

Welcome to
Stoke City Football Club

bet365 | STADIUM

The bet365 Stadium is our home.

A home that regularly plays host to capacity crowds, epic matches, and the full range of emotions - everything that is great about the beautiful game.

And we want all supporters to have a great, safe matchday experience at the bet365 Stadium when you visit, no matter what the score. So, we've put together a booklet of relevant and useful information for home and away fans alike, but with a slight Stokie twist to it; a twist written about our home ground and its surroundings, straight from the heart.

Because after all, as they say, home really is where the heart is!



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1. Background to Stoke City Football Club

From the land of pottery, since 1863.....

We are immensely proud that Stoke City Football Club is one of the oldest professional football clubs in the country. We are also one of the Founder members of The Football League.

We are a football club steeped in rich history and heritage, and one that has been in existence for over 150 years.....

- Formed as Stoke Ramblers in 1863, the side merged with Stoke Victoria Cricket Club in 1878 to form Stoke FC, before changing its name again to Stoke City in 1925, soon after Stoke-on-Trent was granted its 'city' status.
- Nicknamed The Potters due to the huge historical ceramic industry in the area, we have played at our current home ground for two decades now; it being called The bet365 Stadium since 2016, and before that, The Britannia Stadium since 1997. We previously played at the Victoria Ground for 119 years.
- Twenty years since hosting its first league game against Swindon Town, The bet365 Stadium is widely regarded as having one of the very best atmospheres of any ground in the country, thanks to our passionate and vocal home support. It's a ground that many visiting supporters love to watch their team at, with many commenting on how invigorating and exciting matchdays are in ST4.



- Whilst the League Cup in 1972 stands as the club's only major trophy success to date, Stoke City FC has a history of some of the most iconic names in British football playing in the iconic red and white stripes.

Sir Stanley Matthews was a much-loved son of The Potteries, the first footballing Knight of the Realm, and one of the finest footballers of all time. His, is a name that resonates around the world of football. Mention the name "Stoke City", and the name Stanley Matthews will not be far away. His statue at the bet365 Stadium is stunning and well worth a visit on matchday, and he also is honoured in Hanley with another statue.

Add to this the likes of Gordon Banks, Dennis Viollet, Neil Franklin, Frank Soo, Jimmy Greenhoff, John Ritchie, Alan Hudson, our homegrown League Cup winning back four of 1972 in Smith/Bloor/Pejic/Marsh, and any number of modern day Premier League Potters legends such as Peter Crouch and Jack Butland and it becomes clear that Stoke City are an integral part of the world's rich footballing tapestry.

Community spirit - of the people, for the people

And yet despite the evolving, ever-changing world of football, we still remain a club at the heart of our community. A club with a proud local owner, and one that strives to serve and represent the people who love and support it: Free away coach travel; season ticket prices frozen for more than a decade; the City 7s initiative; a superb Community team; a matchday liaison team - just some of the initiatives we've set up to benefit our supporters.

At Stoke City Football Club we try to recognise that football isn't an exact science, and it's not just about the ninety minutes on the pitch, but rather it's a game of emotions, loyalty, and belonging.



2. The away fan's guide to the bet365 Stadium

The bet365 Stadium is the home of Stoke City Football Club. The all-seater stadium cost nearly £15,000,000 to build and brought the club up to the standards set out in the Taylor Report, following 119 years at the Victoria Ground. Originally called The Britannia Stadium until 2016, Rochdale were the visitors for the historic first-ever competitive match on 27th August 1997 - a 1-1 draw in the League Cup watched by 15,439 - and four days later the first-ever League game took place against Swindon Town before a crowd of 23,859 in party mood.

In 2017, extensive work was carried out at the Stadium to make it even better, with the joining of the Tile Mountain and OBI Stands. With around 1800 additional seats, and a new media suite built between the Franklyn Stand and Boothen End, this should make games at the bet365 Stadium an even more impressive spectacle and experience, for even more supporters!

