available on our official website as soon as a decision is made and the visiting club informed.

## Returns/Refunds

Full refunds are available on match tickets where the tickets are returned to the Ticket Office at least 24 hours before kick-off. No refunds are available for Season Tickets.

## Accommodating Visiting Supporters

SWFC supports EFL regulations governing the allocation on tickets to visiting supporters in that the club meets the criteria laid down requiring 10% of capacity, or a minimum of 2,000 tickets to be made available to the visiting club's supporters. The minimum allocation of tickets issued to visiting supporters for cup games will be 15 per cent of capacity.

## Stadium Plan



## Social Media

Sheffield Wednesday host official social media accounts on Facebook, Twitter, Instagram, TikTok and YouTube. Supporters should note that if you chose to contact us through these channels we cannot guarantee a response. Those wishing to enquire about a particular department should follow the procedure outlined in the Customer Service section of this Customer Charter.

## Our Complaints Policy

Whilst we aim to deliver a high level of customer satisfaction, we acknowledge that from time to time problems do occur. We are committed to ensuring that every effort is made to resolve any difficulties quickly and to your satisfaction. However, in the unlikely event that you feel your issue needs to be escalated, you can contact us in person, via email or over the telephone. If you feel we have fallen short of your expectations, be it the level of service you have received, a policy we operate, or a product we have sold, it's important you let us know.

### How do I make a complaint?

It is important to us that you raise any concerns you may have as soon as you can to help us bring the issue to resolution in a timely manner. As soon as the issue is identified, we ask you immediately to contact the relevant member of staff related to your query, or their line manager. Should this not resolve your issue, we request that you raise the matter with us including as many details as you can indicating the department you feel is responsible. This can be done by emailing the relevant department email address which can be found under the

'Club' section of our official website, or at the end of this document, or write to us at Sheffield Wednesday Football Club, Hillsborough, Sheffield, S6 1SW or

### What happens next?

We will endeavour to acknowledge and respond to the complaint within 48 working hours of receipt and look to resolve the issue within seven working days. Should we require further time to investigate, we will provide regular updates at agreed timeframes. On occasion, should a single issue lead to a particular volume of correspondence, the club will address this on our official website or official social media platforms.

It is our policy that the department to which your complaint relates is responsible for the reply. As soon as a complaint is received, this will be assigned a priority based on the criteria below and will be handled by the agreed manager within that department.

The manager dealing with your issue will provide an acknowledgement via the medium by which the contact was made, providing a brief overview of actions to be taken and giving a date to provide the next update, their name, position within the business and any required contact details. Further, if you do not receive a response in a timely manner, please email: [welisten@swfc.co.uk](mailto:welisten@swfc.co.uk)

Alternatively, you can write to: Sheffield Wednesday FC, Parkside Road, Hillsborough, Sheffield, S6 1SW.

### What do I do if I am unhappy with the reply to my complaint?

Should you be unhappy with the response from the club, then you can refer the complaint to the Independent Football Commission, all communications should be sent to:

#### **Independent Football Ombudsman**

**Premier House**

**1-5 Argyle Way**

**Stevenage**

**Hertfordshire**

**SG1 2AD**

**Tel:** 0330 165 4223

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

Is it worth me complaining?

In a world where people all have differing opinions, it is difficult for us to implement policies and procedures which will satisfy everyone all the time. It is of the utmost importance that you take time and feel passionately enough to raise your concerns to us when you feel we have got something wrong. The only way we can improve is to listen to your feedback and act on this where we can, immediately or by taking this into account when planning for our future.

### Equal Opportunities

SWFC is an equal opportunities employer and welcomes applications for any group.

## Equality Policy

All SWFC representatives abide and adhere to our Code of Practice Equality Policy and to the requirements of the Equality Act 2010. This can be found on our website.

