



VISITOR GUIDE

BRAMALL LANE - SEASON 2022/23





WELCOME TO **BRAMALL LANE**

THE HOME OF SHEFFIELD UNITED FOOTBALL CLUB

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 ticket to parking at the stadium, to buying your matchday programme or choosing what to eat and drink.

If you can't find what you are looking for, just use the contact list at the back to call or email us.

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

THE FAMILY CLUB

At Sheffield United we pride ourselves on being a family and community orientated Football Club where everyone is made to feel welcome.

We ask our fans to be respectful and help us so that anyone coming to Bramall Lane has a positive experience. We support the Football League's Enjoy the Match campaign and the inclusion and Anti Discrimination Code of Practice. Our staff and stewards are here to help but will take action if it is felt that language and behaviour are abusive or discriminatory.

Throughout the season, we have designated games for Kick it Out and Level Playing Field, as well as supporting various events and initiatives aimed at families and communities being more involved with the Blades.



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 4-6 weeks in advance, with away match tickets generally available 2-4 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).
- 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.

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



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.



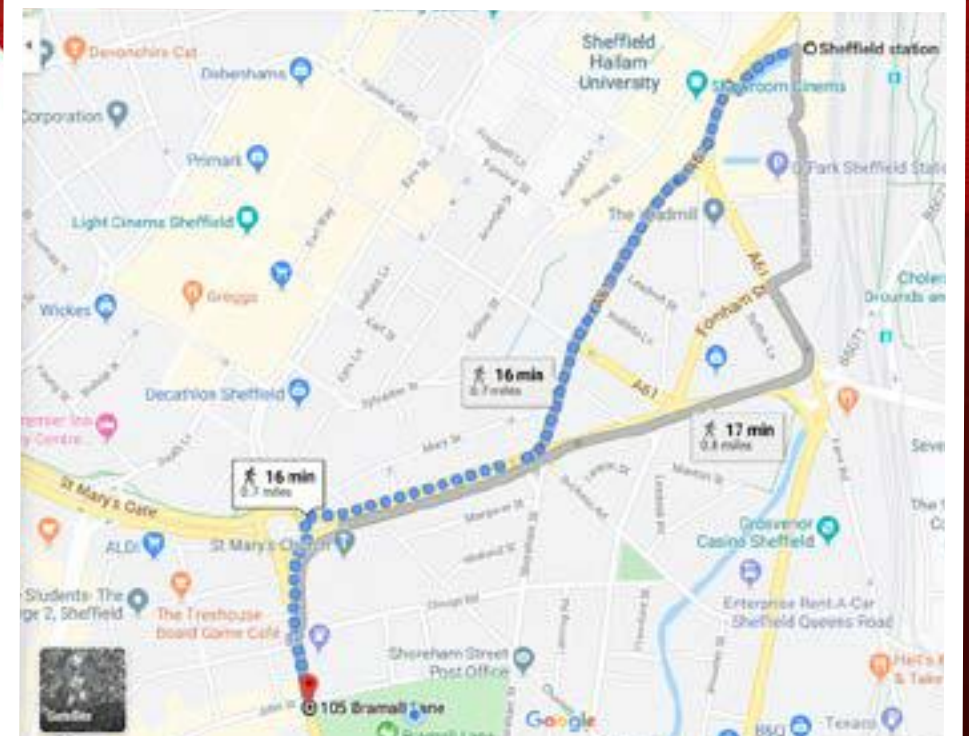
By Bus / Rail

- 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.



CAR PARKING

Non Matchdays

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

Matchdays

Unfortunately general parking is not available at the ground on a matchday. Please be aware that the surrounding areas are controlled by pay and display or permit holder only restrictions.

