




FORGED IN STEEL

Sheffield United Football Club

Club Charter 2022/23



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Opening Statement

Sheffield United Football Club was established in 1889 and it remains focused on the core principles and aims on which its founding was based. The Club is extremely proud of its history and its links to the development of the game. Sheffield United Football Club prides itself on its close development with its fan base, local community and the business sector as a whole. It is an inclusive family and community orientated Club where everyone is made to feel welcome and it will endeavour to improve on this principle year on year. September 16th 2020 marks a year since the Club came under the sole ownership of Prince Abdullah and has seen an exciting time that has marked our historic stadium, training complex and other important associated Sheffield United properties return to the ownership of the Club itself. It is the commitment of the Owner and Board of Directors to continue to improve Bramall Lane and its Supporter experience as an ongoing project, giving Sheffield United's fans and the City of Sheffield a fantastic footballing experience.

As we continue to develop we have set the following objectives for 2022–23

- 1.** As a Family and Community Club we have a number of schemes and activities in place that we deliver on matchdays to help improve our Fan Experience for supporters, in addition to helping retain fans of the future by providing them with more than just a matchday ticket, but a day of entertainment for the whole family.
- 2.** We aim to continue to provide opportunities for children and adults of all ages and abilities to be able to access football by being an inclusive football club where we welcome supporters from a wide variety of backgrounds. As part of this we aim to continue to improve our disabled supporter initiatives on both matchdays and non-matchdays as well as deliver a number of matchday activations inline with our Equality, Diversity & Inclusion campaign calendar.
- 3.** With the growing role of Women's Football in the game and our involvement in WSL 2 we aim to encourage more women and girls not only to be fans but also to be involved in playing the game. We want to encourage them to take advantage of the pathways now in place from grassroots to a professional first team.



Customer Service

Customer Care and Complaints Procedure

Here at Sheffield United we are proud of our relationship with our fans and supporters and always strive to provide outstanding customer service. We work closely with our staff to ensure we continue to meet high standards of fan and customer service.

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, by post or over the telephone.

Telephone

0114 253 7200

Address

Complaints Department
Sheffield United
Bramall Lane
Sheffield, S2 4SU

Email

complaints@sufc.co.uk

It is recommended that individuals contact the club during regular working hours 9am – 5pm Monday to Friday. In the first instance we ask that queries be directed to the relevant department and manager to discuss the issue further.



Customer Service

Customer Care and Complaints Procedure

Responses will be made by phone, post or email. A written response will be supplied if requested or deemed necessary.

The club will endeavour to acknowledge receipt of any contact within 48 hours and will aim to respond within 14 days. If the relevant member of staff is absent for leave, illness or maternity, every reasonable effort will be made for an informed colleague to respond in the agreed period of time.

If you feel the that the matter has not been resolved satisfactorily by the department concerned then the matter should be referred in writing to the club Chief Executive Officer:

**Stephen Bettis, Sheffield United Football Club,
Bramall Lane, Sheffield S2 4SU**

Following the governments changes in 2016, the Independent Football Ombudsman (IFO) is recognised as the approved Alternative Dispute Resolution Body. If a complaint cannot be satisfactorily resolved at Club stage within the stated correspondence timescales, supporters are advised that they can refer this matter directly to the IFO using the following details:

Address

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

Email

contact@theifo.co.uk

Telephone

0800 588 4066



Staff Conduct

All Sheffield United Football Club staff, whether full-time, part-time or match day staff have a responsibility to act as ambassadors for the Club, with a duty for supporter care and attention.

If a supporter has an issue with any member of Sheffield United Football Club Staff, the matter should be raised with the Club's HR department in accordance with the complaints procedure.

An Equal Opportunities Policy operates at Sheffield United Football Club in line with the Equality Act 2010. The Club does not allow discrimination against any individual or group on the basis of sex, age, religion or belief, race, pregnancy or maternity, sexual orientation, gender reassignment, marriage and civil partnership or disability, nor does it permit harassment of individuals.

Sheffield United Football Club is committed to briefing staff on key issues so that they may answer the majority of supporter's queries. If they are unable to do so they will refer the matter to their supervisor.

Sheffield United Football Club strives to provide customers and supporters with quality, value and service. Our staff are committed to developing and maintaining a lasting relationship with our customers. We aim to manage that customer relationship and to make it core to what we do and how we do it.



Equality, Diversity and Inclusion

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

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

Sheffield United FC will challenge any inappropriate language or behaviour. Any incident or complaint can be reported using the Customer Care and Complaints Procedure or External Whistle Blowing Policy which can both be found under the policy section of the club’s website. Alternatively any form of discrimination in football can be reported to Kick It Out on freephone number **0800 169 9414** or emailed to **report@kickitout.org**

The Club supports the Premier League, EFL and the Football Association in their commitment to develop a programme of ongoing training and awareness raising events and activities, in order to promote the eradication of discrimination. Sheffield United FC have achieved the Premier League equality standard at preliminary level. Designated games such as Kick it Out, Rainbow Laces and Level Playing Field, all form part of our extensive campaigns calendar and form part of our ongoing work.

This applies to our supporters, stakeholders and staff.

A copy of the Equality, Diversity and Inclusion Policy Statement can be viewed [here](#).



Community Activity

Sheffield United Community Foundation, the club's official charity, works in the areas of Accessibility & Inclusion / Community Engagement / Education & Skills / Employability & Training / Health & Wellbeing and Sport & Physical Activity

The Foundation's vision is to create a healthy, empowered, inclusive community.

Mission - Harnessing the power of Sheffield United Football Club, we deliver bespoke programmes that tackle inequalities and provide opportunities to improve people's lives and develop communities.

Further information on our Community Foundation can be found at www.sufc-community.com

The Head of Community Foundation, Chris Bailey, can be contacted at chris.bailey@sufc-community.co.uk or you can contact the Community Foundation's Safeguarding and EDI Manager, Vicki Wilson at vicki.wilson@sufc-community.co.uk

Alternatively, you can contact the office on **0114 253 7200 (Option 6)** or email enquiries@sufc-community.co.uk



Supporter Consultation

Sheffield United FC hold regular Fans Forums over the course of a season.

