



BRIGHTON & HOVE ALBION FOOTBALL CLUB
AWAY FAN GUIDE 2018/19

WELCOME

This fan guide has been produced to help all away supporters get the most out of their American Express Community Stadium experience.

Whether you are attending the game or simply looking for directions to the stadium, this guide has all the information you need to know.

At Brighton & Hove Albion, we welcome supporters of all ages and backgrounds, and pride ourselves on being a club for the community. This includes away supporters and so we will do all we can to ensure that you have a good day with us.

We care for the interests of all supporters and the vibrant and diverse community of Brighton and Hove. It is therefore imperative that a visit to our stadium, regardless of the football result, is a pleasant one for all supporters, especially families.

If you have any comments or suggestions on ways we can improve your Amex experience, please do not hesitate to contact the club via email at:
supporter.services@bhafc.co.uk

- CPT - Changing Places Toilet
- MFR - Multi Faith Room
- CP - Coach Park
- FS - Falmer Station
- ♿ - Wheelchair User Seating
- M - Mullery's Restaurant
- TO - Ticket Office
- SS - Stadium Superstore
- DB - Dick's Bar
- FZ - Fan Zone
- HB - HB's Restaurant
- GR - Goldstone Restaurant



FREE BUS TRAVEL

A wide range of bus routes serve the Amex. On a matchday, the cost of your bus travel to the stadium is included in your league match ticket at the Amex on the following services:

- All Brighton and Hove buses (including services Lewes to Ringmer, Uckfield and Royal Tunbridge Wells)

Simply show the driver your ticket, smartcard, or proof of purchase if collecting tickets at the ground. Senior citizen bus passes are also accepted and under-5s travel for free.

The services run at the following times on matchdays:

15.00 KICK-OFF: between 11:30 and 21:00

19.45 KICK-OFF: between 16:15 and midnight

16.00 KICK-OFF: between 12:30 and 22:00

SEAGULL TRAVEL

Seagull Travel is the club's official travel partner, operating a professional and reliable home and away travel service.

The service includes 130 matchday express pick-up locations covering Sussex, Kent and Surrey, together with an extensive 50 pick-up locations for the local matchday bus service.

CALL **0845 9011 442*** OR VISIT
SEAGULL-TRAVEL.CO.UK FOR MORE
DETAILS, INCLUDING PRICING.

*calls cost seven pence per minute plus your network access charge



TRAIN TRAVEL

WALKING

Falmer station is just a couple of minutes' walk from the north concourse of the Amex Stadium. It is served by Southern Rail and is approximately nine minutes from Brighton mainline station, with trains serving Falmer every ten minutes on a matchday.

PLEASE NOTE THAT WE RECOMMEND YOU TRAVEL AT LEAST ONE HOUR PRIOR TO KICK-OFF.

For all Premier League games, Brighton & Hove Albion offer home and away fans subsidised train travel within the Travel Zone. You can use your match ticket, season ticket or proof of matchday ticket purchase to obtain subsidised travel on many services which operate at the following times:

15.00 KICK-OFF: between 11.30 and 21.00

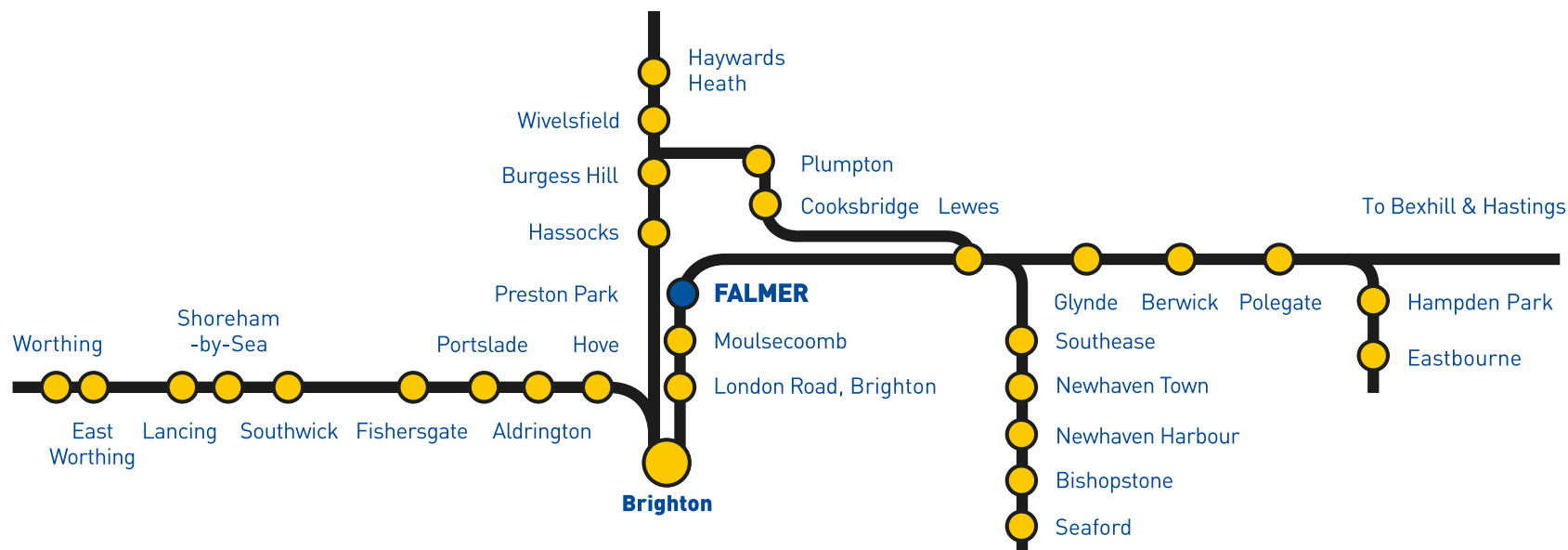
19.45 KICK-OFF: between 16.15 and midnight

16.00 KICK-OFF: between 12.30 and 22.00

If you are travelling from outside the subsidised zone, simply buy a ticket to the last station on the zone perimeter (shown below). You may also wish to consider parking at Lewes station and taking the train to Falmer.

Your travel will be free on the day, as your ticket price includes the subsidised amount.

For Southern timetables, please visit southernrailway.com.



PARK & RIDE SITES

The club offer three park and ride sites around the city: Mill Road, University of Brighton and Brighton Racecourse. All of the sites are served by at least one wheelchair-accessible bus.

PARK & RIDE 1 - SATNAV: BN1 8ZF

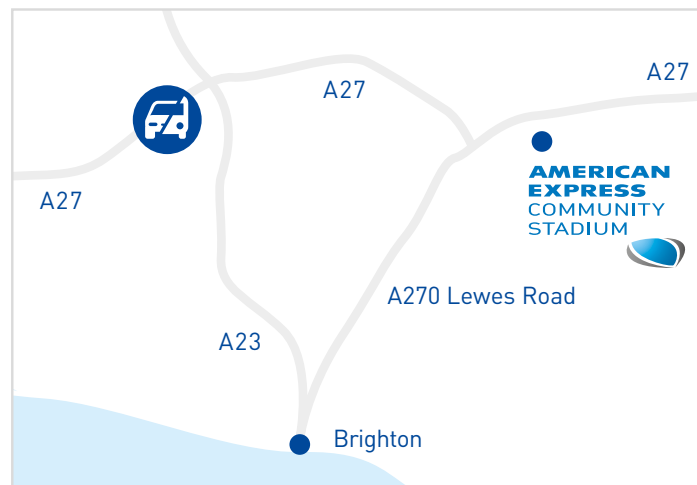
(formerly Mill Road Park & Ride)

Mill Road is the most popular park and ride site with 450 spaces available. The car park is usually full 1.5 hours before kick-off, so if you are running late you are advised to head to the park and ride at Brighton Racecourse site (see directions). Make sure you follow the directions to the Mill Road site carefully, as driving past the car park entrance could result in traffic congestion delays for up to 45 minutes.

DIRECTIONS TO MILL ROAD

Mill Road is located off the roundabout at the end of the A23 dual carriageway. Take the exit towards the petrol station and head under the narrow bridge. Stewards and signs will direct you to the parking and bus waiting area.