Recommended Car Parking

APCOA Car Park
Eyre Street
Sheffield, S1 4QW

Parking costs just £5 and can be booked at the following link:

www.apcoa.co.uk/parking-in/sheffield/the-moor/

Please use promo code: **SUFCDAY**

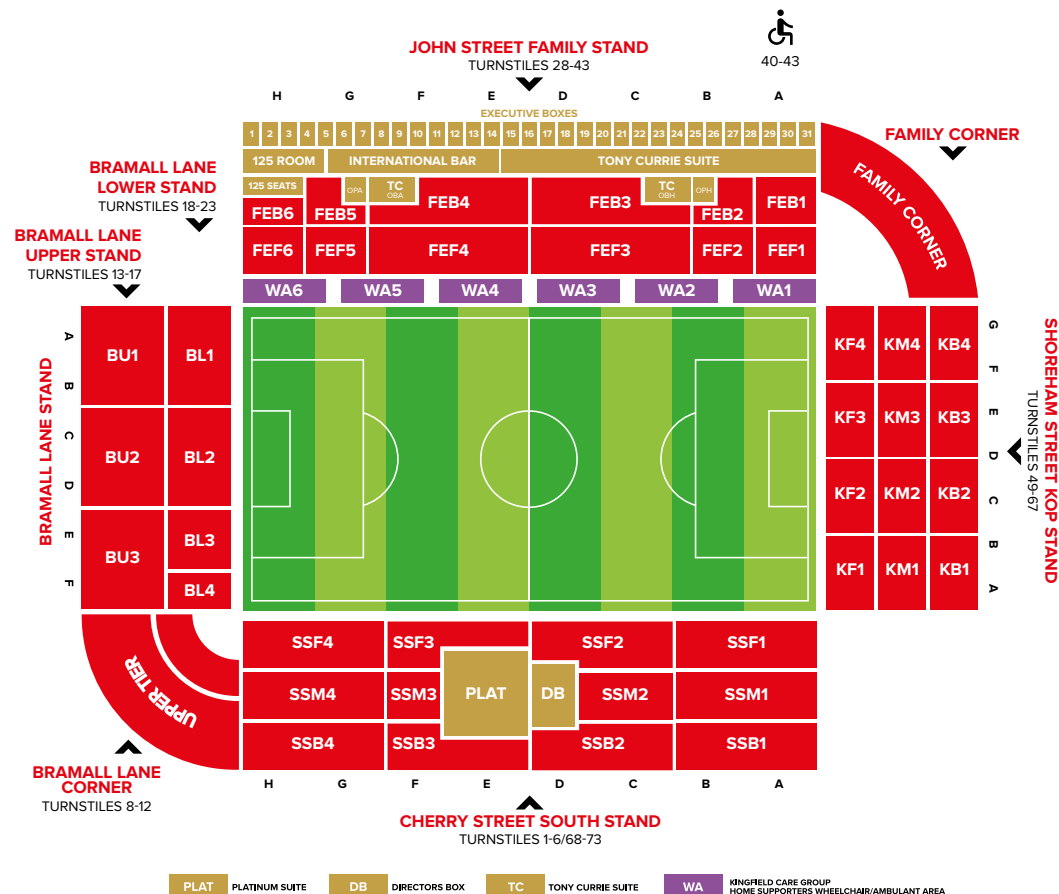
Further details, including disabled supporter parking, can be found at the following link: www.sufc.co.uk/fans/disabled-supporters-information/matchday-parking

**Or you can leave your car at home and
get to the match hassle free with City Taxis
Sheffield - 0114 239 239 39**

citytaxis ©

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.



GROUND REGULATIONS/ LUGGAGE STORAGE

Flags & Banners

Any flags or banners bought to the stadium must not exceed 2 metre x 1 metre in size and must have a fire safety certificate to be allowed inside the stadium. Flags or banners of an offensive nature will not be permitted inside the stadium.

Smoking

In accordance with Premier League Ground Regulations, smoking is not permitted anywhere within Bramall Lane. This also includes the use of electronic cigarettes and vaporisers. Any supporter found in breach of this rule will be subject to the Club's disciplinary procedures, which may result in ejection from the stadium and/or possible further action by the club, including the withdrawal of any season ticket without reimbursement, the withdrawal of the right to purchase a ticket and a stadium ban.

Prohibited Items

The following items are not permitted inside Bramall Lane: Knives, fireworks, smoke canisters, air-horns, flares, weapons, dangerous or hazardous items, laser devices, bottles, glass vessels, cans, poles and any item that may be used as a weapon and/or compromise public safety. Any person in possession of such items will be refused entry to the Ground.

