



2018/19 VISITING SUPPORTERS' GUIDE TO  
**VITALITY STADIUM**

AFTERNOON KICK-OFF



# AFC BOURNEMOUTH FACTS

**Ground:** Vitality Stadium

**Capacity:** 11,329

**Address:** Dean Court, Kings Park, Bournemouth, BH7 7AF

**Customer service telephone no:** 0344 576 1910

**Playing surface:** 105m x 68.2m

**Year opened:** 1910

**Shirt sponsors:** M88

**Kit manufacturer:** Umbro

**Home kit colours:** Red and Black Stripes

**Official website:** [afcb.co.uk](http://afcb.co.uk)

**Twitter:** @afcbournemouth

**Facebook:** [afcbournemouth](https://www.facebook.com/afcbournemouth)

**Instagram:** @officialafcb

# FAN SUPPORT

When in the ground if you have any questions or need assistance please ask our friendly and welcoming Matchday Ambassadors or Supporter Services team, who will be positioned around the stadium.

There is also an information point situated at the South West corner of the ground. AFC Bournemouth stewards are positioned around the ground and can be recognised by their high visibility jackets. (Note that turnstiles open 1.5 hours before matches).



# PRE-MATCH BOURNEMOUTH

A large majority of trains arrive at **Bournemouth Central Train Station**, which is accessible to wheelchair users. Leave the station by the south exit (facing Asda) and turn left to head towards the main road. Turn left again and walk straight up Holdenhurst Road for around 25 minutes, until you reach a roundabout at which you turn right into Kings Park Drive. The ground is on the left. For more information go to [http://www.nationalrail.co.uk/stations\\_destinations/BMH.aspx](http://www.nationalrail.co.uk/stations_destinations/BMH.aspx)

Visiting supporters are welcome in the Cristopher Creeke pub, which is just a short walk from the train station towards the town centre.

The P2 and P3 **Yellow Bus** service is easily accessible from the train station and runs up to every 20 minutes. It can be picked up at Bournemouth train station stop 6 (going in the Christchurch direction) and you can get off at Queens Park Hotel stop, which will be a total of 6 stops, then it will be a 5-minute walk, going along Ashley Road and then going through Kings Park. If you want to make a day out of your trip, then this bus also serves Bournemouth Pier (for a top photo opportunity) and Bournemouth Square where you can find plenty of shops and places to eat and drink before heading to the ground, with an adult day ticket priced at £4.10. To plan your journey or for more information go to [bybus.co.uk/](http://bybus.co.uk/)

**Got a match ticket – get a discount with more bus!** The **X3** service from Salisbury or Bournemouth runs every 30 minutes and can be caught at St Swithuns Roundabout (and many other stops along the route), after a total of 7 stops you can get off at Kings Park. Their **m2** buses run every 7-10 minutes, so never too long to wait and drop off in Boscombe which is just a short walk to the stadium. If you ask for a **dayrider** you can **save £1** on their regular prices. The buses all have free wifi, USB chargers and accept contactless payments as well as cash. For up to date times and prices visit: [morebus.co.uk](http://morebus.co.uk)

If you start your matchday experience in town, Bournemouth Pier is home to **Rock Reef**. The award-winning attraction offers a terrific range of thrilling family activities, including the Pier Zip: a dual racing zipline from the pier to the beach itself, cutting over the waves en route. For more information please visit [rockreef.co.uk/](http://rockreef.co.uk/)



## PRE-MATCH BOSCOMBE

The nearest train station to the stadium is Pokesdown, which is roughly a mile from the ground and around a 15 minute walk away. This station is not currently accessible for wheelchair users.

Exit the station and turn right down the main Christchurch Road (A35) for 400m and turn right into Gloucester Road. Follow signs for Kings Park to arrive at Vitality Stadium. For more information go to [nationalrail.co.uk/stations\\_destinations/POK.aspx](http://nationalrail.co.uk/stations_destinations/POK.aspx)

This station is also served by the P2 and P3 Yellow Bus, which run up to every 20 minutes. You will get on at Pokesdown station and you will get off at Kings Park, heading in the Bournemouth direction, after a total of 6 stops. Alight at Ashley Road to get within 5 minutes of the ground. This service will also take you to Bournemouth (see above).

The M1/M2 More Bus service runs from Pokesdown Station and brings supporters closer to the stadium via Boscombe. All supporters with a valid match ticket can receive a £1 discount on dayrider tickets. All the buses are equipped with free wifi and USB charging facilities. To plan your journey or for more information go to [morebus.co.uk/](http://morebus.co.uk/)

Visiting Supporters are welcome in the Baxters and Mello Mello pubs in Boscombe.

