



# **WREXHAM AFC SUPPORTER CHARTER**

## LATEST UPDATE

### IMPORTANT INFORMATION FOR THE 2023/24 SEASON

Please note that this Supporter Charter has been updated and is being continually reviewed to ensure it is as up-to-date and informative as possible.

Some sections are subject to change, and we will keep you informed of any relevant changes via our website and social media channels.



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# MISSION STATEMENT

## Co-chairmen Rob McElhenney and Ryan Reynolds' Wrexham AFC mission statement

To the supporters, staff, players, friends and family of Wrexham AFC:

We're two people who've made a career of never taking ourselves too seriously. However, we realise taking stewardship of this great and storied club is an incredibly serious matter and something we don't take lightly. With that in mind, we wanted to take you through our Goal, Principles and Promises.

### OUR GOAL

Our goal is to grow the team, establish Wrexham AFC as a Premier League club, in front of increased attendances at an improved stadium while making a positive difference to the wider community in Wrexham.

### GUIDING PRINCIPLES

We will chase that goal guided by four essential principles.

1. To protect the heritage that has made Wrexham AFC and the STôK Cae Ras such a special place to watch football for the last 158 years.
2. To reinforce the values, traditions and legacy of this community. We understand and respect the intense loyalty and love for this Club and how it's woven into the fabric of the town and its supporters.
3. To use our resources to grow the exposure of the Club. Of course, this would be in concert with protecting the heart and spirit of a community-led historical icon. But why can't the third-oldest professional Club in the world have a global appeal?
4. To reward the faith of the supporters who have stood by Wrexham AFC throughout its history by putting everything we have towards what all fans want most for their Club, and that is to...

# WIN, WIN, WIN.



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# MISSION STATEMENT

Everything we do will be informed by these four principles and never one without the other. We want to be part of Wrexham's story, not drag the Club into ours.

## HARD PROMISES

- Provide comprehensive financial support for the manager and his coaching team.
- Build a sustainable model which will attract the best players and best staff to the Racecourse Ground.
- Explore the renovation of the ST&K Cae Ras and improve the venue for the Club, for International matches and perhaps, the occasional Tom Jones gig.
- Invest in a permanent training facility that is worthy of an EFL Club.
- Guarantee the Club cannot be relocated, renamed or rebranded.
- Appropriate and respectful observance of the Gresford Colliery Disaster will remain sacrosanct.
- Recognising the role fans and the WST have played in stewarding the Club through extremely difficult times, we will create an honorary board that includes fans, representatives of the WST and WAFC alongside our own advisors.
- Ensure the continued presence of Dixie McNeil as the Club's Honorary President, subject to his desire.
- Expand Club staff to take advantage of increased interest in Wrexham, both locally and internationally.
- Recognise and reinforce Wrexham AFC's volunteer role as a leading force for community good in the town. Work with the Club's Disability Liaison Officer, Kerry Evans to retain and enhance Wrexham's reputation as an inclusive and forward-thinking Club, alongside other important local groups such as the Wrexham AFC Community Trust, food banks and schools.
- Commit to a more ecologically-sustainable version of the Club and stadium.
- Commit to transparent decision-making with regular and open communication.
- Ensure that when the day comes that we leave the Club, it will be in a better position than it is today.



# CUSTOMER SERVICE

Wrexham AFC recognises the importance of maintaining an excellent approach to customer service. We value each customer and appreciate that, as a business, the Club relies on a strong customer base to progress.

The Club is committed to acknowledging any contact from a customer within seven working days and responding within a maximum of 21 working days. We believe in a simple and customer-friendly approach in dealing with all enquiries.

The Club responds to complaints by e-mail. If no email address is available then a letter will be sent.

All staff employed by Wrexham AFC and volunteers will receive training in customer service to a high standard and code of conduct and strive to constantly develop in order to improve productivity, quality and customer satisfaction.

The Club encourages customers to contact the department relevant to their query, but if you would like to contact the Club directly you can email:

General Enquiries - [info@wrexhamafc.co.uk](mailto:info@wrexhamafc.co.uk)

Ticketing - [ticketoffice@wrexhamafc.co.uk](mailto:ticketoffice@wrexhamafc.co.uk)

Retail - [clubshop@wrexhamafc.co.uk](mailto:clubshop@wrexhamafc.co.uk)

Commercial - [commercial@wrexhamafc.co.uk](mailto:commercial@wrexhamafc.co.uk)

Community - [headofcommunity@wrexhamafc.co.uk](mailto:headofcommunity@wrexhamafc.co.uk)

Donations and requests - [good.causes@wrexhamafc.co.uk](mailto:good.causes@wrexhamafc.co.uk)

Matchday safety - [matchdaysafety@wrexhamafc.co.uk](mailto:matchdaysafety@wrexhamafc.co.uk)

Events - [events@wrexhamafc.co.uk](mailto:events@wrexhamafc.co.uk)

Safeguarding - [safeguarding@wrexhamafc.co.uk](mailto:safeguarding@wrexhamafc.co.uk)

Customer complaints in the first instance should be made in writing to the Club or via email [info@wrexhamafc.co.uk](mailto:info@wrexhamafc.co.uk) and sent to:

## Wrexham AFC

STök Cae Ras  
Mold Road  
Wrexham  
LL11 2AH

If not satisfied with response, please refer in the first instance to the IFO (Independent Football Ombudsman) and thereafter subsequent alternative bodies:

## The Independent Football Ombudsman

IFO, Premier House, 1-5 Argyle  
Way, Stevenage SG1 2AD  
Email: [contact@theifo.co.uk](mailto:contact@theifo.co.uk)  
Telephone: 0800 588 4066

or

## The Football Association of Wales Ltd

Hensol  
Pontyclun  
CF72 8JY  
Email: [info@faw.co.uk](mailto:info@faw.co.uk)  
Tel: 029 2043 5830  
Fax: 029 2049 6953



# EQUALITY, DIVERSITY, INCLUSION & SAFEGUARDING

**Wrexham AFC is an equal opportunities employer.**

Our activities will in no way discriminate against any individual; this includes, advertisement of jobs, working environment, pay and employment terms, selection for teams, training, development and appointments to honorary positions. Wrexham AFC will not tolerate any form of harassment, and will work to ensure that such behaviour is met with appropriate disciplinary action. Wrexham AFC supports the National League & FAW in its commitment to develop a programme of ongoing training and awareness-raising events and activities in order to promote the eradication of discrimination.