If the site is full before you get there, please follow directions to **Park and Ride 3** (formerly Brighton Racecourse) **BN2 9XZ** on page 6 of this guide.



PARK & RIDE SITES

PARK & RIDE 2 - SATNAV: BN2 4AT

(formerly University of Brighton Park & Ride)

University of Brighton Park & Ride has 250 spaces and is located across the university grounds on the east side of Lewes Road. Bus journeys from the stadium are approximately 10 minutes. If you are heading for this site from the Lewes direction follow the directions below:

1. From A27 westbound take the junction to Brighton city centre.
2. Head over the flyover and onto Lewes Road and straight over the first set of traffic lights at the junction of Lewes Road with Coldean Lane.
3. The University of Brighton Park & Ride site is located on your left-hand side approximately one mile after the traffic lights further towards Brighton city centre.

If you are heading for this site from the north of the city, Haywards Heath, Burgess Hill, etc, head towards the city centre and follow the signs to Lewes, Newhaven, and Universities. As you get near the Park & Ride sites signs and stewards will direct you as necessary.

PARK & RIDE 3 - SATNAV BN2 9XZ

(formerly Brighton Racecourse Park & Ride)

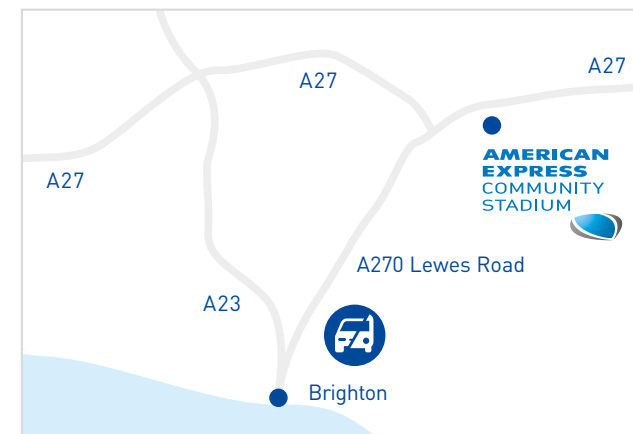
The Brighton Racecourse site always has lots of spare capacity with 700 parking spaces available. Buses usually take approximately 20 minutes to reach the stadium.

1. Follow A23/London Road south towards the city centre.
2. After 2.9 miles, turn left with the one-way system, with the fire station on your left.
3. At the first set of traffic lights bear right.
4. At the next set of traffic lights turn left.
5. Head along Union Road with the park on your right and at the traffic lights turn left.
6. Head immediately into the right-hand lane and at the next set of traffic lights turn right and into Elm Grove.
7. Immediately after the hospital, turn right.
8. On arrival at the Racecourse, stewards will direct you to a space.

If you are heading to this site from the north use the directions noted above. If you are heading to the site from the east again use the directions noted above. Do not use the Woodingdean crossroads to get to the racecourse.

All of the roads around the stadium are very busy as is the Woodingdean crossroads every evening.

Make sure you follow these directions and avoid using the A27. The A27 gets very busy on a matchday and you may miss kick-off.



CAR PARKING

The club has excellent car parking facilities available to both home and away supporters over two easy-to-access, nearby sites. Spaces must be pre-booked in advance of the match.

Pre-booked parking costs just £15 per car so be sure to secure your spot early by booking online at BrightonAndHoveAlbion.com/tickets. You will receive a parking voucher to display in the window of your vehicle at your chosen site (and which must be made visible at all times) and upon arrival, stewards will direct you to your space. Under no circumstances will you be able to use the near-site parking if you have not pre-booked – even if you are running late for the match!

Seasonal parking is available – for more information please call the Albion Booking Line now on **0844 327 1901***. Note: Travel operations may vary for non-league football matches and other stadium events.

*calls are charged at 7p per minute plus your network access charge.

