



## Club Complaints Policy

### Policy Statement

Norwich City Football Club welcomes correspondence from our supporters and from the public. This policy will assist us to reflect on learnings and to adjust or amend our practices accordingly to improve the service we provide. We recognise that, occasionally, mistakes may be made, or the service offered will not meet an individual's requirements or expectations.

The Club's policy is:

- To follow a fair complaints procedure which is clear and easy to use for anyone wishing to make a complaint
- To publicise the existence of the Club's complaints procedure so that any potential complainer knows how to contact us to make a complaint
- To make sure all our complaints are investigated transparently and in a timely manner
- To make sure that complaints are, where appropriate and possible, resolved and that relationships are maintained or restored
- To gather feedback and information which helps us improve the service which the Club offers

The Club usually expects complaints to be made by the person affected however, it will consider complaints made by a parent, representative or other person on behalf of the affected person.

### Definition of Complaint:

A complaint is any expression of dissatisfaction, whether justified or not, about any aspect of Norwich City Football Club.

### Complaint Process

#### Stage One – Initial Complaint

The Club takes the informal reporting of a concern seriously, in the hope of the concern not developing into a formal complaint.

Where a person wishes to make a formal complaint, the complainant should be asked to detail their complaint by putting it in writing and should be advised to clearly identify the nature of the complaint, including examples of poor practice experienced; details of those involved; dates; times and venue where the incident(s) occurred, if possible.



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The complaint will be forwarded to the Customer Services Team who will acknowledge receipt within five working days. The Customer Services Team will seek to resolve the concern in the first instance. If appropriate, staff should resolve issues as soon as possible. Recognising an error and apologising (without prejudice) where necessary may result in a swift and satisfactory resolution.

Following the Customer Service Team's response, if the response does not result in satisfactory resolution for the complainant, the complainant may escalate the complaint to Stage Two of this process.

### Stage Two

The complainant should be asked to put any request to escalate their complaint following Stage One in writing. This will be escalated to the Customer Services Manager who will respond in writing within 7 working days, explaining any actions taken because of the complaint. Where this involves a member of staff, specific detail of action taken will not be made available to the complainant. This is to ensure that our employees are afforded appropriate dignity at work.

If the complaint requires further investigation that cannot be conducted within the 7 working days timeframe given above, the complainant will be notified of this, and a detailed response will follow within 21 working days of receipt of the original Stage Two correspondence.

### Stage Three

If the complainant is dissatisfied with the Customer Services Manager's response, then the complainant should be asked to put any request to escalate their complaint following Stage Two in writing. Once this request to Stage Three escalation is received, the complaint will be forwarded to the relevant Head of Department to resolve. The Head of Department will acknowledge receipt of the complaint and explain that the complaint has been escalated, within 5 working days.

A final response compiled by the relevant Head of Department will be completed within 28 working days of such acknowledgement, to allow time for any further formal investigation to take place. Where a case is particularly complex, the Head of Department would be expected to liaise with the Executive Committee where necessary to assist with this. The Head of Department's decision on the complaint is final.



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### 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:



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

Telephone: 0330 165 4223

Email: [Contact@TheIFO.co.uk](mailto: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.