



PIRELLI STADIUM

AWAY FANS GUIDE

ALL YOU NEED TO KNOW AHEAD OF
YOUR AWAY TRIP TO BURTON ALBION

A great venue for Weddings & Hospitality

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WELCOME



"On behalf of everyone at Burton Albion FC, we are looking forward to welcoming you to the Pirelli Stadium for the upcoming fixture.

"This guide is designed to help you get the best experience possible on your visit to Burton upon Trent, by providing you with useful information that should assist you in finding your way and helping you to enjoy your experience of our surroundings.

"We hope that you find these pages useful and we wish you a safe and memorable trip to the Pirelli Stadium."

Ben Robinson MBE DL
Burton Albion FC Chairman



HOW WE GOT HERE

Founded in 1950, the Brewers first played their games at Wellington Street before moving to Eton Park in 1958. The club's rise through the Conference and into the Football League coincided with the move from previous ground Eton Park to our current home, the Pirrelli Stadium, built just a stone's throw from their former home on the site of the Italian tyre giant's Sports and Social Club.

Although the ground opened for business in July 2005 with a low key pre-season friendly against Chester City, the Pirrelli Stadium was officially opened in November 2005 by Manchester United who ironically returned to the Pirrelli two months later in the FA Cup third round with Albion holding the Premiership giants to a 0-0 draw in front of a then record ground attendance of 6,191 before losing in a replay at Old Trafford. The stadium has now witnessed football for the Brewers in the National League, League Two, League One and in the Championship.

This guide has been designed to answer any questions you may have before your visit to the Pirrelli Stadium and includes every detail you will need, such as how to get to the ground, where to park, and what facilities are available for supporters.

Should you have any further queries, please contact our Supporter Liaison Officer, Jodie Carter:

☎ 01283 565938

✉ bafc@burtonalbionfc.co.uk



YOUR MATCH TICKET

SEATING

TERRACING

TICKET PRICE → £22 Adult
OPPOSITION → V BRISTOL ROVERS
DATE AND KICK OFF TIME → Saturday 6 August 2022 3:00 PM
THE STAND YOU'RE IN → Block 1 - The Carling Stand
THE TURNSTILES YOU ENTER THROUGH → Enter via Turnstiles ABC
YOUR SEAT ROW → ROW L
YOUR SEAT NUMBER → SEAT 11
FAN ID → Order: 829942
Burton Albion 173231

TICKET PRICE → £18 Adult
OPPOSITION → V BRISTOL ROVERS
DATE AND KICK OFF TIME → Saturday 6 August 2022 3:00 PM
THE STAND YOU'RE IN → North - KC TRUST STAND by RAES
THE TURNSTILES YOU ENTER THROUGH → Enter Via K,L,M,N
FAN ID → Order: 829464
Burton Albion 173231

PLEASE NOTE THIS IS NOT APPLICABLE FOR TERRACING

DO NOT REMOVE YOUR TICKET STUBS AT ANY POINT. THEY WILL BE REMOVED UPON ENTRY.



GETTING HERE & DIRECTIONS

TO FIND US USING YOUR SATELLITE NAVIGATION PLEASE USE THE POSTCODE **DE13 0AR**

WHAT3WORDS: ///TUNNEL.SUDDEN.WONDERFULLY

FROM A38 (DERBY) AND M1 NORTH (JUNCTION 28)