These feature key members of Sheffield United FC Owners, Board Members and Senior Staff, giving season ticket holders and members the chance to discuss a wide range of topics regarding their Club directly with those in control.

Forums are advertised to season ticket holders and members via Sheffield United Social Media and are generally on an allocated ticket basis- we hold up to four open events each season whilst also holding smaller dialogue meetings with appointed Supporter Groups.



Supporter Consultation

Away Games

The Club SLO attends most away games in line with recommendations in the UEFA report on the role of Supporter Liaison Officer and aims to be a visible and approachable face of the Football Club on a wide range of subjects at all times

The mode of transport and pre-match destination and venues will vary throughout the campaign

The contact details for the Club SLO can be found on the key contact list which is located at the front of the SUFC Matchday programme and also on the official Club website

For further information on the SLO project, contact Jon Helliwell

Email jon.helliwell@sufc.co.uk

Phone 0114 2537200

Home Games

In addition to our full time SLO, Sheffield United FC have three Matchday Supporter Liaison Officers to assist in improving communications and Club at its busiest time - the day of a game at Bramall Lane

Kate Stewart, Gary Ogden and Matt Bassett are all lifelong Blades fans who bring a wealth of knowledge and professional expertise to a role that the Club views as being of vital importance. They are visible figures who have become trusted members of the matchday team at Sheffield United FC

Each SLO has an allocated stand and they can be clearly identified by way of branded Sheffield United Football Club apparel and Official Matchday Identification passes

Their pictures are clearly visible around the stadium concourses and across the ground. We have a Matchday SLO hub- this is located on the Family Stand concourse and is both open and attended from 90 minutes before kick-off on the day of a game

Valuable information is cascaded down from the hub on a wide variety of subjects in addition to the usual Sheffield United Social Media



Legends of the Lane and Ground Tours

Sheffield United Football Club and its home, Bramall Lane, have a long and fascinating history.

Our Legends of the Lane Museum houses one of the very best collections of Club memorabilia housed in the country, telling the story of the world's oldest professional football ground and the Blades from the very beginnings to the present day.

We try to offer Matchday tours for every home game- please note that, due to possible changes in kick off times the start times may vary- please also note that ground tours are not “meet the player” events.

Tours are conducted by Club Heritage Manager and Supporter Liaison Officer John Garrett. Tickets are priced at £15 for adults and £12 for concessions and are booked via our Ticket Office in advance.

There are a maximum of 40 places per game and the tours last for approximately 90 minutes, taking in the Museum, players entrance, dressing rooms *, technical area and pitch side ending with a seat in the Directors Box for some superb facts and figures about the Blades and our famous home. On most tours, a camera is welcomed. The session will finish back in our “Legends of the Lane” Museum.

Please note that, due to the duration of the event and content, tours are not generally recommended for the very youngest of fans.

The Club has an ongoing programme of fan engagement at all levels. Ground tours are available for School Groups and all organisations and societies during the week on a pre- booked basis. Content can be tailored to meet the needs of most ages and groups to make any visit to Bramall Lane enjoyable and relevant.

The minimum number required for each tour group is no less than 20 guests. Mid-week tour days and times may vary - check with SUFC for availability.

Please note purchasing a ticket for the tour does not guarantee the ability to purchase a ticket for the game. Supporters are to ensure that they are eligible to purchase a ticket for the desired game and do so prior to booking a ticket for the tour.

For more details, contact John Garrett on john.garrett@sufc.co.uk



Ticketing

The Club is committed to the principle of maximising revenue for its football team by encouraging high attendances. A range of prices will apply to reflect demand in different areas of the ground and for the relative attraction of different matches.

Existing season ticket holders will have the opportunity to renew their season ticket at the best possible prices.

Our Ticket Office has several methods of booking and payment available. Tickets may be purchased:

In person

Tickets may be purchased in person from our Ticket Office located on Cherry Street.

Ticket Office Opening Hours:

Mon – Fri 9am–5pm

Sat (non-matchday) 9am–noon

Matchday (Sat) 9am–half time

Matchday (evening) 9am–kick off

Please check www.sufc.co.uk for ad hoc opening hours during public holiday periods.

Please note

Unfortunately we are no longer able to accept cheques as a method of payment.

Phone

Tickets can be purchased via our direct ordering line using all major debit and credit cards. A £1 booking fee is charged per ticket on all telephone sales

Call

0114 2537200 (option 1)

Online

Tickets may also be purchased online 24 hours a day, seven days a week. A £1 booking fee per ticket is charged on all online ticket sales.

Visit

www.sufc.co.uk/tickets



Ticketing

Ticket Collection

Tickets will be posted out until 2 days before the match, after this they will be held for collection.

Our Ticket Collection Point opens 2 hours before kick-off on match day. Customers will be asked to produce their booking reference number and debit/credit card with which the transaction has been made.

Loyalty points will count towards your ticket priority for matches where demand exceeds the number of tickets available.

You must be an existing season ticket holder or SUFC member to validate your loyalty points.

Concessions

Concessionary tickets will be available in all areas of the ground to supporters who fall into the following categories:

- **Seniors** aged 60 or over
- **Juniors** under 18
- **Young Adults** under 22
- **Students in full time education** upon production of a valid Student Card
- **Disabled persons** upon production of the relevant proof which may include proof of receiving DLA/PIP, or letter from a health professional etc.

We encourage young fans to come to games but please note that **all children under 14 must be accompanied by an adult.**

John Street Family Stand

This stand provides 5,942 seats and is open to home supporters accompanied by a child. A maximum of 2 adults to 1 child is allowed.



Ticketing

Refunds Policy

Only in exceptional circumstances the Club offer a full refund upon cancellation of a season ticket prior to the commencement of the season (or pro rata refund once the season has commenced). Each request will be considered on a case-by-case basis.

Any supporter who attends the stadium without their season card will have the ability to access the stadium by obtaining a duplicate paper ticket from the Ticket Office (a maximum of 3 times) after this a new season card must be purchased at a charge of £5 – this is providing that the season card has not been used already to access the stadium for the game concerned.

For individual match tickets the Club will refund the full cost of the ticket prior to kick off.