With direct access from Boscombe bus station and low cost easy parking, the Sovereign Shopping Centre offers high street names, various eateries and retail outlets as well as hosting a wide range of community events. For more information go to [sovereignshoppingcentre.co.uk/](http://sovereignshoppingcentre.co.uk/)

## TAXIS

If you're looking at booking a taxi, all supporters can receive a 10% discount with PRC (Poole Radio Cabs) Streamline upon production of a valid match ticket. PRC Streamline take bookings 24 hours a day, 365 days a year so call 01202 37 37 37 to take advantage of this offer. Please note fares may vary on traffic going to and leaving the ground. They have the largest fleet available in Dorset and cover areas in Bournemouth, Poole, Christchurch and Wimborne. If you require travel to and from any airport for a fixed competitive rate, PRC are the company for you. PRC Streamline app can also be downloaded on apple <https://itunes.apple.com/us/app/streamline-warrens-taxis/id692742003?ls=1&mt=8> or on android <https://play.google.com/store/apps/details?id=com.cordic.streamlinewarrentaxis>



# PARKING

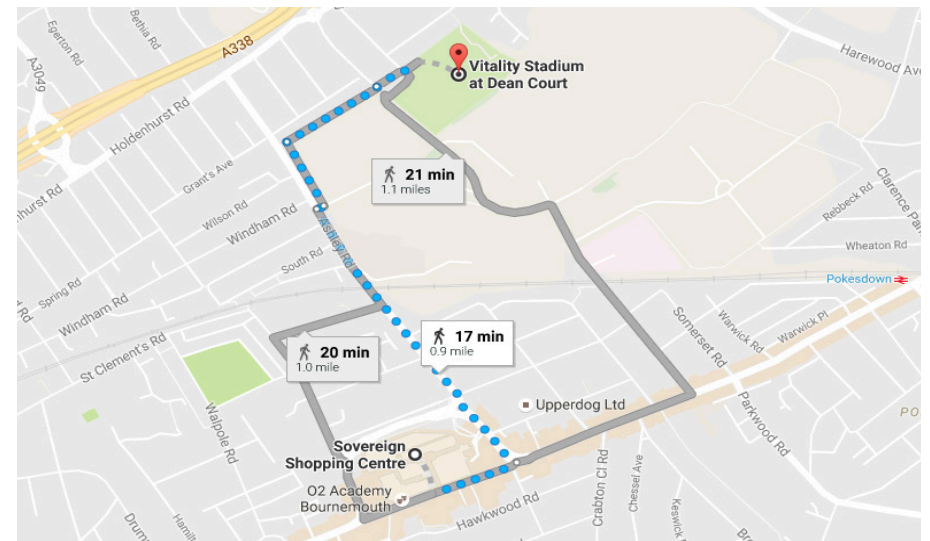
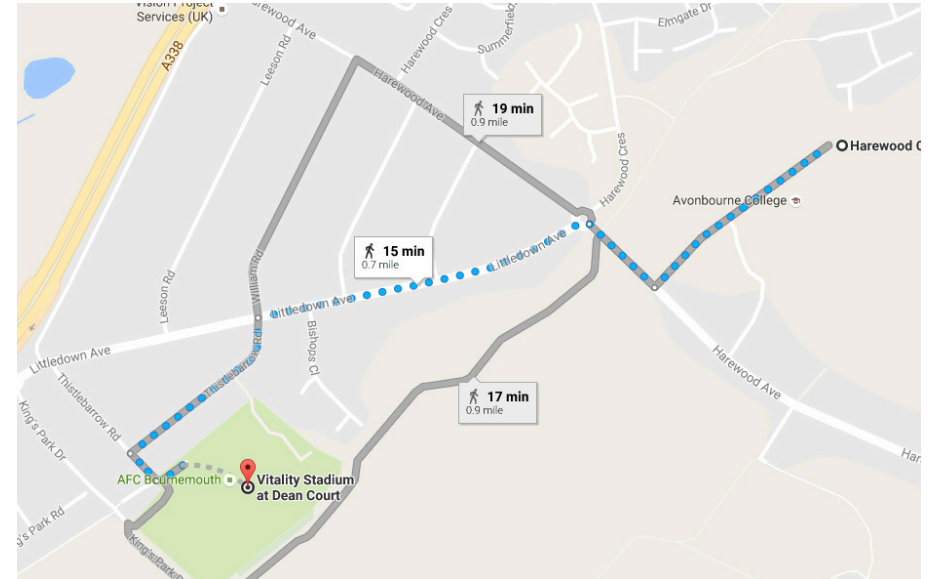
Those travelling on official club coaches will arrive in the car park behind the Ted MacDougall South Stand. Congestion can cause delays when leaving the ground after the game.