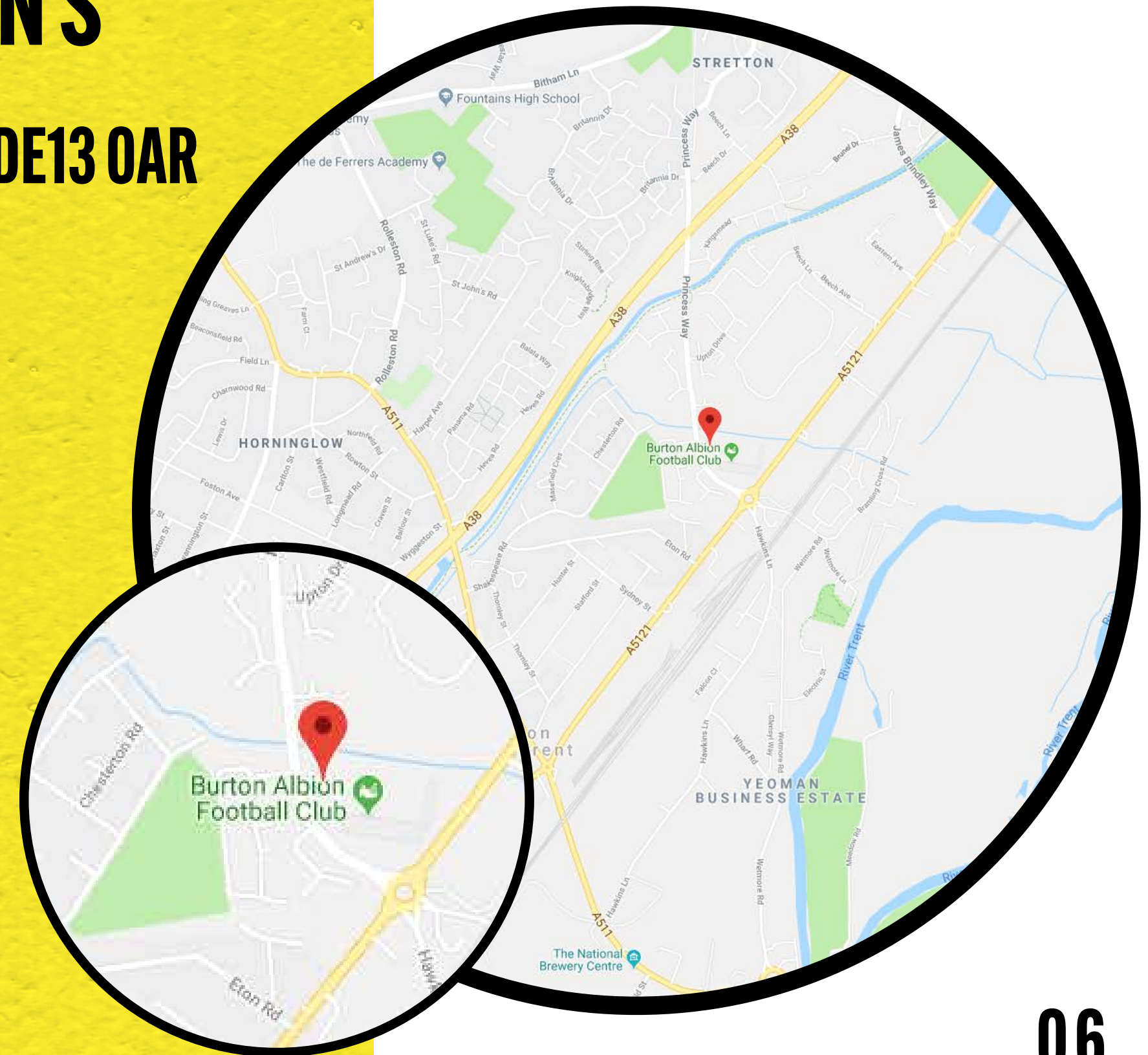
Exit the A38 at the first turning for Burton (North). Take this exit (A5121) and proceed along Derby Road, passing McDonald's on your right and the Petrol Station on your left until you reach a roundabout. Turn right at the roundabout onto Princess Way and the entrance to the ground is 300 yards on your right.

FROM A38 SOUTH (LICHFIELD, BIRMINGHAM)

Take the second exit for Burton (North). Take this exit (A5121) and proceed along Derby Road, passing McDonald's on your right and the Petrol Station on your left until you reach a roundabout. Turn right at the roundabout onto Princess Way and the entrance to the ground is 300 yards on your right.

PARKING

Car parking is available at the Pirelli Stadium. Overflow car parking is located at the nearby Rykneld Trading Estate (First exit at the roundabout before turning right into Princess Way). The Pirelli Stadium is located opposite the old Eton Park Ground





GETTING HERE & DIRECTIONS (CONTINUED)

CAR/MOTORCYCLE & PARKING

The Pirelli Stadium is located just off the A38. Exit the A38 at the Clay Mills junction and follow Derby Road (A5121) until you reach the second island. Take a right turn at the island and then right again into the car park. In order to be more environmentally friendly, Burton Albion recommends car sharing where possible.

Car or motorbike parking is available at the Pirelli Stadium for 400 vehicles at a cost of £5 per vehicle. Supporters can also park in the Ryknild Industrial Estate for £5. Access to the site is from the Derby Road Island by taking the first exit and this is signposted on match days. **Please Note:** parking cannot be pre-booked and is based on a first come, first served basis. Cash is collected on the day by the stewards on the main gate.

