

Access Statement

BRAMALL LANE - SEASON 2024/25



CONTENTS

- 3** Welcome to Bramall Lane
- 4** Buying Your Ticket
- 5** Buying your Ticket
- 6** Directions to the Stadium
- 7** Bramall Lane Stadium
- 8** Accessible Parking
- 9** Accessible Services
- 10** Accessible Services & Additional Information
- 11** Accessible Seating Areas & Toilets
- 13** Food & Drink
- 14** Matchday Programme
- 15** Retail
- 16** Supporter Liaison Officers
- 17** Equality, Diversity & Inclusion
- 18** Safeguarding & GDPR
- 19** How to Report an Incident of Discrimination
- 20** Contact Details & Useful Links
- 21** Follow us across Social Media

WELCOME TO **BRAMALL LANE**

THE HOME OF SHEFFIELD UNITED FOOTBALL CLUB

Sheffield United are committed to providing services and facilities for supporters with disabilities and additional needs, and we want to ensure that anyone visiting Bramall Lane has a great experience, whether you're a first time visitor, a season ticket holder or an away fan.

Included in this guide is all the information you need to know to plan your visit; from purchasing your matchday ticket, to accessible parking, to choosing what to eat and drink, and provides information on all facilities and services available for disabled supporters.

If you can't find what you are looking for, use the contact list towards the back of this guide to call or email us.

We hope you enjoy your visit to Beautiful Downtown Bramall Lane.

BUYING YOUR TICKET

Ticket information, pricing and dates of sale for individual fixtures is available at tickets.sufc.co.uk

Home tickets go on sale approximately 4 weeks in advance, with away match tickets generally available approximately 3 weeks in advance.

You can purchase tickets:

- In person at the Sheffield United Ticket Office. Situated at the stadium at the bottom of the main car park (Cherry Street). **Accessible Parking is available outside the ticket office, and a low level accessible counter is available to use if required.**
- Over the telephone on 0114 253 7200 (Option 1), a £1 booking fee applies per ticket.
- Online at <https://tickets.sufc.co.uk/>, a £1 booking fee applies per ticket. Please note that supporters wishing to purchase accessible tickets and carer tickets, must be registered with the ticket office prior to being able to purchase online.

The Club also operates official coach travel for all league away fixtures with wheelchair space available. This information is included with all away ticket information bulletins and can also be purchased via any of the three options above.



**SHEFFIELD UNITED
FOOTBALL CLUB**



veezu.



veezu.

**BRAMALL
LANE**

BUYING YOUR TICKET

Qualification to Purchase

In order to automatically qualify for the purchase of a disabled ticket, the person must have documentation proving them to be currently in receipt of one of the following:

- Disability Living Allowance (middle or higher rate care component)
- Personal Independence Payments (PIP)
- Attendance Allowance

Qualification for a Personal Assistant Ticket

If a request is made for a complimentary ticket allowing a personal assistant to attend, those receiving DLA/ PIP at the middle or higher rate care component will automatically qualify. If a request is made for a complimentary ticket from any other person seated in the designated disabled area, not awarded the middle or higher rate care component, their medical letter must confirm that the help of a personal assistant is essential in order to help them attend matches.



SHEFFIELD UNITED
FOOTBALL CLUB



errea

veezu.



errea

veezu.

BRAMALL
LANE

DIRECTIONS TO THE STADIUM



From the North / South / East

- Exit the M1 at junction 33 following signs to Sheffield (A57) and continue along the Sheffield parkway until you reach the Park Square roundabout.
- Take the third exit and follow signs for Bramall Lane.



From the West

- Take the A57 into Sheffield and take the fourth exit at the roundabout into Upper Hanover Street.
- At the next roundabout take the third exit to Bramall Lane.



By Bus / Rail

- The ground is just a few minutes walk from Sheffield railway station and approximately 15 minutes walk from the city centre bus station.



