



Bolton Wanderers Football Club

SUPPORTER CHARTER 2025/26

Bolton Wanderers Football Club Visions and Values:

At Bolton Wanderers we are an ambitious, progressive, diverse and welcoming family club, proud to be part of the community, and proud of our role in it.

Introduction

Welcome to our Supporter Charter, written with supporters for supporters.

In this Charter you will find all the information you need as a Bolton Wanderers Football Club (BWFC) supporter or a visiting supporter from another club. This includes useful contacts, our visions and values and policies and procedures.

At Bolton Wanderers, we strive to be the blueprint for best practice and success, to inspire and achieve through our actions.

Club Officials

Sharon Brittan	Chairman
Michael James	Director
Nick Luckock	Director
David Ray	Chief Executive Officer
Fergal Harkin	Sporting Director
Steven Schumacher	Head Coach
Richie Kyle	Assistant Head Coach
Richard Cooper	Head of Football Administration

How to Contact the Club

General Enquiries	01204 673 673	customerservices@bwfc.co.uk
Ticket Office	01204 328 888	tickets@bwfc.co.uk
Corporate Sales	01204 673 671	sales@bwfc.co.uk
Main Reception	01204 673 673	reception@bwfc.co.uk
Club Shop	01204 673 650	shop@bwfc.co.uk

In writing to:

Bolton Wanderers Football Club
Toughsheet Community Stadium
Burnden Way
Lostock
Bolton BL6
6JW

Supporter Feedback and Complaints

Daniel Scott	Head of Ticketing/SLO	customerservices@bwfc.co.uk
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Other Useful Club Contacts

Nick Hill	Safety Officer	nhill@bwfc.co.uk
Phil Mason	CEO, BWitC and Club Safeguarding Officer	pmason@bwfc.co.uk
Joe Shaw	Safeguarding Manager	jshaw@bwfc.co.uk

Club objectives

Bolton Wanderers Football Club will commit to:

- An on-going consultative process with supporters via supporter focus groups and public forums.
- Delivering affordable football through interest-free payment schemes for season ticket holders.
- To engage with our community via the work of the Bolton Wanderers Community Trust and through our Charity and Corporate Social Responsibilities (CSR) policies.
- Delivering world class education programmes using innovative teaching styles and tutors with backgrounds in elite sport.
- Challenging discrimination and encouraging inclusion by supporting 'Kick It Out'; football's equality and inclusion campaign.

Customer service

Bolton Wanderers Football Club remains committed to delivering the very highest standards of service and care to all of its supporters and customers.

We try to ensure that customers have no complaints, but when issues do arise we aim to deal with them as quickly and efficiently as possible. We will ensure that all correspondence received will be responded to within seven working days.

Any complaints that require additional investigation will be responded to within 21 working days.

The main contact for supporters that do have any complaints is Daniel Scott, Head of Ticketing/SLO.

Daniel can be contacted by email at customerservices@bwfc.co.uk or by phone on 01204 328 888 or by letter to main address as highlighted in the 'How to Contact the Club' section of this charter.

If the person making a complaint feels that it has not been addressed satisfactorily by the Club, the matter can be referred directly to The Independent Football Ombudsman (IFO) using the following details:

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 Bolton Wanderers Football Club personnel are expected to uphold the very highest standards of conduct at all times.

We respect the right of every supporter and customer to be treated with the utmost courtesy and respect at all times.

Equal Opportunities

Bolton Wanderers is committed to ensuring within the framework of the law that all areas of operations across the club are free from unlawful or unfair discrimination on the grounds of disability, colour, race, nationality, ethnic or national origin, sex, gender (including gender reassignment), pregnancy, sexual orientation, age, marital or civil partner status, religion or other similar philosophical belief.

The principle of non-discrimination and equality of opportunity applies equally to the treatment of former staff, visitors, clients, customers and suppliers by members of our current workforce.

Bolton Wanderers is committed to providing services which are responsive to our supporters' diverse needs, and are accessible and culturally appropriate within the given resources of the club. BWFC will ensure that public areas are welcoming and accessible.

As part of the club's commitment to equality and diversity all staff will have specific training in this area.

Audio-descriptive commentary is available, allowing visually or hearing impaired supporters to access our live matchday commentary.

Bolton Wanderers also offer free seasonal lift passes to supporters as appropriate. This allows supporters to access the upper tier in all stands. Passes are available on request to the Safety Officer.

Please see the Disability Matters for all services available to disabled supporters; this can be viewed by clicking here. Large print versions are available on request to customerservices@bwfc.co.uk.

For more information regarding all of these services or any other disability issues or queries please contact Daniel Scott at dscott@bwfc.co.uk.

