

FIRST TIME FAN GUIDE

All you need to know ahead of your first visit to Portman Road!

COME ON YOU BLUES!



WELCOME TO PORTMAN ROAD!

Everyone at Ipswich Town Football Club is looking forward to welcoming you to Portman Road.

This guide is designed to supply all the key information, allowing you to enjoy your matchday to the full.

COYB!

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TICKETING GUIDE

INFORMATION FOR YOUR TICKETING EXPERIENCE

BUYING TICKETS



ONLINE

Tickets can be purchased online, via our ticketing website (tickets.itfc.co.uk). By purchasing this way, you will have the opportunity to choose a seat and whether you would like your ticket sending to you via email, or in the post.



PLANET BLUE

Tickets can be purchased at Planet Blue in the week, although on a matchday, tickets will be available to purchase from the matchday ticket office on Constantine Road. Planet Blue staff will be able to offer assistance throughout the week with your ticketing enquiries, and help with your purchases.



MATCHDAY TICKET OFFICE

On the day of the match, tickets can be purchased from the matchday ticket office on Constantine Road from 10am, or 6pm for evening matches. This office is also open for general ticketing enquiries.

RECEIVING TICKETS



PAPER TICKET

You will have the option to select to have your ticket to be sent to you as a traditional paper ticket. If you purchase in person within Planet Blue, this will be given to you immediately, however, if you wish to have a paper ticket posted to you, a £1.75 postage fee will be added to your transaction



PRINT AT HOME

If you have access to your own printer, you will be able to have your ticket sent to you as a PDF, in order for you to print this off yourself. This avoids the need to wait for your ticket to be sent to you in the post. Just make sure to bring your ticket with you to the game!



MOBILE SCAN/DIGITAL TICKET

You will also be able to make use of the 'print at home' option, by scanning the QR code at the turnstile on the PDF that has been emailed to you.

WHERE TO SIT?



WEST STAND

This is our biggest stand. The whole lower tier is a dedicated family area, but areas F, K and L are also family-friendly if you like to watch the game from higher up. This stand is also closest to our FanZone, which plays host to lots of fun-filled activities for children.

SIR ALF RAMSEY STAND

Though this does not have a designated family area, there are plenty of children sitting in this stand. It is situated behind a goal, and is also closest to the tunnel so you can get close-ups of the players!

SIR BOBBY ROBSON NORTH STAND

This stand is not ideal for families, particularly the lower tier, which children below the age of 14 are not allowed to sit in. This is our most vocal stand, and the language may not be suitable. This stand is also situated behind a goal.

COBBOLD STAND

This stand is situated opposite the West Stand. The visiting fans also sit in the upper tier of this stand. Also, if you sit in the lower tier, you run the risk of getting wet if it rains!



