



FIRST TIME FAN GUIDE

ALL YOU NEED TO KNOW AHEAD OF YOUR FIRST TRIP TO THE PIRELLI STADIUM



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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



MATCH TICKETS - HOW TO BUY

WAYS TO CONTACT THE TICKET OFFICE

1. Online - 24 hours a day, seven days a week at: www.burtonalbionfc.co.uk/tickets/
2. Telephone - 01283 565938
3. In person - visit the Ticket Office at the Pirelli Stadium

COLLECTIONS

If you opt to collect your tickets(s) in person:

Non-match days - collections will be from the Club Shop

Match days - collections will be from the Ticket Office Collection Windows

OPENING HOURS

Monday to Friday: 8.30am to 5.30pm

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

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

Sunday: Closed



	SEATING	TERRACE
ADULT	£22	£18
SENIOR 65+	£22	£16
YOUNG PERSON (17-22)	£20	£13
UNDER 17	£12	£5
UNDER 13	£12	£5



YOUR MATCH TICKET

SEATING

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

ORDER NUMBER → 46101111

TERRACING

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

ROW N/A SEAT N/A

FAN ID → Order: 829464
Burton Albion 173231

PLEASE NOTE THIS IS NOT APPLICABLE FOR TERRACING → (Two locations)

ORDER NUMBER → 46188721

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)

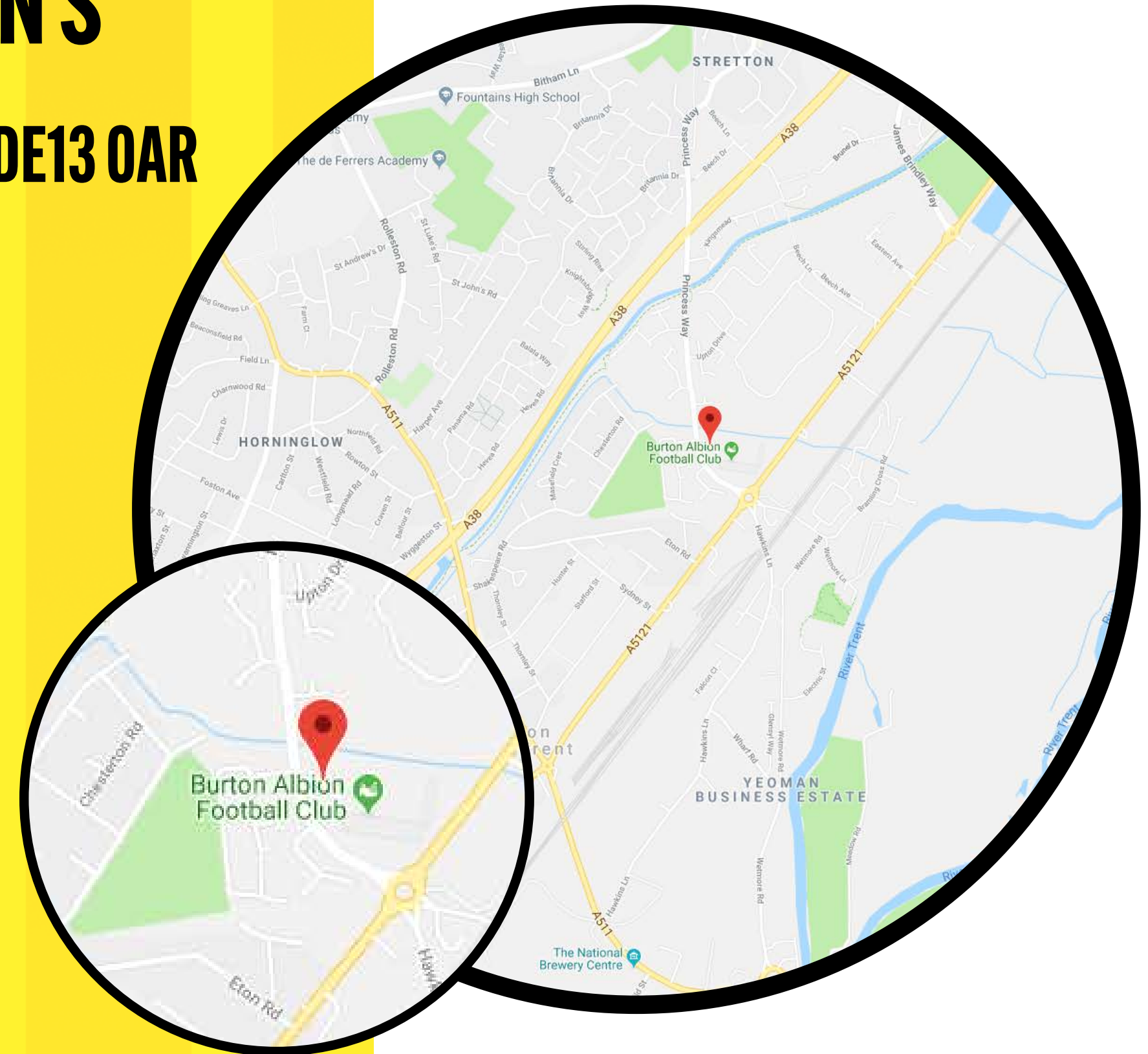
Exit the A38 at the first turning for Burton (North). Take this exit (A5121) and proceed along Derby Road, passing McDonald's on your right and the Petrol Station on your left until you reach a roundabout. Turn right at the roundabout onto Princess Way and the entrance to the ground is 300 yards on your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