Luggage Storage

Bags are permitted inside the stadium; however, these must fit underneath your seat and must not contain any prohibited items. Supporters bringing items to a game that are not permitted inside the stadium nor fit underneath their seat, can be stored for £6 a day at the following link: www.citysparespace.com



Those visiting Bramall Lane can receive 15% discount using the code: **SUFC**

ENJOY THE MATCH IN STYLE WITH OUR CORPORATE HOSPITALITY

Every game at Sheffield United is unique; every time you are here with us you play your part in making history. Make match day that little bit more special with our corporate hospitality packages. The Platinum Suite is synonymous with quality and the Tony Currie Suite takes its name from our very own Club Ambassador, Club Hero, Club Legend. 'TC' dines there every match day and our Platinum Suite welcomes a host of former greats. Rub shoulders with our true Lane Legends. Our private boxes really are the ultimate way to celebrate on a match day with 8 seat, 10 seat and 16 seat boxes available.

Full details on the range of hospitality packages available for both home and visiting supporters can be found at www.sufc.co.uk/matchday-hospitality or contact the Commercial Team on 0114 253 7200 (Opt 2).

Tony Currie Suite Package

Watch the match day unfold in style from the Tony Currie Suite. Situated in the John Street Stand, our pitch facing glass fronted restaurant offers the ultimate match day hospitality experience, from watching players warming up to pre-match presentations. Diners can also enjoy the pre-match entertainment from our match day hosts and get the opportunity to meet the Club crowned 'Greatest Ever Player' Tony Currie. Seating is available behind glass in luxury cinema style comfort or outdoors with excellent half way line seats.

Platinum Suite Package

The Platinum Suite is located in the South Stand, where guests will enjoy an outstanding pre-match three course meal before watching the game from luxurious, padded, armchair-style seats located within a prime, enclosed area on the half-way line.

Private Box Package

Whether you are entertaining existing or potential clients, saying thank you to employees or arranging a special occasion, our Private Box Package will ensure that you and your guests will remember your day at Bramall Lane for a long time to come.



FOOD AND 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.

Our food and beverage offerings include:

- The unique and highly popular Hendersons sausage roll.
- A selection of Wrights pies, including a vegetarian and vegan offering.
- Craft beer available throughout the stadium.
- A selection of meal deals.
- The famous 'greasy chip booty' (only available on John Street).

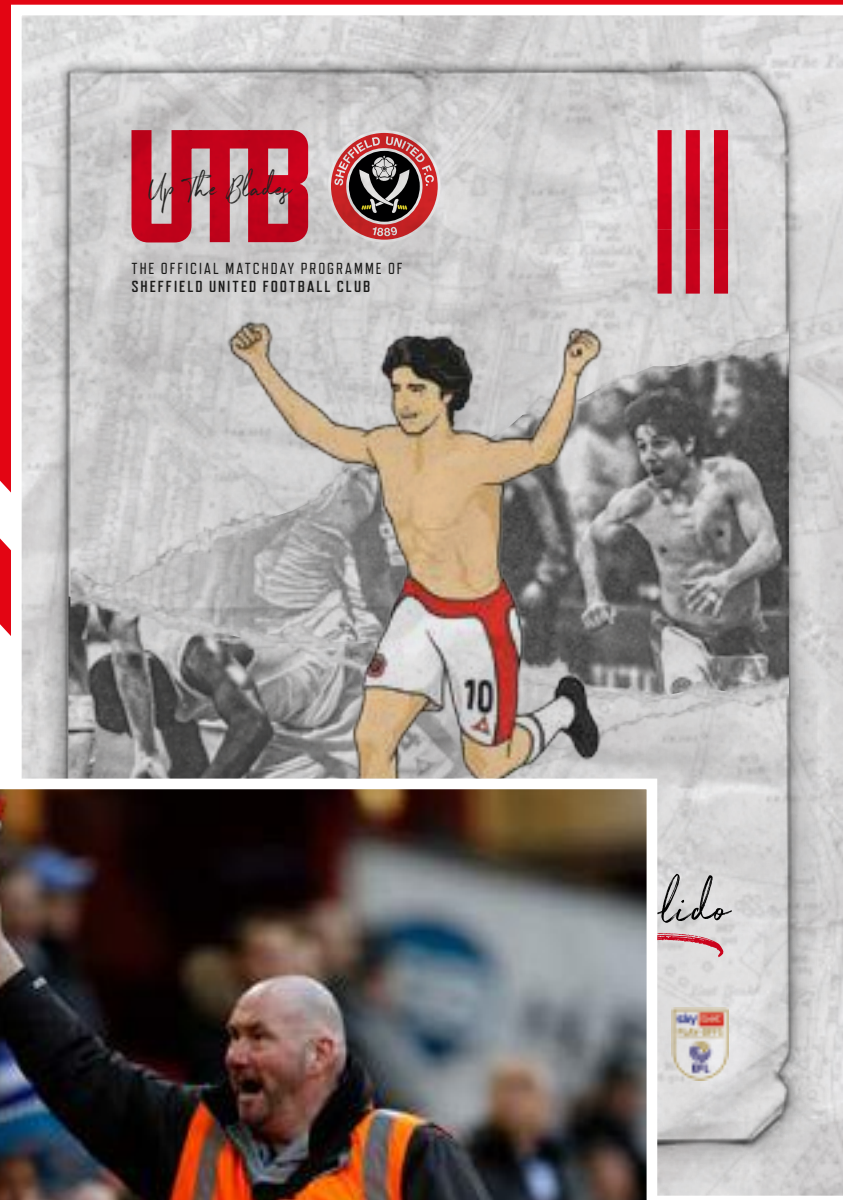
Finally, to improve our speed of service at peak times, we are a majority cashless stadium accepting all major credit and debit cards along with Apple and Android pay. Our payment terminals are all able to process contactless payments and chip and pin.