## **Equality, Diversity, Inclusion & Safeguarding**

Wrexham AFC are committed to equality, inclusion and diversity of opportunity to ensure we provide fair and non-prejudicial access to the services across the Club. It is the policy of the club that no person, whether player, job applicant, employee, volunteer or customer, shall be discriminated against. The club opposes all forms of unlawful and unfair discrimination, either direct or indirect, or harassment, on the grounds of the following 'protected characteristics': Age, Disability, Gender Reassignment, Marriage & civil Partnership, Pregnancy & Maternity, Race, Religion or Belief, Sex and Sexual Orientation.

Wrexham AFC are committed to ensure vulnerable adults and children are protected and kept safe from harm whilst engaged in services organised and provided by the club and are committed to fulfil its responsibilities by ensuring it displays best practice in safeguarding matters, DBS references will be required where relevant.



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# DATA PROTECTION

In accordance with the General Data Protection Regulation (GDPR) we are the data controller, responsible for the processing of any personal data you give us.

Our Privacy Notice, available on our website, explains in detail the types of personal data we may collect about you when you interact with us. It also explains how we will store and handle that data and keep it secure.

Visit [www.wrexhamafc.co.uk/privacy-policy](http://www.wrexhamafc.co.uk/privacy-policy) and [www.wrexhamafc.co.uk/club/policies/](http://www.wrexhamafc.co.uk/club/policies/)





# OUR STAFF

**Wrexham AFC is committed to providing quality services for all our customers. We will do our best to provide equal access to you by offering additional help if it is required.**

Wrexham AFC expects the highest standards of integrity and conduct of its employees and volunteers. All staff are expected to follow the club's Code of Conduct and act in the interests of the club at all times.

All staff, full-time, part-time or matchday workers, have a duty to act as ambassadors of Wrexham AFC and if a customer encounters any issues with a member of staff they should respond in the manner detailed previously on page 6, Customer Service.

Wrexham AFC is committed to providing quality services and products for everyone who comes into contact with or visits the Club.

**This means when meeting face to face we will do our best to:-**

- Be polite, courteous, friendly and helpful and listen to you, giving you our full attention.
- Use plain language and avoid jargon.
- Ensure that any area you are visiting is tidy, clean, pleasant, welcoming and accessible.

**When answering the phone, we do our best to:-**

- Answer calls as soon as possible; but please appreciate we do have some very busy periods.
- Greet in a courteous and helpful manner.
- State which department you are speaking to.
- Find out who can best help you, redirect your call if necessary and call you back if appropriate.

**Our Expectations when dealing with your query:-**

- Please be patient, we will do our best to ensure your query is handled quickly but we may need to come back to you.
- Please be polite and courteous to our staff and volunteers they are here to help.
- Wrexham AFC will not tolerate any abuse, confrontation or aggressive behaviour. Customers abusing our staff will be reported and appropriate actions will be taken.

Wrexham AFC is committed to informing staff of all key issues in order for any customer enquiry to be duly satisfied quickly and efficiently.



# MERCHANDISE

**The Club aims to provide a wide range of products available for purchase from the Club Shop. The Club will also endeavour to maintain a high level of post-purchase support.**

Fans can visit the online store on the link below  
<https://shop.wrexhamafc.co.uk>

Wrexham AFC reserves the right to withdraw any product on offer at any time. Normal refund policy applies to any product on offer. All offers are not transferable and may be available for a limited time only. We're happy to offer a full refund on most items providing they are returned in the original condition. To claim your refund, return the item to us within 28 days with the original receipt.

If there is a fault with any purchase you may return it and we may issue a refund if it is returned in an acceptable condition. You have 28 days from the date of purchase to qualify for an exchange or refund.

All exchanges and refunds will require an original receipt. If faulty we may return the items to the manufacturer for their consideration before issuing a refund. All shirts that are printed with either personal names or names with players on, are not returnable and non-refundable, and this also applies should the player leave the Club at any time after the decals are printed on the back of shirts.

We monitor what is requested to be printed and may decline some requests if they are deemed to be inappropriate. Refunds or exchange will not be given for incorrect chosen sizing on shirts after decals have been added to them.

Wrexham AFC is committed to preventing price fixing in relation to the sale of retail team kit.

Wrexham AFC offers refunds on merchandise in accordance with its legal obligations.

Our full returns and refunds policy can be found here  
<https://shop.wrexhamafc.co.uk/terms-and-conditions/>



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# ENVIRONMENTAL POLICY

**Wrexham AFC is acutely aware of the importance of minimising the impact by the Club, staff and supporters on the environment.**

The Club adheres to a strict policy of using power on a day-to-day and matchday basis only when necessary in a bid to limit its carbon footprint. We are committed to a more ecologically-sustainable version of the club and stadium in line with our Mission Statement.

# STEWARDING & FIRST AID PROCEDURES

Wrexham AFC Safety Stewards undertake comprehensive training and are fully qualified on appointment as well as receiving a full matchday brief before each home match.

All stewards are fully expected to embrace and adhere to the standards highlighted in the Staff Conduct section of this Customer Charter.

Stewards liaise closely with the Club's Safety Officer and Health and Safety Adviser to ensure a safe and controlled environment at the ST&K Cae Ras. The Club have designated first aiders.