Who knows, it may even make the infamous ST4 weather slightly better, too!

An Outline

The Visiting Supporters Section

As an away fan, you will be housed in the Visiting Supporters section of The South Stand. Dependant on the competition of the match and its demand for tickets you will receive some or all of this stand. For league games, clubs can expect a ticket allocation of up to 3,200 seats this season.

Home Supporters Sections

The remainder of the bet365 Stadium is for home supporters only, with The South Stand joining The Tile Mountain Stand (on your right as you look towards the pitch) which also houses The Family Area. The opposite end of the ground to the away end is called The Boothen End Sponsored by Staffordshire University, named after the iconic terrace at The Victoria Ground. On your left is the Franklyn Stand, a two-tier stand that boasts extensive corporate, administrative, and executive facilities.

Stokie Tip: If you are stuck for where you should be going, where you need to go, where you want to go, or maybe want to know what there is to do or see - ask our smiling Matchday Support Team, usually found wearing red jackets around the bet365 Stadium. They have the information to help to make your matchday a smooth one. Look out for them, walking in pairs, in their red Matchday Support coats or tops from around three hours before kick-off, and for an hour or so after the final whistle has blown. They are Stoke City fans, and know the ground and area well - use them as your SCFC tourist information centres!

2. The away fan's guide to the bet365 Stadium

Getting to the bet365 Stadium

Air:

Stoke-on-Trent's central position in England means several major airports are within easy reach. Manchester International Airport, Birmingham International Airport, Liverpool's John Lennon Airport and East Midlands Airport all around an hour away from the City.

Rail:

Stoke-on-Trent Railway Station is situated on the West Coast Main Line and provides direct access from London, Manchester, Birmingham, Derby and Crewe. The station offers a bar owned by Titanic Brewery, a local brewery, Bureau de Change, ATM machine and two coffee shops, along with toilet and Wi-Fi facilities.

Please note: Away supporters are often met by the police at the railway station and taken to Staffordshire University or a pub near to it for refreshments (unfortunately, they don't pay for these!). They are then shuttle bussed up to the bet365 Stadium.

After the game, there are buses that return away fans to the railway station.

Shuttle Bus from the railway station:

Supporters can take a two-minute walk from the station to Glebe Street in Stoke town centre, where shuttle buses run to the bet365 Stadium at regular intervals.

Taxi from the railway station:

A taxi rank is accessible from Platform 1 or by exiting the station at the main entrance and turning left.

By Bus or Coach:

The number '20' bus service runs from Stand N at the Stoke-on-Trent City Centre Bus Station in Hanley to the bet365 Stadium, via Stoke-on-Trent Railway Station and Stoke town centre. For more information visit stokebus.info. National Express also operates coach services to the City Centre Bus Station.

By Foot or Bicycle:

The bet365 Stadium is a pleasant two mile, 40 minute walk away from Stoke town centre. It is accessible from nearby the Stoke-on-Trent Railway Station, by joining the National Cycle Route 5 path from Wharf Place off Glebe Street and heading South along the Trent & Mersey Canal.

By official/unofficial coaches:

Coaches are directed to, park, and drop off away supporters at the back of The Sharp Stand near to the Visiting Supporters turnstiles. They remain in situ there until departure after the final whistle.

Stokie Tip: If walking from the railway station, as you get to the footbridge by the stadium, grab an oatcake from the barge on the canal - they're a savoury local delicacy that are filling and absolutely gorgeous!

2. The away fan's guide to the bet365 Stadium

Getting to the bet365 Stadium

Motorway:

The bet365 Stadium is a five-minute drive away from Junction 15 of the M6 for those travelling from the north or south, and is also the last turn off on the A50 when heading from the east. You can also reach it from the west via the A500 at junction 16 of the M6. Once near the ground, simply follow the signs.

Parking:

Car parks at the bet365 Stadium open from two hours before kick-off on a matchday. The North, West 1 and West 2 car parks are limited to vehicles with seasonal parking permits only.

