VISITING SUPPORTERS' GUIDE TO

VITALITY STADIUM

SEASON 2022/23

AFC BOURNEMOUTH FACTS

Ground: Vitality Stadium
Capacity: 11,307
Address: Dean Court, Kings Park, Bournemouth, BH7 7AF
Customer service telephone no: 01202 726300
Playing surface: 105m x 68.2m
Year opened: 1910
Shirt sponsors: Dafabet
Kit manufacturer: Umbro
Home kit colours: Red and Black Stripes
Official website: afcb.co.uk
Twitter: @afcbournemouth
Facebook: afcbournemouth
Instagram: @officialafcb

MATCHDAY 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 are also signed 'Here to Help' positions at the front of the Vitality Main Stand.



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. Vitality Stadium is on the left. For more information go to:
www.nationalrail.co.uk/stations_ destinations/BMH.aspx

The **Yellow Bus** service is easily accessible from the train station. It can be picked up at Bournemouth Train station stop 6. To plan the most accurate journey, you can use Yellow Bus journey planner which offers the best, up-to-date, route suggestions. Adult tickets are priced at £4.20. To plan your journey or for more information go to: www.yellowbuses.co.uk

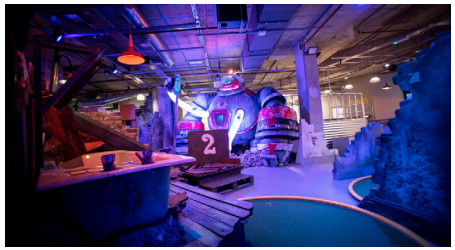
Got a match ticket – get a discount with more bus! The **X3** service from Salisbury or Bournemouth runs every 30 minutes and can be caught at St Swithuns Roundabout, St Swithuns Road (and many other stops along the route), after a total of 7 stops you can get off at Kings Park. Their **m2** buses run 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 USB chargers and accept contactless payments as well as cash. For up to date times and prices visit: www.morebus.co.uk

Hot Rocks Restaurant and Cocktail Bar is located next to Bournemouth Pier. Diners can enjoy freshly prepared food, whilst taking in the breath-taking views of the surrounding beaches. Visit www.hotrocks.com

FAMILY ATTRACTIONS

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

Bournemouth has lots of family attractions to offer including Mr Mulligans, Go Ape, Smugglers Cove Adventure Golf and Centre VR. If it's a sunny day, why not visit our wonderful sandy beaches? For more information please visit www.bournemouth.co.uk/









PRE-MATCH BOSCOMBE

The nearest train station to the stadium is Pokesdown for Boscombe, 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

This station is also served by the P2 and P3 Yellow Bus, which runs up to every 20 minutes. You will get on at Pokesdown for Boscombe 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 **m2** More Bus service runs from Pokesdown for Boscombe 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 USB charging facilities. To plan your journey or for more information go to morebus.co.uk/

Visiting Supporters are welcome in Mello Mello bar 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/

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

BERYL BIKES

Bikes and e-scooters can be hired through the Beryl app, available for free download on the App Store for iOS, and the Google Play Store for Android users. They can be picked up and dropped off in marked 'Beryl Bays', which have been delivered both in partnership with the local authority and in consultation with communities and key stakeholders to ensure they meet the needs of the community. Bays are visible both in app and on the street. For more information go to https://beryl.cc/scheme/bournemouth-christchurch-and-poole



PARKING

For **free parking** just a 10-minute walk from the ground, Avonbourne Academies (Formerly Harewood College) are open 3 hours prior to kick off on weekends and 1.75 hours before kick off on weekday matches. If you are using a SatNav, please refrain from using the postcode and instead use 'Harewood Avenue'. **Please note this car park is locked 30 minutes after the full-time whistle. Users are asked to ensure they keep to the maximum speed limits displayed.**

