



HOME SUPPORTERS GUIDE TO...

EWOOD PARK

SEASON 2023/24



INTRODUCTION

Welcome to Blackburn Rovers Football Club! Ewood Park has been our home since 1890, and we are proud to call it our home!

We are a family orientated club, and are proud to have yet again been awarded the Family Gold Excellence Award, with plans to continue improving our efforts in upcoming years.

We hope our supporters guide helps you enjoy your experience at Ewood Park. It has been created to ensure you make the most of your time with us and experience the stadium to its fullest. Blackburn Rovers Football Club would like to thank you for visiting Ewood Park.

Stadium Address:

Ewood Park,
Nutall Street,
Blackburn,
Lancashire,
BB2 4FJ

Club Contact Details:

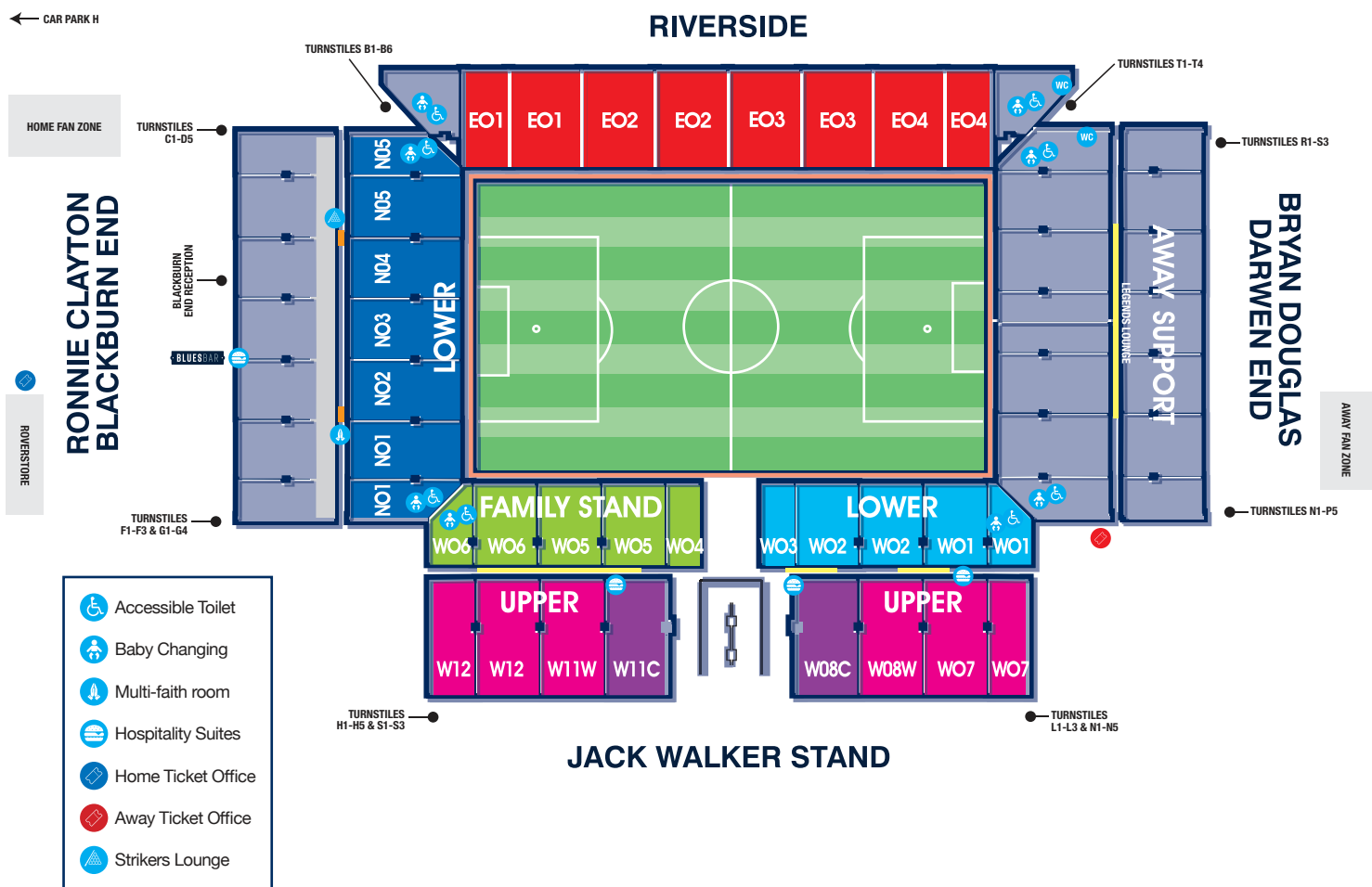
Telephone: 01254 372001
Customer Services: enquiries@rovers.co.uk
Official Website: www.rovers.co.uk