Free matchday parking is available at Harewood College, which is only a 10 minute walk across the park to Vitality Stadium – highlighted on the map to the right. This parking facility has the advantage of being away from the congestion around Kings Park, and will be manned by a steward until kick-off. If you do use Satellite Navigation System please refer Harewood College as Harewood Avenue. We respectfully ask that all visitors keep to the 10mph and then the 5mph speed limits on school property.

Parking is also available to the south of the ground for just £1. When driving to the ground, follow the brown road signs with a football logo to get to Vitality Stadium. Supporters wishing to park at the ground are advised to arrive early as the car park usually reaches capacity around 75 minutes before kick-off. Supporters are likely to experience delays in leaving the car park after the final whistle. Please be aware, there is a left turn at the exit of the car park, which will bring you out on to Gloucester Road in Boscombe.

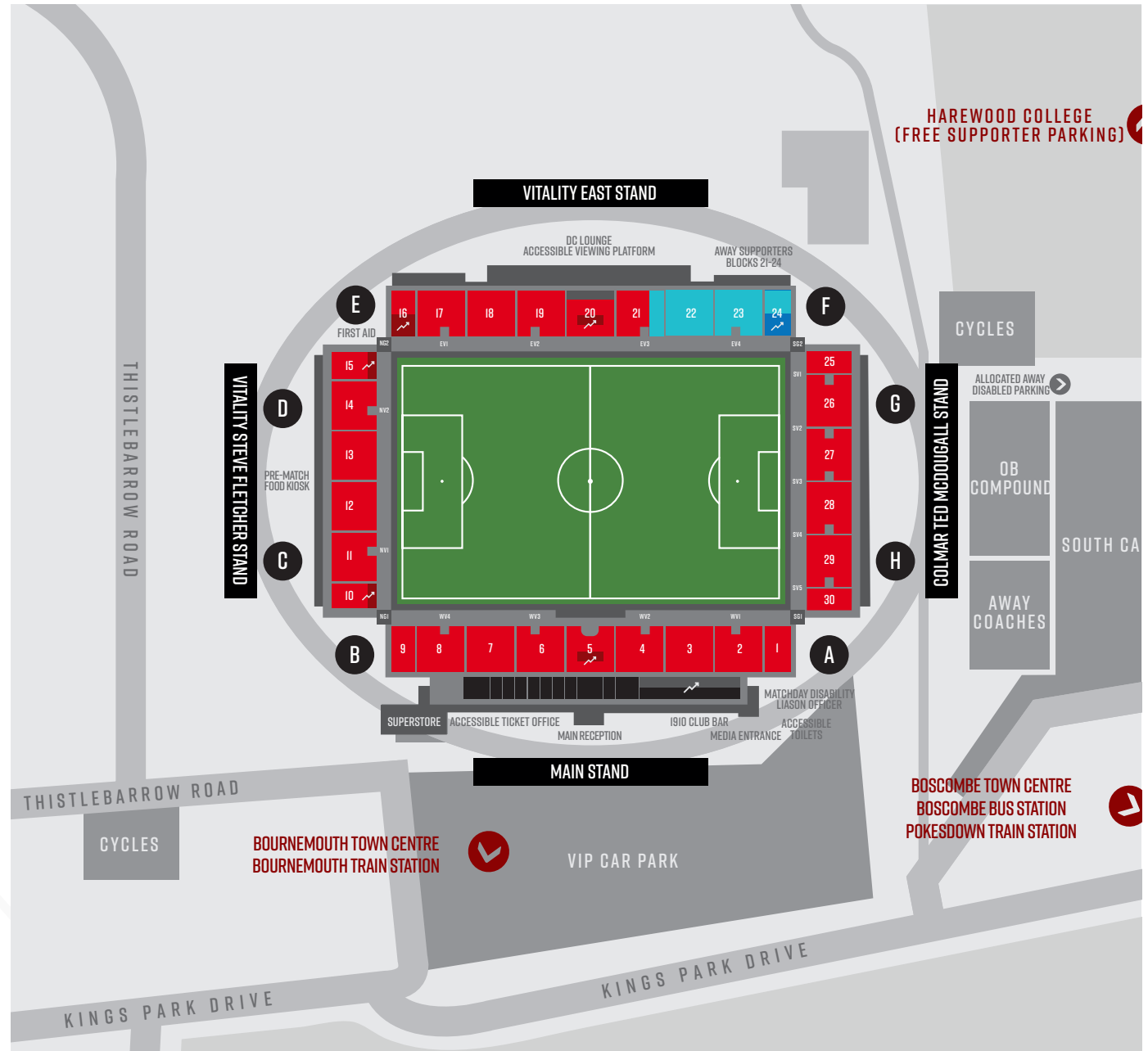
Alternatively, the Sovereign Shopping Centre on Christchurch Road, BH1 4SX, which is approximately a 15 minute walk from the ground – highlighted on the map – offers low cost easy parking (£2 for 4 hours), with 600 spaces. This parking facility has the advantage of being away from congestion and has cafés for food and snacks around the stadium.