YOUR MATCH TICKET EXPLAINED

*This ticket design will change at the beginning of the 2024/25 season

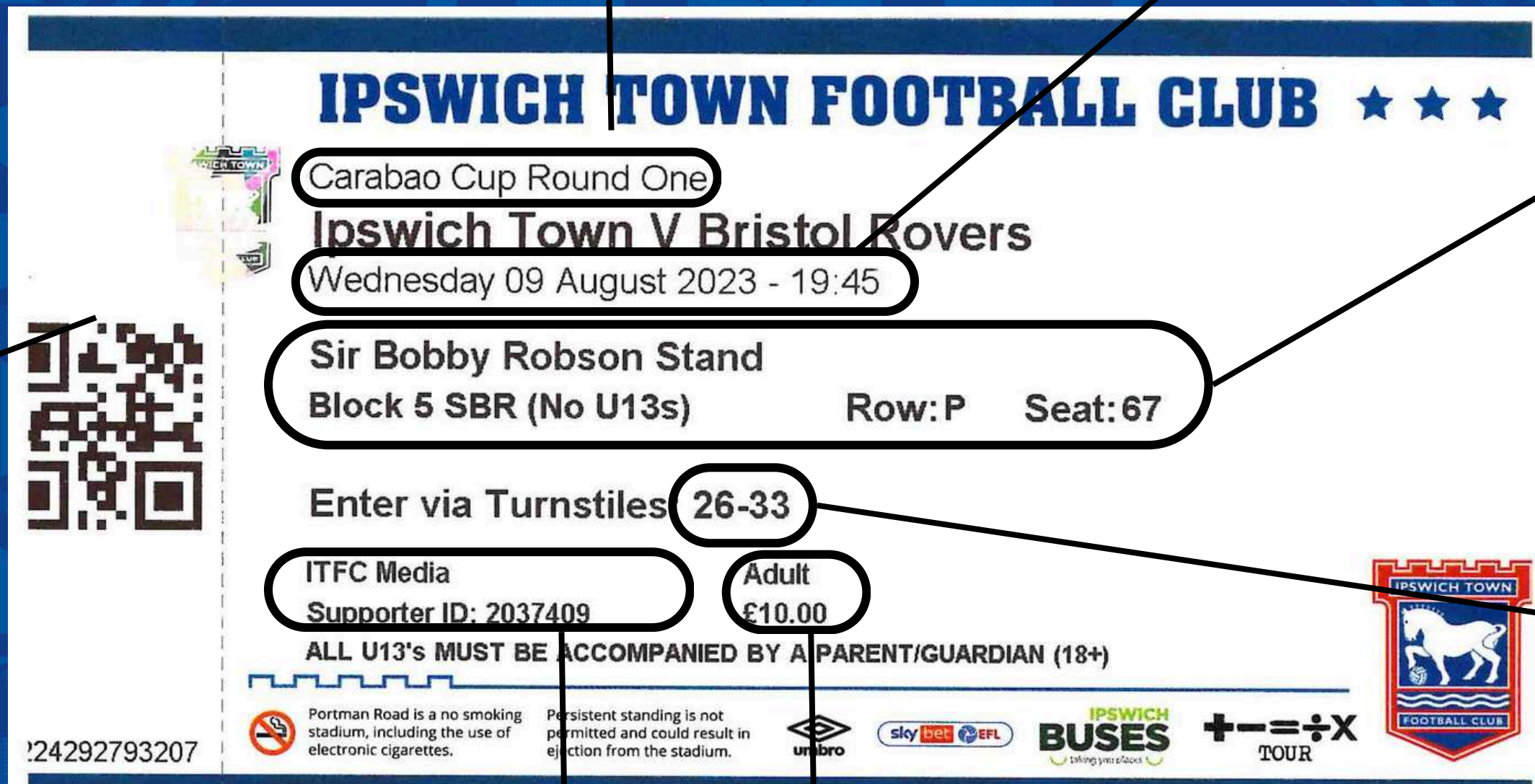
This is the competition of the fixture you will be watching

This is the date and kick-off time of the fixture

This is the QR code you will need to scan to get through the turnstile.

These are your unique seat details

These are the turnstiles that you will need to head to, to get into the stadium.



This is where you will see the ticket holder's name and unique supporter ID

This is where you can see what age band you have purchased within, and the price of your ticket.



MEMBERSHIPS

These memberships are priced at £34.99 for season ticket holders and £39.99 for non-season ticket holders.

Additionally, the Club will now introduce an International Blues membership, designed for supporters overseas with the intention of providing greater coverage on all things ITFC. The International Blues membership, priced at £34.99, offers many of the same benefits as a Super Blues membership, including ticket priorities. Further information regarding memberships can be seen on the Club website.

The typical sales window for home fixtures can be seen below:

Ballot opens for 24/25 members who were members in 2023/24 season & attended at least one fixture (25% of available seats (available capacity at the time of ballot launch))	Mondays at 10am
Ballot closes	Tuesday at 5pm
Successful ballot applicants notified	Wednesday
Sales begin to successful ballot winners	Friday at 10am
Members who are NOT season ticket holders	Monday at 10am
Members who are season ticket holders	Wednesday at 10am
Season ticket holders	Friday at 10am

JUNIOR BLUES

Junior Blues memberships, for the younger Town fan, can be purchased via the Club ticketing website (tickets.itfc.co.uk).

Included in the membership is:

- Age appropriate Junior Blues pack
- Priority access to home & away match tickets (subject to availability).
- 5 bonus Away Priority Points (APP)
- A 50% discount on shirt printing for the member at the Club's Planet Blue superstore
- TeamCard points to the value of £5
- Invitations to exclusive events with appearances from first-team players
- Exclusive events run throughout the year (Age appropriate)
- And more

Memberships are available to be purchased from £25.99.