Follow us on Social Media

@rovers



MATCHDAY TICKETING



Purchasing Tickets

Matchday tickets are on sale approximately 3 weeks prior to the game being played. You can purchase tickets online at www.rovers.co.uk/tickets.

If you have any queries in regards to ticketing, please call the Ticket Office on 01254 372000 or email: ticketoffice@rovers.co.uk.

Collecting Tickets

If you require to collect your tickets on the day of the game, you can pick them up within the Roverstore until 2 hours prior to kick-off. Beyond this time frame, please collect your tickets from the exterior of the Roverstore by the glass windows. The Roverstore is situated in the Blackburn End. The team will also be available to aid you with any inquiries you may have.

Programmes

All programmes are available digitally for free. They can be accessed via our website by [clicking here](#).

GETTING TO EWOOD PARK



By Car

If you're planning on travelling to Ewood Park by Car, these are our recommended routes:

From the North

- Leave the M6 at Junction 30 and join the M61. At the first exit join the M65 and head east to Blackburn.
- Ewood Park is well signposted on the M65. Leave at Junction 4 and take the 4th exit onto Earcroft Way.
- Use the right 2 lanes to turn right onto Blackburn Road/A666 and continue to follow this road.
- Ewood Park will be a mile down the A666, located on your right.

From the South

- Leave the M6 at Junction 29 and join the M65. Head east to Blackburn.
- Ewood Park is well signposted on the M65. Leave at Junction 4 and take the 4th exit onto Earcroft Way.
- Use the right 2 lanes to turn right onto Blackburn Road/A666 and continue to follow this road.
- Ewood Park will be a mile down the A666, located on your right.

From the West

- From the M6/M62 or M60, join the M61. Leave the M61 for the M65 and head east to Blackburn.
- Ewood Park is well signposted on the M65. Leave a Junction 4 and take the 4th exit onto Earcroft Way.
- Use the right 2 lanes to turn right onto Blackburn Road/A666 and continue to follow this road.
- Ewood Park will be a mile down the A666, located on your right.

From the East

- Travelling from Yorkshire, either on the B6234, the A56 Haslingden by-pass or the Skipton Road, join the M65 and head west. Leave the M65 at Junction 4 and head towards Blackburn on the A666. Ewood Park is about a mile from the motorway on the right hand side.
- From the M62, leave at Junction 18 for the end of the motorway which becomes the A56. Join the M65 at Junction 8 and head westbound towards Blackburn. Leave the M65 at junction 4, and take the 2nd exit onto Earcroft Way.
- Use the right 2 lanes to turn right onto Blackburn Road/A666 and continue to follow this road.
- Ewood Park will be a mile down the A666, located on your right.

Road Closures/Traffic Information

We try to work closely with Blackburn Council to avoid disruption to your travel, however, unfortunately this cannot always be achieved. For a live map of the road works in the Blackburn area, visit blackburn.gov.uk/road-works-road-closures-and-incidents. Alternatively, Lancashire Telegraph also provide a live traffic and travel news report covering road works, updating traffic and disruptions to public transport. To view this, lancashiretelegraph.co.uk/li/traffic.in.Blackburn. Radio Lancashire also provides up to date traffic information on 95.5-104.5 fm.