Tickets returned after kick-off will not be refunded or exchanged.

Lost or Stolen Cards

Lost and / or stolen season cards can be replaced upon a charge of £5.00 per replacement card. Replacement cards must be arranged in person at the Ticket Office. Once a replacement card has been issued, the original season card becomes redundant and cannot be reactivated. Any duplicate charges will not be refunded, even if the original is located.

Membership

Sheffield United operates a membership scheme, including Junior Blades membership, which allows members to purchase match tickets at reduced rates. Full details appear on the web site.

Cup Matches

The Club has a broad range of prices for cup matches. Pricing and ticket sales information for individual games will be displayed on the club web site.



Ticketing

Season Tickets

No discount on ticket prices can be given for cup matches unless agreed by both participating teams.

Away Matches

Please note that online sales (away tickets only) will cease 72 hours prior to kick off, or once tickets have sold out.

For certain away games, loyalty points will be used to allocate tickets. Therefore, supporters will only be able to purchase tickets if they have the required amount. Please see **www.sufc.co.uk** for full ticket information allocations for individual matches.

Loyalty Points

In order for supporters to receive loyalty points for attending matches, the customer number of each attending supporter must be selected in the shopping basket before proceeding to the payment screen. Points for attending matches will not be applied retrospectively under any circumstances.

To purchase tickets and receive loyalty points for friends you must use the 'family and friends' section to link your accounts prior to purchase.

Please click on the 'Eligibility' link for the required Loyalty Points information.



Ticketing

Due to the strict selling order dictated by the home club we are unable to accommodate specific seating requests.

A full refund will be permitted on away match tickets providing they are returned prior to the completion of our sales reconciliation. Please contact the Ticket Office to confirm the exact cut-off date/time.

Restricted View Seating

The Club will detail on match tickets those seats that have a restricted view. These seats will only be sold when no others are available.

Travel Arrangements

Supporters should be mindful when arranging flights or trains for travel to matches, that Sheffield United FC cannot accept liability for any change in fixture days resulting in cancellations or changes to travel details. Supporters should therefore ensure that their travel arrangements are fully insured and are flexible in the event of a change to the fixture day and time as no refunds or reimbursements will be applicable. The Club and its fixtures are, in the words of the EFL, subject to change. Sheffield United FC will always endeavour to inform its supporters and stakeholders of any fixture change as soon as is practicable.

Sheffield United operates its own away travel from Bramall Lane. For details of how to book, departures and cost please ask the ticket office at the time of booking.



Ticketing - Disabled Supporters Home Tickets

Sheffield United Football Club will operate a ticketing policy that recognises disabled supporters may need assistance to fully enjoy their match day experience and offer a variety of reasonable adjustments based on individual supporters needs. The policy will not discriminate between disabled people with differing impairments.

Designated Disabled Area: Home Fans

John Street Family Stand

62 wheelchair spaces for home supporters.
83 designated seats for home ambulant disabled supporters, plus 83 seats for their carers.

These seats are located predominantly on rows A-B

South Stand

5 wheelchair spaces for home supporters.
14 designated seats for home ambulant disabled supporters, plus 14 seats for their carers. These seats for ambulant disabled supporters offer suitable legroom and viewing at an elevated height.

These seats are located:

Row V seats 146 – 192
Row U seats 146 – 151
Row T seats 156 – 157
Row G seats 180 and 181

Kop

11 designated seats for home ambulant disabled supporters plus 11 seats for their carers. These are front row seats with suitable legroom for ambulant disabled supporters.

These seats are located:

Row B seats 169 – 192
Row C seats 183 – 190
Row C seats 187 – 190 are retained for match day sale only (2 pairs of tickets for disabled supporters and their carers).



Ticketing - Disabled Supporters Home

Non-Designated Disabled Area Home Fans

Sheffield United Football Club accepts that some home disabled supporters may choose to sit in other non-designated disabled areas of the Stadium. Therefore subject to qualification supporters may purchase a season ticket elsewhere in the Stadium providing they are able to access the area and subject to safety requirements. A personal assistant will be admitted free of charge subject to qualification.

Pricing

Disabled season tickets in the non-designated disabled areas may be purchased for the full senior concession price.

Match by Match Tickets

The Club operate a scheme for those wishing to attend on a match by match basis.

Designated disabled area/Pricing

The disabled person will pay the match day concession price, with a personal assistant admitted free of charge subject to qualification.

Non-designated disabled area/Pricing

The disabled person will pay the full senior concession price. A personal assistant will be admitted free of charge subject to qualification.



Ticketing - Disabled Supporters Home

Qualification to Purchase

In order to automatically qualify for the purchase of a disabled season ticket the person must have documentation proving them to be currently in receipt of:

- Disability Living Allowance (middle or higher rate care component).
- Personal Independence Payments (PIP)
- Attendance Allowance

Sheffield United Football Club will consider applications from those on the lower rate care component, or any other applications, based on the following criteria –

- Does the impairment have an adverse effect on the ability to carry out normal day-to-day activities?
- Is the adverse effect substantial?
- Is the effect long term?

Qualification for a Personal Assistant Season Ticket

If a request is made for a complimentary season ticket allowing a personal assistant to attend, those receiving DLA/ PIP at the middle or higher rate care component will automatically qualify. If a request is made for a complimentary season ticket from any other person seated in the designated disabled area, not awarded the middle or higher rate care component, their medical letter must confirm that the help of a personal assistant is essential in order to help them attend matches.

The Club will consider the application on the basis of this evidence and if necessary reserve the right to request further information from your doctor.



Ticketing - Children

The Club's policy requires all children under 14 to be accompanied by an adult.

Where the disabled person is a child under 14 the following options are available:

- Pay the children's concession price for the designated disabled area, bringing a personal assistant free of charge if they receive DLA/PIP at the middle or higher rate care component.
- Pay the children's concession price with their P.A. paying the full adult price.