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# CATERING FACILITIES AND HOSPITALITY

**Wrexham AFC delivers excellent hospitality for various functions including match days, social & business events and weddings, and takes pride in the excellent quality of the service provided.**

Whether in the hospitality suites or concourses, Wrexham AFC aims to provide high quality produce that represents value for money for the customer. Refreshments are available in both the Macron Stand and STÖK Cold Brew Coffee Stand at the STÖK Cae Ras, and are equally accessible for home and disabled supporters; served by staff who adhere to the Club's Staff Conduct policy.

*NB. The Wrexham Lager Stand offers refreshments but does not have full accessibility provisions as per the Macron Stand and STÖK Cold Brew Coffee Stand.*

The Club is proud to provide in-house catering in line with the Food Standards Agency, with all work areas scrupulously inspected before food is prepared and served.

Visitors to the STÖK Cae Ras are not permitted to bring their own food & drink, to the ground for any events.



# TICKETING & ACCESSIBILITY

Wrexham AFC continues to strive for a wider access to matches by offering a broad range of ticket prices including reduced rates for concessions i.e. juniors, senior citizens and young persons.

Matchday ticket prices for the 2023/24 season are set out below.

We are encouraging all supporters to choose online purchases over in-person, to help reduce queuing times, and for next season onwards have reduced the price increase on online purchases by 50% over that which has been generally applied for any in-person purchases.

Please note, the reduced online-purchase price will be available through to matchdays and refers to all online sales.

We would once again encourage all supporters to make use of the print-at-home/eTicket option when purchasing tickets online.

Full ticketing information and instructions on how to buy can be found on our website.

## **MACRON STAND & WREXHAM LAGER STAND**

### **ONLINE**

Adult.....	£24
Over 65/Under 21.....	£19
Under 18.....	£12
Under 11.....	£8

### **IN-PERSON**

Adult.....	£25
Over 65/Under 21.....	£20
Under 18.....	£13
Under 11.....	£9

## **ST&K COLD BREW COFFEE STAND**

Adult.....	£22
Over 65/Under 21.....	£17
Under 18.....	£11
Under 11.....	£8

Adult.....	£23
Over 65/Under 21.....	£18
Under 18.....	£12
Under 11.....	£9

## TICKETING TO ASSIST DISABLED SUPPORTERS

All companions will receive free entry when accompanying a disabled supporter who has purchased a ticket at the standard rate.

Wrexham AFC reserves the right to request 'proof of disability' before issuing a concession. Such proof shall include:

- Receipt of higher rate DLA, CVI, Attendance Allowance or enhanced PIP
- N.B. Receipt of a Blue Badge parking permit cannot be considered as sufficient proof of disability.

More information is available from the Club Disability Liaison Officer Kerry Evans: [kerry.evans@wrexhamafc.co.uk](mailto:kerry.evans@wrexhamafc.co.uk)

## ABANDONED FIXTURES

Ticket holders have up to **14 days after the abandoned fixture** to claim any refund that might be offered. There will be no refunds/or partial refunds for tickets not bought from Wrexham AFC but via a secondary ticketing agency or from a third party.

Any tickets for a match which is cancelled after 75mins or more will not be entitled to a refund.



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# TICKETING & ACCESSIBILITY

## TRAVELLING AWAY SUPPORT

**Wrexham AFC's supporters will be offered and allocated tickets for away matches, with access to tickets determined on a match-by-match basis.**

Our opponents determine the cost of these tickets, and how many away tickets will be available, and arrangements for sale.

Supporters can book a seat on the official Wrexham AFC supporters' coach to all games. Under-14s are not allowed to travel without an adult. All over 14s travel at their own responsibility. Under the Sporting Events Control of Alcohol Act 1985, it is an offence to carry alcohol on supporter transport and also to consume it. As a result, no alcohol is permitted on the buses, and anyone caught drinking alcohol will be banned from future travel.

### Away Travel Cancellation Policy

In the event that a game is postponed and supporters have paid for their coach seat(s) a new date will be re-arranged. Once the new date has been agreed and set, supporters will be able to claim a refund or transfer onto the new date within 14 working days of the new date being announced. In the event that Wrexham AFC cancels a coach due to insufficient numbers, supporters will be contacted three days prior to the match and a full refund will be issued. In order to claim a refund supporters need to bring their coach ticket as proof of purchase. The original credit/debit card will be required if the seat(s) were purchased by this method.

We offer wheelchair accessible away travel to a limited number of games. For more info contact DLO [kerry.evans@wrexhamafc.co.uk](mailto:kerry.evans@wrexhamafc.co.uk), or you can refer to our Disability Policy, available on the club website.

Should there be a cancellation of the match on arrival at an away venue no refund will be issued due to costs incurred by Wrexham AFC. It is at the Club's discretion to issue vouchers, if seen as appropriate.



# TICKETING & ACCESSIBILITY

## Season Tickets and Ticket Packages

Season Tickets and ticket packages are non-refundable in either the package's entirety or on a game-by-game basis. If you would like to return your season ticket/ticket package, you can do so by sending the season ticket card or unused tickets to Wrexham AFC, with a covering letter detailing your request to cancel your season ticket/ticket package. In exceptional circumstances, the club may make a discretionary refund on a case-by-case basis, but cannot guarantee it will make any refund.

Season ticket holders must notify the club of any change of address.

Season Tickets cover all home league games but there is no guarantee as to the number of games covered by a season ticket which may change during the course of a season in exceptional circumstances.

If a ticket/season ticket is lost/destroyed/stolen, the Club is not obliged to issue a replacement. However, the Club may decide to issue a replacement and a charge of £20 per replacement will be made.

A season ticket can be changed for individual matches to a different age category a maximum of four times per season. The full price of the individual match ticket will be charged at the appropriate rate.