TRAIN

Burton Railway Station is around a mile and a half away from the Pirelli Stadium. As you come out of the station turn left and go down the hill. Turn right into Derby Street and from there it is a straight road up to the stadium. It should take about 25 minutes to walk.

BY BUS

The journey time between Burton Town Centre and Pirelli Stadium is around 6 minutes and covers a distance of around 2 miles. Operated by Trent Barton, the Burton upon Trent to Pirelli Stadium service departs from Burton upon Trent, Railway Station and arrives at the Pirelli Stadium, departing every 30 minutes.

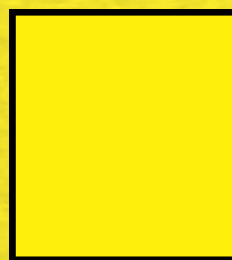
COACH PARKING**

Coach drivers will be met by a Burton Albion steward and given directions to the Claymills Pumping Station, Meadow Lane, Stretton, Burton upon Trent DE13 0DA. A map is provided for the driver. Coach drivers are asked to return 15-20 minutes prior to the end for the pickup and to park past the rear entrance of the club facing the direction of the A38 (Clay Mills). There is a fee of £10 per coach and all the proceeds go to the Claymills Victorian Pumping Station which is a registered charity.

**Please note - this is dependent on coach numbers. You will be advised accordingly when booking.



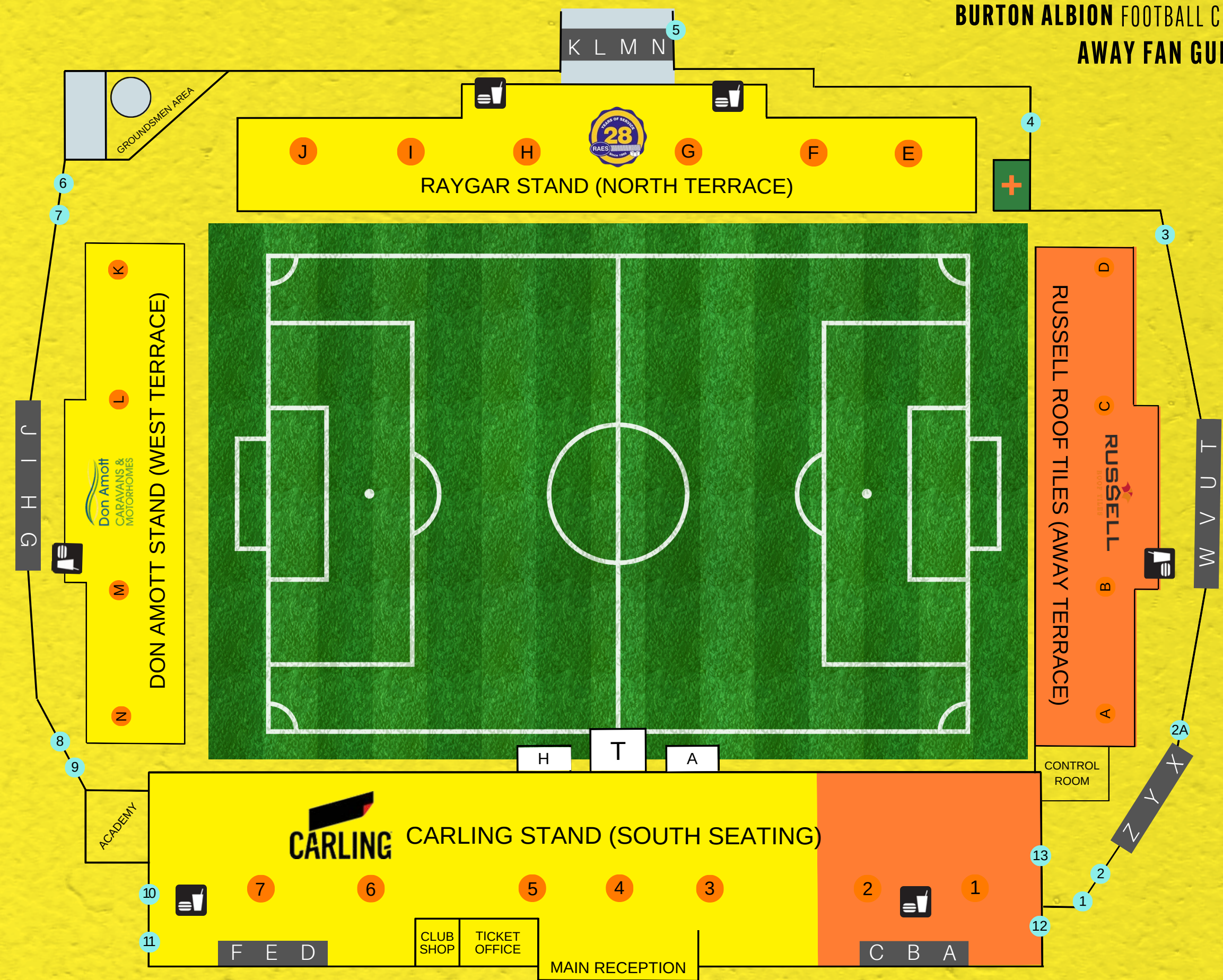
STADIUM MAP



HOME FANS



AWAY FANS



CLUB SHOP & TICKET OFFICE OPENING TIMES:

MON-FRI: 08:30 - 17:30

SAT (MATCH DAYS): 09:00 - 14:45

SUN: CLOSED

EVENING FIXTURES: 08:30 - KICK-OFF

AWAY FANS TICKET COLLECTION POINT



ENTERING THE GROUND

The Pirelli Stadium provides both seating and a standing terrace for away supporters.

On entering the stadium, a search will be conducted as part of the Burton Albion Safety process. We kindly ask supporters not to bring any items that might slow down the search regime, including rucksacks and large bags.

Once inside the ground you will be directed by our stewards to either your seat or the standing terrace, dependant on which ticket you have purchased.

If situated in the terrace you may be politely asked to move along to assist in maintaining gangway and entry point space for everybody's safety.

We ask that all fans co-operate with instructions from the stewards which are for the safety and welfare of all supporters.

Under-3s are allowed in the seating area only at no extra charge, but must remain on their parent's lap. All supporters over the age of 3 will be required to purchase a matchday ticket. Under-5s are not permitted to watch the game from the terraces for their own safety.