MERCHANDISE

PLANET BLUE MATCHDAY OPENING HOURS:

3PM KICK-OFF: 10AM - 3PM

7.45PM KICK-OFF: 10AM - 7.45PM

PLANET BLUE WILL THEN BE OPEN FOR 30 MINUTES FOLLOWING FULL-TIME.



BUY ONLINE

If you are unable to make it to Portman Road to visit Planet Blue, please head online to itfcshop.com, to have your purchases delivered to your door!



BUYING IN STORE

Planet Blue is the Club's official merchandise store, selling all Ipswich Town products, ranging from shirts to our popular pocket-money picks! Be sure to pay a visit when attending Portman Road to stock up on those matchday souvenirs! Supporters visiting Planet Blue will be able to expect the following:

- Full merchandise range including; Umbro replica kit and training ranges, Umbro & own-label fashion ranges plus hundreds of gifts and souvenirs.
- Ipswich Town shirt personalisation (official EPL style)
- Season and match ticket sales
- Customer lift
- Pitch-view gallery window
- An area to try on clothing before purchasing

Aimed more at the younger Town fan, supporters may also want to visit our Planet Blue matchday store, which is located in the West Stand, as well as the Planet Blue retail units, which can be found in the FanZone.



CLICK & COLLECT

The 'click and collect' option is also available to those who wish to pay in advance to collect their items within Planet Blue. Collections in Planet Blue are available on floor one, and a member of shop staff will be able to help you find yours! Orders must be placed online a minimum of 48hrs before the game to be available for collection from store on matchday.



BY CAR

The address is Portman Road, Ipswich, IP1 2DA. There are two main road routes to Ipswich. If you are travelling from the Midlands or North, then you will use the A14. From London, the South-East, South-West or South Wales, then you will (probably) use the A12.

GETTING TO PORTMAN ROAD

THIS MAP SHOWS THE AVERAGE WALKING TIMES TO PORTMAN ROAD THROUGHOUT IPSWICH



FROM THE NORTH

Make your way to the A14, joining it at the start from the M6 or M1, or near Huntingdon from the A1. If you are not sure whether to use the M1 / M6 or A1 (e.g. if you are coming from the north-west), we'd suggest that the A1 tends to be slightly less congested, and has easier work-arounds in the event of major delays.



FROM THE SOUTH

The simple advice is to make your way to the M25, and then join the A12 near Brentwood (Junction 28 of the M25). It then takes about 75 minutes to the ground, subject of course to traffic delays, especially at peak times. If you are starting in the South-West or South Wales, you do have the option of driving via the Birmingham area (M42 to M6), though this is usually around half an hour slower than the London / M25 route.



BY BUS

Portman Road is accessible by buses 64, 66, 75, 77, 800 and 88 on a matchday. Bus routes and timetables can be found on the Ipswich Buses website.

The official ITFC Supporters Club run coaches on a matchday from Bury St Edmunds, Clacton, Halesworth, Haverhill, Long Melford, Lowestoft, Manningtree, Newmarket and Saxmundham. For details on how to book on to these coaches, visit www.itfcsupporters.co.uk and click on the 'Travel' tab.



BY TRAIN

Travelling by train to Portman Road is incredibly viable due to Ipswich Train Station being a 5-10 minute walk from the stadium. Ipswich has rail links to London Liverpool Street, Peterborough and Cambridge. Ticket barriers are in operation at Ipswich station. Whatever your travel plans - it is worth checking www.greateranglia.co.uk for updated times, any late changes or engineering works.



BY TAXI

Plenty of separate taxi firms are available to book within Ipswich, however it is important to note that availability on a matchday is often extremely limited, and it is worth booking in advance.



BY FOOT

Portman Road is about a brisk 10 minute walk from the Town centre, with plenty of signage for you to follow. The adjacent map shows the average walking times throughout Ipswich.





YOUR MATCHDAY TIMETABLE



10AM
TICKET OFFICE AND
PLANET BLUE OPEN



12PM
FANZONE OPENS



1.30PM
TURNSTILES OPEN



2.55PM
PLAYERS WALK OUT
OF TUNNEL



2.15PM
PLAYERS WARM-UP



2PM
TEAM NEWS



3PM
KICK-OFF!



3.45PM
HALF-TIME



4.45PM
FULL-TIME

This timetable shows the typical timings as to what you can expect on a matchday when kick-off is at 3pm, however, it is important to remember that fixtures can be played on various days in the week, at a number of different times.