## Away tickets

Away tickets are not the responsibility of Wrexham AFC even if purchased via Wrexham AFC and any refunds/complaints should be directed at the home club.

## Cup Competitions

Tickets for cup competitions are agreed with the opposition and where possible, we consider some reductions for early rounds of Cup competitions or increases for later rounds with the agreement of the opposing Club. The process for allocating match-day tickets will be communicated on a match-by-match basis.

## Missed Games

It is each ticket-holder's responsibility to get to a game in good time, and the Club recommends allowing ample time to park and gain access to the ground. The Club does not take any responsibility for supporters who miss games due to travel difficulties. Security checks at the turnstiles may also take time, especially at games where attendance is high, and the closer it gets to kick off. Wrexham AFC cannot issue refunds to fans who miss all or part of any match in these circumstances.

## Ticket Refunds

All match tickets are non-refundable, unless the time and/or date of a fixture changes after the purchase of the ticket. In the event of a postponement, the ticket will be valid for the re-arranged match. It is the responsibility of the ticket holder to ascertain the new date and kick-off time.

Any tickets for a match which is cancelled after 75mins or more will not be entitled to a refund. Please read the below season ticket terms and conditions before booking. By purchasing a season ticket you are agreeing to these terms and conditions.

Our full set of terms and conditions can be found on the link below or our e-ticketing website.

<https://www.eticketing.co.uk/wrexhamafc/Common/Customernotice/TermsAndConditions>



# MEMBERSHIP

Membership packages have been rebranded for the new campaign as "Dragon Memberships" with various categories and age ranges available. "Red Dragon" is our domestic Adult membership and "International Dragon" is our membership package for International Adults, both priced at £30. All our domestic and International Junior membership packages will continue to be branded "Junior Dragons" (available for Under-11s, Under-16s, Under-18s, and International Juniors) with all costing £15. Please note, ages are determined as of August 1, 2023, regardless of when purchase is made.

All members will have access to a priority ticket window for all Wrexham AFC home games, as well as access to our new ticket exchange system when it is available, allowing for the purchase and receiving of tickets from season-ticket holders who are unable to attend. (Further information will be announced in due course in relation to the ticket exchange system). Please note, being a member only guarantees access to the priority booking period and not that you will be able to purchase a ticket, as demand is likely to exceed availability for all league games at the STOK Cae Ras. The standard window for priority ticket access will open approximately four weeks before each home fixture.

Furthermore, after United Airlines were confirmed as our new front-of-shirt sponsor, we're pleased to announce that Wrexham AFC members for the 2023/24 season will be able to claim £75 off a flight with the airline.\*

Other membership benefits include a newsletter and birthday email. Junior Dragons will receive a specific junior newsletter, as well as invitations to club events such as the Junior Dragons Christmas Party, the chance to be a matchday mascot and a discount off daily admission to our popular holiday Soccer Schools.

After reviewing our feedback and ticket availability for International fans, we're also pleased to introduce our new "International Dragon" ticket scheme. "International Dragon" members will now have priority access to an allocation of 75 tickets reserved for each home game specifically for international members only. These tickets will be made available in-line with the regular on-sale dates and times (approximately four weeks before each game), and be available for seven days before they are released. "International Dragons" will not have access to any other tickets in the stadium during seven-day priority window.





# MEMBERSHIP

## WREXHAM AFC 2023/24 MEMBERSHIP PACKAGES

### Red Dragon

Personalised membership card & welcome pack  
Access to priority tickets for all home games at the STÖK Cae Ras  
Access to our Official Club Ticket Exchange platform (when in use)  
Access to retail discount offers and promotions from Official Club Partners  
£75 off a flight with United Airlines\*  
E-Birthday Card  
Monthly Email Newsletter

### Junior Dragon (Under-18s)

Personalised membership card & welcome pack  
Access to priority tickets for all home games at the STÖK Cae Ras  
Access to our Official Club Ticket Exchange platform (when in use)  
Access to retail discount offers and promotions from Official Club Partners  
£75 off a flight with United Airlines\*  
E-Birthday Card  
Monthly Email Newsletter

### Junior Dragon (Under-16s, Under-11s)

Personalised membership card & welcome pack  
Access to priority tickets for all home games at the STÖK Cae Ras  
Access to our Official Club Ticket Exchange platform (when in use)  
Access to retail discount offers and promotions from Official Club Partners  
Chance to be a matchday mascot and meet Wrex the Dragon  
Chance to attend the Junior Dragons Christmas Party  
Discount off the daily admission price for our popular Soccer Schools during school holidays  
£75 off a flight with United Airlines\*  
E-Birthday Card  
Monthly Email Newsletter

### International Red Dragon

Access to priority period for the purchase of tickets for all home games at the STÖK Cae Ras, from the allocation of 75 tickets reserved for international members.  
Access to our Official Club Ticket Exchange platform (when in use)  
Monthly email newsletter  
£75 off a flight with United Airlines\*

### International Junior Dragon (Under-18s)

Access to priority period for the purchase of tickets for all home games at the STÖK Cae Ras, from the allocation of 75 tickets reserved for international members.  
Access to our Official Club Ticket Exchange platform (when in use)  
Monthly email newsletter  
£75 off a flight with United Airlines\*

\*Flights to be booked between July 7, 2023 and October 7, 2023 for travel between August 1, 2023 and April 30, 2024. Full terms and conditions will apply. A discount code will be provided in due course to all members.



# VISITING FANS

Wrexham AFC does not charge admission prices to supporters of the visiting club higher than those charged to our own supporters for comparable accommodation, i.e. our concessionary rates offered to senior citizens and junior supporters.

The Club abides by the relevant competition rules, governing the allocation of tickets to visiting clubs.



## TRANSPORT, TRAVEL AND PARKING AT THE STÖK CAE RAS

**BY CAR:** The STÖK Cae Ras is located on Mold Road. The postcode is LL11 2AH. By car, take the A483 from Chester or Oswestry to Wrexham. Exit at the 'Mold' junction and then follow signs for 'Town Centre' and the STÖK Cae Ras will come quickly into view.