CYCLING

Burton Albion encourages fans to walk or cycle to the Pirelli Stadium if possible. There are cycle paths along Princess Way leading to the Stadium. The Pirelli Stadium also has bicycle racks available on site outside of the West Stand.

WALKING

The Stadium is an approx 15 minutes walk from the train station and a short walk from bus stops around the ground. Fans can easily walk to the Pirelli Stadium from Stretton and other residential areas.

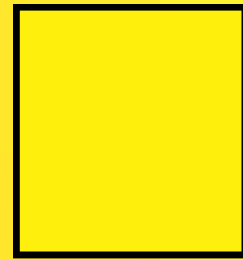
TRAIN

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.

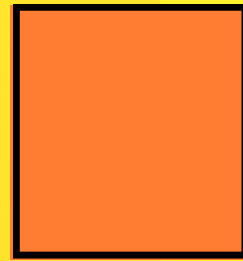
BY BUS

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.

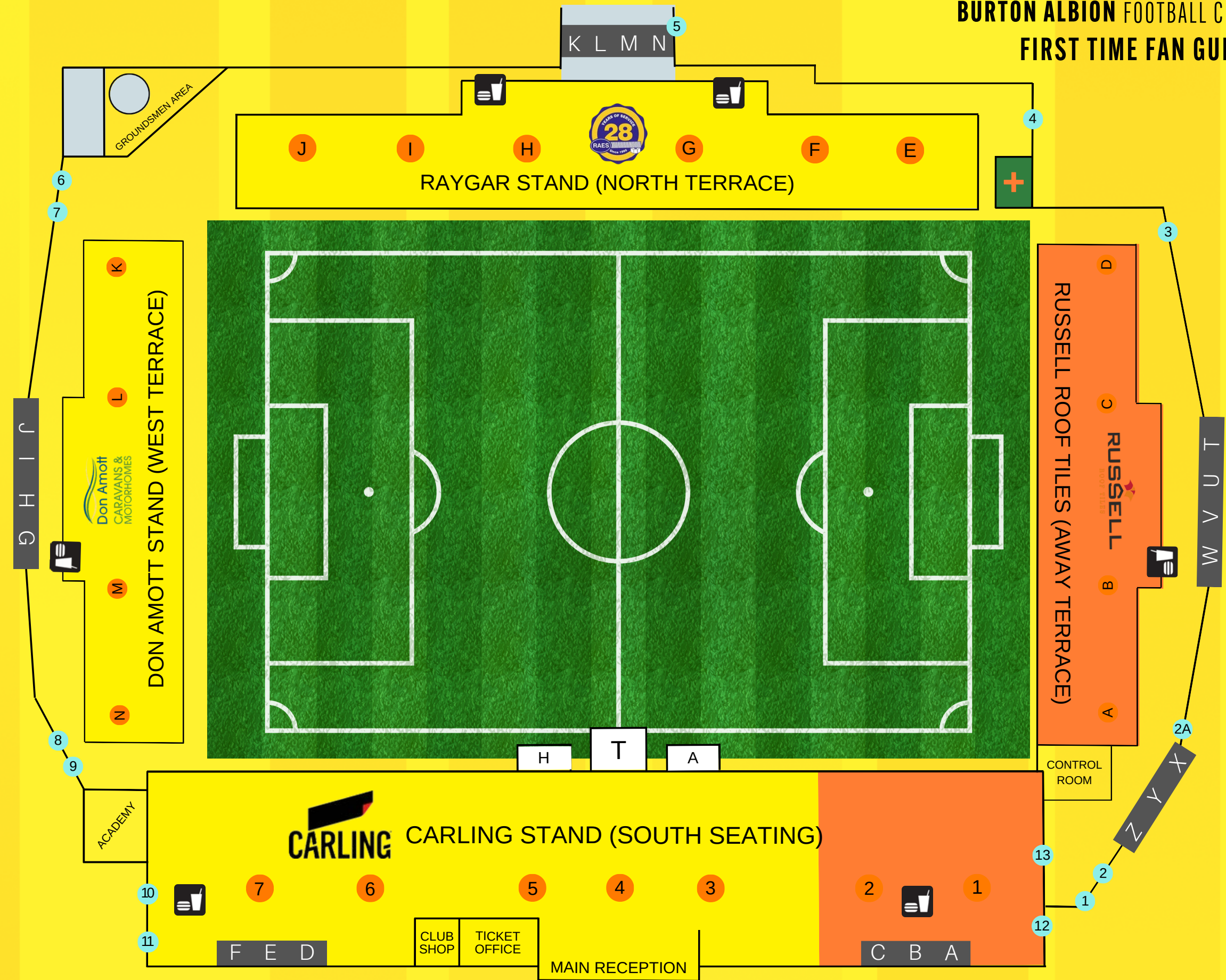
STADIUM MAP



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

TICKET COLLECTION POINT



ENTERING THE GROUND

The Pirelli Stadium provides both seating and a standing terrace for home 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 parents laps. 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, but can purchase a ticket in the seating areas.

We are unable to offer refunds to anyone who misses all or part of the game and advise 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 supporters. The disabled wheelchair bays for home fans are situated in front of the North, West and South Stands.

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 club ticket office. Proof of entitlement will be required when booking tickets. 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 turnstiles for each 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 all the stands for disabled supporters. These are clearly signposted but should you require assistance, please seek out advice from the nearest steward. Standard radar keys can be used to access the toilets.

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 number of disabled car parking spaces available at the Pirelli Stadium. 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.





FAMILY SECTIONS

Block 7 of the Carling Stand (South Seating) and Section J of the Raygar Stand (North Terrace), are Burton Albion's designated 'Family Areas'.

Supporters should enter the ground via turnstiles D, E and F for the Carling Stand (South Seating), and via turnstiles K, L, M and N for the Raygar Stand (North Terrace).

Following this, please make your way towards the designated area in your stand. A match day Steward will be on hand to assist fans if they require any help or assistance.

No person will be allowed into the Raygar Stand Family Area unless they are attending the match with an under 16. There will be zero tolerance of bad language in all areas of the stadium.