FANZONE

The FanZone is a designated area besides the West Stand for home fans on a matchday. We have bars, food and drink vendors on offer along with live music. There are plenty of activities for children, including football, face painting and many other activities, which change from time to time. Club mascots Bluey and Crazee are often found in the FanZone too!



WHAT TIME DOES THE FANZONE OPEN?

The FanZone is open from 12pm for 3pm kick-offs and closes at 2.45pm to allow you time to take your seats. If it is a midweek game and kick-off is 7.45pm - the FanZone will open at 5pm and close at 7.30pm.



HOW DO I GET IN TO THE FANZONE?

Entrance to the FanZone is free on production of your match ticket. The entrance is located on the corner of Sir Alf Ramsey Way and Constantine Road at Gate 1A. Supporters who sit in the West Stand are now able to scan through turnstile 57 & 58 into the FanZone and then access the West Stand through the double gate opposite the conferencing & hospitality entrance



FOOD AND DRINK

The FanZone is host to various food and drink options for supporters wishing to grab a bite to eat pre-match. Options can include, but are not limited to handmade pizza, cakes & sweet treats, burgers & hotdogs, and a range of vegan options too. Supporters will also be able to purchase alcoholic drinks, as well as soft drinks from the bar inside the marquee.



ENTERTAINMENT

The FanZone is also host to various entertainment features, which supporters will be able to make use of throughout their visit. The Ipswich Town Foundation are present for every matchday, with a range of inflatable activities for young supporters to take part in. Supporters will also see various guests featuring on the FanZone stage throughout the day, often including current and ex-players. Also in the FanZone is music, provided by a live DJ, or a local band.



REFRESHMENTS



AROUND THE GROUND

If you're looking for something else other than our concourse offerings, there is plenty on offer with the ground located in close proximity to the town centre and Cardinal Park, which has a McDonald's, KFC, Subway and Nando's.

There are also plenty of pubs within the town centre, which is a 10-15 minute walk away from Portman Road. Supporters should note, that Portman Road is now a cashless stadium, and as such, a cashless payment mechanism will be required.

IN THE FANZONE

Various food and drink options are available within the FanZone, with a great variety of options!

Hot, soft and alcoholic drinks are all available to purchase, with a wide range of food vendors also present.

ON THE CONCOURSE

Our concourse catering provides a variety of refreshments for fans all over the stadium, with food options such as pies and sausage rolls, alongside various options for soft, hot and alcoholic drinks. Supporters are not permitted to bring alcoholic beverages out of the concourse in view of the pitch.

CONCOURSE PRICES *Please note, these prices may change for the 2024/25 season.

Portman Pie	£5.45
Chicken & Ham Pie	£5.45
Chicken Balti Pie	£5.45
Vegan Pie (VG)	£5.25
Sausage Roll	£4.85
Vegan Sausage Roll	£4.85
Dino's Hot Dog	£6.15
Any Pie & Pint / PET	£10.00
Crisps	£1.75
Duo Chocolate Bar	£2.25
Grab Bags	£3.50
Tea, Coffee, Hot Chocolate or Bovril	£2.95
Coca Cola, Diet Coke, Fanta Orange Zero, Sprite Zero	£3.25
Belu Still Water, Capri Sun	£3.25
San Miguel Pint Draught	£5.95
East Coast IPA Pint Draught	£5.95
Aspall Cider Pint Draught	£5.95
Half Pint Draught	£3.15
Red/White/Rose wine 187ml	£5.95
Mixer Cans: Gin & Tonic, Vodka & Cola 250ml, Jack Daniels & Coke 330ml	£5.95



MATCHDAY FAQs ?

Below are a number of questions that are often asked on a matchday. If we have been unable to answer your enquiry, however, please contact the Club on 01473 400 500, or email supporterservices@itfc.co.uk

What time are turnstiles open until?

Select turnstiles are open up until half-time, with supporters unable to enter Portman Road after this point.

Can I use cash within the stadium?

Portman Road is a cashless stadium, with supporters only able to pay for items in the shop, at programme kiosks and on the concourse using a cashless payment mechanism.

What is the minimum age for a fan attending alone?

The minimum age to attend alone is 14. Any person younger than this must be accompanied by an adult over the age of 18.