Safeguarding

Bolton Wanderers Football Club recognises that in the organisations day to day contact with both young people and vulnerable adults the safety and protection of these groups is paramount.

The wellbeing of all children and vulnerable adults is of paramount importance to the club and as such the club complies with all government legislation relating to the safeguarding of children and vulnerable adults.

BWFC is committed to creating opportunities for adults with disabilities and mental health issues to participate in a broad spectrum of activities at the club at the same time as creating a safe culture for the participants.

Bolton Wanderers ensures that any member of staff with a job role which may involve working with children and/or vulnerable adults had had the appropriate level of Criminal Records Check and trained in safeguarding matters.

If you would like more information regarding the club's safeguarding policy or if you have a concern about a child or vulnerable adult involved in any club activity please contact Joe Shaw, Club Safeguarding Officer via email safeguarding@bwfc.co.uk.

Community Activity

Bolton Wanderers in the Community is an independent registered charity operating on a 'not for profit' basis, which is affiliated to and supported by Bolton Wanderers FC.

The Charity provides sporting and educational activities which benefit in excess of 8,000 children and young people per year, working with 150 schools and providing in excess of 5000 hours of community work annually.

BWitC is committed to offering all members of the local community access to the highest quality programme of grassroots sports, education, inclusion and awareness projects to encourage off-field participation, success and enjoyment.

The Charity aims to provide access to sporting and/or educational activities to improve physical participation, educational attainment, confidence and self-esteem.

Through the Charity and other community projects that the club supports, we seek to build close links with the community and aim to engage with children and adults.

For more information about the work of the Bolton Wanderers Community Trust please visit www.bwitc.org.uk or call 01204 673790.

Player appearances

The club is committed to supporting local community organisations and events whenever practically possible through player appearances.

If you are interested please email Pete Oliver media@bwfc.co.uk.

Player Appearances

Bolton Wanderers Football Club
Toughsheet Community Stadium
Burnden Way
Lostock BL6
6JW

Supporter consultation

Bolton Wanderers Football Club values the views and opinions from all supporters regarding the services the club provides.

The club regularly uses social media platforms such as Facebook and Twitter to gather supporter feedback.

We will commit to:

- maintaining a consultative working group of supporters that will meet at least two times per year to discuss ways of improving the matchday experience and growing attendances. Minutes from these meetings will be published on the Club's official website.

Ticketing Commitments

The Club will continue to deliver affordable family football at the Toughsheet Community Stadium, we will:

- Provide the opportunity for supporters to pay for season tickets by monthly instalments, interest-free with no barriers to entry in the scheme.
- make available a wide choice of seating and range of matchday ticket prices including a reduction for persons aged under 12, under 18, under 23 and over 65.
- Make tickets available for each home match for sale to non-season ticket holders.
- Designate areas of the stadium for the use of families.
- Provide free access on match days for carers of disabled supporters.
- Provide free access to all reserve matches for season ticket holders, and club members.
- Reward customer loyalty by offering priority access to home match tickets in the following order*:

i) Season Ticket Holders and Official BWFC Membership or Lifeline members

ii) Open Sale (if set out in the selling arrangements)

- Offer priority access to home cup match tickets in the following order*:

i) Season Ticket Holders iii) Official BWFC Membership or Lifeline members iv) Open Sale (if set out in the selling arrangements)

* All tickets are subject to availability and are limited to one ticket per member unless otherwise stated.

- Charge the same admission prices to supporters of visiting clubs for comparable stadium facilities. This policy extends to under 12s, under 18s, under 23s and over 65s.
- Abide by EFL regulations governing the allocation of tickets to visiting clubs.

Disabled supporters' tickets

The Toughsheet Community Stadium has 85 bays available for disabled supporters. All disabled supporters are permitted to bring one personal assistant with them free of charge if required. Please [click here](#) to see all services available to disabled supporters.

Ticketing refund policy/fixture changes

Refunds on match tickets will be issued to supporters providing that the ticket is returned fully intact up to no later than 24 hours prior to kick-off and this is operated at the club's discretion.

Postponement of fixtures:

Should a match be postponed before kick-off, ticket holders are entitled to use the ticket for the rearranged game.

Should a match be abandoned following admission to the stadium but before kick-off, supporters will be entitled to free admission to the rearranged match.

Should a match be abandoned after kick-off and the match rearranged, supporters will be entitled to half price admission.

Please note that no refunds will be issued for any unused tickets received after the date of said match.

Away match allocation

Bolton Wanderers may offer priority access to away match tickets in the following order:

- i) Away Ticket Scheme Holders
- ii) *Season Ticket Holders
- iii) Official BWFC Membership

*Bolton Wanderers Football Club reserves the right to include additional priority levels, during the season ticket holder sales phase, for away fixtures where demand for tickets is likely to be significantly higher than the number of tickets made available to the club.

