

## MILTON KEYNES DONS

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### Promises Made and Action Taken 2003/04

#### Promise 1

Once our new Customer Charter is published we will ensure that it is more accessible via the Clubs website (in accordance with Football League Regulations) and endeavour to keep a pre-printed supply for supporters or other interested parties requesting copies at reception.

#### Action Taken

Circumstances affecting the Club after going into administration on 5th June 2003, resulted in a revised Customer Charter being put on hold. It was recognised that the Charter in existence was largely invalid because of the necessary downsizing of the organisation. When the Club's playing venue transferred to Milton Keynes in September 2003, its administrative functions were divided between the training ground at Roehampton Vale, the National Hockey Stadium in Milton Keynes and the offices of our administrators, Grant Thornton at Euston Square in London. With increasing uncertainty it was impossible to revise the Charter until the Club exited administration. As a consequence it is acknowledged that our promise was not met.

#### Promise 2

We will engage supporters in our new catchment area by continuing to work alongside MKD and, hopefully, other newly formed groups.

#### Action Taken

Milton Keynes Independent Dons reformed as the Wimbledon FC Supporters' Club and an instant rapport was established with their enthusiastic officers. Prospective new owner and Chairman Pete Winkelmann fostered a close working relationship with the fledgling group and both he and Club manager Stuart Murdoch attended several meetings both planned and unplanned. Within a few weeks of the Club's relocation to Milton Keynes the Supporters' Club accepted responsibility for away travel and managed to acquire more than 900 members before the end of the season. They carried out their own market research and suggested some ticket initiatives to the Club. They were able to arrange several social functions and had sufficient funding to organise an inaugural end-of-season dinner attended by the playing and management staff and set about raising further funds to pay for the Club's planned pre-season tour to Iceland. The relationship established proved one of the few positive outcomes of a forgettable year.

#### Promise 3

We are committed to the total enhancement of facilities for disabled fans, particularly as the National Hockey Stadium in Milton Keynes and the proposed permanent stadium at Denbigh are likely to house one of the largest percentages of disabled fans per 1,000 spectators in the UK.

#### Action Taken

As the National Hockey Stadium is a relatively modern facility disabled spectators can be accommodated in all areas of the ground with their escorts. Numbers attending were not as many as envisaged. Areas of concern were the uncovered stands on three sides and initial confusion on ticketing arrangements and prices. Milton Keynes Council remains pro-active in developing disabled facilities to meet DDA proposals and beyond. Part of the remit in delivering the new stadium at Denbigh (work expected to begin at the end of September 2004) is to ensure that all disabled needs are met. This has remained a constant theme at all meetings with developers, architects, planners, contractors and safety advisors.

### Promises Made 2004/05

1. To reduce the number of plastic coats handed out on rainy days by putting a roof on the east stand which is rapidly becoming the popular end with home fans. This was identified as an urgent project following feedback from supporters during the season.
2. To revamp the Customer Charter so that it reflects the Club's new locality and catchment and to ensure that a transparent system of customer service is readily adopted, advertised and, more importantly, actually delivered.
3. Introduce admission prices which are more family friendly and possibly experiment with lower family rates for specific games. We are also committed to running any family promotions alongside any Coca-Cola initiatives to capture the supporters of tomorrow.