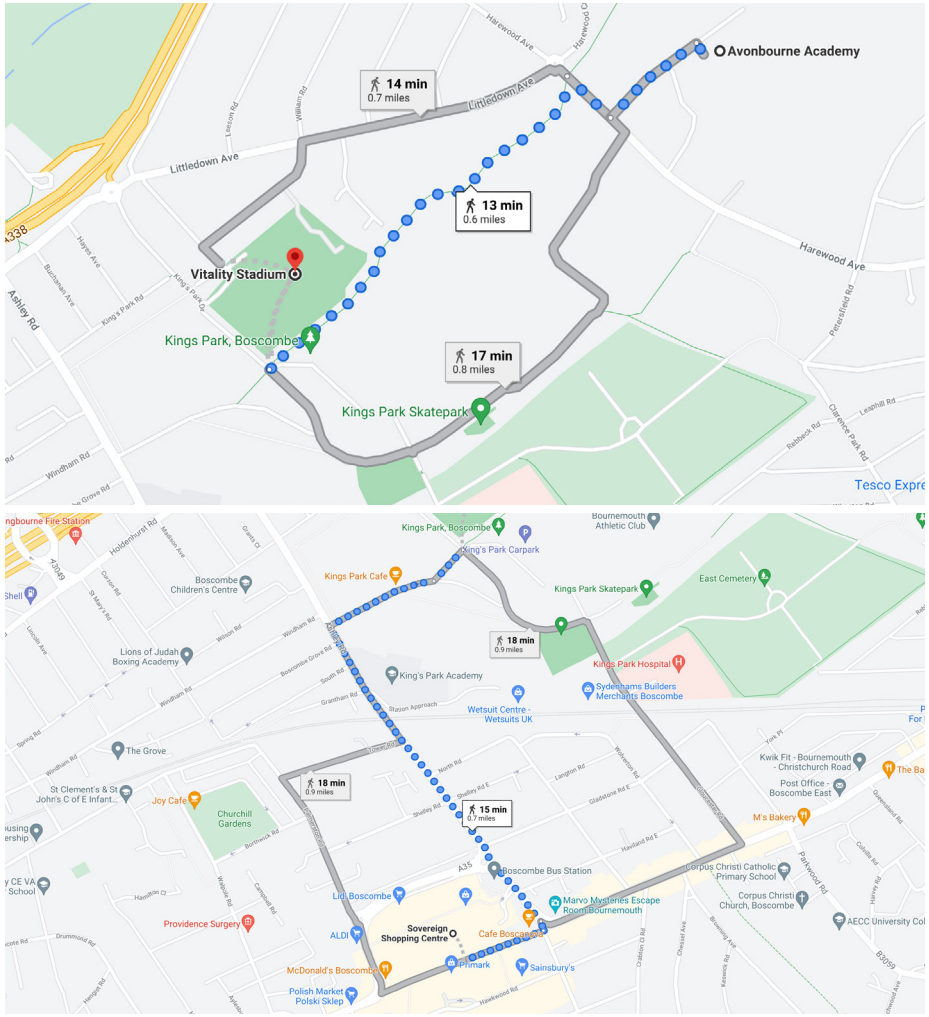
Those traveling on official club coaches will arrive in the car park behind the Ted MacDougall South Stand. Please be aware that congestion can cause delays when leaving the ground after thegame.

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. You can now leave via the south of the car park to exit the park along Gloucester Road and so miss the traffic along Kings Park Drive.

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.

Please be aware specific sections of Kings Park are no longer available for Blue Badge holders, please look out for matchday signage to this affect.



STADIUM PLAN

> Visiting Supporters are seated in Vitality East Stand Blocks 21-24 (Shown in Blue) and are accessed via Turnstile F.

> Supporters are required to adhere to the 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.