SWFC have a working group who come together in driving our commitment to promote inclusion and to confront and eliminate discrimination whether by reason of age, gender, reassignment, sexual orientation, marital status or civil partnership, nationality, ethnicity, religion or disability, pregnancy and maternity and to encourage equal opportunities.

Every staff member, board member, official, spectator, fan and visiting teams can be assured of an environment in which their rights, dignity and individual worth are respected, and in particular they are able to work and watch football in an environment without the threat of intimidation, victimisation, harassment or abuse.

## Reporting a concern of harassment or discrimination

Should anyone feel that they have been a victim or witnessed forms of harassment, discrimination, intimidation or abuse and wishes to raise their concerns then they can do this through a variety of ways:

- Speaking to a staff representative on the day, for example a steward, Designated Safeguarding Officer or line manager
- Sending a text message to the text service 07963 138580 displayed on the giant screen on home matchdays
- Completing the club discrimination report form on our website
- Contacting us via telephone after the game on 03700 201867 and speaking to our EDI representative., whose contact details can be found at the end of this document

All reports are taken seriously and will be investigated with appropriate action taken where necessary.

## **Supporters Code of Conduct**

Sheffield Wednesday are committed to maintaining family values and eradicating any form of anti-social behaviour on the footprint of Hillsborough Stadium.

**Language** – obscene, racist or homophobic chanting is a criminal offence and offenders may be ejected from the stadium and arrested and could face a club ban and prosecution.

**Safety** is of paramount importance and we will not allow spectators to act in a way which may put themselves or others at risk. We have extensive CCTV coverage in all parts of the ground, including concourse areas, with recording facilities. Spectators who are seen to be breaching our 'Code of Conduct' may be excluded from the game in progress, future games and may receive a club ban.

We know that coming to football for some is a way of life, the culmination of their working week. For others, it is an enjoyable day out, with friends or family. However, it is clear that true football fans are let down by the actions of a small minority who seek to ruin the enjoyment of others by use of bad language, racist or homophobic comments or by using inciting behaviour which is likely to lead to a breach of the peace.

In recent years, our safety policies have proven extremely successful and we will continue to build on these foundations with your help. We are committed to making your day enjoyable, but if you have cause to

complain about other fans' behaviour, please bring it to the attention of the nearest steward. If you feel it is too intimidating to approach a steward, text **07963 138580** and we will deal with your complaint swiftly and in complete confidence. Please include the relevant row and seat numbers and a brief description of the complaint. We will then monitor the area you have pinpointed and take the necessary appropriate action.

Alternatively call us on the working day after the match on 03700 201867 and discuss your complaint with us, e-mail [operationenquiries@swfc.co.uk](mailto:operationenquiries@swfc.co.uk) or write to:

Operations Manager/Safety Officer  
Sheffield Wednesday Football Club  
Hillsborough  
Sheffield  
S6 1SW

All complaints are taken seriously and will be investigated with appropriate action taken where necessary. More information can be found in the Club Sanctions Policy on our website.

## Ground Regulations

Entry to the Ground is expressly subject to acceptance by the visitor of the Ground Regulations and the rules and regulations of FIFA, UEFA, The Football Association, The Premier League and The EFL in respect of the relevant competition. The Ground Regulations can be found in the 'Club' section of the official website at [www.swfc.co.uk](http://www.swfc.co.uk).

Sheffield Wednesday have strict sanctions in place for any breach of Ground Regulations, details of which are illustrated in the same 'Club' section of the official website.

## Data Protection

Sheffield Wednesday complies with The Data Protection Act 2018 and all other relevant legislation. We are committed to the safe handling, use, storage, retention and disposal of personal data. Our privacy policy is available to view online at: <http://shop.sheffieldwednesday.co.uk/privacy.aspx>.

The club have appointed EFL Digital with respect to certain services, including those provided through the official site at [www.swfc.co.uk](http://www.swfc.co.uk). EFL Digital is responsible for ensuring data protection is in place in respect of any user data collected via the official club website. The Terms of Use, Privacy Statement and Subscription Terms and Conditions of those services are accessible through links in the footer of the official website.