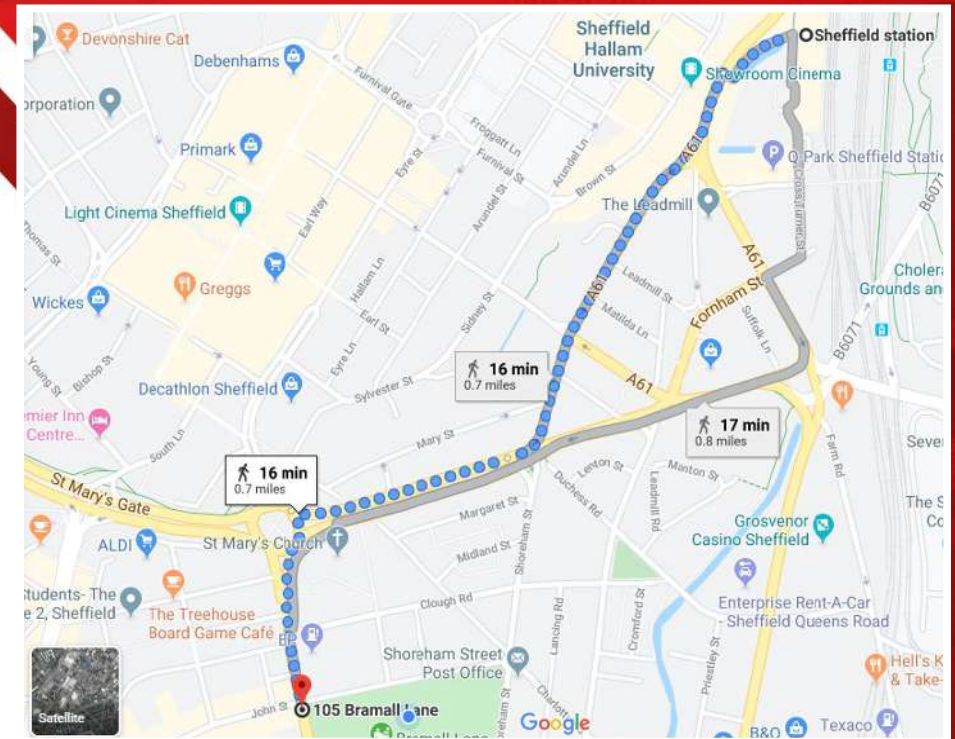
By Tram

- The ground is approximately a 10 minute walk from Granville Road (Sheffield College) Tram Stop.
- This stop is served by the Blue and Purple routes from the city centre bound for Halfway and Herdings Park.



