



Football Development Complaints Policy

Policy Statement

Norwich City Football Club Football Development welcomes correspondence from parents, players, participants, and members of the public. This policy assists us in reflecting on feedback, learning from concerns raised, and improving the service we provide across our Football Development programmes.

We recognise that, on occasion, mistakes may be made or services may not fully meet expectations.

The Football Development department's policy is to:

- Follow a fair complaints procedure that is clear and easy to use
- Ensure complaints are handled transparently and in a timely manner
- Seek resolution wherever possible while maintaining positive relationships
- Use feedback to improve the quality and delivery of our programmes

A complaint is any expression of dissatisfaction, whether justified or not, relating to any aspect of Norwich City Football Club's Football Development programmes.

Complaints Process (Football Development)

Stage One – Initial Complaint

Norwich City Football Club encourages informal resolution where possible to prevent concerns escalating into formal complaints.

Where a formal complaint is required, the complainant should submit their complaint in writing and include:

- The nature of the complaint
- Details of those involved
- Dates, times, and venues where relevant
- Any supporting information or context



Club Complaints Policy

Stage One complaints should be directed to the Football Development Customer Services contact:

James Atherton – Operations Assistant

➤ James.Atherton@canaries.co.uk

Complaints will be acknowledged within five working days. Every effort will be made to resolve the issue promptly and appropriately at this stage. Where suitable, acknowledging an error and offering an apology (without prejudice) may lead to a swift resolution.

Stage Two – Escalation

If the outcome at Stage One does not resolve the complaint to the complainant's satisfaction, the complaint may be escalated to Stage Two.

Requests for escalation must be made in writing and will be reviewed by:

Elliott Aldhouse – Head of Football Development

➤ Elliott.Aldhouse@canaries.co.uk

A written response will be provided within seven working days. Where further investigation is required, the complainant will be informed and a full response will be issued within 21 working days.

The decision issued at Stage Two represents the final internal stage of the Football Development complaints process.



Club Complaints Policy

Legal Support

If at any time while progressing through Stages One to Three above, a Club member of staff is made aware of, or is of the view, that the complainant may seek to take legal action based on the complaint, please contact the Club's legal team at the earliest opportunity to discuss.

Resolving Complaints

The Club will keep in mind ways in which a complaint can be resolved. It might be sufficient to acknowledge that the complaint is valid in whole or in part. In addition, it may be appropriate to offer one or more of the following:

- An apology
- An explanation
- An admission that the situation could have been handled differently
- An assurance that the event complained of will not happen again
- An explanation of the steps that have been, or are to be, taken to ensure that a similar event will not happen again

Safeguarding

Safeguarding concerns will be managed by separate procedures as outlined in the Safeguarding – Low Level Concern or Managing Allegations policies.

A concern would be classified as safeguarding matter when it relates to either:

- A child, young person, or adult at risk of abuse or significant harm
- A concern in relation to discriminatory abuse
- Unsafe practice by Club staff, volunteers or affiliates

However, should there be a subsequent complaint about the way the safeguarding concern was dealt with then this policy will be adopted.

Appeals

Any complainant who is unhappy with a decision made by the Club under this policy has the right to submit a complaint to:



Club Complaints Policy

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

Telephone: 0330 165 4223

Email: Contact@TheIFO.co.uk

Last Policy Review:

May 2025

Date of Next Review:

May 2026

This policy is next due for review on the above date. It may however be reviewed and updated prior to this date, in the event of a change in Club requirements, or relevant legislation.

This policy is owned by the Customer Services Team.