Ticketing - Personal Assistants

- If you are not attending a particular match but wish someone else to use your season ticket, then the ticket must be upgraded. Please contact the Box Office so any necessary payments can be made.
- Personal assistants, to disabled season ticket holders, are issued with their season tickets free of charge as they are regarded as an auxiliary service to disabled supporters. If you are not attending a particular match but your personal assistant still wishes to attend, please contact the Box Office so any necessary payments can be made.
- The Personal Assistant must enter the Stadium at the same time and at the same gate as the disabled supporter.
- Although a disabled supporter can enter the Stadium on their own, the Personal Assistant will not be admitted without being in the presence of the disabled person.
- The Personal Assistant should sit with the disabled person to assist him/her.
- The Personal Assistant must be a person who is fully capable of meeting your needs.
- Checks will be made on a regular basis; any breach of this system will result in the season cards of both the disabled person and their carer being deactivated for the remainder of the season. Any subsequent request for renewal will be carefully considered and treated as a new application.



Ticketing - Cup Games & Friendlies

In order that you can gain access for matches other than league games you must contact the Box Office prior to the match so that your swipe card can be activated for that particular match, you can do so by calling in person at the Box Office or phoning **0114 2537200 (option 1)**

Corporate Facilities

Please contact our Commercial Department for further details and availability on **0114 2537200 (option 2)**

Parking

There are 21 spaces available for home supporters in the stadium car parks with passes being sold on a seasonal basis. A further 12 spaces are available for home supporters in the nearby St Mary's Church, passes are sold on a seasonal basis. The Club will provide spaces where possible for visiting supporters with mobility difficulties.

Toilets

Accessible toilets area also provided on the John Street concourse (4) and at other locations around the stadium, RADAR keys are needed to access some toilets.

Hospital Radio Commentary

Radio headsets are available allowing the visually impaired to receive hospital radio commentary from any point in the stadium. Headsets must be collected from either John Street or South Stand reception and returned there after the match.

Visually impaired supporters may receive hospital radio commentary from any point in the Stadium. Supporters may opt to sit in one of the nominated ambulant disabled seats, paying the disabled season ticket discount price, or sit elsewhere in the stadium. Guide dog facilities will be provided if requested.



Ticketing - Away Disabled Supporters

Away Match Tickets

Sheffield United Football Club will apply to other clubs for both wheelchair and ambulant disabled spaces for our supporters.

Tickets will be sold through the Box Office, should demand exceed supply the Club loyalty point's scheme will apply.

The determining factor will be the number of loyalty points that the disabled person has (not their P.A.). Accompanying P.A. tickets will be provided subject to qualification and availability.

Away Supporters

Sheffield United Football Club provides:

- Designated Disabled Area Away Fans
- Bramall Lane Lower Stand/Westfield Corner
- 10 wheelchair spaces 10 designated seats for ambulant disabled supporters and 10 seats for their P.A.'s.

These seats and wheelchair spaces can be accessed via the ambulance gate off the car park by the Hotel and Legends of the Lane eliminating the need for any steps to be negotiated.



Ticketing - Away Disabled Supporters

Non- Designated Disabled Area Away Fans

Sheffield United Football Club accepts that some away disabled supporters may choose not to sit in the designated disabled away area. Therefore subject to qualification supporters may purchase seats in other areas allocated for away supporters providing they are able to access the area and subject to safety requirements. A personal assistant will be admitted free of charge subject to qualification.

Tickets are distributed through the Box Office of the visiting club.

In such cases where tickets are purchased by away supporters at Bramall Lane then relevant documentation must be provided at the time of purchase.

Refreshment facilities on the away concourse are not accessible for wheelchair users, therefore the Club will employ a Disabled Away Steward to provide additional assistance. However, it should be noted that there is no provision for away wheelchair users to drink alcohol once inside the Stadium.

Designated disabled area/Pricing

The disabled person will pay the senior concession price, with a personal assistant admitted free of charge subject to qualification.

Non-designated disabled area/Pricing

The disabled person will pay the senior concession price relevant to that stand, any discounts relevant to age may be applied. A personal assistant will be admitted free of charge subject to qualification.

Club Contact

If you have any further queries regarding the above or wish to put forward any ideas / suggestions please contact:

boxoffice@sufc.co.uk



Ticketing - Pricing & Abandoned Fixtures

Details of all match day admission prices for the 2022/23 season can be found on the Club's website.

Abandoned Fixtures

Where any fixture is cancelled before spectators are admitted to Bramall Lane Stadium, our official website and Social Media outlets will carry the news, whilst we will also endeavour to contact local radio stations, newspapers and websites.

If spectators have already been admitted to the Stadium before the decision to abandon the fixture is made, the Safety Officer will ensure all turnstiles are immediately closed. The Safety Officer will advise spectators, both inside and outside the Stadium of the situation (by use of the PA system) and request them to leave by normal exit routes.

The following arrangement will be put in place for replacement tickets –

- A.** Season Ticket holders will be unaffected since their season card will apply for the rearranged game.
- B.** Persons who have purchased seat tickets will retain their ticket / card for the rearranged game.

It is the policy of Sheffield United FC, following guidelines from the Football League, that in the event of a fixture being abandoned after the kick-off, the following procedures will apply –

- A.** If the game is abandoned for any reason before half time, the spectators may be admitted to the rearranged fixture for 50% of the normal admission charge.
- B.** If the abandonment occurs after half time, then normal admission charges for the rearranged fixtures will apply.
- C.** If the game is postponed prior to kick off, tickets purchased for that fixture will be valid for the rearranged fixture.



Stadium

The Club wants supporters to be part of the passion at Bramall Lane in a safe, secure, and enjoyable environment. The Club is committed to preventing people from behaving in a manner likely to jeopardise the safety or enjoyment of others, and from bringing discredit to Sheffield United Football Club.

Fans are reminded that entrance to the Ground acknowledges the Ground Regulations and these are displayed inside and outside the stadium. A copy of the Ground Regulations can also be found on the Club's website. All ticket sales are subject to the Terms and Conditions which are printed on the tickets. A copy of Season Ticket Holders Terms and Conditions is to be found on the Club website.

Please note that supporters are not permitted to bring any of the following items in to the Stadium: knives, fireworks, smoke canisters, air-horns, flares, weapons, dangerous or hazardous items, laser devices, bottles, glass vessels, cans, poles, and any article that might be used as a weapon and/or compromise public safety. Any person in possession of such items will be refused entry to the Ground.