**NB:** Road closures are in place from 4.30 on Saturdays for up to 45 mins, evening games from 9pm.

**BY TRAIN:** The nearest train station is Wrexham General which is located next to the ground. Please continue to follow current government guidance when travelling.

**BY BUS:** Wrexham bus station is located in the centre of town. From the bus station, head towards the prominent multi-storey car park and turn right along Mold Road. The ground will be located on the right-hand side, just after you cross the bridge over the railway tracks, about half a mile along this road.

**PARKING** is available at the car park on the adjacent Wrexham Glyndwr University car park, with accessible blue-badge parking also available although these spaces are limited. All spaces are allocated on a first-come, first-served basis. Anybody attending the STÖK Cae Ras must not park in permit zones around the stadium, and we ask all visitors to be respectful and mindful of our neighbours. Do not block driveways, and do not park in an inconsiderate manner.

Alternative parking can be found in the town centre which is a 15-20 minute walk to the stadium.



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# CONSULTATION AND MEDIA INFORMATION

Wrexham AFC is committed to keeping supporters up to date with the latest information through the club website at [www.wrexhamafc.co.uk](http://www.wrexhamafc.co.uk), the WrexhamPlayer platform and the club's social media channels on Facebook, Twitter, Instagram, TikTok, YouTube and LinkedIn. We are committed to ensuring that our media channels are engaging and informative and that we have a positive interaction with our followers.

Supporters are requested to use social media forums respectfully and we will not tolerate any incidents deemed to be considered discriminatory, bullying or harassment, for example, making offensive or derogatory comments. The Club will act accordingly on anything reported or which appears on social media in this respect.

## WrexhamPlayer


WrexhamPlayer gives supporters the inside track on Wrexham AFC with a range of benefits including live audio commentary and exclusive club content, that can all be accessed with an account. You will need to register at <https://www.wrexhamafc.co.uk/wrexhamplayer/subscribe/>. A basic account is free and will enable you to watch interviews with the Manager and Players.

## Digital Channels

You can find out news about Wrexham AFC on the club's website [www.wrexhamafc.co.uk/](http://www.wrexhamafc.co.uk/)

On match days, the Match Centre opens on the website with text commentary, teams news and live updates.


You can also follow the club on the following channels

 [www.youtube.com/user/WxmAFCOfficial](https://www.youtube.com/user/WxmAFCOfficial)

 TikTok: @Wrexham\_AFC

 @wrexham\_afc

 [www.facebook.com/wrexhamfootballclub/](https://www.facebook.com/wrexhamfootballclub/)

 @wrexham\_afc

The Club publicises its position on major policy issues in an easily digested format in the Club programme, official website and through the local media. The Club has had, and continues to develop, ways to consult with the Stakeholders.



# DIGITAL COMMUNITY STANDARDS

**Wrexham AFC believes in open communication across all its channels and both shares and embraces the passion fans have for the Club, community and game as a whole.**

The online conversation around our game is continuously evolving and there are now multiple opportunities for engagement, from forums to podcasts, and the 24/7 use of many different social media platforms. These avenues provide a vibrant, ever-changing place for people to come together to support their clubs and provide the opportunity to positively engage in meaningful conversations around the game we all love.

Ultimately, we believe everyone has the right to express their opinions and beliefs in a respectful and tolerant way online. Football is, after all, very much a game of opinion. However, we are also aware of the potential risks associated specifically with the misuse of online platforms. Such risks might impact on any number of stakeholders, either directly or indirectly, be it clubs, players, staff, supporters, partners or sponsors, for example.

Therefore, in order to strive for a safe, enjoyable and inclusive experience we continue to work with the relevant stakeholders to help create a positive social media environment, and we will not hesitate to report any individuals or organisations who breach official laws and guidelines.

The following guidelines offer transparency into how we hold ourselves and our communities to account for online activity. It sets out the standards the Club expects, and will uphold, across its online channels, and outlines measures we will take to maintain these standards, along with action individuals can take to help keep all fans and participants safe online.

#### **Standards We Uphold On Our Channels**

- **Impartiality**
- **Respect**
- **A responsible approach**
- **To uphold our values**
- **To be fan-facing**

#### **Unacceptable Content**

Wrexham AFC will not tolerate any online behaviour on its channels that constitutes hate speech, violence, threats and criminal activity. We further define such behaviour as follows:

Hate speech describes forms of communication or expression that promotes or encourage violence, hatred or discrimination against others, particularly because of their ethnicity, religion, gender, sexual orientation, transgender identity, disability, national origin or immigration status. It can take the form of:

- **Offensive social media posts or comments**
- **Direct attacks on an individual via their personal accounts**
- **Threats**
- **Messages or posts calling for violence**
- **Links to websites with pictures, videos or words that glorify hatred against particular groups**
- **Chat forums where people encourage others to commit hate crimes**
- **Cyberbullying and Trolling**

**We define attacks as** violent or dehumanising speech, harmful stereotypes, statements of inferiority, expressions of contempt, disgust or dismissal, cursing and calls for exclusion or segregation. We consider age a protected characteristic when referenced along with another protected characteristic.

**We define hate crime as** a crime against someone because of who they are. Characteristics covered by law include race, religion, sexual orientation, transgender identity and disability. When hate speech becomes a criminal offence, it is known as hate crime.



# DIGITAL COMMUNITY STANDARDS

## Action The Club Will Take

Wrexham AFC has dedicated staff who own and oversee all content published across our social media channels, including issuing and revoking access to any necessary third parties. This team is accountable to the entire Club and all staff and stakeholders know how to contact them with any queries.