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



OFFICIAL MERCHANDISE

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.

Open 6 days a week or shop 24/7 online at sufcdirect.co.uk



EQUALITY, DIVERSITY & INCLUSION

At Sheffield United we are committed to promoting greater equality, diversity and inclusion across all areas of the Club. This commitment is embraced by our Board and applies to all our players, staff, supporters, visitors and other stakeholders. The Club fosters a culture that is inclusive and an environment where people are treated with dignity and respect. We want everyone to feel welcome at Bramall Lane.

Sheffield United FC was successful in being awarded the Preliminary Level of the Premier League Equality, Diversity and Inclusion Standard (PLEDIS). This season the Club will continue to work towards the Intermediate level of the standard, to help ensure that we are embedding equality across all areas of the club.

Last season the Club continued to support campaigns which promote greater equality for example: Black History Month, Level Playing Field, Rainbow Laces and International Women's Day. You may have seen our Women's and Men's First Team players getting involved and supporting these campaigns. Furthermore, the Club launched our new sensory room and introduced Autism Hour in the Blades Superstore. We will continue to work with the Community Foundation, our stakeholders and external partners to ensure that we are continuing to strive for greater equality and inclusion in football.

If you would like more information about our club-wide equality agenda then please contact Amy Hood - Equality, Diversity & Inclusion Manager at: amy.hood@sufc.co.uk.

You can also view our Equality Statement here: www.sufc.co.uk/club/policies/equality-statement

EQUALITY, DIVERSITY & INCLUSION

Sheffield United FC takes a zero-tolerance approach on any form of unlawful discrimination (defined by the Equality Act 2010). Again, we believe that there is no place for any form of discrimination in football. The Club will investigate any report of discrimination in football; whether this occurs within our stadium or online. Sheffield United Fc has issued sanctions in response to incidents of discrimination ranging from two years to a lifetime ban. Furthermore, the Club also works with external partners such as Kick it Out to deliver fan education sessions, in response to incidents of discrimination.

We all have a role to play in helping to eradicate discrimination in football. If you experience or witness an incident of discrimination in football then you can make a report to Kick It Out www.kickitout.org/forms/online-reporting-form or to report an incident directly to the club please refer to our complaints procedure here: www.sufc.co.uk/news/2018/august/complaints-procedure/

Disabled Supporters can also contact our Disabled Liaison Officer, Jon Helliwell, at: jon.helliwell@sufc.co.uk / Tel: 07811304005

Useful Links:

Kick It Out: www.kickitout.org

Level Playing Field: www.levelplayingfield.org.uk



FAN EXPERIENCE

After being shortlisted for the Family Club of the Year during the 21/22 season, as well as being awarded the EFL Family Excellence Gold Award, we're committed to continuing to provide a number of inclusive, and unique activities for the whole family to enjoy, not only offering a 90 minute football match, but a fun filled day out for everyone.

HOME DEBUT SCHEME

- Free package for first time fans.
- Mini introduction to Bramall Lane.
- Photo opportunities on the pitch.
- Free home debut goodies.
- Open to all ages.