We are unable to offer refunds to anyone who misses all or part of the game and advise away fans to arrive inside the stadium as early as possible (at least 30 minutes prior to kick-off). Turnstiles open 1 hour and 30 minutes before the game starts, with bar and refreshment facilities available and pre-match entertainment.





DISABLED SUPPORTERS

Burton Albion is committed to ensuring that all disabled supporters have an enjoyable experience at the Pirelli Stadium.

WHEELCHAIR USERS

The club has a number of wheelchair bays available for away supporters. The away disabled wheelchair bays are situated in front of the East Terrace Stand.

Wheelchair users and ambulant supporters who are in receipt of medium to higher disability allowance (or enhanced PIP) are entitled to have a carer accompany them to the Pirelli Stadium free of charge. Tickets for disabled supporters can be purchased by contacting the visiting club. Proof of entitlement will be required when booking tickets from the visiting club. The club advises ambulant disabled supporters to purchase their match ticket in the seated stand on Row A where there are no steps required.

Disabled supporters who require additional assistance or access when entering the stadium can do so through the side gate, located next to the away turnstiles on the East Stand. They will be greeted by one of our stewards who will arrange to admit them with their match ticket.

ACCESSIBLE TOILETS

There are accessible toilets and facilities located in the East Stand for visiting supporters. These are clearly signposted but should you require assistance, please seek out advice from the nearest steward if access to a radar key or support is required.

ASSISTANCE DOGS

Any supporter wishing to attend the Pirelli Stadium with an assistance dog needs to contact our Supporter Liaison Officer prior to the fixture to make arrangements.

CAR PARKING

There are a limited number of away disabled car parking spaces available at the Pirelli Stadium. Away supporters can book these in advance by calling 01283 565938 at a cost of just £5, payable on booking.

Booking disabled parking guarantees a space on the main car park, however there could still be a walk involved to get from the car park space to the relevant turnstiles. If a wheelchair space is required you can inform the club at the time of booking so we can ensure this is allocated, otherwise a normal space on the car park will be issued.

CATERING FACILITIES

All of our catering and bar facilities have a low level counter, adequate for wheelchair users. As a club we are dedicated to making your trip to the Pirelli Stadium an enjoyable experience.



PRE-MATCH
**FAMILY
 ZONE**



We love to welcome families to the Pirelli Stadium and the fun starts as soon as you arrive at the ground.