CAR PARK A - SATNAV: BN1 9BL

(formerly Bennett's Field)

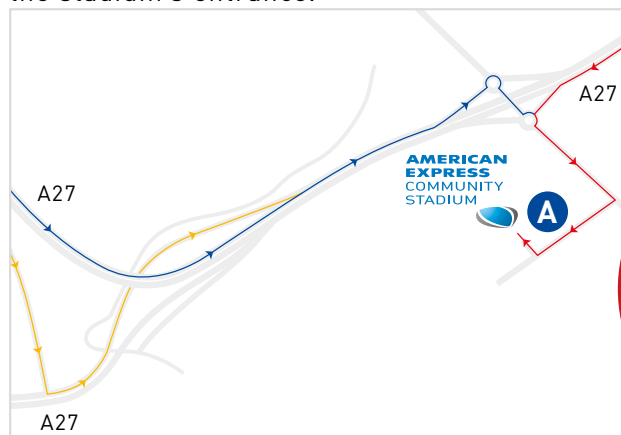
The American Express Community Stadium is located in Falmer, on the outskirts of Brighton, very close to the University of Sussex and University of Brighton campuses.

— **FROM BRIGHTON CITY CENTRE:** Take the A23 northbound on Old Steine and bear right, following signs for Lewes (A270). (Continue with the directions below.)

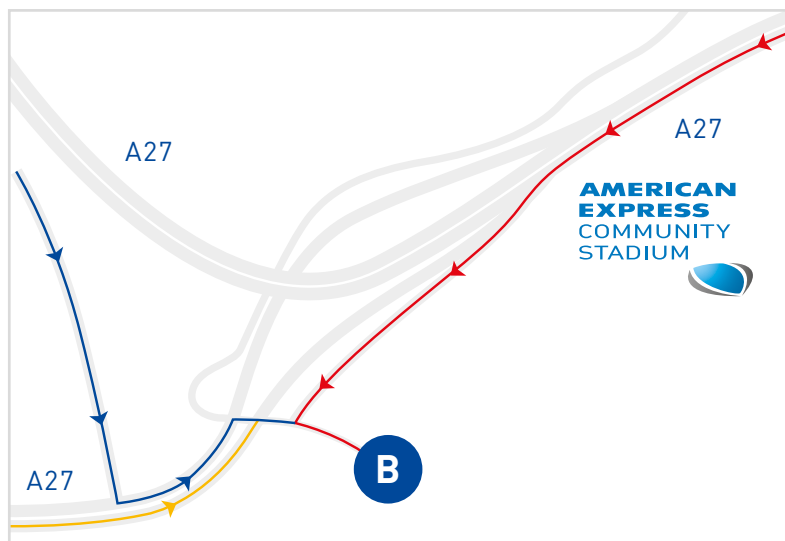
— **EASTBOUND:** Take the A27 and exit at the Falmer junction slip road, signposted Falmer (B2123), University of Sussex and University of Brighton. At the top of the slip road turn right crossing back over the A27 and go straight over the next mini roundabout. At the first set of traffic lights turn right onto Village Way and the entrance to the stadium is on the right.

— **WESTBOUND:** Along the A27, come off at the slip road signposted Falmer. Turn left at the mini roundabout. At the first set of traffic lights turn right onto Village Way and the entrance to the stadium is on the right.

On arrival you will be directed to car park A, (Bennett's Field) which is a few yards from the stadium's entrance.



CAR PARKING



CAR PARK B - SATNAV: BN1 9BP

(formerly Bridge Car Park)

— **FROM BRIGHTON CITY CENTRE:** Take the A23 northbound on Old Steine and bear right, following signs for Lewes (A270). Continue for approximately three miles, cross the traffic lights at the junction of the A270, proceed until you arrive at the junction with Stony Mere Way, and turn right, proceed under the A270, through the tunnel into the Bridge car park, where stewards will direct you.

— **EASTBOUND:** Leave the A27 at the Hollingbury exit and follow the signs for Coldean. At the roundabout take the exit for Coldean and after one mile, turn left at the lights on to the A270. At the junction with Stony Mere Way, turn right, proceed under the A270, through the tunnel and into the Bridge car park, where stewards will direct you.

— **WESTBOUND:** On the A27 head past the off-slip for the Stadium and Falmer and bear left off the A27 at the next junction, signposted to Brighton, onto the A270. Stay left on the slip road, and at the traffic lights, turn left through the tunnel into the Bridge car park, where stewards will direct you.

