BURTON ALBION FOOTBALL CLUB

FIRST-TIME FAN GUIDE

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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 PIRELLI 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 PIRELLI STADIUM WAS OFFICIALLY OPENED IN NOVEMBER 2005 BY MANCHESTER UNITED WHO IRONICALLY RETURNED TO THE PIRELLI 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 PIRELLI STADIUM AND INCLUDES EVERY DETAIL YOU SHOULD NEED, SUCH AS HOW TO GET TO THE GROUND, WHERE TO PARK AND WHAT FACILITIES ARE AVAILABLE FOR VISITING SUPPORTERS.

SHOULD YOU HAVE ANY FURTHER QUERIES, PLEASE CONTACT OUR SUPPORTER LIAISON OFFICER, JODIE CARTER:

01283 565938 **BAFC@BURTONALBIONFC.CO.UK**

HOW TO BOOK A TICKET

1. ONLINE 24 HOURS A DAY, SEVEN DAYS A WEEK AT: **WWW.BURTONALBIONFC.CO.UK/TICKETS/**
2. BY PHONE: **01283 565938**
3. IN PERSON: BY VISITING THE TICKET OFFICE AT THE PIRELLI STADIUM

CONTACT THE TICKET OFFICE

TEL: 01283 565938

E-MAIL: TICKETING@BURTONALBIONFC.CO.UK

OPENING HOURS

MONDAY TO FRIDAY: 8.30AM TO 5.30PM

SATURDAY (NON-MATCHDAY): 9AM TO 12PM

SATURDAY (MATCHDAY): 9AM TO 2.45PM THEN RE-OPEN AFTER THE MATCH

SUNDAY: CLOSED

YOUR MATCH TICKET (SEAT)

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

TICKET PRICE

OPPOSITION

DATE AND KICK OFF TIME

THE STAND YOU'RE IN

ORDER NUMBER

THE TURNSTILES YOU ENTER THROUGH

YOUR SEAT ROW

YOUR SEAT NUMBER

FAN ID

YOUR MATCH TICKET (TERRACE)

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

TICKET PRICE

OPPOSITION

DATE AND KICK OFF TIME

THE STAND YOU'RE IN

ORDER NUMBER

THE TURNSTILES YOU ENTER THROUGH

G/A (GENERAL ADMISSION) PLEASE NOTE THIS IS NOT APPLICABLE FOR TERRACING

FAN ID

G/A (GENERAL ADMISSION) PLEASE NOTE THIS IS NOT APPLICABLE FOR TERRACING

DIRECTIONS

SAT-NAV POSTCODE FOR THE PIRELLI STADIUM - DE13 0AR

BY CAR

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.

CAR PARKING

CAR PARKING IS AVAILABLE AT THE PIRELLI STADIUM FOR 400 VEHICLES FOR £5. 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.

BY 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.

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.

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).

TERRACES OPEN 1 HOUR AND 30 MINUTES BEFORE THE GAME STARTS, WITH BAR AND REFRESHMENT FACILITIES AVAILABLE AND PRE-MATCH ENTERTAINMENT.

FAMILY SECTIONS

SECTION J OF THE NORTH STAND AND SECTION K OF THE WEST STAND ARE BURTON ALBION'S DESIGNATED 'FAMILY ZONES'. SUPPORTERS SHOULD ENTER THE GROUND BY THE NORTH STAND TURNSTILES K,L,M AND N OR WEST STAND TURNSTILES G,H,I AND J. FOLLOWING THIS, PLEASE MAKE YOUR WAY TOWARDS EITHER OF THESE DESIGNATED AREAS. A MATCHDAY STEWARD WILL BE ON HAND TO ASSIST FANS IF THEY REQUIRE ANY HELP OR ASSISTANCE.

NO PERSON WILL BE ALLOWED INTO THIS AREA UNLESS THEY ARE ATTENDING THE MATCH WITH AN UNDER 16. THERE WILL BE ZERO TOLERANCE OF BAD LANGUAGE IN THE FAMILY AREA.

STEWARDS WILL KINDLY ASK ANYONE USING BAD LANGUAGE TO IMMEDIATELY LEAVE THE FAMILY AREA.

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.

WE WOULD ALSO LIKE TO OUTLINE THAT ALL AREAS OF OUR SEATED MAIN STAND ARE ALSO FAMILY FRIENDLY.