All persons seeking entrance to the Ground acknowledge the Club's right to search and to refuse entry or to eject from the ground anyone refusing to submit to such a search.

A major complaint in grounds is foul and abusive language and aggressive behaviour, particularly if it is racist or discriminatory in nature. As outlined in the Ground Regulations and Ticket Terms and Conditions please note that abusive and aggressive language and behaviour is not acceptable and will result in action being taken. This could be ejection from the stadium and may result in a ban.



Stadium

Ground Regulations

The Club reserves the right at its own discretion to administer random spot checks on concession turnstiles, concession tickets and all forms of admission to the ground. Those using illegitimate means of entry to Bramall Lane stadium will be refused entry, have the relevant ticket confiscated and placed on stop and may ultimately find themselves subject to a ban from Sheffield United Football Club.

In accordance with the Ground Regulations **smoking and vaping is not permitted** in the Stadium and therefore please remember that Bramall Lane is a smoke-free stadium.

Fans are reminded that Bramall Lane is an all seated stadium in accordance with Ground Regulations and all supporters are expected to remain in their seats while the game is in progress.

Medical provision

On a Match Day, we ensure that we provide first aid and medical care for those who may require it. We comply with the Football League rules with First Aid Room, first aiders, ambulances, paramedic crews and crowd doctor.

If anyone does require medical attention please alert the nearest steward who will be able to contact stadium control to ensure that medical help is provided.

Banning Process

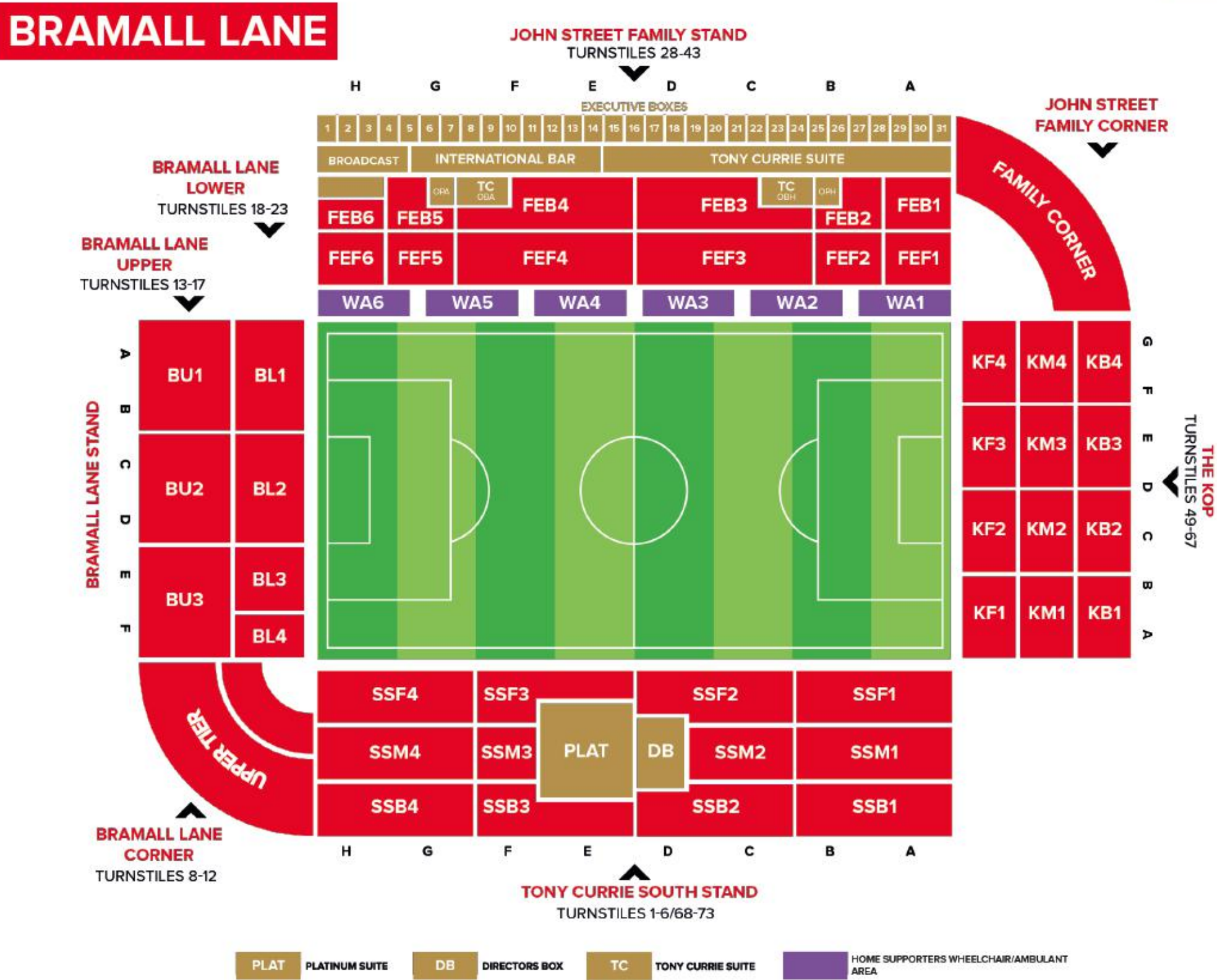
If the Club becomes aware of any person having been convicted of a football-related offence or having been in breach of any the Club's Ground Regulations, a decision will be made as to whether that person will be subject to a ban.

Each case will be judged on its own merits and the length of any ban will depend on the severity of the offence and/or the breach of the Club's Ground Regulations.



Stadium Plan

Stadium Capacity
31,884 Seated



DB Directors' Box **F** Front **M** Middle **B** Back **U** Upper **L** Lower



How to Get to Bramall Lane

From the North/South/East

- Exit the M1 at Junction 33 following signs to Sheffield (A57), continue along the Sheffield parkway until you reach the Park Square roundabout.
- Take the third exit and follow the signs for Bramall Lane.

By Bus/Rail

- The ground is about a 10 minute walk from Sheffield Railway Station and approximately a 15 minute walk from the city centre Bus Station.