Honesty Flags will be on offer to junior supporters in these areas, which we kindly request are returned to Burton Albion Community Trust Staff/Volunteers on exiting these areas.

Baby Changing facilities are available in each stand inside the accessible toilets. These are clearly signposted but should you require assistance, please seek out advice from the nearest steward. Standard radar keys can be used to access the toilets.

Billy and Bettie Brewer will also be on hand in these areas, prior to and throughout the game, as they help to cheer on the Brewers!



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.

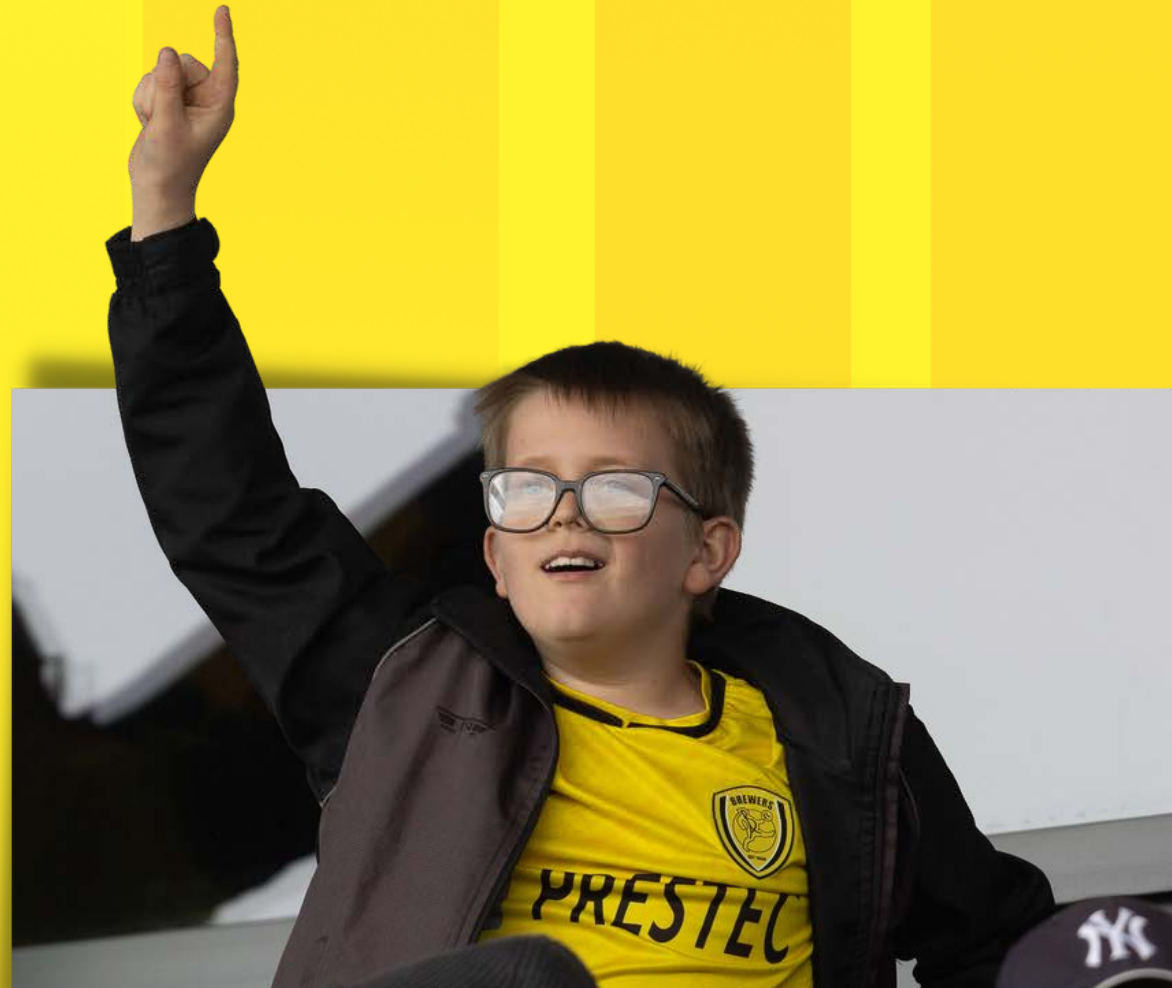
There will be fun and games and music to get you ready for the big game and we encourage you to grab an honesty flag to wave in the ground (and return afterwards please).