Part of the team's responsibility is to identify any breach of these online community standard, and both flag and take action if any content viewed on our channels is deemed to be abusive, be classed as hate speech or discriminatory as defined above. If such content is spotted we have the right to:

- Capture necessary evidence
- Remove the content
- Block the user
- Report the user to law enforcement
- Share with UKFPU and other relevant stakeholders
- Report the user to social media companies

As a further safeguard, internal reviews of our social media content are regularly undertaken to ensure it meets the high standards we hold and expect.

## How To Report Online Abuse

We ask all users to adhere to the same high standards we aim to uphold on our channels. Occasionally fans and users of our channels may witness comments and messages that fall short of these standards, and we want such behaviour to be reported, in order for it to be removed and further action taken.

There are a number of ways users can play their part in upholding our community standards which include:

- Reporting any abuse to the Club
- Reporting any abuse to Kick It Out via their online reporting tool
- Inform Law Enforcement of any abuse or threats (Document the violent or abusive messages with printouts or screenshots)
- Inform the social media company whose platform the abuse was witnessed on

Any malicious content can be reported to the relevant social media platforms directly using their respective in-built tools. Further information is available via:

Twitter <https://help.twitter.com/en>

Facebook <https://www.facebook.com/help>

Instagram <https://help.instagram.com>

To report to the Club, please email [media@wrexhamafc.co.uk](mailto:media@wrexhamafc.co.uk)  
Alternatively, fans can report any online abuse to Kick It Out. They have an online reporting form which can be accessed [here](#). In addition there is further guidance on how to report incidents of discrimination in football via their website.

There are also various in-app safety tools available to users when using the respective social media platforms.



# DIGITAL COMMUNITY STANDARDS

## Twitter



### Block

Block any account instantly when you don't want someone to see your Tweets and don't want to see theirs. Click the 'three dots' icon located at the top of a Tweet from the account you wish to block and select 'Block.'

### Mute

Users can mute an account if they do not want to see their Tweets, but don't want to unfollow the account or don't want them to know they're blocked. From a Tweet or profile page, click the 'three dots' icon and click 'Mute.' Users can also mute particular words, conversations, phrases, usernames, emojis, or hashtags. Go to 'Mute and Block' in 'Privacy and Safety' settings review.

### Conversation Settings

Before sending a Tweet, users can decide who will be able to reply to it. Users will see a default setting of 'Everyone can reply' next to a globe icon in the compose Tweet box. Tapping this prior to posting allows users to choose who can reply to them.

### Hide Replies

Tweet authors have the option to hide replies to their Tweets. From a reply to one of your Tweets, click or tap the 'downwards arrow' icon. Select hide reply and confirm.

### Notification Filters

Filter the accounts you see in your notifications. Users can decide not to see Tweets that mention them from people who haven't confirmed their email or phone number or from new accounts. You can access advanced filter settings by navigating to 'Settings and Privacy' > 'Privacy and Safety' > 'Notifications' > 'Advanced filters'

## Review

The social media landscape is constantly evolving and changing; therefore these guidelines must evolve and change with them. They will be reviewed at least once per year, published on our website and all Club employees will be provided with access to a copy for reference.

We will continue to uphold these standards to ensure our social media channels reflect the passion, hope, and excitement felt by fans and strive to offer a safe and positive space for every single supporter.

## Instagram



### Message Controls

All Instagram accounts in the UK have the ability to filter Direct Messages (DMs). Users can use the platform's default list of potentially offensive terms, and add their own words/emojis to the filter. With the feature on, users can still report messages that contain potentially offensive terms, but without having to see the message.  
**Settings > Privacy > Hidden Words > Hide Message Requests**

### Comment Controls

Just add emojis, words or phrases you find offensive to your comment filter, and no comment containing these terms will appear under your posts.  
**Settings > Privacy > Hidden Words > Manage Custom Word List**

### Who can message

All accounts on Instagram have the option to switch off Direct Messages (DMs) from people they don't follow.  
**Settings > Privacy > Messages**

### Who can comment

In addition to filtering comments that contain certain words, phrases or emojis, (as above), users can control who can comment on their posts. Users can also access comment controls within a comment section of their own post.  
**Settings > Privacy > Comments**

### Blocking Profiles and Accounts

Users can block people to prevent contact from those they do not wish to interact with on Facebook or Instagram. Blocking someone also means they cannot search for the user's profile. When blocking someone, users will also have the option to pre-emptively block new accounts that person may create.



# CODE OF CONDUCT FOR SUPPORTERS

Anyone wishing to report unacceptable behaviour can contact a Steward, or by contacting the Club directly through email at [info@wrexhamafc.co.uk](mailto:info@wrexhamafc.co.uk). Please do not confront it.

Wrexham AFC prides itself in promoting a family atmosphere at all home and away matches. Any ticket holder found to be demonstrating racist, offensive, abusive, homophobic or any unacceptable language or anti social behaviour will be ejected from the ground and no refunds will be given and further action may be taken, including reporting the incident to the police. Ticket holders are reminded that the Club expects all supporters and visitors to take full responsibility for their actions and to conduct themselves in an appropriate manner at all times.

Where incidents of unacceptable conduct are reported or detected, and after carrying out its own internal investigation, the Club reserves the right to ban supporters for life, or suspend supporters for a period of time deemed appropriate if the Club deems a supporter to be in breach of ground regulations.

This may include the removal of season tickets and bans from stadia for a specified period / or other appropriate actions. Unacceptable conduct may also lead to criminal charges. The Club is under no obligation to provide detailed evidence of any such breach to a banned/suspended supporter as it may interfere with ongoing Police investigations. The Club may, entirely at its discretion, refund any unused portion of a season ticket for any such banned/suspended supporter but is under no obligation to do so.