Head over to the 3G pitch at the Community Football Centre for all our Pre-Match Family Zone! Billy and Bettie Brewer will be waiting to greet you and you can enjoy a kickabout with our two club mascots.

There will be fun and games and music to get you ready for the big game and we encourage you to grab an honesty flag to wave in the ground (and return afterwards please).

The family activities start 90 minutes before kick off at each home game and Brewers first team players make regular appearances. Check out our social media on the day of the game to see who is coming and at what time.

Don't forget to check out the Families section on the club website and Billy and Bettie's section in the Matchday Brewer for more things for our young fans to do.



MATCH GUIDE



BREWERS FACTS



GETTING TO KNOW BURTON ALBION FC

The club was founded in 1950.

The club's nickname is the 'Brewers'!

The club's colours are yellow and black.

Pirelli Stadium's official capacity is 6,912.

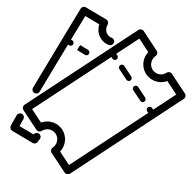
Our former stadium, Eton Park, was just a stones throw away from our current stadium.

The Brewers beat Manchester United in the official opening of the Pirelli stadium in 2005.

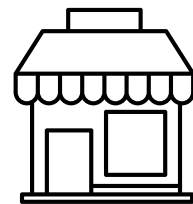
Our current manager is Dino Maamria, with previous managers including Neil Warnock, Paul Peschisolido, Gary Rowett, Nigel Clough & Jimmy Floyd Hasselbaink,

MATCHDAY ITINERARY

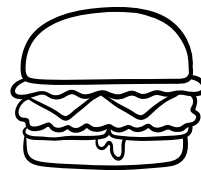
9AM
TICKET OFFICE OPENS



9AM
CLUB SHOP OPENS



1.30PM/6.15PM
SNACK BARS OPEN



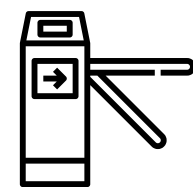
1.30PM/6.15PM
BARS OPEN



1.30PM/6.15PM
FAMILY ZONE STARTS



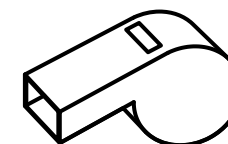
1.30PM/6.15PM
TURNSTILES OPEN



2PM/6.45PM
PLAYERS WARM-UPS



3PM/7.45PM
GAME STARTS





FOOD & DRINK

Refreshments are available in the away supporters' concourses at the **Pirelli Stadium**.

There are bar and refreshment facilities within the away areas which offer a range of pies, burgers, hot dogs and the 'famous' Burton Albion faggots, chips and peas. Confectionery and both alcoholic and soft drinks are also available.

All of our food is cooked and served fresh, so there may be queues at peak times - but it's worth the wait!

All of our bars also show live Sky Sports football and are open from 13:30 for weekend games.

Cashless payments via card or NFC (such as Apple Pay) are encouraged inside the Pirelli Stadium. The nearest cash machine is located at the Co-op Food Store almost opposite to the car park entrance.



SNACKS

Burger	£3.70	Sausage & Chips	£4.00
Double Burger	£4.50	Faggot (2) & Peas	£3.50
Cheese Burger	£4.00	Double Faggot (4) & Peas	£5.00
Double Cheese Burger	£5.00	Jacket Potato & 1 Filling	£3.50
Pies or Pasties (Various)	£3.50	Jacket Potato & 2 Filling	£4.00
Sausage Roll or Cheese & Onion Slice	£2.30	Soft Drinks	£2.50
Hot Dog	£3.50	Children's Soft Drinks or Waters	£1.50
Chip Butty	£3.30	Hot Drinks	£2.30
Chips	£2.80	Confectionery	From £1.50
Peas / Curry Sauce / Gravy / Beans	£1.20		

MEAL DEALS

MD1	Burger, Chips & Soft Drink	£8.00
MD 2	Cheese Burger, Chips & Soft Drink	£8.30
MD 3	Hot Dog, Chips & Soft Drink	£8.00
MD 4	Pie & Pint	£8.00

DRINKS

	Pint	Half
Worthington Creamflow	£4.40	£2.20
Madri	£4.90	£2.50
Carling	£4.40	£2.20
Guinness	£4.90	£2.50
Aspell	£4.80	£2.40



CLUB SHOP

The Club Shop offers a wide variety of souvenirs and gifts for people of all ages to remember their trip to the Pirelli Stadium.

The Matchday Brewers is also available to purchase in our club shop.