Residential roads adjacent to the stadium have parking restrictions and the club asks supporters to please be mindful of existing drive entrances and avoid parking illegally as this can cause particular problems for residents and is a safety hazard. Parking enforcement officers and Police will respond to residents' complaints and take action.



# STADIUM PLAN

- Supporters are required to adhere to the following ground regulations; <https://www.afcb.co.uk/for-fans/supporters-guides>
- In particular; supporters are reminded that it is a criminal offence to pass beyond the pitch side barriers.
- For your own safety standing is not permitted in seated areas. Please be respectful to your fellow supporters and sit in the seat allocated to you.
- AFC Bournemouth promotes a welcoming and friendly atmosphere at vitality stadium any incidences of discriminatory behaviour may result in ejection from the ground.
- Please always follow the instructions of the Safety Stewards.



# DISABLED SUPPORTERS

## VIEWING POSITIONS

There are a variety of viewing positions for wheelchair users located on row A pitchside in all stands. There is a raised viewing area on block 24 of the east stand in the visiting area. We ask that you are mindful of the needs of your fellow supporters and generally, it is important to keep the aisles, access and viewing lines clear at all times. Please assist us by moving through and do not stand or loiter in the hatched areas.

## TICKET OFFICE WINDOWS

Please note there is a low counter at the ticket office window which is fitted with a hearing loop.

## FOOD AREAS

We have low counters available at kiosks and concourses around the ground.

## HEARING LOOPS

Portable hearing loops are situated in concourse areas, both ticket offices, superstore, reception and in the hospitality area.

## AUDIO HEADSETS

Visually impaired supporters are able to order a headset in advance of the game. Headsets can be booked in advance (free of charge) through contacting the ticket office, via phone by calling 0344 5761910 (option one, option two) or by e-mailing [disability@afc.co.uk](mailto:disability@afc.co.uk).



# DISABLED SUPPORTERS (CONTINUED)

## SENSORY PACKS

The club and Community Sports Trust are delighted to be able to offer sensory packs for supporters with disabilities. The packs have been designed for supporters, particularly those with Autism who attend matches to make the matchday experience more accessible, comfortable and enjoyable for them.

The sensory pack comes in an AFC Bournemouth draw string bag and includes-

- Club branded mini soft football.
- Autism Awareness card and keychain, which can be shown to matchday staff and stewards to ask for assistance when in the ground, including a map of the stadium.
- Club-branded noise-cancelling headphones.
- Menu for concourse food which can be shown at the concourse to order.

Sensory packs need to be pre-ordered prior to matchday. This can be done by completing the following application form - [https://forms.office.com/Pages/ResponsePage.aspx?id=wfMQoVSG-Uyu7t\\_YMpDbeF-XhhifuY1NoeUAz0h\\_6iVUQVY5WEUyNTVOT090TFAYQIA5NUkySIFMWi4u](https://forms.office.com/Pages/ResponsePage.aspx?id=wfMQoVSG-Uyu7t_YMpDbeF-XhhifuY1NoeUAz0h_6iVUQVY5WEUyNTVOT090TFAYQIA5NUkySIFMWi4u). Once ordered supporters will receive a confirmation e-mail, with the pack available for collection two hours prior to kick off from the DC Lounge at Vitality Stadium.

## DC LOUNGE

Located within the East Stand, home and visiting disabled supporters are welcome to meet before the game and enjoy refreshments in our DC Lounge. As well as a TV showing Sky Sports/BT Sport, we host a matchday quiz so supporters can pit their wits against each other and team sheets get delivered approximately half an hour before kick-off too.

## ACCESSIBLE TOILETS

Accessible toilets are available to use pre-match in the DC Lounge or in the press room lobby. A changing places toilet is also available on the corner of the main and south stand.



# STADIUM SERVICES

## ENTERING THROUGH TURNSTILES

For the safety and security of fans there is 100% searching of fans and search and tag of all bags prior to entering the ground. Turnstiles at Vitality Stadium open 1 ½ hours before the game starts and supporters are asked to ensure they arrive at the turnstiles at least 45 minutes before kick-off.