ALL flags and banners must be approved and certified by the Club. Approval for flags and banners not previously certified must be sought at least 48 hours prior to the game. All supporters intending to bring flags or banners into the ground, must contact the Safety Officer in advance to confirm the size is permitted, and must be accompanied by a flame retardant certificate with a fire safety certification to BS5867 Type B (or equivalent Fire Retardant Standards DIN 4102-1 B1 or ISO 6941). Wrexham AFC reserves the right to prohibit any banners from being displayed inside and within the footprint of the Racecourse Ground. Flags must not be damaged, torn, or frayed, and must be displayed in accordance with the requirements of the Club.

Wrexham AFC does not permit any banner/poster or other display that is of a political nature or any organisation which is not affiliated to the Football Club supported and which contains offensive or potentially offensive material. The Club does permit fans to display banners supporting their Football Club, providing they are not offensive to any other fans, and that they conform to the ground's safety and fire regulations as set out above. Fans who refuse to conform to Club rules and ground regulations in regard to banners and flags, will be asked to leave the ground, and banners and flags that are not removed may be confiscated. For more information please contact [info@wrexhamafc.co.uk](mailto:info@wrexhamafc.co.uk)

**To report racist, homophobic, anti-semitic, sexist, transphobic or any other discriminatory abuse feel free to e-mail confidentially**  
[info@wrexhamafc.co.uk](mailto:info@wrexhamafc.co.uk)

You can also use the following links:

<https://www.theredcard.org/reportit>

<https://www.kickitout.org/forms/online-reporting-form>



# CODE OF CONDUCT FOR SUPPORTERS

## CLUB BANS/APEALS

The Club provides any such banned/suspended supporter a written right of appeal of any such action undertaken by the Club provided that the supporter writes in requesting this appeal within seven days of notification of the ban/suspension setting out in detail their ground(s) of appeal.

This appeal will be chaired by a nominated representative unconnected with the initial decision to ban/suspend the supporter and at their discretion, this appeal can be handled in writing or they can call a meeting in person if they consider it merits the same. The Club undertakes to send out written notification of the findings of any such appeal within 14 days of receipt of the appeal or the hearing whichever is later. The Club's decision after any such appeal will be final and binding.

Any supporter subject to a ban from the Club for a period of more than 12 months will be able to appeal the Club's decision in writing within 21 days of the date of the decision.

The complainant must submit their appeal in writing by email to [info@wrexhamafc.co.uk](mailto:info@wrexhamafc.co.uk) including the reason(s) for the appeal and attaching any documents that they wish the Club to consider.

The appeal will be considered by an appeals committee comprising of the Club Secretary and a member of the Club's Safety Team. The appeals committee will meet within 30 days of receipt of the appeal and will communicate its decision to the complainant, with a short explanation of the reasons for its decision, within 14 days of the meeting.

The decision of the appeals committee could be to increase as well as decrease the sanction. The decision of the appeals committee will be final. Dependant on the circumstances, a further review may be carried out after a period of 12 months to evaluate each specific case.





# CLUB ADVISORY BOARD

## What is the Club Advisory Board (CAB)?

Wrexham AFC is committed to listening to and fully understanding the interests of the fans of the Club, and conducting the business of the Club having proper consideration for those interests.

The Club Advisory Board consists of representatives of various supporter groups and organisations as outlined below, and shall endeavour to meet on at least four occasions each season.

The Advisory Board's objects are to:

- Understand, engage with and assist the Club to develop the Club's business, vision and values
- Represent and express the views, opinions and interests of the Club's entire fan base on all matters the Club consults the Advisory Board on from time to time
- Enable the Club to understand the views, opinions and interests of its fan base and how prospective business decisions will or may be received by its fan base
- Assist the Club to maintain and develop the Club's relationship, interaction and communication with its fan base.

You can find out more information regarding the club advisory board on the link below and by emailing [clubadvisoryboard@wrexhamafc.co.uk](mailto:clubadvisoryboard@wrexhamafc.co.uk)

<https://www.wrexhamafc.co.uk/club/club-advisory-board/>



# COMMUNITY ACTIVITY

Wrexham AFC prides itself on being a community-based club, it supports a number of campaigns and initiatives engaging fans in awareness-raising and engagement activities.

The club's mission statement placed the delivery of community benefit at its heart.

As a club we're proud to support Mental Health and well-being through our weekly online Dragon Chat sessions held every Thursday evening.

Through our powerchair football sessions, we provide opportunity for any supporters with disabilities – not just those who are wheelchair-bound – the chance to play every Friday

Wrexham AFC also has a charity arm, the Wrexham AFC Community Trust aims to utilise the power of football, other sports and physical activities to boost educational attainment, and to improve the health, well-being and safety of individuals in Wrexham and North Wales.

## What does the Community trust do?

Wrexham AFC Community Trust delivers a range of projects, these include:

- School Sport Delivery through the National League Trust and Premier League Charitable Fund
- Girls Huddle football sessions through FAW - Introduction to football sessions for 4-11-year-olds
- Womens Multisport Sessions in partnership with Wrexham County Borough Council

- Walking Football sessions for over 35's - the fastest growing sport in the UK currently
- Soccer Schools - holiday provision delivering mixed football camps for children aged 4-11 during the school holidays.
- Autism Projects - delivering specialist activity sessions out of school hours and during school holidays to support young people and their families
- Fun Football - informal football activity turn-up and play sessions

Wrexham AFC Community Trust is proud to work closely with SP Energy Networks as its headline partner to ensure greater participation and inclusion within football and the community.

To Find out more about our Community Work please visit <https://www.wrexhamafc.co.uk/club/wrexham-afc-community-trust/>



**WREXHAM AFC**  
[www.wrexhamafc.co.uk](http://www.wrexhamafc.co.uk)

# CHARITABLE DONATIONS AND REQUESTS

## OUR COMMITMENT

Everyone at Wrexham AFC is extremely proud of the charitable and wider community work carried out by the Club, which benefit worthy causes throughout the year.