By Bus

The buses serving Ewood Park are:

No. 1 (Bolton – Darwen – Blackburn)

No. 2 (Chorley – Blackburn)

The buses arrive at their designated stops around Ewood Park every 5/10 minutes. For their timetables, visit transdevbus.co.uk/blackburn/services.

If you require any further information about the bus services in Blackburn, head to the Transdev Bus website transdevbus.co.uk, email customer.services@transdevbus.co.uk or call 01254 933 784.

By Train

Blackburn Station is approximately a mile and a half away from Ewood Park. Mill Hill Station is approximately one mile away from the ground. There are direct trains from Manchester Victoria, Salford Crescent and Preston. To view train times, head to the National Rail website: nationalrail.co.uk

Ewood Park is a 10 minute walk away from Mill Hill Station and a 20 minute walk from Blackburn Station.

To contact National Rail, please call 03457 484950 (open 24/365 except Christmas Day). Alternatively, the serving train provider, Northern, have a helpline you can contact at any time. Please call 0800 138 5560.

By Taxi/Drop-Off Points

If you are arriving by car, taxi, or minibus and require a drop-off point, you can use one of the two areas located at either end of the Jack Walker Stand. If your seat is located near the Bryan Douglas Darwen End Stand, please use the Velvet Street drop-off point. Likewise, if your seat is located near the Blackburn End Stand, please use the Kidder Street drop-off point. Both are within 50 yards of access into the stadium.

Drop-off points also serve as pick up points after the match, however, please note that traffic will be heavy at this time and surrounding roads around the stadium are closed 15 minutes after full time.



ARRIVAL AT THE STADIUM



Parking

We have 3 official car parks. Accessible parking is available by pre-booking through our Stadium Department by contacting 01254 508283 during office hours. All spaces are subject to availability.

Visit [etericketing.co.uk/onerovers](https://www.etericketing.co.uk/onerovers) or call 01254 508283 to pre-book your parking.

Car Park H (Blackburn End):	Seasonal £220 Pre-booked £12 Matchday £15
Car Park B (Darwen End):	Seasonal £220 Pre-booked £12 Matchday: £15
Car Park F (Darwen End):	Seasonal £220 Pre-booked £12 Matchday £15

Coach Parking

Coach and minibus parking is available at Ewood Park on the Coach Park and can be booked in advance or on the matchday. To pre-book your space, please contact the Stadium Department on 01254 508283.

The prices are as follows: Coach £25 Minibus £20

Residents Parking

There is a resident parking scheme in place in the surrounding streets of Ewood Park which is strictly enforced. Parking in surrounding streets may lead you to being fined and your vehicle may be clamped or removed.

Matchday Staff

If you have any questions or need assistance on a matchday, please do not hesitate to ask one of our team or matchday stewards who will be easy to spot in and around the stadium. We also have accessible stewards who will be happy to help you should you require any assistance.

Road Closures Post-Match

Please be aware that a block is put on movement of traffic after full time for 15 minutes.

ACCESSING THE STADIUM

Turnstiles

The majority of our tickets will be digital, and therefore are scanned at the turnstiles. If required, you can print your ticket off at home instead. Accessible turnstiles are located at each corner of the stadium, as shown on the map.

Turnstiles at Ewood Park open 90 minutes before kick-off. Please be advised to arrive at least 45 minutes before kick-off to avoid any delays. For supporters' own safety, randomly selected searches will be conducted of supporters, as well as bag searches.

Lifts

If you require access, please contact the Stadium Department on 01254 508283.



REFRESHMENTS & FOOD

Matchday Food

The new 2023/24 season will see the introduction of dedicated kiosks to the concourses, enhancing the supporter's experience by offering a new range of products from our Pie Stop, Hot Dog Stand and Concourse Bars.

Blues Bar

Blues Bar is open for home supporters on matchdays and non-matchdays. Located on the Blackburn End Stand and open Monday to Friday from 10am – 3pm, for hot and cold food, Costa Coffee and refreshments.

On matchdays, we open 3 hours prior to kick-off, closing minimum 1 hour after the match finishes midweek and minimum 2 hours for weekend fixtures. This gives supporters time to catch up on the day's scores, while allowing the traffic from the ground to ease.