By Tram

- The ground is approximately a 10-minute walk from Granville Road
- (Sheffield College) Tram Stop
- This stop is served by the Blue and Purple routes from the city centre bound for Halfway and Herdings Park respectively.

For up to date information on all bus, tram, train times and fares please visit www.travelsouthyorkshire.com

Car Parking

Non-match day

Cherry Street (Main Car Park),
Sheffield, S2 4SU

Match day

Unfortunately, parking is not available at the ground on a match day. Please be aware that the surrounding areas are controlled by Pay and Display or Permit Holder Only restrictions.

Recommended car parking:

APCOA Car Parking
Eyre Street – The Moor MSPC
Sheffield, S1 4QW

Parking costs just £5 and can be booked at the following link: www.apcoa.co.uk/parking-in/sheffield/the-moor/
Please use promo code: SUFCDAY

Further details, including disabled supporter parking, can be found at the following link: www.sufc.co.uk/fans/disabled-supporters-information/matchday-parking



Match Day Hospitality

Sheffield United provides a range of catering facilities on a match day as well as a number of hospitality packages.

Hospitality packages have been designed to offer something to everyone and details of these can be found on the Club web site [here](#).

Packages can also be discussed with our Head of Commercial, Paul Reeves at paul.reeves@sufc.co.uk or alternatively you can contact our Commercial Team on **0114 2537200 (option 2)** or email at commercial@sufc.co.uk



Mascot Packages

Young Blades can savour a truly memorable experience through our special mascot packages.

The packages are a perfect way to celebrate a birthday, special occasion or just for fun and are certain to provide you with a day that you will never forget. Experience the buildup and soak up the atmosphere as your child has a pre-match warm up on our state of the art pitch, before leading out their heroes in front of the Bramall Lane faithful.

The package for 2022/23 includes the following:

- A redeemable retail voucher
- Stand seats for a mascot and one accompanying adult
- Photograph and fact file in the match day programme
- Match day programme
- Tour of backroom facilities
- Chance to meet first team players and manager
- Autographed football
- Name and photo displayed on the electronic scoreboard
- Kick about on the pitch before kick-off
- Lead the team on to the pitch before kick-off
- Meet Club Mascot, Captain Blade
- USB drive Photo album of your day at Bramall Lane

The price is £300 inclusive of VAT. Age restrictions do apply: minimum age is 5yrs and maximum age is 13yrs.

If you're interested in booking a home match day mascot package or for more information, please contact the Commercial Department on **0114 2537200 (option 2)** or email **commercial@sufc.co.uk**



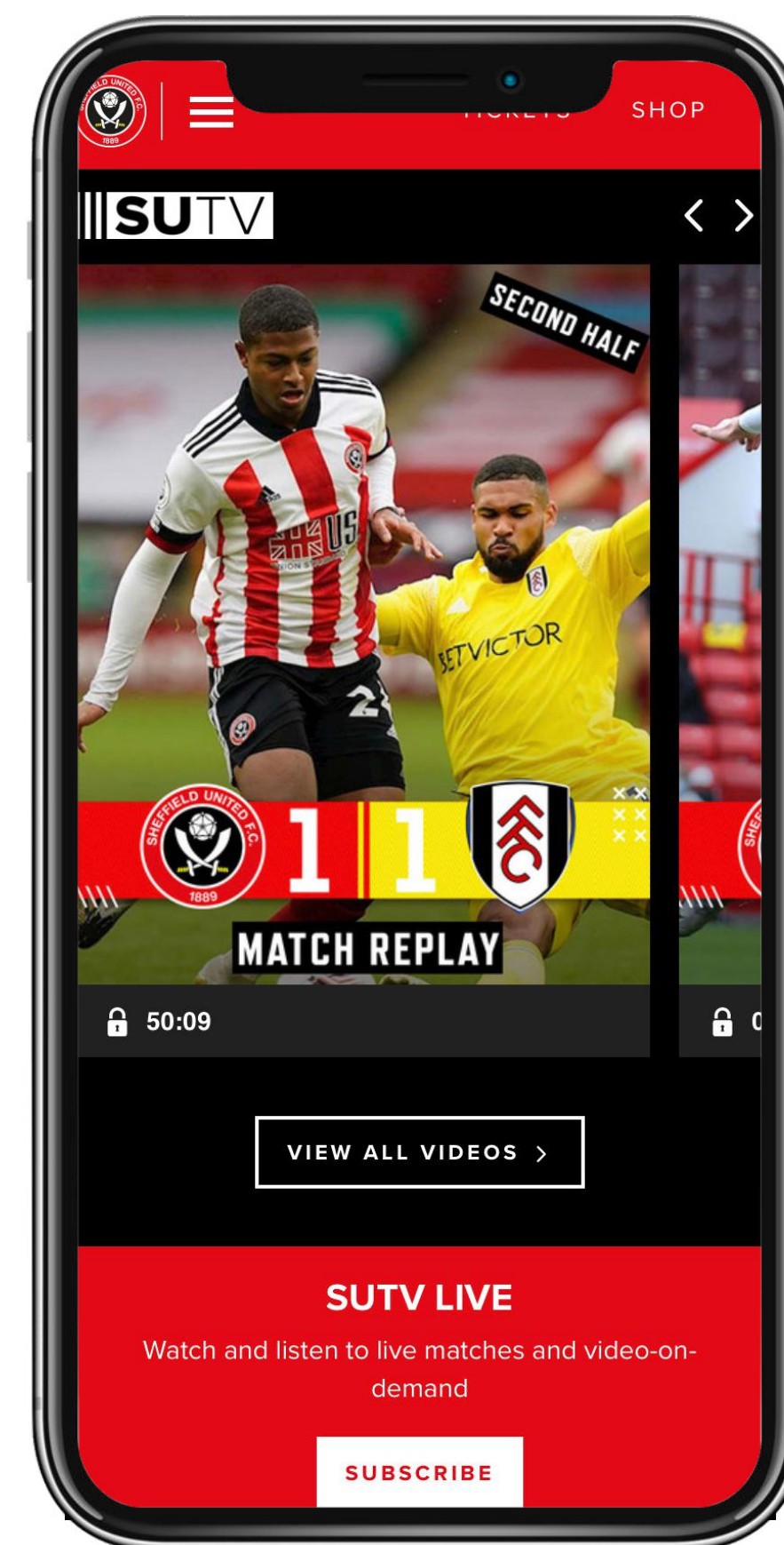
Follow the Blades 24/7

Stay up to date with all the latest Club news and offers via our digital platforms.