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.

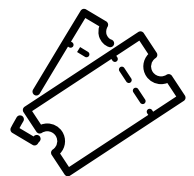
Our former stadium, Eton Park, was just a stones throw away from our current stadium.

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

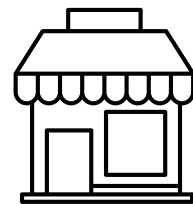
Our current manager is Dino Maamria, with previous managers including Neil Warnock, Paul Peschisolido, Gary Rowett, Nigel Clough & Jimmy Floyd Hasselbaink,

MATCHDAY ITINERARY

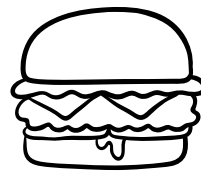
9AM
TICKET OFFICE OPENS



9AM
CLUB SHOP OPENS



1.30PM/6.15PM
SNACK BARS OPEN



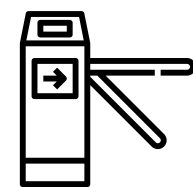
1.30PM/6.15PM
BARS OPEN



1.30PM/6.15PM
FAMILY ZONE STARTS



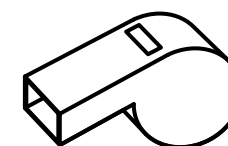
1.30PM/6.15PM
TURNSTILES OPEN



2PM/6.45PM
PLAYERS WARM-UPS



3PM/7.45PM
GAME STARTS



FOOD & DRINK

Refreshments are available in the supporters' concourses at the **Pirelli Stadium**. There are bar and refreshment facilities within these areas, which offer a range of pies, burgers, hot dogs and 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!

Payments via card are encouraged inside the Pirelli Stadium. However, the nearest cash machine is located at the Co-op Food Store almost opposite to the car park entrance.

All of our bars also show live Sky Sports Football and are open from 1.30pm.



SNACKS

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

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
Aspall	£4.80	£2.40



CLUB SHOP

The Club Shop offers an exciting product range including all of our home and away kits, as well as a wide variety of souvenirs, vouchers and pocket money gifts for all ages.

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 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, special features, 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.

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/**



KEEP UP-TO-DATE



@burtonalbionfc

Check out our official Twitter feed an hour prior to kick-off for the official starting line-ups and tweet your predictions, pics and views using hashtag #BAFC.



@burtonalbionfc

Check in at the Pirelli Stadium to show your friends where you are and 'Like' the club's official Facebook fan page for exclusive news.



/brewersofficial

Find the Burton Albion Official Youtube site and watch exclusive videos from the first team, match highlights and club news.



@officialburtonalbion

See exclusive behind-the-scenes footage of all matchday activity from the Pirelli Stadium via our instagram page.



@officialburtonalbion

Watch exclusive content from the club and get to know some of the personalities that make up our first team squad on our brand new TikTok channel!



iFollow Brewers

Fans based in the UK and Ireland have access to live audio commentary, highlights packages and exclusive content as part of ifollow. overseas fans can stream at least 42 live league games within the regular EFL season. Subscribe at www.burtonalbionfc.co.uk/ifollow/





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

IN ORDER TO SHARE FEEDBACK ON YOUR PIRELLI STADIUM MATCHDAY EXPERIENCE, A LINK WILL BE SENT OUT VIA EMAIL FOLLOWING EACH FIXTURE. ALTERNATIVELY,
A QR CODE CAN BE FOUND IN EACH EDITION OF OUR MATCHDAY PROGRAMME.