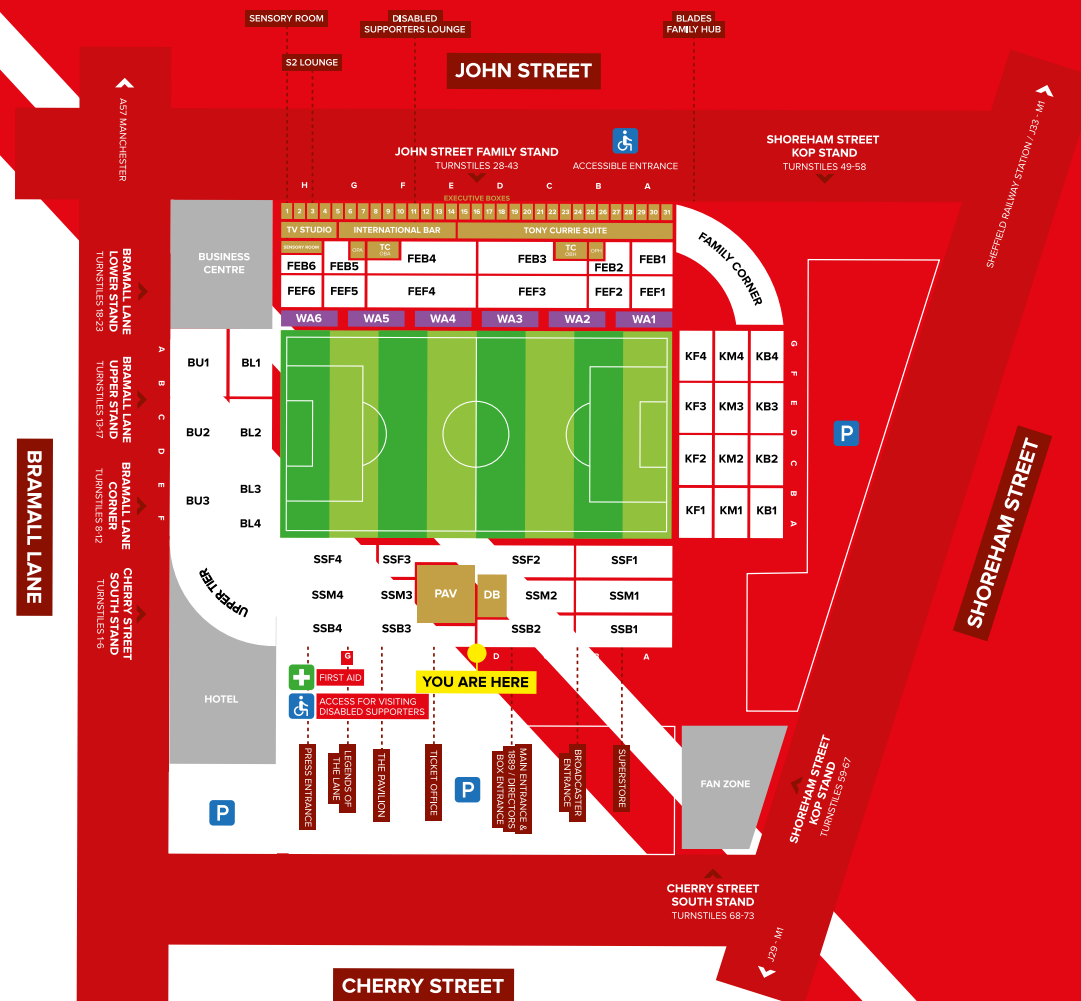
Taxi Drop Off Point

- Is available on Clough Road next to St Marys Church and is located extremely close to the John Street Accessible Entrance.
- Postcode: S1 4TB



BRAMALL LANE STADIUM

- Bramall Lane has a capacity of 31,884.
- Visiting supporters are normally located in the Bramall Lane Stand. Visiting clubs will be given an allocation of tickets in advance to sell to their supporters. If you are a visiting fan attending a game at Bramall Lane please contact your club for ticket details.
- The John Street Stand is our designated Family Enclosure. Adults purchasing tickets in this area must be accompanied by children.
- Full details of our disabled ticketing information can be found at:
<https://www.sufc.co.uk/tickets-membership>
- For a home match, turnstiles open approximately 90 minutes before the game. Bramall Lane has an access control system which operates barcoded tickets and electronic season cards.
- There are no cash turnstiles in operation at Bramall Lane.



ACCESSIBLE PARKING

Non Matchdays

Cherry Street (Main Car Park),
Sheffield,
S2 4SU

Matchdays - HOME FANS - Recommended Car Parking

APCOA Car Park
New Era Square
Sheffield,
S2 4BF

Parking costs £8 and can be booked at the following link:

<https://www.sufc.co.uk/fans/disabled-supporters-information/matchday-parking>

Please use promo code: **SUFCDAY**

Matchdays - AWAY FANS

Away supporters are allocated a select number of accessible bays in the Main Cherry Street Car Park, and these can be booked free of charge by contacting your Club's ticket office.

Once these spaces are full/allocated, additional accessible parking can be purchased using the above Home Fans recommended parking information.



ACCESSIBLE SERVICES



AccessAble
Your Accessibility Guide

Sensory Room

- Available for every home (booking required in advance)
- Fully accessible
- Pitch facing
- Specialist sensory equipment inside
- Staffed by highly qualified individuals

Audio Descriptive Commentary - Sheffield Sports Commentaries

- Radio commentary for those that are blind or partially sighted
- Available for every home game

Disabled Supporters Lounge (Home Fans Only)

- Free to attend
- Available for every home game
- Located on John Street Level 2
- Refreshments available

AccessAble Guides

- Access details providing detailed and accurate information for both inside and around Bramall Lane
- Total of 25 access guides