Can I use a lift to access my seats?

Lift access to upper tiers is available. For more information, please email lee.smith@itfc.co.uk, or call 01473 400 556.

Can I get a birthday message on the big screen?

Birthday messages can be purchased via the Club ticketing website, tickets.itfc.co.uk for £20.

What is going on in the FanZone on matchday?

A detailed guide is published ahead of each matchday, displaying all the key information as to what supporters can expect, including all FanZone information.

How do I get into the FanZone?

The FanZone can be accessed via turnstiles 56, 57 and 58 located on Sir Alf Ramsey road.

Where can I buy tickets from on a matchday?

Home supporters can purchase tickets from the matchday ticket office, which is located on Constantine Road. This opens from 10am up until half-time for Saturday fixtures, and 5.30pm until half-time for evening games.

How much do tickets cost?

A full list of matchday ticketing prices can be viewed via the Club ticketing website (tickets.itfc.co.uk)

What time do turnstiles open?

Turnstiles will open 90 minutes ahead of kick-off.

Can I scan my print at home ticket on my phone?

Yes, all turnstiles have the capability to scan your tickets from your smartphone.

Where can I get a programme from on matchday?

Various programme stalls are located outside Portman Road, clearly marked for supporters to purchase a programme for £3.50.

Where can I get something to eat and drink before the game?

The FanZone hosts plenty of options, including vegan options, however, a range of 'football foods' can also be purchased within the stadium on the concourses.



NAVIGATING PORTMAN ROAD

WEST STAND

Executive Suites
Sponsors' Lounge
TV Studio
Media Suite
Premier Lounge
Champions Lounge
Boardroom
Directors Box

SIR ALF RAMSEY STAND

(Sponsored by Greene King IPA)