Priority access is given to Blues Bar Members on matchdays. We cannot always guarantee access, especially at busier times. At half-time only Blues Bar Members are allowed access and they will be required to show their memberships in order to gain entry. Blues Bar is open to all our supporters at other times.

Matchday Hospitality

We have 3 hospitality options available to meet everyone's needs. Executive boxes allow you to have your very own private domain within Ewood Park with superb view of the pitch. You can choose between a one or four course meal served at the table.

Jack's Kitchen provides a relaxed atmosphere perfect for families serving a hot food buffet, and the Premier Suite has panoramic views of the pitch alongside a delicious 3 course menu.

For enquiries and bookings please visit rovers.co.uk/hospitality, call the Hospitality Sales Team on 01254 508008 or email hospitality@rovers.co.uk.

Food & Drink Policy

Blackburn Rovers have formulated the entry policy in terms of food and beverage on matchdays. In honour of football tradition, our supporters are permitted to enter the stadium with flasks and home prepared foods.

In accordance with common practice, entry to the stadium with fast food and beverages purchased at restaurants, takeaways, pubs and other retail outlets away from Ewood Park is prohibited. This is upon entry to all concourses, restaurants, lounges and facilities within the stadium. Blackburn Rovers endeavours to raise awareness to customers of this policy by displaying signage on all ingress routes and at the turnstiles.

Allergens

If you have an allergy or a intolerance, please speak to a member of our catering team before you order or purchase any food or drink. Our menu changes regularly so speak to a member of the team, even if you have been to Ewood Park previously.

If you have any questions or queries regarding the Food Policy or allergens, please contact us via enquiries@rovers.co.uk.

PAYMENTS

We are a cashless stadium, and therefore only accept payment via card. This is to help us serve you as quickly and efficiently as possible. We do also accept Apple Pay and Google Pay.



ENTERTAINMENT AND ACTIVITIES

Fan Zone

Situated at the Blackburn End, in the Fan Zone you will find Blues Bar, our Fan Zone stage which features a variety of entertainment/performers, an outdoor bar serving both alcoholic and non-alcoholic drinks, our cocktail stall along with the Footy Curry stall which serves a selection of Asian foods and much more. This will change each matchday, so be sure to head down to see what you can find and soak up the atmosphere.

Family Stand

The Game Room

Within the Family Stand, we have a Game Room where children can enjoy playing on FIFA on various consoles. This works on a first come first served basis, so that many young supporters as possible can enjoy the facilities, children can challenge each other to a game in a supervised safe space (we ask that all children are always accompanied by an adult).

The Game Room facility opens 90 minutes before kick-off (when turnstiles open), with the room offering a period of quiet time for children with autism and other sensory conditions for the first 15 minutes.

Activity Walls

How tall are you compared to your favourite Rovers player? Where in the world do all of our supporters come from? Can you colour in Rover the Dog and bring him to life? On every wall around the concourse, there are photo opportunities and puzzles to interact with, giving you the chance to grab a great selfie or keep the youngest members of your party entertained, with the majority of features set at a height so that they can be enjoyed all.

Rover the Dog

Rover the Dog is one of the most popular faces at Ewood Park, and certainly the cuddliest! He makes sure he visits the Family Stand at every home fixture, spending as much time as he can making friends with our youngest supporters. You never know where he might pop up next, so keep your eye out for the giant friendly dog in his full Blackburn Rovers kit!

Rover's Kennel

Why not write to Rover the Dog? Rover loves reading your messages about the team and how much you have enjoyed meeting him, so get out your pen and paper, write him your thoughts and pop it in his postbox!



Flag Bearers

Have you ever wondered who those children are that get to carry out flags onto the pitch before the game? If you sit in the Family Stand, it could be you! If the experience hasn't been booked in advance by a local school or voluntary group, we will be choosing supporters at random from this stand at selected home fixtures, and they'll be given the opportunity to experience our matchday activities as the players come out of the tunnel to the roar of Ewood Park. The earlier you get into your seat, the better the chance you have of being picked out of the crowd to enjoy this amazing experience!