For further information regarding any of our disabled supporter services, you can visit:

<https://www.sufc.co.uk/fans/disabled-supporters-information/>



ACCESSIBLE SERVICES & ADDITIONAL INFORMATION

Sensory Packs

Our Sensory Packs have been designed to help encourage and support those requiring additional Sensory support and contain a wide range of Sensory benefiting items, to encourage and support individuals to watch and attend games at Bramall Lane. These are available to purchase in store or at www.sufcdirect.co.uk/gifts/equipment/football-accessories/7002_supporter-sensory-pack.html

Mobility Aid Storage

Supporters requiring use of mobility equipment such as a power chair or wheelchair will be allocated an accessible bay. At present it is not possible to leave and store mobility equipment inside the stadium.

Assistance Dogs

Supporters wishing to attend Bramall with an assistance dog are requested to contact the Club's Disability Access Officer to ensure the appropriate match tickets are available and adequate arrangements can be made.

Luggage Storage/Medication Bags

Bags are permitted inside the stadium; however, these must fit underneath your seat and must not contain any prohibited items.

Supporters bringing medication into the stadium please contact our Disability Access Officer with details of your current medication and any support you may require for your visit.

Supporters bringing items to a game that are not permitted inside the stadium, nor fit underneath their seat, can be stored from £7 per item (per day) on

CitySpareSpace.com/luggage-storage/sheffield



Those visiting Bramall Lane can receive 10% discount using the code: **SUFC**

ACCESSIBLE SEATING AREAS & TOILETS

John Street Family Stand

Access is via the Accessible Entrance on the John Street Family Stand.

There are a total of 62 wheelchair bays and **companion seats are located adjacent to the wheelchair user.**

Ambulant Accessible Seating is located on Row B, Seats 6 -110.

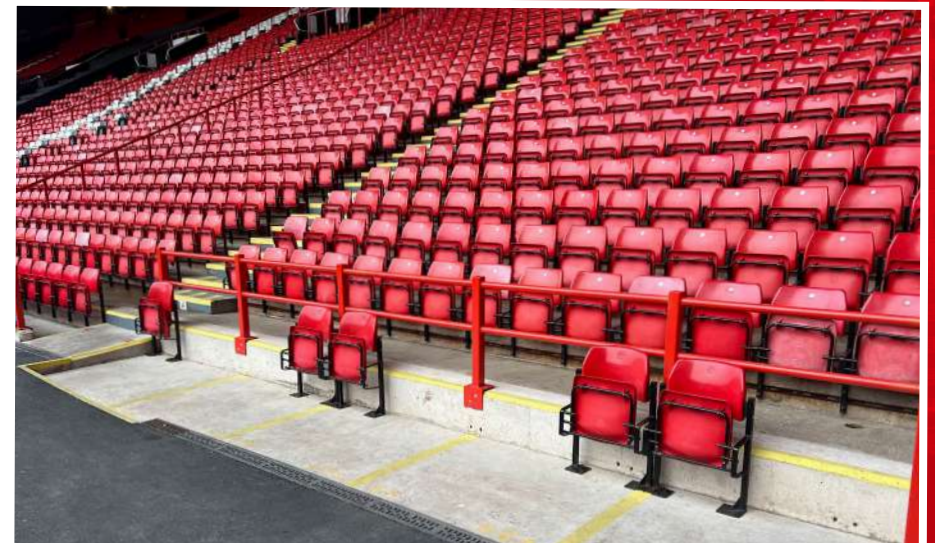
There are 7 Accessible Toilets.

South Stand

Access is via the big red gate located in our main Cherry Street Car Park next to Legends of the Lane.

There are a total of 5 wheelchair bays and **companion seats are located adjacent to the wheelchair user.**

There are 4 Accessible Toilets and 4 Ambulant Accessible Toilets.



ACCESSIBLE SEATING AREAS & TOILETS

Away End - Bramall Lane Lower

Access is via the big red gate located in our main Cherry Street Car Park next to Legends of the Lane.