Sir Bobby Robson Suite
Beattie's
Players' Lounge

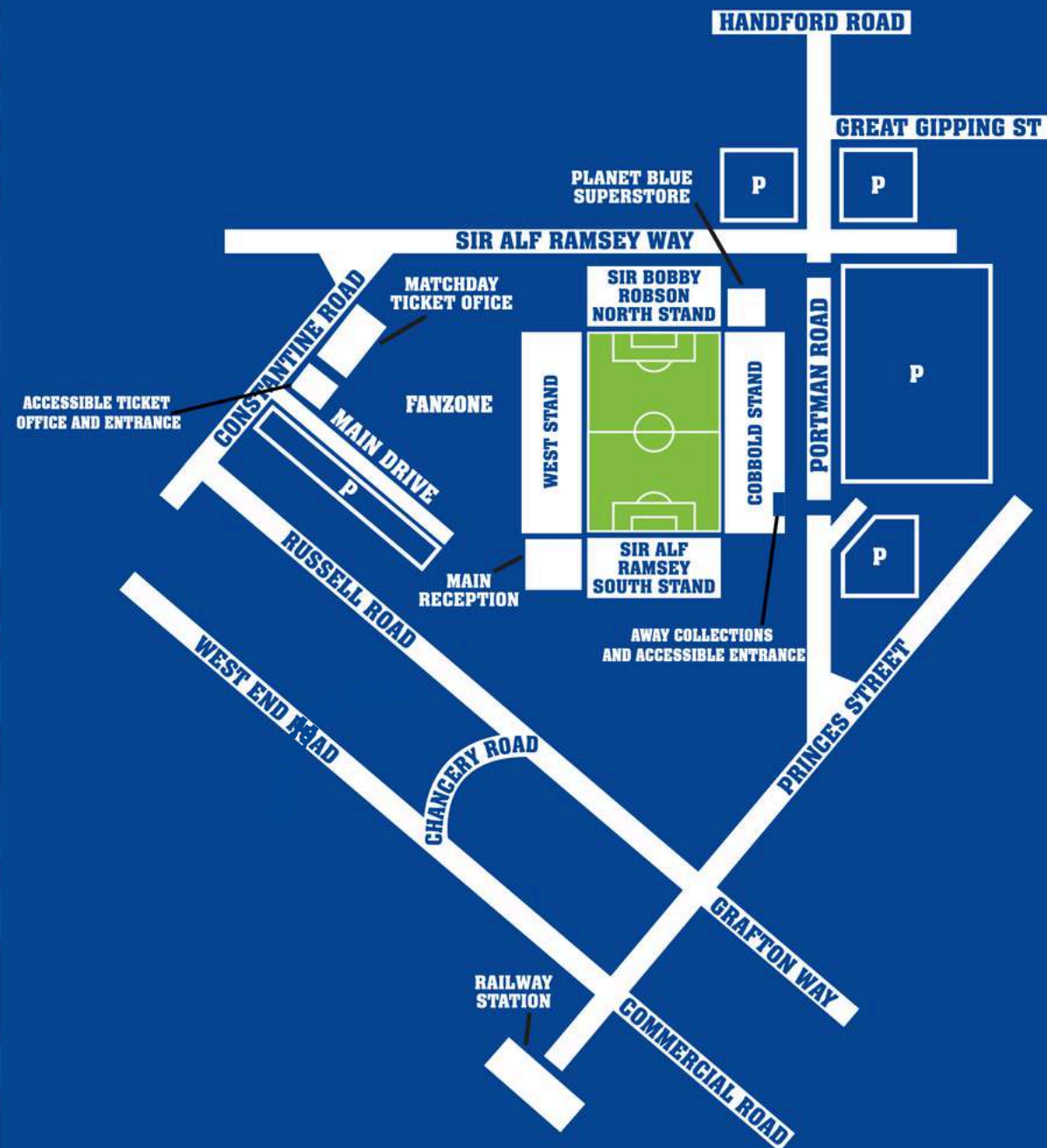
COBBOLD STAND

Cobbold Executive Boxes
Sir Alf Ramsey Suite
Hall of Fame
Burley's Bar

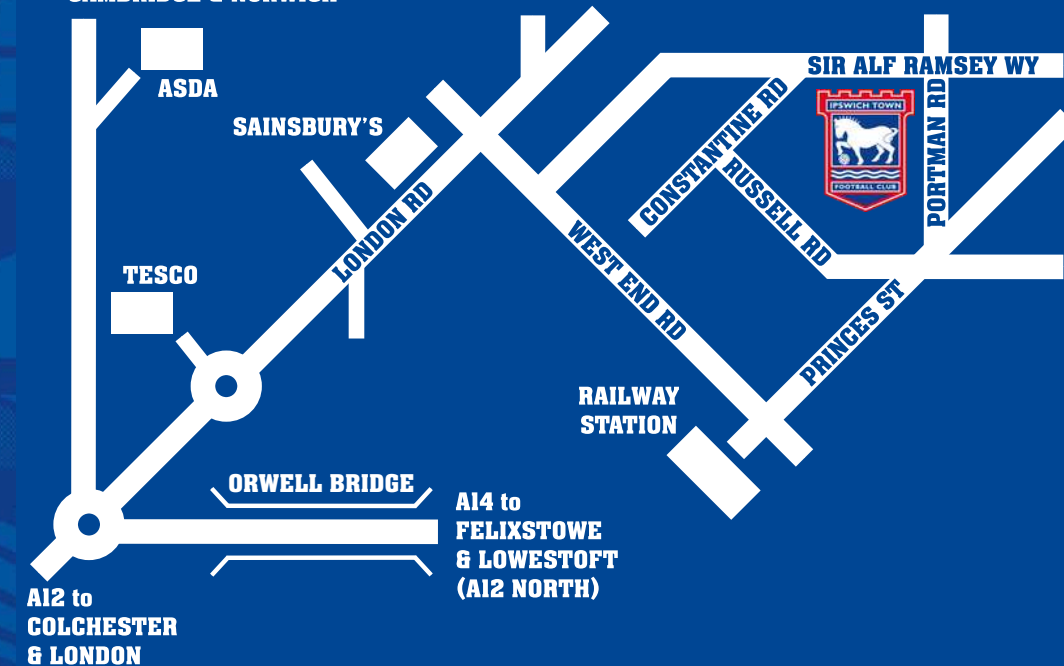
SIR BOBBY ROBSON NORTH STAND

(Sponsored by KBB)

'78 Bar
'81 Bar



A14 to
BURY ST EDMUNDS,
CAMBRIDGE & NORWICH



PORTMAN ROAD BY CAR

At the A12/A14 intersection (at Tesco) head towards Ipswich West - the Football Ground is signposted. At the traffic lights at the bottom of the hill proceed straight on and get into the right hand lane.