CAPTAIN BLADE CLUB

- Chance to be Captain Blade's helper for the game.
- Be on the pitch when the players come out of the tunnel.
- Name and photo in the matchday programme.
- Captain Blade gifts and photos included.
- Available for ages 4 - 10.



FAN EXPERIENCE

JOHN STREET FAMILY STAND

- Games and activities for the whole family (including prizes!).
- Free poster handouts.
- Player visits.
- Face painting.
- Music.

BLADES FAMILY HUB (located on John Street)

- Free to attend.
- Inclusive of all ages and abilities.
- Refreshments available.
- Music.
- Soft games for younger children including lego, jenga, dominos, cards and connect 4.
- Larger games for older children including table tennis, pool table, table football, playstation 4 and air hockey.



FAN EXPERIENCE

MEET THE TEAM

- Our matchdays are supported by our very own Community Foundation staff team and are there to provide the best possible matchday experience during your visit to Bramall Lane.
- Our team are situated around the ground including the Blades Family Hub and the John Street Family Stand and are there to help with any questions you may have and deliver our many matchday initiatives. Be sure to see them on the day as they will be handing out free goodies throughout the season.

If you would like any further information regarding any of our Fan Experience initiatives, or wish to book on to any of our packages, please contact our **Fan Engagement Lead Jon Helliwell**, on **0114 253 7200** or email him at: jon.helliwell@sufc.co.uk

- For more information regarding all of our matchday initiatives, you can visit <https://www.sufc.co.uk/fans/families-juniors/>



DISABLED SUPPORTERS

Sensory Room

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

Sheffield Sports Commentaries

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

Disabled Supporters Lounge

- 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:

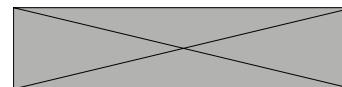
<https://www.sufc.co.uk/fans/disabled-supporters-information/>

NOMINATED Charities

Here at Sheffield United we recognise the importance and hard work of local charities and community fundraising groups, as well as the positive impact that the club can have to help generate revenues for these great causes.

As a result of this, we are committed to working with 6 carefully selected local charities each year who you will see around the ground on matchdays and across our social media channels. The aim of the club is to raise the awareness of these local charities and offer support for their fundraising by donating such as signed merchandise items, matchday ticket vouchers, and occasional hospitality packages. Each nominated charity is allocated a designated matchday where their work is promoted throughout the day and can involve Blades players warming up in their charities t-shirts and a bucket collection around the stadium.

Our 6 nominated charities are:



GROUND TOURS

Sheffield United FC is renowned for its ground tours - your chance to fine out the fantastic history of our famous stadium and, of course, the Red and White Wizards.

Tours begin in our “Legends of the Lane” Museum, which is located in the Tony Currie stand. It’s your chance to see and find some truly incredible memorabilia dating back to the earliest times of the Club.

There is a fine selection of FA Cup Winners and Runners Up medals from the 6 finals we have so far played in, plus rare shirts, Caps, boot and balls

Attendees will get an exclusive behind the scenes glimps at the inner workings of a matchday at Bramall Lane including walking down the players entrance and into the players dug out for some photo opportunities.

The tour will also see you take a seat in the directors area to hear some interesting facts about the historical club and ground.

Tours are booked directly through our ticket office and cost just £15 for adults and £10 for concessions. Places are limited so make sure you book early.

For more information, contact the Club Heritage Manager, John Garrett at john.garrett@sufc.co.uk



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.

The SLO hub and contact point is located on the concourse for of the Family Stand - it's 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 contact Supporter Liaison Officer Jon Helliwell on jon.helliwell@sufc.co.uk or our Disability Liaison Officer, Jon Helliwell on jon.helliwell@sufc.co.uk



SAFEGUARDING & GDPR

Safeguarding

Sheffield United Football club is committed to keeping children and adults safe who visit our facilities. As a football club it is our mission to create a safe, positive experience for all our communities. We are committed to working together to protect, listen and respond to the needs of all who visit us, so they can be free from poor practice, bullying and abuse.

Should you need 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 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 18 years or over.

HOW TO REPORT AN INCIDENT OF DISCRIMINATION IN FOOTBALL

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 SLO

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



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