There are a total of 10 wheelchair bays and **companions are located adjacent, but slightly behind the wheelchair user.**

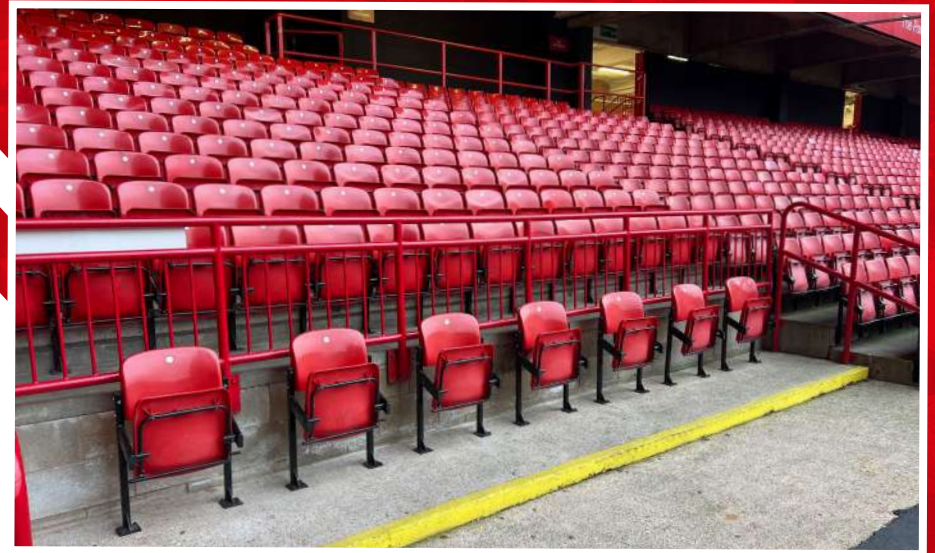
Ambulant Accessible Seating is located on Row H & I, Seats 159 - 178.

Away Supporters are advised to ask at their ticket office for these seats when purchasing should they require them.

There are 4 Accessible Toilets.

Additional

There are also Accessible Toilets located in The Pavillion Lounge, 1889, Level 2 and 3 Hospitality Areas and our Blades Family Hub.



FOOD & DRINK

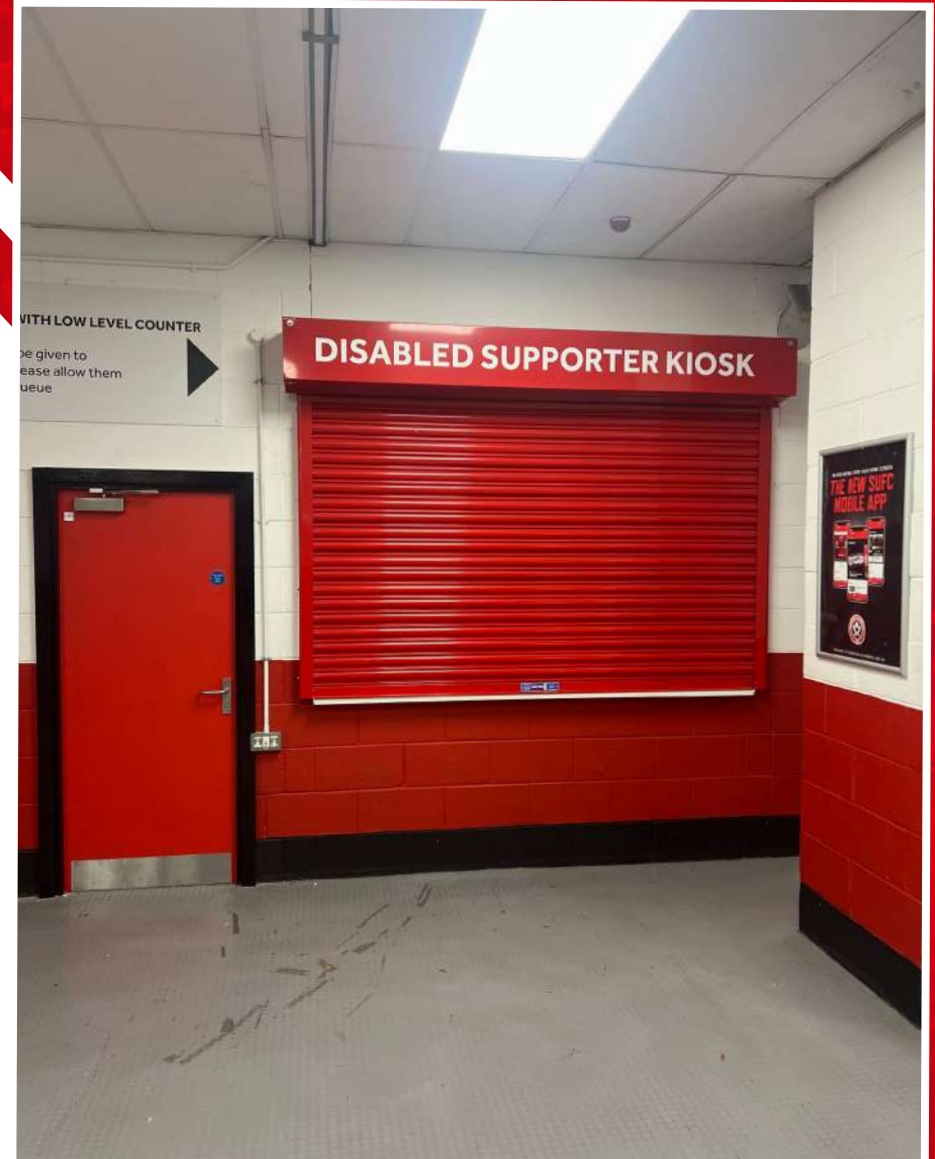
Here at Bramall Lane we have a number of great food and beverage options available for home and away supporters. A full range of hot food, snacks, hot and soft drinks and alcoholic beverages will be available through the stadium. As well as lots of great deals including pie and pint offers and family meal deals.