Pre-Paid Match-by-match passes for the Club's South Car Park can be brought directly from Ticket Office, either in person or by calling 01782 367 599. At present, these are not available online.

Disabled parking:

Disabled supporters with valid 'blue badge' parking permits are recommended to liaise with on-site stewards who will help facilitate the best available spaces.

Pay on arrival parking:

The Club's Trent Car Park is an eight minute walk away from the bet365 Stadium along Stanley Matthews Way and offers pay-on-the-gate admission for £5. A number of the surrounding

businesses also offer officially recognised pay-on-the-day parking. These include the Powerleague 5-a-side football centre, Hem Heath Cricket Club, Longton Rugby Club, BFM Europe and Screwfix.

Stokie Tip: A traffic management system operates around the bet365 Stadium on a matchday. Some roads are closed at the end of a game with traffic being held back for public safety. Traffic can take up to 60 minutes to clear from the surrounding car parks, so please be patient and have a safe trip home.

2. The away fan's guide to the bet365 Stadium

Around the bet365 Stadium

It's always great to take in some the history of a club when you visit their ground, and many away supporters will potter (get it?!?!?) around a stadium to get a general sense of perspective on the Stadium and the surrounding area. And the hustle and bustle around the Stadium before a home game is a feast for the senses, and the bet365 Stadium is no different!

For a start, if you like to have a peek at footballing statues of legends, you'll be in footballing heaven - as we have three!

At the back of the Boothend End, on the North Car Park, is a spectacular three figure statue of Sir Stanley Matthews - which many supporters have stated is one of the very best football statues in the UK. Positioned purposefully overlooking the site of the club's previous Victoria Ground home, it depicts the The Wizard of Dribble in different stages of his illustrious career. The nine-foot statue was unveiled by the then England manager Kevin Keegan in October 2001 and is an integral part of many fan's matchday at The bet365 Stadium.

Across from, it by the Boothend End, stands a bust of John Ritchie, the Potters' leading scorer in all competitions. The bust was put in place in February 2008 to honour his outstanding achievements in the red and white stripes. More recently, a statue of the late Gordon Banks OBE was unveiled on Sir Stanley Matthews Way and depicts the former Club President and one of the greatest goalkeepers of all time, holding the aloft Jules Rimet trophy following England's World Cup success.

Stokie Tip: if you stand at the A50 side of the Stanley Matthews Statue, look down the valley opposite - the Victoria Ground was located on the A500. Close your eyes, and try to picture Sir Stan running down the wing, aged 50!

Away Match Tickets

If any away match tickets remain unsold prior to the game, these will be made available on a cash-only basis at the turnstiles. For the latest information on availability, please check with your club.

2. The away fan's guide to the bet365 Stadium

Questions

"Will I see any of our players before or after the match?"

The away team coach parks in a fence-enclosed section at the side of the Club Shop. It usually arrives around ninety minutes before kick-off, but away team players normally go straight from the coach into the changing room area. However, Stoke City players often stop and sign autographs before the match, at the fence by the side of the Club Shop at around the same time.

After the game, it's not unusual (a dreadful Tom Jones reference, there) to see players from both sides signing autographs by the fence near to where the away coach is parked, but please don't think that this is expected of the players or management.

Stokie Tip: But you may see ex Potters or opposition players near the Main Entrance before or after the game though - and they're always happy to sign and pose!

"What time are the turnstiles open?"

Usually, an hour and a half before kick off.

"I've had a journey to get here, can I get some food and drink near to the ground?"

As soon as you arrive outside the away end you will see a van selling burgers, hot dogs and drinks, and the stadium concourse kiosks inside the bet365 Stadium serve a range of hot and cold food and beverages including the mighty oatcakes, the North Staffordshire delicacy which we thoroughly recommend. Other fast food outlets are dotted around the outside of the Stadium.