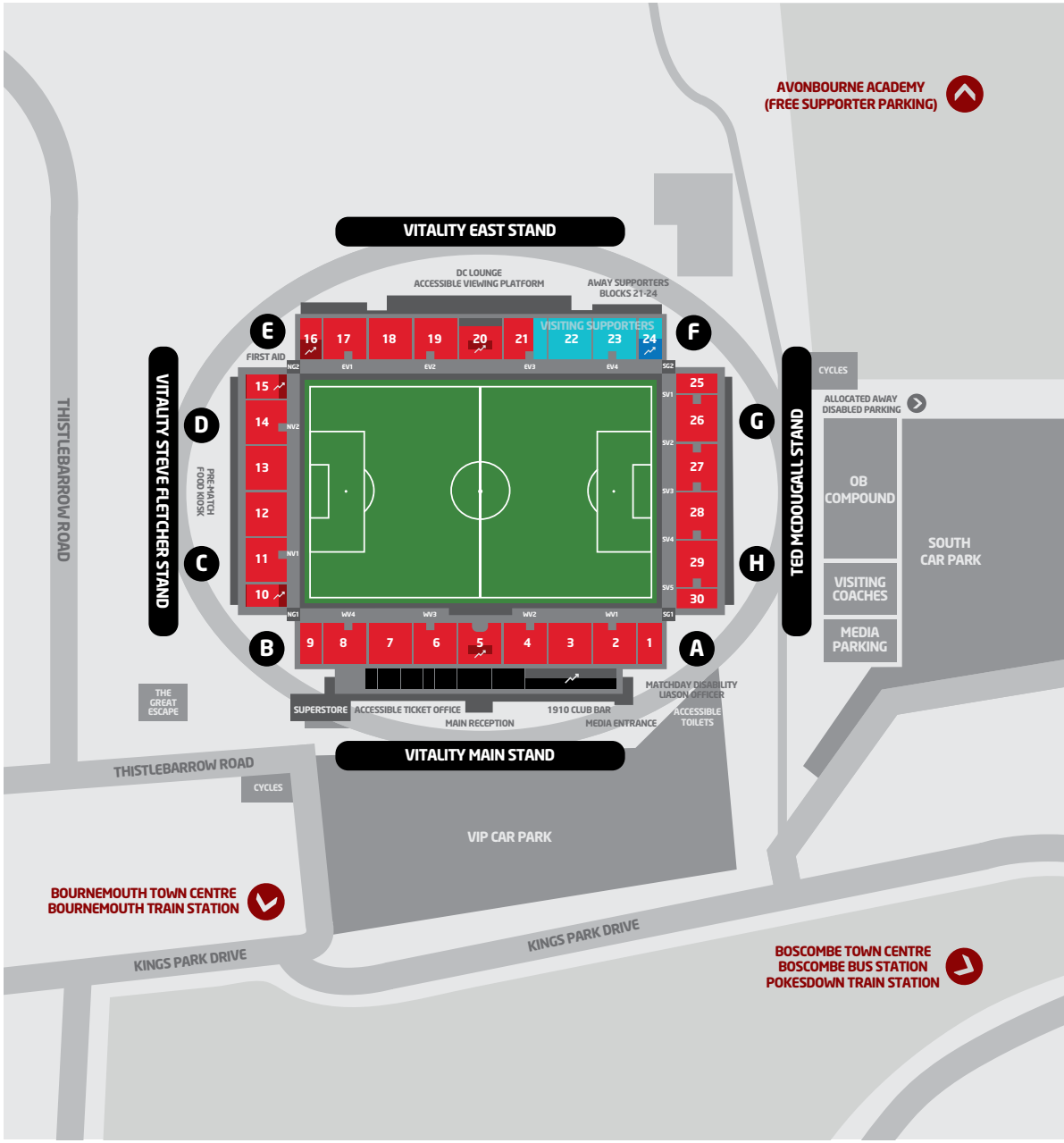
> For your own safety standing is not permitted in seated areas. Please be respectful to your fellow supporters and sit in the seat allocated to you. Persistent standing may lead to ejection from the ground and a report to your club.

> AFC Bournemouth promotes a welcoming and friendly atmosphere at Vitality Stadium and any incidents of discriminatory or abusive behaviour may result in ejection from the ground.

> Please always follow the instructions of the Safety Stewards at all times.

> Visiting Supporters in home areas are likely to be ejected from the ground. If you are a visiting supporter with a home ticket, please contact the ticket office **01202 726300** or **tickets@afcb.co.uk**

At AFC Bournemouth we strive to make everyone's matchday inclusive and enjoyable, if you witness any abusive or discriminatory behaviour please try and speak to a steward on the day, rather than leaving until after the match as this gives us the opportunity to monitor/investigate then. Alternatively use our confidential text line; **07968 980580** during your visit to Vitality Stadium.