The Club Shop is situated alongside the Ticket Office. You can purchase online 24/7 at: www.burtonalbionfc.co.uk/shop/

OPENING HOURS:

Monday to Friday: 8.30am-5.30pm

Saturday (Non-matchday): 9am-12pm

Saturday (Matchday): 9am-2.45pm & then re-opens after the match

Sunday: Closed





PROGRAMME

Our official matchday programme, The Matchday Brewer, is full of exclusive interviews, pre-match content and much more.

Our Matchday Brewer is a must-read for both home and away fans and is available from the official sellers stationed inside the Pirelli Stadium and the Club Shop.

The Matchday Brewer includes a focus on the game ahead, an enhanced look at your team ahead of their visit to the Pirelli Stadium, a dedicated junior section and the latest Burton Albion news.

Buy your copy of The Matchday Brewer for just £3!





FURTHER INFORMATION

FOUL AND ABUSIVE LANGUAGE:

Any supporter who persistently uses expletives could face ejection or a ban from the stadium. Any supporter that becomes victim of any abuse can report it through the 'Kick It Out' app. The app can be downloaded on iPhone and Android devices.

KICK IT OUT - REPORT IT:

If you've seen discrimination in football - online or at a grassroots, non-league or professional game - don't turn away. Report it to us so we can get the right people involved and support everyone affected - <https://www.kickitout.org/report>

SMOKING POLICY:

In accordance with our ground regulations*, smoking is not permitted in the stadium and the Pirrelli Stadium is a smoke-free stadium. This includes any type of e-cigarette or vapours.

DRUMS & FLAGS:

Drum admission will only be accepted for official drums on a reciprocal basis with prior agreement with the Burton Albion Community Trust. Flags may be considered with prior agreement from our Safety Officer and any admitted flags will be subject to a fire test.

NON-PERMITTED ITEMS WITHIN THE STADIUM:

Bottles or cans, cameras, digital cameras, video equipment, vuvuzelas, large bags, pushchairs, flares and pyrotechnics.

Fans are reminded that it is illegal to bring pyrotechnics such as flares and fireworks into the Pirrelli Stadium. Burton Albion, alongside the Premier League, EFL, National League and the FA, have worked with the FSA on the 'Love Football, Protect the Game' campaign to introduce new measures and stronger sanctions to tackle anti-social and criminal behaviours, such as entering the pitch and the use of pyrotechnics.

SAFEGUARDING:

Burton Albion Football Club operates a child or adult at risk centred approach to safeguarding and where concerns about the welfare of a child/adult at risk exist, staff will always act in the best interest of the child/adult at risk.

If you need to get in touch with our Safeguarding Lead Graham Redfern, please email graham.redfern@burtonalbionct.org or safeguarding@burtonalbionfc.co.uk.

***FOR FULL GROUND REGULATIONS & CLUB POLICIES, VISIT: WWW.BURTONALBIONFC.CO.UK/CLUB/POLICIES/**



THINGS TO DO IN THE AREA

Prior to or following your trip to the Pirelli Stadium, you might like to take advantage of some of the areas top attractions, sights and landmarks. Here's some suggestions of what you could enjoy during your visit:

WITHIN A 10 MILE RADIUS:

National Brewery Centre - www.nationalbrewerycentre.co.uk

FA National Football Centre (bottom left) - www.thefa.com

National Adventure Farm - www.adventurefarm.co.uk

Barton Marina - www.bartonmarina.co.uk

National Memorial Arboretum (bottom centre) - www.thenma.org.uk

Rosliston Forestry Centre - www.roslistonforestrycentre.co.uk

Clay Mills Victorian Pumping Station - www.claymills.org.uk

Mercia Marina - www.merciamarina.co.uk

10+ MILE RADIUS:

Conkers - www.visitconkers.com

Alton Towers (bottom right) - www.altontowers.com

Drayton Manor - www.draytonmanor.co.uk

Lichfield Cathedral - www.lichfield-cathedral.org

Trentham Estate - www.trentham.co.uk





CONTACT US

BURTON ALBION FOOTBALL CLUB
THE PIRELLI STADIUM
PRINCESS WAY
BURTON UPON TRENT
DE13 0AR

 01283 565938

 BAFC@BURTONALBIONFC.CO.UK

VISIT WWW.BURTONALBIONFC.CO.UK/CLUB/WHOS-WHO/ FOR FULL CONTACT DETAILS