## Supporter Engagement

In accordance with Government guidelines, Sheffield Wednesday are committed to hold at least two, if not more, Supporter Engagement Panel meetings per year with senior club officials.

### Supporters Groups

Several independent supporters groups exist within the Sheffield Wednesday community, each with its own focus, aims and objectives. The club aims to have regular and relevant dialogue with fan groups where possible within our all-encompassing Supporters Engagement Panel.

## Wednesdayite

Fans group Wednesdayite are an independent body of Sheffield Wednesday supporters.

Contact details: Website [www.wednesdayite.com](http://www.wednesdayite.com)

e-mail: [enquiries@wednesdayite.com](mailto:enquiries@wednesdayite.com)  
Telephone: 0845 0091867  
Fax: 0845 009 1889

## SODA – Sheffield Owls Disabled Association

This organisation aims to foster a strong relationship between itself and Sheffield Wednesday Football Club to enhance the opportunities and facilities offered to disabled supporters, home or away.

The terms agreed for disabled people is not merely restricted to supporters of Sheffield Wednesday but also include those who visit from other football clubs.

Sheffield Owls Disabled Association as an organisation has a core ethos of inclusiveness, and has no desire to exist purely for the benefit of disabled people. Our association also aims to include those who devote much of their lives to disabled people, helping them to actively participate in everyday life.

Chris White (SODA Chairman): [Wharfedalewhite@aol.com](mailto:Wharfedalewhite@aol.com)

## London Owls

Formed in 1974, The London Owls is an active supporters club for Wednesdayites living in London and the South East. The London Owls arrange travel to most games, home and away, outside the London area as well as organising many social and sporting activities throughout the year.

Contact details: Website: [www.londonowls.co.uk](http://www.londonowls.co.uk)

Join by e-mailing [londonowls.membership@gmail.com](mailto:londonowls.membership@gmail.com) or writing to The London Owls, PO Box 233, Borehamwood, WD6 3WA

## Wise Old Owls

The Wise Old Owls is Sheffield Wednesday's over-50s Luncheon Club (membership fee only £1) with around 180 members. They meet on the third Wednesday of the month, normally in the 1867 Lounge at the stadium, at 12 noon with lunch at 12.30pm. They usually have an excellent guest speaker, not always connected with football, and also organise two day trips each year plus a Monday to Friday holiday. There is a Members Free Cash Draw every quarter and all in all it is an excellent social gathering.

## East Midlands Owls

Wednesdayites based in the Midlands have established a fans' group with a growing number of supporters.

The East Midlands Owls is an independent supporters' group which launched in June 2011 and aims to bring together the wider East Midlands Sheffield Wednesday fan base.

The group arranges home and away travel and places to meet up prior to games and is aimed at families, individuals and groups of supporters. They can be contacted via their official website [www.eastmidlandsowls.co.uk](http://www.eastmidlandsowls.co.uk) or by email at: [eastmidsowls@gmail.com](mailto:eastmidsowls@gmail.com)

## Scottish Owls

Formed in 2012, the Scottish Owls is an independent fan group for Wednesdayites north of the border. The club aims to bring together Owls fans from across Scotland and organise travel to games home and away.

Contact the Scottish Owls by emailing [Scottishowls@gmail.com](mailto:Scottishowls@gmail.com), visiting their Facebook page at [facebook.com/scottishowls](https://facebook.com/scottishowls) or on Twitter [@scottishowls](https://twitter.com/scottishowls)

## **New York Owls**

Formed in early 2012, the New York Owls are a group of fans from all over the tri-state region (New York, New Jersey, Connecticut).

The New York Owls are made up primarily of expatriates but with a good sprinkling of born and bred Americans.

They meet up for every televised game at their home bar - The Football Factory at Legends, situated right next to the Empire State Building in Manhattan.