FAMILY EXPERIENCE

BURTON ALBION OFFER A UNIQUE MATCHDAY EXPERIENCE FOR FAMILIES, WITH THE INTRODUCTION OF THE BRAND NEW FAMILY ZONE. THE ZONE IS LOCATED AT THE BURTON ALBION COMMUNITY FOOTBALL CENTRE BUILDING (OUTSIDE THE PIRELLI STADIUM), WITH PRE-MATCH FUN AND ACTIVITIES HAPPENING ON THE 3G FOOTBALL PITCH OUTSIDE AND ALSO INSIDE THE CENTRE.

THE FAMILY ZONE WILL OPEN FROM 1.30PM-2.15PM (6.15PM- 7.00PM FOR EVENING KICK-OFFS) ON EVERY HOME MATCHDAY, WITH STAFF AND VOLUNTEERS FROM BURTON ALBION COMMUNITY TRUST ON HAND TO OFFER ENTERTAINMENT TO THE YOUNGER GENERATION OF OUR FAN BASE. BILLY AND BETTIE BREWER WILL ALSO BE ON HAND TO JOIN IN WITH ALL THE FUN PRIOR TO KICK OFF. THEY THEN HEAD TO THE FAMILY STANDS AT 2.45PM, JOINING A NUMBER OF SELECTED PLAYERS THAT AREN'T IN THE MATCHDAY SQUAD.

BURTON ALBION SIGNPOST FAMILIES TOWARDS THE NORTH STAND (SECTION J) OR THE WEST STAND (SECTION K) OF THE STADIUM, AS WE LOOK TO ENCOURAGE OUR YOUNGER SPECTATORS AND FAMILIES TO SITUATE THEMSELVES IN A SIMILAR AREA OF OUR TERRACING FOR THE BEST AND FRIENDLIEST EXPERIENCE OF A BURTON ALBION MATCHDAY.

THE CLUB WON THE EFL'S FAMILY EXCELLENCE AWARD FOR 2018/19 AND ARE COMMITTED TO PROVIDING A FUN AND SAFE EXPERIENCE FOR SUPPORTERS OF ALL AGES.

BILLY & BETTIE'S FUN FACTS

- THE PIRELLI STADIUM'S OFFICIAL CAPACITY IS 6,912.
- OUR FORMER STADIUM, ETON PARK, WAS JUST A STONE'S 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 NIGEL CLOUGH, WITH PREVIOUS MANAGERS INCLUDING NEIL WARNOCK, GARY ROWETT, PAUL PESCHISOLIDO & JIMMY FLOYD HASSELBAINK.

BILLY & BETTIES GUIDE TO THE MATCH

EACH MATCH IS 90 MINUTES (TWO HALVES OF 45 MINUTES)

THE BREWERS PLAY THEIR HOME GAMES IN YELLOW AND BLACK KIT

EACH TEAM HAS ELEVEN PLAYERS INCLUDING A GOALKEEPER

THE TEAMS SWAP ENDS AT HALF TIME (45 MINUTES)

BURTON ALBION'S NICKNAME IS 'THE BREWERS'

LOOK OUT FOR ME AROUND THE GROUND DURING THE GAME!

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 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 1.30PM. 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.

YOUR MATCH DAY

3PM K.O	7.45PM K.O	
1.15PM	6PM	PLAYERS ARRIVE VIA THE PLAYERS ENTRANCE IN THE SOUTH STAND
1.30PM	6.15PM	3G ACTIVITIES BEGIN, AND THE FAMILY ZONE OPENS
1.30PM	6.15PM	TURNSTILES OPEN
2.55PM	7.40PM	THE TEAMS AND MASCOTS ENTER THE PITCH
3PM	7.45PM	THE MATCH KICKS OFF
3.45PM	8.30PM	HALF-TIME ENTERTAINMENT AND BIRTHDAY MENTIONS
4.00PM	8.45PM	SECOND HALF BEGINS
4.45PM	9.30PM	FULL TIME!

CLUB SHOP

THE CLUB SHOP OFFERS AN EXCITING PRODUCT RANGE INCLUDING ALL HOME AND AWAY KITS, AS WELL AS A WIDE VARIETY OF SOUVENIRS 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**

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MATCHDAY PROGRAMME

OUR OFFICIAL MATCHDAY PROGRAMME, THE MATCHDAY BREWER, IS FULL OF EXCLUSIVE INTERVIEWS, PRE-MATCH CONTENT AND MUCH MORE.

OUR MATCHDAY MAGAZINE 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.

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.

BURTON ALBION FC

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.

BURTON ALBION FC

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 MATCH DAY ACTIVITY FROM THE PIRELLI STADIUM VIA OUR INSTAGRAM PAGE.

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/**

CONTACT US

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THE PIRELLI STADIUM
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VISIT **WWW.BURTONALBIONFC.CO.UK/CLUB/WHOS-WHO/** FOR FULL CONTACT DETAILS