The stadium is approximately an 850-metre walk from the Bridge car park.

CAR PARKING

CAR PARK C - SATNAV: BN1 9RB

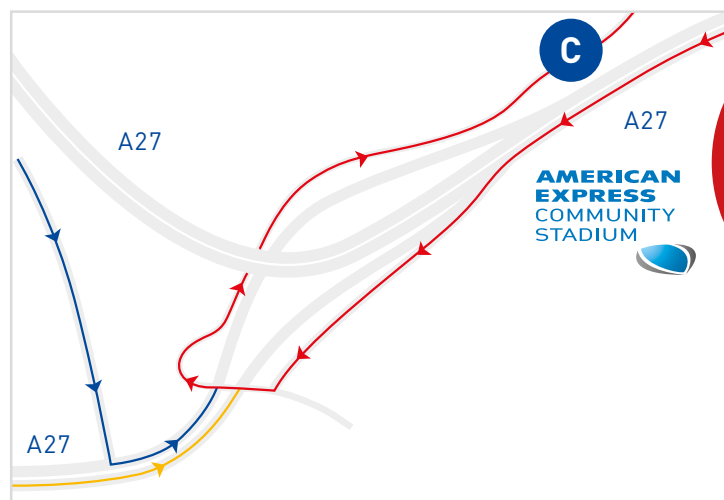
(formerly Sussex University (Stanmer Park))

— FROM BRIGHTON CITY CENTRE: Take the A23 northbound on Old Steine and bear right, following signs for Lewes (A270). Continue for approximately three miles, before turning left onto Stony Mere Way, which is just before the A27 junction.

— EASTBOUND: Leave the A27 at the Hollingbury exit and follow the signs for Coldean. At the roundabout take the exit for Coldean and after one mile, turn left at the lights on to the A270, proceed until you arrive at the junction with Stony Mere Way, and turn left and follow the road into Sussex University.

— WESTBOUND: On the A27 head past the Amex Stadium, and bear left off the A27 at the next junction, signposted to Brighton, onto the A270. Stay left on the slip road and at the bottom of the slip road, turn right into Stony Mere Way and follow the road into Sussex University.

Upon entering the site, stewards will then direct you to the available car parks, and the stadium is a short walk from the campus.



Important things to remember if travelling by car

- There are no uncontrolled parking areas at either university campus or the Brighton Aldridge Academy; entry to these premises will be controlled by stewards.
- There is no on-street parking anywhere close to the stadium and there are traffic schemes in place to make sure that this is upheld.
- Nearby residential areas will be controlled by stewards and access on matchdays will be available to residents only.
- If you do park in areas around the stadium, you run a very real risk of receiving a parking ticket or worse still, having your car towed away.
- Map your journey ahead of travelling to ensure that you have the correct location and arrive in good time.

MATCHDAY ACTIVITIES

While the match itself is the reason we all come to the Amex Stadium, there is always plenty going on for Albion supporters to enjoy before and after the big kick-off.

On the bandstand, found on the stadium concourse in the North East corner, we often showcase the best local talent and elsewhere we offer activities for our younger supporters, ranging from face painting to football skills sessions.

For those looking for a pre- or post-match pint and a bite to eat, Dick's Bar – named after former chairman Dick Knight – can be found in the North Stand, with its entrance adjacent to the Seagulls Superstore.

With many different kick-off times for matches across the season, it is worth noting the following timings relative to kick-off in helping you plan your day at the Amex.

TIME BEFORE KICK-OFF	
3 hours	Ticket office opens (closes at half-time) and reopens at full time for 30 mins
2 hours 30 mins	Hospitality lounges open
2 hours	Fanzone opens
1 hour 30 mins	Turnstiles open
1 hour 30 mins	Bandstand starts
1 hour	Big screen programmes start, including live pitchside PA announcements
45 mins	Players begin their warm-up
20 mins	Players return to changing rooms for final preparations
5 mins	Players, officials and mascots enter the field
KICK-OFF	The action begins

After the game Dick's Bar and the Seagulls Superstore opening times vary depending on the kick-off time. Please check the club website, **BrightonAndHoveAlbion.com** for match specific closing times.