SUPPORTERS WITH DISABILITIES

For all accessibility details for matchday, please visit the Access Statement on our website.

https://www.afcb.co.uk/media/192127/cl02-vitality-access-statement-2.pdf

VIEWING POSITIONS

There are a variety of viewing positions for wheelchair users, which are located Row A pitchside in all stands, or our accessible viewing platforms . We ask that other supporters are mindful of fellow fans using wheelchairs and generally, it is important to keep the aisles, access and viewing lines clear at all times.

FOOD AREAS

We have low counters available at kiosks and concourses within the visiting supporters concourse.

HEARING LOOPS

Portable hearing loops are situated in concourse areas, ticket offices, superstore, reception, 1910 bar 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 01202 726300 or by e-mailing disability@afcb.co.uk.

1910 BAR

Wheelchair access to 1910 Bar is through Main Reception.

LOW COUNTERS

Low counters are available at the ticket office windows, the Superstore and throughout the concourses.

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.

> Club branded pop-it sensory toy

Sensory packs need to be pre-ordered prior to matchday. This can be done by completing the following application form - https://forms.office.com/r/SkZcbfKKy0. 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.

For further accessibility information please visit https://www.afcb.co.uk/for-fans/disabled-access-guide/

SUPPORTERS WITH DISABILITIES (CONTINUED)

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.

ACCESSIBLE TOILETS

There are 15 accessible toilets at the Vitality Stadium. There is one situation close to each of the areas provided for our disabled supporters. All have level access and are clearly signed with tactile and braille signage. Accessible toilets have additional signage, mirrors, coat hooks and colour contrast. All accessible toilets are fitted with an alarm.

For full details on accessible toilet facilities within each stand, please visit https://www.afcb. co.uk/for-fans/disabled-access-guide/

MATCHDAY DISABILITY LIAISON TEAM

Should you have any questions or require any additional help on matchday, our matchday disability liaison team are available around the ground. If required, they will also be able to contact the disability access officer for you.

EASY READ MENUS

Easy read menus are available in all concourses to order from or take away.

CATERING TO SEAT

The elevated viewing platforms in the main stand and east stand are all serviced with catering to seat.

If you have any queries ahead of your visit around accessibility please email disability@afcb.co.uk to contact the Disability Access Officer.



STADIUM SERVICES

ENTERING THROUGH TURNSTILES

Please bear in mind that for supporters' own safety, there will be 100% searches of every single supporter as well as bag searching/ tagging. Please don't bring a bag unless you absolutely need to. Turnstiles at Vitality Stadium open 1.5 hours before Kick Off and supporters are asked to ensure they arrive at least 45 minutes prior to kick-off to avoid delays.

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).

PAYMENT OPTIONS

Supporters are advised that Vitality Stadium is cashless.

SUPERSTORE

Looking to take 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.

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 and will be available at most fixtures.

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 handmade 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 £4.50

> Homemade Pies £4.25

  > Steak and Ale

  > Chicken, Bacon & Leek

  > Curried Sweet Potato, Butternut Squash and Spinach (V)

> Hot Dog £4.50

Make the most of our meal deals which is a pie, burger or hot dog, chocolate bar and a pint for £8 (not available in the Ted MacDougall Stand). You can have a soft/hot drink instead for £7 for the bundle and both are available at any time during the game. The deal is also available at our Vitality Steve Fletcher Stand Kiosk for £7.00 as the soft/hot drink option is available only.

For further details and pricing please visit https://www.afcb.co.uk/for-fans/supporters-guides

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 local 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 venue. Use of Cigarettes, Vaporizers or E-Cigarettes is not permitted inside the stadium. Supporters are not able to exit and re-enter the stadium for any reason.

JUNIOR FANZONE

The Junior Fanzone is located in the concourse under the Family Stand and is open 2.5 hours before kick-off until 1 hour prior to the game starting. 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! Entry only possible with a valid matchday ticket.

MEAL DEALS AND SELF SERVICE

Our meal deal is a pie, burger or hot dog, chocolate bar and a pint for £8 (not available in the Ted McDougall Stand). You can have a hot/soft drink instead for £7 for the bundle and both are available at any time during the game.

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

EAST STAND

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.

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

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:



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 01202 726300.

THANK YOU, WE HOPE YOU ENJOY YOUR VISIT TO

VITALITY STADIUM