Child Priority Lane

Competing with adults for a place in the concourse catering queue can seem daunting experience for some of our smallest followers, so we have set up a child priority lane at the outlet closest to the Blackburn End goal. Clearly marked as a child's lane, it also features a bright yellow step, so that they can climb closer to the counter and get a better view of what's on offer while communicating more easily with the friendly staff serving them.

FACILITIES IN THE STADIUM

Toilets

Toilets are available throughout the stadium, and are located in the concourse and hospitality areas including Blues Bar.

Baby Changing Facilities

Baby Changing Facilities are located in accessible toilets in the lower tier concourses and within hospitality suites. If you require these facilities, please speak to a steward who will advise you of the nearest facility.

Pram Storage

Any family supporters wishing to bring a pram to Ewood Park can arrange to have it stored until the final whistle. Please speak to a steward on arrival who will arrange this for you.

DISABLED SUPPORTERS

If you require extra help on a matchday, or need step free access around the stadium, please take a look at our Disabled Supporters Guide by [clicking here](#).



SAFETY & SECURITY

Security

In line with Ground Regulations you can expect to be searched prior to entry and ejected from the ground or premises if the terms and conditions of entry are breached.

Ewood Park Emergency Procedure

In the event of any emergency, there will be an announcement over the Public Address system preceded by a loud “chime” sound. For supporters who are deaf/hard of hearing, this message will appear on the big screen. Follow the directions of the stewards/Police Officers & Club Officials. If you are located in the lower tier, remain where you are until a steward assists you and listen or look carefully at the displayed message. Comply immediately if it affects your location. Stewards, Police Officers and Club Officials will direct you to safe areas which may be through exit doors/gates to the street or onto the playing area. If you are in the upper tier, make your way to the safe holding/refuge areas which are located on the stairwells at each end of the stand.

Minimum Age for Entry

In line with safeguarding standards, Blackburn Rovers has a minimum age requirement for entry. All children under the age of 12 years must be accompanied by a responsible adult.

#OneRovers

Blackburn Rovers is a welcoming venue and an inclusive organisation and does not tolerate discrimination in any form. Please be reminded that Ground Regulations apply to all who enter and particular notice is drawn to:

- Ground Regulation 10 which states racial, homophobic or discriminatory abuse, chanting and/or harassment is strictly forbidden and will result in arrest and/or ejection from the Ground. The Club may impose a ban for one or more matches.
- Ground Regulation 11 which states the following is an offence under the Football(Offences) Act 1991 (as amended) “11.2 – the chanting of anything of an indecent or discriminatory nature.”

Conviction may result in a Banning Order being made.

If you hear or are made aware of anything of a discriminatory nature please report it immediately to a steward/Police Officer or a Club Official if it is safe to do so; or text 07340 294474, email discrimination@rovers.co.uk or use the Kick It Out App, available to download via the Apple Store or Google Play.

Blackburn Rovers reserves the right to impose sanctions which may include a ban on any person who breaches Ground Regulations or whose actions are considered to be discriminatory or inflammatory.

Smoking Policy

Ewood Park is a non-smoking/vaping venue. A limited smoking facility is provided at half time.

Safeguarding

Safeguarding is everyone's concern.

Blackburn Rovers FC has an ongoing commitment to ensuring the welfare of children, young people and adults at risk, and everyone is expected to share that commitment. For further information or to report a concern, please refer to the Safeguarding Matters and Complaints Procedure by visiting rovers.co.uk/help-info/safeguarding.

DEPARTING THE STADIUM

As Ewood Park is situated in a residential area, we ask you to respect our neighbours and their homes. Please dispose of your rubbish in the bins provided, use the toilets provided in the stadium and be mindful of minimising noise and disruption.

Please note that traffic will be heavy when departing, and surrounding roads around the stadium are closed 15 minutes after full time.



HAVE YOUR SAY

Fans Forum

The Blackburn Rovers Fans Forum has existed for 22 years to provide a link between supporters and the club, and has had an excellent relationship with the club over that time. The Forum is a group of supporters from diverse backgrounds who meet up every 2 months. It provides a platform for open, honest, transparent, independent dialogue to feedback improvements and successes and about recent campaigns and the matchday experience.