Stokie Tip: Perhaps spend a while sat on a bench with a drink and something to eat whilst having a peek at the brilliant Sir Stanley Matthews statue.

"Okay, that's around the ground sorted, is there anywhere to get refreshments away from the ground?"

Just a Rory Delap throw-in away from the bet365 Stadium is The Harvester, whilst the bar at the Powerleague five-a-side football centre, Hem Heath Cricket Club, and Longton Rugby Club are a short stroll away.

Further South along Stanley Matthews Way, the recently built Hem Heath is a popular pub from the Hungry Horse chain, as is the Toby Carvery branded Trentham Hotel.

Further afield, there are a number of pubs and eateries in Stoke town centre, whilst the satellite towns of Leek, Nantwich, Sandbach, Stone, Newcastle Under Lyme and Uttoxeter are possible alternatives. As with all football clubs, this is simply a guide as to where to get refreshments on a matchday and we would urge discretion and caution at all times. As all football fans know: great standards away from the ground = a great day out at the match!

2. The away fan's guide to the bet365 Stadium

Questions (cont)

"Can I get any cash out whilst I'm at the stadium?"

The nearest available cashpoint is located at The Harvester pub, a short walk away. From the 19/20 season, the bet365 Stadium will offer contactless at all kiosks and bars

"We want to make a weekend of it. Is there a hotel located near to the ground?"

Yes, a few hundred yards away from the bet365 Stadium, just past The Harvester, is a Express by Holiday Inn, whilst a Travelodge is situated in Trentham, around a mile and a half from the ground, and a Premier Inn can be found at The Trentham Estate. Stoke-on-Trent also has a number of other places to stay for a great weekend - see our A potter around The Potteries guide for what you can see and do during your stay.

"What's the view like for away fans?"

Superb. And with the work that has been undertaken at the ground this summer you get even more away tickets (if requested) this season! An unobstructed view is what greets all fans at the ground, and whilst we hope you have a great day out at the bet365 Stadium I'm sure you will understand why we hope your brilliant view will be one spent watching The Potters win!



3. Home Comforts

Matchday Tickets:

Pre-arrival supporters are advised to purchase tickets before the day of the game, either in person at the Ticket Office, by phone on 01782 367 599, or through the Club's ticketing website scfcdirect.com

Ticket Office info:

We have two ticket offices open on matchday at the bet365 Stadium: the Main Ticket Office, which is next to the Club Store, and the Satellite Ticket Office, located at the North East corner of the bet365 Stadium on The Tile Mountain Stand, next to Delilah's Bar.

Opening times vary depending on the time of kick off.

Only the main ticket office is open on non-matchdays, whilst tickets can also be bought from the Club Store located in the Intu Potteries Shopping Centre in Hanley. Again, please check times of opening before travelling to any of our ticket offices.

Tickets available on the day of the game:

If any home match tickets remain available on the day of the game, these can be purchased from the Ticket Office. For the latest ticket information, please check stokecityfc.com/tickets before travelling.

Matchday ticket collection:

Matchday ticket collections are made available up to two hours prior to a game from the Ticket Office, and then from the Satellite Ticket Office.

Stokie Tip: The early bird catches the worm, and it also avoids potential queues at ticket offices, too. If possible, try to get your tickets on a matchday well before kick-off.

Hospitality tickets:

For hospitality tickets please speak to your account manager or alternatively, call 01782 592 211 or email matchday@stokecityfc.com

Family Area:

The Club have a dedicated Family Area housed in The Tile Mountain Stand. A wide range of activities takes place in the creatively designed concourse areas ahead of every game and aims to cater for family members of all ages. Prize giveaways, facepainting, and competitions are also run on a regular basis.

Stokie Tip: Get there early, as there's loads to do for the kids - entertained by the ever-lively MC Wayne!

3. Home Comforts

Build Up:

Stoke City's pre-match entertainment show - Matchday Live - gets underway from an hour before kick-off at each and every home game. News, views and features are played on the bet365 Stadium's big screen whilst special guests talk tactics and share their thoughts from pitchside.