Turn right into West End Road (Burger King on your left), carry on along this road and take the first left into Sir Alf Ramsey Way, then turn right into Constantine Road. The main entrance to the Football Ground is now on your left.



/// what3words

The Club now uses what3words to help supporters find precise locations around the stadium such as entrances/exits and ticket offices.

Every 3m square has been given a unique combination of three words: a what3words address.

We have added some popular locations here for Portman Road - find each location by entering the corresponding 3-word address into the free what3words app:

Matchday ticket office - home supporters: ///video.dock.issued
 Matchday ticket office - away supporters: ///salad.slides.pipes
 Main drive entrance - Constantine Road: ///tight.album.punchy
 Club reception: ///yours.tried.acted
 FanZone entrance: ///boxer.pushed.achieving
 Sir Bobby Robson Suite entrance: ///stove.trains.same
 Sir Bobby Robson statue: ///exchanges.churn.couple
 Kevin Beattie statue: ///menu.menu.dine
 Media entrance: ///join.tribe.small
 Accessible home West Stand entrance: ///join.tribe.small
 Ipswich railway station: ///saves.sweep.wiped
 Ipswich bus station - Tower Ramparts: ///yoga.chin.ruby
 Ipswich bus station - Cattle Market: ///meals.improving.jazzy
 Hall of Fame suite entrance: ///penny.eager.crash
 Planet Blue: ///buck.moss.libraries
 Sir Alf Ramsey statue: ///miss.lofts.grew
 New Portman Road Car Park: ///such.trio.voters

MATCHDAY PROGRAMME

The official matchday programme is full of pre-match reading, and is an excellent way to prepare for the upcoming match. With words from Chief Executive, Mark Ashton, alongside Manager Kieran McKenna and exclusive interviews with the first-team, the programme is a must for any matchday. Priced at £3.50, programmes can be purchased from Planet Blue, or from one of the multiple programme stalls around the ground.



IPSWICH TOWN	BRISTOL ROVERS
Manager: Kieran McKenna	Manager: Joey Barton
1 Christian WALTON	1 James BELSHAW
2 Harry CLARKE	2 James CONNOLLY
3 Leif DAVIS	3 Lewis GORDON
4 George EDMUNDSON	4 Josh GRANT
5 Sam MOKSY	5 James WILSON
6 Luke WOOLFENDEN	6 Sam FINLEY
7 Wes BURNS	7 Scott SINCLAIR
8 Lee EVANS	8 Grant WARD
9 Freddie LABAPO	9 John MARQUIS
10 Conor CHAPLIN	10 Aaron COLLINS
11 Marcus HARNESSE	11 Luke THOMAS
12 Dom BALL	14 Jordan ROSSITER
13 Cieran SLICKER	17 Connor TAYLOR
14 Jack TAYLOR	18 Ryan LOFT
15 Cameron BURGESS	20 Jevani BROWN
17 Ed SHEERAN	21 Antony EVANS
19 Kayden JACKSON	23 Luke MCCORMICK
20 Omari HUTCHINSON	25 Tristan CRAMA
21 Greg LEIGH	27 Harvey GREENSLADE
23 Sone ALUKO	28 James GIBBONS
25 Massimo LUONGO	30 Luca HOOLE
26 Elkan BAGGOTT	32 George FRIEND
27 George HIRST	33 Matthew COX
29 Kyle EDWARDS	34 Jerry LAWRENCE
30 Cameron HUMPHREYS	35 Matthew HALL
31 Vaclav HLADKY	37 Kofi SHAW
32 Nick HAYES	38 Will LARVIN
33 Nathan BROADHEAD	39 Theo LYNDEN
44 Janot DONACIEN	44 Ryan JONES

MAN OF THE MATCH SPONSOR
 Doug, Tracy, Ellen & Maisie Chapman at DJC Metals

MATCH OFFICIALS	NEXT AT PORTMAN ROAD
Referee: David Rock	STOKE CITY
Assistant Referee: Leigh Crowhurst	Sky Bet Championship
Assistant Referee: Damith Bandara	Saturday, 12 August 2023
Fourth Official: Stuart Butler	Kick-off: 3pm

