

POLLOK FOOTBALL CLUB

Governance Document GD1, Issue 1.

Distribution: Pollok FC Website



CUSTOMER CHARTER

Pollok Football Club prides itself in being at the heart of the vibrant Glasgow Southside Community. For more than 90 years, the Club has welcomed generations of supporters, both local and from further afield, to its home at Newlandsfield Park.

The Club is governed by its membership (200 max.) which elects Office Bearers and a General Committee to operate and manage the Club on their behalf. The Constitution & Rules of Pollok Football Club provide the foundation to this governance.

The Club is a member of the West of Scotland Football League, which is affiliated to the Scottish FA, and remains a member of the Scottish Junior FA.

THE PRINCIPAL OBJECTIVES OF POLLOK FC

The Club strives to meet the following objectives.

- To be respected in the world of football
- To be successful at the appropriate level of football for our size and resources
- To be regarded as a community asset
- To encourage a growing and more diverse fan base
- To provide a safe and pleasant environment to watch football
- To ensure good governance and efficient management of operations
- To fully engage with the membership, fans, sponsors, other stakeholders and the local Southside community
- To develop good digital communications

TICKETING

Club members are offered a season ticket as part of their annual membership subscription. This ticket is valid for all league and friendly fixtures. Cup fixtures are excluded. The cost of the annual membership subscription is fixed by the Club members at the Annual General Meeting.

The price of admission is guided by the West of Scotland Football League. Admission prices are £7 for adults and £4 for concessions. However, admission prices may differ for certain cup fixtures when mandated by the tournament governing body. The Club currently allows concession priced tickets to be purchased by retired pensioners, children and students with a current student enrolment card.

MERCHANDISE

The Club is progressively expanding the range of merchandise offered for sale. Replica strips are sold in partnership with a selected professional sportswear vendor. The Club has a policy of selling other merchandise directly. This maximises the control of the quality of the goods that are sold and the sales revenue. Merchandise is sold in the Club shop on matchdays, or can be ordered from the designated Committee Member.

STAKEHOLDER & COMMUNITY RELATIONS

The Club regards very highly its relationship with its membership, supporters, sponsors, supply partners and the local community. The long-standing contribution of the Club to civic life in Glasgow's Southside was recognised by Glasgow City Council in 2008 when they hosted a Civic Reception in Glasgow City Chambers to mark the Centenary of Pollok FC.

Sponsorship

Various sponsorship packages are offered by the Club, ranging from shirt and track-side advertising to hospitality packages for small groups in the Club pavilion. Sponsored events, such as the annual Sporting Dinner, are also held. Full details of all sponsorship packages can be found on the Club website www.pollokfc.com.

Youth Football

The Club's relationship with the long-established Pollok United Soccer Academy has greatly enhanced community engagement. The teams regularly attend home games with many of their parents, and occasional events are held to allow them to interact with the First Team players, under supervision.

Community Events and Initiatives

These include –

- Open Days at Newlandsfield Park
- Annual Christmas food bank collections
- Local charity collections on matchdays
- Occasional use of the park to host charity or Schools football matches (when pitch conditions allow)
- Links with a well-known mental health charity to promote the mental well-being of Club members, fans and players, and to publicise the work of the charity more widely.

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