Half Time Draw:

A matchday ritual for decades stretching back to the Victoria Ground days, the popular Half-Time Draw offers supporters the chance to win a number of cash prizes and signed merchandise. Tickets are available to purchase from the many matchday sellers around the bet365 Stadium.

Club Store(s):

The bet365 Stadium Store is located at the south west corner of the Stadium: what better way to remember your matchday than to take home a souvenir or even show your support by purchasing a Stoke City FC home or away shirt? On matchdays the bet365 Stadium club store is open up until kick off and also for 60 minutes after the final whistle alternatively purchases can also be made at store.stokecityfc.com

Stokie tip: Stay behind a while after the match at the fence by the Club Shop, let the traffic disperse, and try to get your merchandise signed by a SCFC player as they leave the ground!

Social Media:

The Club have a presence on all the major social media platforms - Facebook, Twitter, Instagram and YouTube. All platforms can be reached at [@stokecity](https://www.instagram.com/stokecity) with behind the scenes content throughout each matchday.

Official Website:

The Club's official website - stokecityfc.com - continues to offer an interactive live blog of all Stoke City's games at the bet365 Stadium. Live audio commentary, along with pre-match and post-match interviews, are also available via the subscription service Stoke City+.

Matchday Magazine Potters Mag:

#pottersmag is the Club's official matchday magazine, is available from numerous stands around the bet365 Stadium on a matchday. The award winning 84-page perfect-bound publication offers exclusive interviews and insight and is priced at £3.50.

Delilah's Bar:

The club's onsite home-fans-only pub Delilah's is named after the famous Tom Jones song that was adopted by Stoke City supporters as their anthem of choice. Located at the north east corner of the Stadium it is accessible both before and after each home game.

3. Home Comforts

Refreshments and Stadium kiosks:

Kiosks inside the bet365 Stadium serve a range of hot and cold food and beverages including oatcakes, the North Staffordshire delicacy, and there are a number of mobile food vans that can be found around the perimeter of the ground.

Taxis and buses:

Buses and taxis can be found after the game

Parking:

The information below is exactly the same as in section 3, but we know that where you park on a matchday is of great value to you, so we won't apologise for repeating it again, here:

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Alternatively, there is limited street parking in some residential and commercial areas around a fifteen to twenty minute walk away from the ground. If this is your chosen option, please bear in mind there are parking restrictions in certain areas.

4. Fact File

Honours

FA Cup

Runners-up: 2010-11

Semi-finalists: 1898-99, 1970-71 (3rd place), 1971-72 (4th place)

League Cup

Winners: 1971-72

Runners-up: 1963-64

Football League Trophy

Winners: 1991-92, 1999-2000

Second Division / Championship (2nd tier)

Champions: 1932-33, 1962-63

Runners-up: 1921-22, 2007-08

Third place (promoted): 1978-79

Third Division North / Second Division (3rd tier)

Champions: 1926-27, 1992-93

Play-off winners: 2001-02

Club Representatives

Chairman: Peter Coates

Vice-Chairman: John Coates

Directors: Tony Scholes, Richard Smith

Chief Executive: Tony Scholes

Managing Director: Richard Smith

First Team Manager: Nathan Jones

Assistant Manager: Paul Hart

First Team Coach: Joaquin Gomez

Fir: Rory Delap

Contact Us

Address:

Stoke City Football Club Limited bet365 Stadium, Stanley Matthews Way, Stoke-on-Trent, Staffordshire. ST4 4EG

Social Media

Facebook: facebook.com/stokecity

Twitter: twitter.com/stokecity

Website: stokecityfc.com

4. Fact File

Contact Us (cont)

General enquiries

T: 01782 367 598 or 01782 592 233

F: 01782 592 210

E: info@stokecityfc.com

Feedback, Comments & Complaints:

E: supporters@stokecityfc.com

Ticket Office

T: 01782 367 599

F: 01782 592 201

E: tickets@stokecityfc.com

W: scfdirect.com

Tw: [@stokecity_to](https://twitter.com/stokecity_to)

Group Ticket Experiences

T: 01782 592 214

E: grouptickets@stokecityfc.com



bet365 Stadium Club Store

T: 01782 592 242

E: scfcstadiumstore@stokecityfc.com

W: store.stokecityfc.com

Tw: [@scfc_store](https://twitter.com/scfc_store)

Matchday Hospitality, Sales & Marketing

T: 01782 592 211

F: 01782 592 221

E: matchday@stokecityfc.com

All Stars Lottery & Half-Time Draw

T: 01782 592 288

E: lottery@stokecityfc.com

Mascots & Big Screen Birthday Messages

T: 01782 592 113

Access Officer

T: 01782 367 599

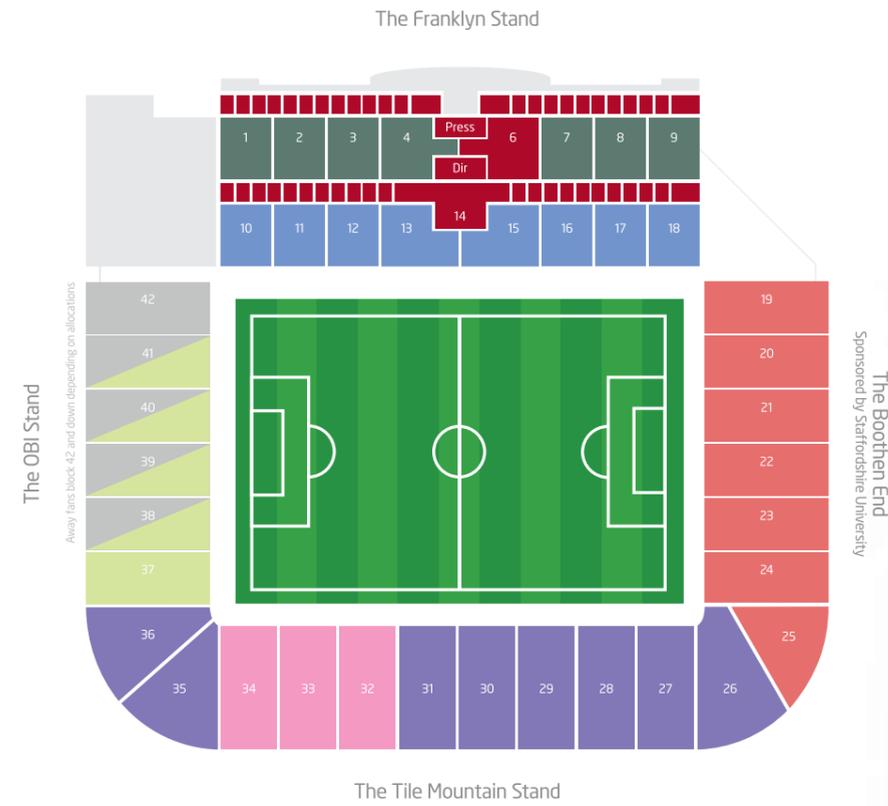
E: michelle.whittaker@stokecityfc.com

Safeguarding Officer

T: 01782 367 598

E: safeguarding@stokecityfc.com





bet365 | STADIUM

Home Supporters

- U L The Franklyn Stand
- Hospitality Areas
- The Boothten End Sponsored by Staffordshire University
- The Tile Mountain Stand
- Family Area
- The South Stand

Away Supporters

- The South Stand

| | |
|-------------------|----------------|
| North: Unreserved | WZ |
| North: Wheelchair | WZ: Wheelchair |
| North: Accessible | W1: Unreserved |
| Coach Park | W1: Wheelchair |
| South: Unreserved | W1: Accessible |
| South: Accessible | Away Fans |