A low level accessible serving kiosk is available on our John Street Family Stand.

Finally, to improve our speed of service at peak times, we are a majority cashless stadium accepting all major credit and debit cards along with Apple and Android pay. Our payment terminals are all able to process contactless payments and chip and pin.

AWAY FANS

Unfortunately concourse access is not currently available to away wheelchair users, and as such an at seat service will be offered on the day instead. Please ask your nearest steward on the day for further details.



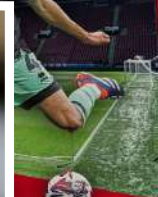
MATCHDAY PROGRAMME

Our matchday programme “UTB” is priced at £3.50 and is available at every home game from a number of sellers outside Bramall Lane and en route to the stadium.

You can also buy “UTB” from the Blades Superstore, situated at the stadium at the bottom of the main car park (Cherry Street) or online at:

ignitionsportsmedia.com/collections/sheffield-united

If you require a programme in a different format, please contact the Clubs Disability Access Officer using the details towards the end of this guide.



RETAIL

Situated on Cherry Street, in the main car park of the South Stand at Bramall Lane, the Blades Superstore is definitely a must visit.

The modern retail space has been endorsed by our technical kit supplier Errea in a new and exciting partnership.

Our friendly staff will be more than happy to help you find the perfect memento from your trip to Bramall Lane.

Fully Accessible - Open 6 days a week or shop 24/7 online at [sufcdirect.co.uk](https://www.sufc.co.uk)

Autism Hour in the Blades Superstore Including:

- Reduced in-store lightening & sound
- Reduced capacity & staffing on shop floor
- Every Wednesday 4-5pm

<https://www.sufc.co.uk/fans/disabled-supporters-information/autism-hour>



SUPPORTER LIAISON OFFICERS

Sheffield United FC is fully committed to the Supporter Liaison Officer Programme and were one of the first to have its own permanent SLO.

We have a match day team that consists of:
Kate Stewart | Matt Bassett | Gary Ogden

The team are on site 3 hours before kick off for home games and are on duty in all four sides of the ground on a rota basis including the away end.

The SLO hub and contact point is located on the concourse of the Family Stand for Home Fans, and is a great place to get match day info, team line ups and travel arrangements.