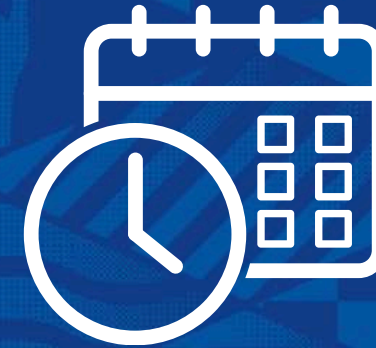
WEDNESDAY, 9 AUGUST 2023 • KICK-OFF: 7.45PM • £2

umbro + = X MAGNUS

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IF YOU'RE SPENDING MORE TIME IN IPSWICH



There is so much to do in and around Ipswich, making it ideal for a short break. Here are the main local attractions:

- Harbourside and marina, with numerous restaurants, cafes and bars
- Town centre, with many independent stores dotted around a fairly compact area
- New Wolsey Theatre, one of the UK's leading regional theatres, with a year-round programme of great plays and shows, including their own productions and national tours.
- Christchurch Park, Mansion and Gallery – a huge, 70-acre park just north of the town centre, including a Tudor mansion which houses a renowned (and free) art gallery (with a permanent display of local artist John Constable)
- Pubs selling a wide range of locally-brewed real ales, including the Fat Cat, Dove Street Inn, Woolpack, Greyhound, St Judes Tavern, Arcade Street Tavern, Three Wise Monkeys, Thomas Wolsey (strictly home fans on a matchday), Spread Eagle, Lord Nelson and Briarbank Brewery. Of these, the Dove and St Judes often have their own-brewed beers amongst a wider range, whilst the Briarbank is a microbrewery with a wide range of its own ales. The closest Ipswich has to a micropub is Hopsters on St Nicholas Street, which is primarily a craft beer shop, but has space for a few onsite drinkers. A number of fans have suggested we recommend the Dove Street Inn, Briarbank and Arcade Street Tavern for craft beers.
- Felixstowe is just 15 miles (15 minutes, via the A14) away to the east, and is both a traditional seaside resort (there's a pier and the promenade stretches for a couple of miles) and major container port, which includes a fantastic viewing point, where you can see shipping movements and the loading / unloading of the world's largest container ships.
- The Orwell Bridge carries the A14 over the river to Felixstowe, and is an impressive sight from below. You get to it off the A137, which is a mile or so east of the A12/A14 junction (turn towards Ipswich, down the hill, and then turn right at the first roundabout towards Shotley). The road under the Orwell Bridge then meanders for a few miles past Pin Mill (the Butt & Oyster is a lovely old waterside inn) and onto Shotley, which has loads of yachts and great views of the ports of Felixstowe and Harwich.
- The historic little town of Woodbridge is just a few miles from Ipswich, with a tide mill, lots of little boutiques, some fine pubs, and an Adnams Wine and Beer store (next to the station).
- Just a bit further up the coast you'll find the beautiful seaside town of Aldeburgh with its famous fish & chip shop (it's the one at the south end of the High Street, with the big queue outside), as well as some wonderful little shops and pubs. You'll pass the concert hall, antique, home furnishings and fine foods shops of Snape Maltings en route to Aldeburgh, and it's well worth the short detour – no national chains here!
- If you've managed to get as far as Aldeburgh, you may well be tempted to continue a bit further up the coast, past the impressive power station at Sizewell, to the beautiful seaside town of Southwold, home of Adnams beers, a pier, and lots of little shops and galleries.
- The delightful market town of Framlingham is about 20 miles north-east of Ipswich, home turf of the club's main sponsor Ed Sheeran, who put the town on the world stage with his 'Castle on the Hill' track.



CLUB CONTACTS

Junior Blues: juniorblues@itfc.co.uk/01473 400 584

Ticket Office: mainticketoffice@itfc.co.uk/03330 050503

Customer Service: supporterservices@itfc.co.uk/01473 400 500

First time Fans: seb.norton@itfc.co.uk

Mascot enquiries: lauren.fellingham@itfc.co.uk

Fly the Flag enquiries: community@itfc.co.uk

Reception: reception@itfc.co.uk/01473 400 500

Supporter Liaison Officer: elizabeth.edwards@itfc.co.uk

SOCIAL MEDIA

The Club is active on all key social media sites, with regular updates on the following accounts:



Ipswich Town Football Club



@ipswichtown



@ipswichtown



@ipswichtown



ENJOY THE GAME!

GOYB!