PLEASE NOTE: there are no cashpoints inside the stadium.

BEHAVIOUR GUIDELINES

Help us keep the Amex Stadium one of the safest and most inviting stadiums in English football.

Brighton & Hove Albion Football Club will not tolerate sexual or racial harassment or other discriminatory behaviour, whether physical or verbal, and will work to ensure that any such behaviour is met with appropriate disciplinary action.

Where anyone, whether a home or visiting supporter, uses discriminatory language or behaviour, the club will take the steps necessary to eliminate such unacceptable activity. The individual concerned may be subject to a ban by the club or liable for arrest and the club will support any subsequent prosecution.

If planning to bring banners over 150cm x 150cm to the stadium, you will be required to obtain authorisation from the club in advance. All banners require a valid safety certificate.

To gain authorisation, please email supporter services at **supporter.services@bhafc.co.uk**.

Please note that no musical instruments are allowed inside the stadium. This is in accordance with the ground regulations which can be seen at **BrightonAndHoveAlbion.com** under Terms & Conditions.

STADIUM ENTRY GUIDELINES

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WHAT **IS** PERMITTED INSIDE THE AMEX THROUGH THE TURNSTILES OR LOUNGE ENTRANCES?



Small compact cameras
(must be able to fit in a pocket)



Small fold up umbrellas



Assistance dogs & crutches / walking aids



Small bags



Clear plastic bottles
(500ml or less - no bottle tops will be allowed into the stadium)



Non offensive banners
(Must be 150cm x 150cm or less with no sticks or poles and must meet fire regulations)



(In order for us to ensure that your visit is as safe and smooth as possible and your seats are suitable for your needs, please email supporter.services@bhafc.co.uk prior to attending the game)

WHAT **ISN'T** PERMITTED INSIDE THE AMEX THROUGH THE TURNSTILES OR LOUNGE ENTRANCES?



Alcohol
(Beer, wine or spirits)



Glass bottles



Illegal substances



Weapons



Clear plastic bottles
(In excess of 500ml)



Canned drinks & cartons



Large banners



Air horns



Solid containers / flasks
(Including glass, plastic and metal)



Perfumes & aerosols



Musical instruments



Tools



Large bags / suitcases
(Including large rucksacks, hard shelled bags and wheeled bags)



DSLR & video cameras
(Including cameras that use large lenses)



Smoke / gas canisters



Fireworks / flares



Smoking
The American Express Community Stadium is a no smoking stadium, this includes the use of electronic cigarettes

SUPPORTERS' FACES MUST NOT BE COVERED BY HATS, SCARVES, HOODS OR MASKS WHEN ENTERING VIA TURNSTILES



Laser pens

Entry to the Stadium will be refused with any other articles deemed dangerous, hazardous or that compromise public health and safety. Any questions before the event please contact supporter.services@bhafc.co.uk.

CONTACT US

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BRIGHTON & HOVE ALBION FOOTBALL CLUB

American Express Community Stadium
Village Way
Brighton
BN1 9BL

Phone:
0344 324 6282

Website:
BrightonAndHoveAlbion.com

Social Media
@officialbhafc

CLUB SUPERSTORE

Website
BrightonAndHoveAlbion.com/shop

Phone:
0845 4969 442*

E-mail:
shop@bhafc.co.uk

Club Superstore Opening hours

Monday – Saturday: 9am – 5pm
Sunday: 11am – 4pm

Matchday opening hours – as above plus:
3pm kick-off: store will close at 3pm and reopen
at 4.30pm – 6pm

7.45pm kick-off: store will close at 7.45pm and reopen
at 9.30pm – 10.30pm

TICKET OFFICE

Website:
BrightonAndHoveAlbion.com/tickets

Albion Booking Line:
0844 327 1901**

The club's Supporter Liaison Officer is
Sarah Gould and the designated Disability Liaison Officer (DLO) is Oliver Riley.

Should any supporter wish to contact Sarah or Oliver direct they can do so by contacting
supporter.services@bhafc.co.uk
or via **0344 324 6282**.

*Calls cost 5p per minute plus your network access charge
**Calls cost 7p per minute plus your network access charge



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