As outlined in the Club's mission statement, this area of work is a key priority for our co-chairmen who continue to ensure it is embraced across the Club.

Our community work is carried out by Wrexham AFC Community Trust, we are proud of the work carried out by the club's official charity and continue to utilise them to connect with, local, national and International causes.

We receive many requests for donations and, while we take pride in our role as a family Club, it is important to manage the demand alongside our other ongoing commitments.

The Charitable Policy below has been created to ensure that we show transparency and fairness to all incoming requests of this nature.

All charitable requests received to the Club are managed through our good causes account and should be directed to [good.causes@wrexhamafc.co.uk](mailto:good.causes@wrexhamafc.co.uk)

Good Causes  
Wrexham AFC  
STök Cae Ras  
Mold Road  
Wrexham  
Wales  
LL11 2AH



**WREXHAM AFC**  
[www.wrexhamafc.co.uk](http://www.wrexhamafc.co.uk)

# CHARITABLE DONATIONS AND REQUESTS

## Charitable Donation Requests

All charitable requests received to the Club are managed through our good causes account and should be directed to [goodcauses@wrexhamafc.co.uk](mailto:goodcauses@wrexhamafc.co.uk)

For any charity requests, individuals must provide a letter on headed paper from the charity, which confirms their role as an official fundraiser. It should be noted that, due to the level of demand, this will not guarantee a charitable donation.

Requests for raffle prizes from non-charities should also be sent to the email address above, but unfortunately may not be granted due to the level of demand.

## Signed item requests

Supporters are advised that no merchandise should be sent to or left at the Racecourse Ground for signing, all requests should be sent to the email address above.

Similarly, it is politely requested that fans do not ask a player for their shirt, boots or any other item of clothing or equipment at any time.

A limited number of shirts are pre-allocated to the playing squad and should therefore remain in their possession.

The Club may periodically organise structured player meet-and-greet events that allow fans to have items signed by the squad and management members present.

We also receive many requests for signed birthday cards and cards of condolence. Regretfully, the Club is unable to facilitate these requests due to the level of demand.

It should be noted that the Club will dedicate one matchday per season to supporters who have sadly passed away, with requests for submissions communicated via the following email [good.causes@wrexhamafc.co.uk](mailto:good.causes@wrexhamafc.co.uk) official.

## Bucket collections

Bucket collections are allocated at the start of each season, with submissions considered during the application window which is usually at the end of the season.

Wrexham AFC are proud of our community focus, and are keen to ensure we can help as many local, and also national, charities as possible. More than £15,000 in total was collected by our bucket collection beneficiaries in 2021/22.

We would like to thank all Wrexham AFC supporters who have given generously over the years to these bucket collections.

Please be aware any charity organisation interested in hosting a bucket collection for the 2023/24 season will need the following: a charity name and charity number, and a brief 200-word description of what your charity does and how you would benefit from a collection.

All applicants must have a charity number, and we ask any previous beneficiaries to follow the same process, in the interest of providing fair opportunity to all applicants.

## Awareness and Official Days

Each year the club will consider the number of awareness and official days that the Club supports including those attributed to Wrexham, the Football Association of Wales, National Football League and international awareness days.



# CHARITABLE DONATIONS AND REQUESTS

## Player Appearances and Media Requests

Wrexham AFC receive a high number of requests for player appearances and media requests of the club's co-owners.

As a club we have committed to several awareness days, campaigns and events and work alongside the club's charity Wrexham AFC Community Trust to ensure Community is at the heart of all we do.

Requests can be made to the Head of Community, however, please be aware that these may not be granted with the club's current commitments and high demand.

All charitable requests received to the Club are managed through our good causes account and should be directed to [good.causes@wrexhamafc.co.uk](mailto:good.causes@wrexhamafc.co.uk)

Good Causes  
Wrexham AFC  
STÖK Cae Ras  
Mold Road  
Wrexham  
Wales  
LL11 2AH



**WREXHAM AFC**  
[www.wrexhamafc.co.uk](http://www.wrexhamafc.co.uk)

# FIND US

The STÖK Cae Ras is located on Mold Road.  
The postcode is LL11 2AH.



#### KEY

- 1 Turnstiles
- 10 Macron Stand Hospitality Reception
- 11 Standard Suite
- 12 Centenary Club
- 13 Club Shop/Ticket Office
- 14 Foundation Office
- 15 Gate 12

#### ALLWEDD

- 1 Gŵliau
- 10 Derbyfa Llafygarech Ffordd y Wylodur
- 11 Sall Bannford
- 12 Club y Cwmbeiddiant
- 13 Sioe y Club a Seyddfa Docymau
- 14 Seyddfa y Foundation
- 15 Gate 12



## AWAY COACHES

Away Coaches will be directed to drop off at Wrexham Glyndwr University next to the stadium and be parked off site. Coaches will return to the same point before the end of the match to pick up.

### FROM THE NORTH:

On the A483. Leave the A483 at junction 5 on the Mold Road Interchange. Stay in the nearside lane on the roundabout and follow the signs for Wrexham, Mold Road A541.

You will see the Range department store on the left-hand side. Stay in the nearside lane and at the roundabout take the first exit towards Plas Coch B5101.

At the next small roundabout take the third exit into the University.

### FROM THE SOUTH:

On the A483. Leave the A483 at junction 5 signposted towards the Football Stadium. On the slip road take the offside right-hand lane.

Mold Road Interchange take the third exit towards Wrexham A541 Mold Road.

Stay in the nearside lane and you will see the Range Department store on the left-hand side. Stay in the nearside lane and at the roundabout take the first exit towards Plas Coch B5101.

At the next small roundabout take the third exit into the University.





**Wrexham AFC**  
ST6K Cae Ras  
Mold Road  
Wrexham LL11 2AH

**CPD Wrecsam**  
ST6K Cae Ras  
Ffordd Yr Wyddgrug  
Wrecsam LL11 2AH