- For the club website visit **sufc.co.uk**
- Get all the news direct to your mobile by downloading the new **Sheffield United App** available for both Android and IOS
- For all the latest content head to **SUTV** available on web and app, register your account today and get exclusive access to Club content, highlights and match audio streaming packages. Visit SUTV via the app or visit sufc.co.uk/sutv

Sheffield United on Social

You can follow and interact with the club across all social media channels.
Follow today by searching **@SheffieldUnited**





Player Appearance Policy

Sheffield United FC is committed to supporting player appearances for their nominated charities, sponsors and partners and for the Sheffield United Community Foundation and for Sheffield United Football Club itself.

In addition, Sheffield United is committed to a range of community events and charities in the region and will facilitate player appearances whenever practically possible. Due to the volume of requests there are occasions when it is impossible to fulfil all requests and priority may then be given to associated or nominated partners and bodies in the first instance.

Therefore, it would be helpful if you could refer to the Player Appearance Policy which can be found [here](#), before submitting your request.



Signed Merchandise Policy

Sheffield United Football Club will not accept requests or responsibility for the signing of any Club or Club related merchandise, though may on occasion provide a signed piece of merchandise to raise funds for charity, but this will only be if the fundraising event is to benefit one of our 7 nominated charities (Weston Park Cancer Charity, The Children's Hospital, St Luke's Hospice, Bluebell Wood Children's Hospice, PACES, The Sheffield United Community Foundation and Sheffield Teaching Hospitals), or via a contractual agreement with club sponsors or partners.

We, therefore, will not agree to get signed any purchased merchandise from our Superstore or any retail or commercial sources related to Sheffield United Football Club and those asking will be politely refused in line with this policy.

Over the course of a season, Sheffield United Football Club may periodically organise 'Meet the Player' events that are structured and allow our supporters to have items signed by the squad and management members present.

If an item is wanted for a special occasion a request can be made in writing to info@sufc.co.uk at least one month ahead of the event. A greeting card, team poster or shirt can be purchased with a request for it to be signed by an individual player of their choice. A charge will be made for this to cover the cost of the item and any postage and all funds will be donated to Sheffield United's charity fund.

It is appreciated that, from time to time, exceptional circumstances may occur. In such instances the approval for such items must be gained from the Club Engagement Manager, John Garrett, on john.garrett@sufc.co.uk

Individuals approaching individual members of staff need to be aware that all staff have been advised to politely refuse any request in the first instance and adhere to this Signed Merchandise Policy.

The practice of obtaining any autographed merchandise for personal or commercial gain on Club premises (including the Club's car parks and around the Players Entrance and Main Reception) is strictly forbidden at all times.

The Club monitors all areas via security and also advanced CCTV systems and any persons found obtaining autographs and signed memorabilia for personal or commercial gain will be escorted immediately from Club premises and action will be taken to ban them from attending any SUFC property.

The Club will also take immediate action on any unauthorised replication of its registered branding or any reproduction of Club licensed images.

For further details regarding signed merchandise, you can find find all the information you need [here](#).



Bereavement Policy

Over the years Sheffield United FC has been proud to try and assist families of those who have passed away in an attempt to assist in some small way the pain and loss.

The advent of an all new multipurpose playing surface installed over the summer of 2015 now means that, sadly, we are no longer able to intern ashes at Bramall Lane due to the constitution of the type of pitch. It is prohibited to dig into the pitch and against health and safety rules to allow the spreading of ashes on the surface itself. We receive many requests to mark the passing of loved ones by way of the first team wearing black arm bands or the marking of a minutes' silence or applause. It is important to point out that, although all members of our extended family are mourned accordingly, this protocol is strictly reserved for former players, management, directors and long serving staff only.

The position of the memorial garden at Bramall Lane means that you are free to visit and reflect whenever appropriate. The area is located in the main car park (Cherry Street) next to the Club Superstore but as the area is a working car park we urge that those visiting to pay their respects do so safely and vigilantly at all times.

We ask that, although we offer our heartfelt sympathies at such terrible times, cards, soft toys, plaques and other such tributes, are to be avoided and fresh flowers only placed in the green vases provided on the area set aside at the front of the hill, and no additional 'personalised' vases are to be left.

All floral tributes will be removed after a reasonable period and recycled.

Further information regarding our memorial garden can be found [here](#).



Bereavement Policy

As there is always the possibility of future development of the Bramall Lane stadium, the spreading of ashes in the memorial garden area is not permitted under any circumstances. The Club does not wish to cause any further distress to its extended family that could be caused by the removal or covering of the area in the future.

Any such developments would see Sheffield United Football Club look to instate an alternative Memorial Garden/ area on or within the Bramall Lane footprint. This would involve a period of consultation between the Club and its recognized fan groups. Any such move would be treated with the uppermost sensitivity and due care.

We levy no charge for the memorial garden, it is an honour to be of assistance to those who have given their time, loyalty and lives in the support of the Blades, however, there are plaques available from the Club that offer a lasting and dignified memory to loved ones. Black and Gold Memorial Bricks will be engraved to your specification.

For further information please contact the Blades Superstore on **0114 2537200** or by email at info@sufc.co.uk

Should you wish to seek any counsel or comfort at the time of your loss our Club Chaplain Delroy Hall is always available in his capacity to assist and he can be contacted at **07712864949** or via email delroyhall51@gmail.com



Merchandise

We are proud of our Superstore based on Cherry Street at Bramall Lane. The store is easily accessible for wheelchair users and our staff have been trained to assist customers with disabilities.

The store has had a refit for the new season with Adidas designers – a new look for the premier league. The Club aims to provide a range of quality merchandise for the benefit of all supporters. There are a number of seasonal promotions and special offers are held throughout the year. We link in with occasions such as Mothers' Day, Fathers' Day and Christmas. All our staff are on hand to help.