Visit [www.newyorkowls.com](http://www.newyorkowls.com) for more details.

Like the New York Owls on Facebook at [facebook.com/nyswfc](https://facebook.com/nyswfc) or follow on twitter [@twitter.com/newyorkowls](https://twitter.com/newyorkowls)

## **SWSWSWS**

The South Wales, South West Sheffield Wednesday Supporters group was formed in 2011 by Cardiff-based Wednesday fan George Eustice.

Having started with a small number of members via the Facebook group, over time the numbers have flourished.

With a large catchment area, the SWSWSWS are constantly finding new Owls fans in South Wales and the South West.

Regular lift sharing and even bus trips to games are now commonplace.

Owls fans can register at [www.swswsws.co.uk](http://www.swswsws.co.uk) to join the Wednesday supporting community to share lifts and banter along the way!

Connect with SWSWSWS on Facebook or at [twitter.com/swswws](https://twitter.com/swswws)

For further details contact George Eustice ([george.eustice@swswws.co.uk](mailto:george.eustice@swswws.co.uk)) or Board member/Webmaster Rob Stones ([rob.stones@swswws.co.uk](mailto:rob.stones@swswws.co.uk))

## **Rainbow Owls**

Rainbow Owls was formed in 2023 to represent the LGBTQ+ community within the SWFC fanbase.

Follow and connect with the group on Twitter here: [https://twitter.com/LGBT\\_Owls](https://twitter.com/LGBT_Owls)

## **Sheffield Wednesday Women's Supporters Club**

The group was formed in 2023 to represent female supporters of all ages within the SWFC fanbase.

Email the SWWSG here: [swfcwsg@gmail.com](mailto:swfcwsg@gmail.com)

## Contact Details

Sheffield Wednesday Football Club  
Hillsborough  
Sheffield  
S6 1SW

Tel: **03700 201867**

Email: Please email the relevant department:

<b><u>Football and Academy:</u></b>	footbalenquiries@swfc.co.uk
<b><u>Ticketing:</u></b>	ticketenquiries@swfc.co.uk
<b><u>Commercial/Matchday Hospitality:</u></b>	commerciaenquiries@swfc.co.uk
<b><u>Retail:</u></b>	retailenquiries@swfc.co.uk
<b><u>Media &amp; Communications:</u></b>	mediaenquiries@swfc.co.uk
<b><u>Marketing:</u></b>	marketingenquiries@swfc.co.uk
<b><u>Stadium Operations:</u></b>	operationenquiries@swfc.co.uk
<b><u>Non-matchday Events:</u></b>	<a href="mailto:events@swfc.co.uk">events@swfc.co.uk</a>

Website: [www.swfc.co.uk](http://www.swfc.co.uk)

## Board

Chairman – Dejphon Chansiri

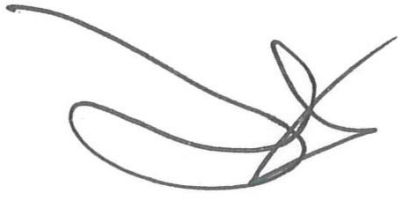
## Key Club Staff

Chief Operating Officer – Liam Dooley  
Finance Director – John Redgate  
Club Secretary – Lindsey Hinton  
General Manager - Alastair Wilson  
Director of Communications - Trevor Braithwait  
Head of Community - Marcus Brameld  
Operations Manager – Richard Stanford  
Executive Head Chef – Rob Cox  
Supporter Liaison Officer – Joe Braithwait  
Designated Safeguarding Officer & Equality Lead – Tracey Fidler  
HR Manager & EDI Board Representative – Louise Carpenter

**This Customer Charter is reviewed on an annual basis.**

**Signed**



A handwritten signature in black ink, consisting of several fluid, overlapping loops and lines.

**John Redgate, Finance Director**  
**Dated 28 June 2023**