## TOILETS

Prior to turnstiles opening, there are public toilets available to use in Kings Park. Alternatively, there are a number of public toilets in Boscombe (10 minute walk).

## CASH MACHINE

A cash machine is located inside the AFC Bournemouth Superstore. Please note there is a £1.75 charge per use.

## MOBILE MERCHANDISE

There are mobile merchandise outlets situated around the ground where supporters can purchase AFC Bournemouth merchandise as a convenient alternative to the Superstore.

## SUPERSTORE

Looking to bring home a souvenir from your trip to Vitality Stadium? Supporters can do so from 9:00am on a matchday. The Superstore is located on the North West corner of the Vitality main stand and is open up until kick-off and then for 20 minutes after the match. The Superstore is also home to our trophy cabinet.

## MATCHDAY PROGRAMME

Remember to pick up your copy of our award-winning matchday programme to take home. These are on sale in the Superstore and around the stadium priced at £3.50.

## PRE-MATCH FOOD KIOSK

Located midway on the outside of the Vitality Steve Fletcher North Stand, and usually open from 3 hours before kick-off, our food kiosk stocks our full range of hot food and drinks.

Our homemade pies are great and you should definitely try the burgers – made by our butcher to our own recipe and including our own, secret recipe sauce.

Own Recipe Burger / Cheeseburger £4.00

Homemade Pies £3.50

- Beef & Ale

- Chicken & Mushroom

- 3 Bean Curry (v)

Hot Dog £4.00

# STADIUM SERVICES (CONTINUED)

## CHERRIES COMMUNITY DRAW

Make sure you get your Cherries Community Draw tickets in aid of the Cherries Community Fund- not only do you get the chance to win great cash prizes, but, as the proceeds go to support local projects, you have the opportunity to positively affect the lives of people in the community. Sellers are positioned outside the stadium before the match and tickets are just £1 each. For more information on the Cherries Community Fund visit <https://www.afcb.co.uk/for-fans/cherries-community-fund-and-draw-results>

## SMOKING

Vitality Stadium is a smoke-free and smoking or the use of electronic cigarettes is not permitted inside the stadium. Supporters are not able to exit and re-enter the stadium for any reason.

## FEEDBACK

Here at AFC Bournemouth, we want to make your matchday experience as enjoyable as possible. If you've visited us recently, we'd like to know how we're doing with this objective and hear your thoughts and suggestions. Please e-mail at [enquiries@afcb.co.uk](mailto:enquiries@afcb.co.uk)

## PAYMENT OPTIONS

Supporters can now pay by debit/credit card, contactless and Apple Pay all around the ground.

## EARLY BIRD OFFER INSIDE THE GROUND

Our pies are made by our chefs here at Vitality Stadium and if you purchase up to half an hour before kick-off, you can add a pint to your pie order for just £5, or a hot/soft drink for just £4.

## JUNIOR FANZONE

The Junior Fanzone is located in the concourse under the Family Stand and is open 2.5 hours before kick-off. Supporters up to the age of 16 will be able to meet our very own club mascot Cherry Bear and enjoy a variety of pre-match entertainment including face painting, games, activities and competitions such as FIFA tournaments on XBOX 1, table tennis rallies and power penalties!

## EAST STAND

The visiting seating area is in our East Stand and this gets the afternoon sunshine when there are clear skies. We recommend therefore that you consider bringing sunglasses, cap and/or sun lotion for those hotter summer fixtures.

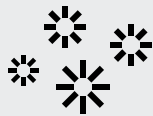
Most clubs take part in our reciprocal shirt exchange so if your club is one of these please look out for the opportunity to collect a raffle ticket on each transaction at the food kiosk to be in with the chance to win one your club's replica shirts.

Also, check out our information board to help you with potential queries such as food allergens and licensing information.

# PROHIBITED ITEMS

## YOUR SAFETY AND SECURITY AND THAT OF OTHERS IS PARAMOUNT TO US

Below is a list of what **CANNOT** be brought into Vitality Stadium:



Flares



Bottles, glass vessels, cans and flasks



Dangerous or hazardous items



Illegal substances



Explosives, ammunition and fireworks



Motor bike helmets



Laptops & tablets (audio & video recording devices)



Knives, blades or other weapons



Firearms



Laser devices



Smoke canisters



Air horns



Professional cameras & recording devices



Alcohol

Entry to the Stadium will be refused with any other articles deemed dangerous, hazardous or that compromise public health and safety. Any questions before the event please contact enquiries@afcb.co.uk or telephone 0344 576 1910.

THANK YOU | WE HOPE YOU ENJOY YOUR VISIT TO  
**VITALITY STADIUM**