If you would like to discuss an issue, or make suggestions on the way the club could improve, please email johnwareing52@gmail.com, or call 01772 741530.

Contacting the Club

To contact the Club directly, please call 01254 372001 or email enquiries@rovers.co.uk.



MAKE THE MOST OUT OF YOUR EXPERIENCE

Roverstore

The Roverstore is located on the Blackburn End of the stadium, where the latest home, away, and third kits can be purchased, as well as Blackburn Rovers merchandise. Head to their website roverstore.co.uk to view what offers and products are available.

Opening times:

Monday – Friday: 9am – 5pm (open for evening games, but close after kick-off)
Saturday (Matchday): 10am until kick-off then another 30 minutes after the game
Saturday (Non-matchday): 10am – 3pm
Sunday: Closed (unless a home matchday)

We have a quiet period for supporters with autism and other sensory conditions. This takes place each Thursday at 9-10am. Please note, should other events be taking place at this time, it may not always be possible to run a quiet period.

Stadium Tours

Go behind the scenes of the match day, and take a look around one of English footballs finest stadiums. Experience what it's like to go through the tunnel yourself, take a look in the Media Suite where all of our players and managers are interviewed for the TV and get your photo taken with the Premier League Trophy! Private tours are also available to book.

To book your tour, [click here](#), call 01254 372000 or email chains@rovers.co.uk.

Memberships*

We have a variety of memberships which allow you to receive exclusive discounts, club benefits and a membership pack, offers on club merchandise and competitions etc. Memberships are the perfect Birthday or Christmas gift for those Rovers mad supporters. For more information, visit rovers.co.uk/fans/memberships.

*Memberships are subject to change each season

Season Tickets

Season Tickets are a great way to ensure you have a seat for every game of the season and priority for away game tickets. If you're a regular at Ewood Park, then a season ticket is the perfect choice for you as you will be saving money across the year.

To book your season ticket, head to rovers.co.uk/tickets/season-tickets.

Mascots

Do you know someone who would love to lead the lads into battle at Ewood Park? Being a mascot for a game is something that every Rovers youngster dreams about. Get the latest kit, tickets for the family, feature in the digital match day programme and so much more!

To find out more about being a mascot, head to rovers.co.uk/kids/matchday-mascots.

Hospitality

Experience a matchday like no other! We have 3 hospitality options available to meet everyone's needs. Executive boxes allow you to have your very own private domain within Ewood Park with superb view of the pitch. You can choose between a one or four course meal served at the table.

Jack's Kitchen provides a relaxed atmosphere perfect for families serving a hot food buffet, and the Premier Suite has panoramic views of the pitch alongside a delicious 3 course menu.

For enquiries and bookings please visit rovers.co.uk/hospitality, call the Hospitality Sales Team on 01254 508008 or email hospitality@rovers.co.uk.

Community Trust

Blackburn Rovers Community Trust is a charity set up to provide all members of the local community access to the highest quality programme of grassroots football, education, inclusion initiatives and awareness projects to encourage off field participation, success and enjoyment. They host multiple of events throughout the year to help 'narrow the gap' in health, education, aspirations and opportunities.

To find out more about what the Community Trust get up to, or to be a part of their events, go to their website rovers.co.uk/community.

RoversTV

Rovers TV is a subscription based platform run by Blackburn Rovers, where supporters can watch live video and audio stream of matches, match replays, exclusive interviews and behind the scenes footage, all from the comfort of your home. To gain access to this platform, please head to rovers.co.uk/videos and click on My Rovers Account to register as a user.



Have a great time at Ewood Park!
Enjoy the match, and we hope to see
you again soon!

If you would like to contact the club,
please use the following:

Stadium Address:

Ewood Park,
Nuttall Street,
Blackburn,
Lancashire,
BB2 4FJ

Club Contact Details:

Telephone: 01254 372001
Customer Services: enquiries@rovers.co.uk
Official Website: www.rovers.co.uk

Follow us on Social Media [@rovers](#)