All our products are ethically sourced from around the world.

Superstore Opening Hours:

Monday to Friday: 9am – 5pm

Saturday (non-match days): 9am – 4pm

Match day Saturdays: 9am until kick off and 30 minutes after final whistle

Match day Evening: 9am until kick off only

Sunday: Closed

On matchdays there is also an outlet in the John Street Family Stand, open:

Saturdays: 1.30pm – kick off

Evenings: 6.30pm – kick off

All merchandise is available online 24/7 and can be viewed at www.sufcdirect.co.uk



Merchandise

Club Kit

- The Club will introduce a new home replica strip design and a new away replica strip design each season.
- In some instances a new shirt sponsor or kit manufacturer during the season will mean that the Club reserves the right to launch new replica kits before the existing kit lifespan has expired.
- Details of intended change of strips will be available from the Club retail outlets and on the website as soon as possible.

Returns & Refunds

The Club offers refunds on merchandise, deemed to be defective, purchased in its official retail outlets in accordance with its legal obligations.

Merchandise returned for reasons other than defects will receive a full refund if –

- a) Returned within 28 days of purchase
- b) Returned with a valid receipt
- c) Returned unused and in re-saleable condition

Note: If a shirt is personalised, it cannot be exchanged and no refund can be given.



Data Protection

Sheffield United Football Club are committed to upholding the rights individuals have in line with applicable UK and European Data Protection Law. We are striving to ensure that regardless of whether you are a fan, customer or corporate guest, a sponsor, supplier or partner your personal data is processed securely, fairly and transparently at all times.

Sheffield United Football Club has appointed a Data Protection Officer (DPO). The DPO is responsible for ensuring that the club's data protection obligations are met and well maintained. The DPO is contactable by emailing privacy@sufc.co.uk

As part of our drive towards compliance we will ensure that:

Sheffield United Football Club maintains their registration as a Data Controller with the ICO as per the Data Protection (Charges and Information) Regulations 2018.

Sheffield United Football Club are accountable and transparent with all individuals whose personal data we process in line with the General Data Protection Regulation and the Data Protection Act 2018.

Sheffield United Football Club gives you the information and ability to enforce your rights at any given time.

Should anyone have any questions, complaints or requests we ask that these be emailed to our DPO at privacy@sufc.co.uk



Corporate, Social Responsibility & Charities

At Sheffield United FC, we are aware that our status as one of the leading sports organisations in the region brings with it significant responsibilities.

That is why we are totally committed to Corporate and Social Responsibility and are continually looking at ways that our Club can have a positive impact on the economic, social, and environmental issues facing our community.

Much of our work in this area is delivered through the *Sheffield United Community Foundation*, the community arm of Sheffield United FC and we are constantly looking for new and innovative ways to fulfill our corporate responsibility.

We believe that a successful CSR Programme not only brings significant benefits to our society, it also contributes to the ongoing development of our mutual businesses. That is why we are continually looking for new partners who share a like-minded approach and wish to work with us to deliver on all aspects of CSR.



Corporate, Social Responsibility & Charities

We are closely linked to a number of local charities and these are supported through *Sheffield United*, *Sheffield United Community Foundation* and *Sheffield United Academy*.

We have strong relationships with a number of local organisations and businesses and work with them on a number of initiatives which will support shared social, economic and environmental outcomes.

Sheffield United has seven nominated charities which are supported each year – *The Sheffield Children's Hospital*, *Weston Park Cancer Charity*, *Sheffield Hospitals Charity*, *St Luke's Hospice*, *PACES*, *The Sheffield United Community Foundation* and *Bluebell Wood Children's Hospice*. The Club works closely with these charities to help raise funds and awareness whenever possible. The Club also supports the *St Wilfrid's Centre*, which is very close in location to Bramall Lane.

This does not preclude the Club from supporting other charities and good causes. Details on making a request can be found in the Charities Policy found [here](#).

The Club also makes special provision to support a number of football related and national campaigns for the 2022/23 season.

We will continue to support other requests when we can and the email address for requests relating to charitable donations is **charityrequests@sufc.co.uk** and all requests should always include the name and address of the person making the request.



Safeguarding

Due to the nature of the work undertaken by Sheffield United Football Club (SUFC), it is required by law to have in place robust safeguarding policies and procedures to ensure the protection of children, young people and adults at risk. To ensure that SUFC meets that duty - and as part of a proactive, integrated and consistent approach to safeguarding - the organisation has developed a Safeguarding Handbook.

SUFC places the safeguarding of children, young people and adults at risk as its prime focus and has developed full safeguarding policies and procedures. To underpin the approach, SUFC ensures all of its management team, staff members and volunteers have been fully trained in safeguarding to enable the organisation to live and breathe its approach.

In developing SUFC's safeguarding policies and procedures, the organisation has adopted the following three-part safeguarding strategy which focuses on:

- 1. Getting the right people involved with SUFC** - This is achieved through adherence to SUFC's Safer Recruitment Policies and Procedures.
- 2. Creating a safe environment for children, young people & adults at risk** - This is achieved by providing all required safeguarding training, support and best practice advice; and further guidance by the effective communication of SUFC's Codes of Conduct.
- 3. Promoting clear systems to deal with any safeguarding concerns** - This is achieved through implementation of all SUFC's policies and procedures relating to safeguarding.

For more information regarding our full safeguarding policy, you can view it [here](#).

Alternatively, any person with a safeguarding concern or complaint - or who requires safeguarding support and advice, can contact our Head of Safeguarding, Cheryl Anderson at cheryl.anderson@sufc.co.uk




FORGED IN STEEL

Contact Us

Telephone

All departments

0114 253 7200

Write or Visit

Sheffield United Football Club

Bramall Lane

Sheffield, S2 4SU

Email

Information

info@sufc.co.uk

Charity

charityrequests@sufc.co.uk

Tickets

boxoffice@sufc.co.uk

Superstore

mailorder@sufc.co.uk

Websites

Official Website

www.sufc.co.uk

Retail Mail Order

www.sufcdirect.co.uk

Online Ticketing

tickets.sufc.co.uk

Subscription Video

sufc.co.uk/sutv

Further contact details can be found on the Club website [here](#).