Stadium

Bolton Wanderers is committed to ensuring the safety of all supporters who attend the Toughsheet Community Stadium. In line with EFL guidelines all supporters must adhere to our Club's ground regulations, which can be viewed outside of each turnstile entrance to the stadium. These are also available to download on the Ticketing section of the website.

Additional match day information on a number of topics including directions to the Toughsheet Community Stadium, car parking, opening times and services available. This can be accessed on the official club website www.bwfc.co.uk

Merchandise

BWFC delivers a wide range of club -branded merchandise items for sale in person at the Club Shop www.bwfcdirect.co.uk.

BWFC offer refunds on merchandise sold by the football club in accordance with our legal obligations. Some products are excluded from this guarantee and these include personalised, printed replica shirts, earrings and body jewellery. Statutory rights remain unaffected.

Bolton Wanderers FC accepts no responsibility if a player leaves the club or changes his squad number. Customised shirts relating to this issue cannot be refunded.

The opening times for the Club Shop are as follows:

Monday	9.00am – 5.30pm
Tuesday	9.00am – 5.30pm
Wednesday	9.00am – 5.30pm
Thursday	9.00am – 5.30pm
Friday	9.00am – 5.30pm
Saturday	9.00am – 5.30pm
Sunday	Closed

On matchdays, the Club Shop will open for approximately 30 minutes after the final whistle.

Data Protection (GDPR)

Bolton Wanderers Football Club values its supporters' privacy and confidentiality and will ensure that all information held and processed about our customers complies with the principles of GDPR.

The GDPR requires all personal data and information to be treated in the strictest confidence and only used for the purposes of which customers are aware. Under the terms of the Act, customers have a right to obtain a copy of the information that we hold about them.

Customers with questions or queries about the usage of data by Bolton Wanderers Football Club, can contact Siobhan Chaplow, Chief Communications Officer, at the address stated at the beginning of this charter.

Providing the services(s) that you have applied for

BWFC will only record and use your details for the service(s) that you have applied for and for the ongoing administration of that service(s).

Keeping you informed

On occasion, BWFC will inform you of a service or product offered by a third-party, or us, when we believe that the service or product may benefit you. To inform you of the offer or product, we may use mail, telephone, email or SMS. You are under no obligation to purchase any of the items offered. If you don't wish to receive any communications of this nature, then please follow the unsubscribe instructions within any electronic communications or contact us in writing.

Research and statistical analysis

We will on occasions use your data to help us understand individual requirements and business trends in order to improve the services and products that we offer you.

We will treat all of your data as confidential and nothing about your name and address will be released to anyone else, other than in these exceptional circumstances:

- Where we are legally compelled to do so - Where there is a duty to the public to do so - Where disclosure is required in our interests (this will not be for marketing purposes) - Where disclosure is made at your request or with your consent.

Sensitive Data

There are some types of data that the Data Protection Act classifies as 'sensitive', and this includes such subjects as racial/ethnic origins, sexual life, mental or physical health, and religious beliefs. We will only collect and use this data where we have your explicit consent.

Corporate Social Responsibility Policy (CSR)

Bolton Wanderers recognise that we are accountable for all that we do and, in taking a balanced approach, endeavour to make socially responsible decisions.

Our approach to social responsibility is the same as our other organisational objectives, in that we strive to be the blueprint for best practice.

Environment Policy

Bolton Wanderers activities encompass a diverse range of sporting, business and leisure activities.

We are committed to continually improve and promote sound environmental practice and this philosophy is set out within the club's Environmental Policy.

We recognise that our activities potentially affect our surroundings, and we are fully committed to playing our part in the preservation of natural resources and in preventing environmental pollution.

Our approach to our environmental responsibilities is the same as our approach to all other business objectives; we aim to be seen as a blueprint for best practice and success and our environmental management is integral to this vision.

Our overall objective is to carry out our operations in a way which manages and minimises any adverse environmental impact and demonstrates pollution prevention.

Charity Policy

This season will see Bolton Wanderers strengthen its charitable support by channelling resources and support into one local charity and one national charity with a Bolton branch.

Bolton Wanderers will make a year-long partnership with the two charities in order to support them in maximising opportunities to raise awareness of their work and help to raise funds. The charities will be decided upon through a nomination process. Submissions have been received from both local and national charities involved in work with children and young people, and/or issues of poverty, ethnicity and challenging illnesses.

In addition to the two charity partners there will also be an opportunity for local charities to apply to be an associate charity for the season. This will see three charities receive a Bolton Wanderers merchandise package that can be used by the charity to support their fundraising efforts.

For more information regarding the charity policy please visit [click here](#) or contact Phil Mason on pmason@bwfc.co.uk.