Our team are on hand when official visiting travel arrives at Bramall Lane and also around the away turnstiles to answer any questions fans may have or to offer any advice that may be needed.

For further information you can contact our Supporter Liaison & Disability Access Manager Jon Helliwell at jon.helliwell@sufc.co.uk



EQUALITY, DIVERSITY & INCLUSION

At Sheffield United, we are committed to fostering an inclusive, welcoming environment for all our visitors. Our dedication to Equality, Diversity, and Inclusion (EDI) ensures that everyone, regardless of their background, abilities, or identities, can enjoy the full matchday experience and all the amenities our stadium has to offer.

Sheffield United are currently certified Intermediate Level of the Premier League Equality, Diversity and Inclusion Standard (PLEDIS) and are working towards achieving the Advanced Level of the standard. We take a zero-tolerance approach on any form of unlawful discrimination (defined by the Equality Act 2010) and we believe any person wishing to watch the Blades should be able to do so free from discrimination, abuse or harm.

The Club will investigate any form of discrimination in football; whether this occurs within our stadium or online. SUFC have issued sanctions in response to incidents of discrimination ranging from two years to a lifetime ban. We also work with external partners such as Kick it Out to deliver fan education sessions in response to incidents of discrimination.

For more information you can refer to our complaints procedure at:

www.sufc.co.uk/news/2018/august/complaints-procedure/



SAFEGUARDING & GDPR

Safeguarding

Sheffield United Football Club is committed in creating a safe environment and a positive experience for all who attend our stadium. We will do this by listening, protecting and responding to the needs of all. Sheffield United Football club have effective stadium specific processes and procedures in place in order to safeguard all those involved in the match day event, whether as staff, participant, spectator or player.

Should you require any assistance on a match day, please speak to a steward who will contact our Designated Safeguarding Officer.

Our Head of Safeguarding, Cheryl Anderson, can be contacted on 07976632755 or at safeguarding@sufc.co.uk

GDPR

Sheffield United Football Club is committed to protecting the privacy of our contractors and site visitors wherever in the club you provide us with your personal information. We believe in being open and up front with how we use your personal information. If you would like to know more about how we use your personal data, you can visit: www.sufc.co.uk/news/2020/february/third-party-privacy/

Please note that spectators should be aware that children under the age of 14 years are not permitted to enter the stadium without the supervision of an adult age 18 years or over.

HOW TO REPORT AN INCIDENT OF DISCRIMINATION

At Sheffield United we are passionate about promoting greater equality across the club and take a zero tolerance approach to any form of discrimination. We all have a part to play when it comes to ending discrimination in football. If you see or witness any form of discrimination in football either at a match or online then please report it to...



TO A STEWARD OR S.L.O.

If you want to report an incident during a match then please talk to your nearest steward or Supporter Liaison Officer who will be able to assist straight away and respond appropriately.



TO SUFC COMPLAINTS

To report an incident when a steward isn't present, or if you feel more comfortable emailing, you can report any incidents or complaints directly to us by emailing complaints@sufc.co.uk



TO KICK IT OUT

Should you feel more comfortable reporting an incident or complaint to someone outside of SUFC, you can do so anonymously to Kick It Out via the Kick It Out App or by calling 0800 169 9414 and speaking directly to a Kick It Out staff member. Alternatively, you can email report@kickitout.org

CONTACT DETAILS & **USEFUL LINKS**



Supporter Liaison & Disability Access Manager

Jon Helliwell

jon.helliwell@sufc.co.uk

Useful Links

Visitor Guide:

www.sufc.co.uk/fans/disabled-supporters-information/visitors-guide

Disabled Supporter Specific Webpage

<https://www.sufc.co.uk/fans/disabled-supporters-information/>

Ticketing:

<https://tickets.sufc.co.uk/>



FOLLOW US ACROSS SOCIAL MEDIA

@SHEFFIELDUNITED



Shop the Blades
Superstore online at :
sufcdirect.co.uk

Box Office
tickets.sufc.co.uk
0114 253 7200 (option 1)

General Enquiries
info@sufc.co.uk

Sheffield United Football Club,
Bramall Lane, Sheffield, S2 4SU