VISITING SUPPORTERS' GUIDE TO VITALITY STADIUM

AFC BOURNEMOUTH FACTS

Ground: Vitality Stadium
Capacity: 11,464
Address: Dean Court, Kings Park, BH7 7AF
Customer service telephone no: 0344 576 1910
Playing surface: 105m x 68.2m
Year opened: 1910
Shirt sponsors: Mansion Group
Kit manufacturer: JD
Home kit colours: Red and Black Stripes
Official website: afcb.co.uk
Twitter: @afcbournemouth
Facebook: afcbournemouth

FAN SUPPORT

When in the ground if you have any questions or need assistance please ask our friendly and welcoming student ambassadors positioned around the stadium.

There is also an information point situated behind the Ted MacDougall South Stand and AFCB stewards are positioned around the ground and can be recognised by their high visibility jackets.

BOURNEMOUTH

A large majority of trains arrive at **Bournemouth Central**, which is a 30 minute walk. Leave the station by the south exit, (facing Asda) and turn left to head towards the main road. Turn left again and walk straight up Holdenhurst Road for around 25 minutes, until you reach a roundabout at which you turn right into Kings Park Drive. The ground is on the left. For more information go to nationalrail.co.uk/stations_destinations/BMH.aspx

Visiting supporters are welcome in the **Christopher Creeke** pub, which is just a short walk from the train station.

The 2/2a/2b **Yellow Bus** service is easily accessible from the train station and runs up to every 20 minutes. Alight at Ashley Road to get within 5 minutes of the ground. If you want to make a day out of your trip, then this bus also serves Bournemouth Pier (for a top photo opportunity) and Bournemouth Square where you can find plenty of shops and places to eat and drink before heading to the ground, with an adult day ticket priced at £4. To plan your journey or for more information go to bybus.co.uk/

For the more adventurous, Bournemouth Pier is also home to **Rock Reef**. The award-winning attraction offers a terrific range of thrilling family activities, including the Pier Zip: a dual racing zipline from the pier to the beach itself, cutting over the waves en route. For more information please visit rockreef.co.uk/

The **More Bus X3** service operates every 30 minutes and stops right outside the stadium. The M2 service will take you into Boscombe (see below). All supporters with a valid match ticket can receive a £1 discount on dayrider tickets, which makes unlimited travel between Bournemouth, Boscombe and the ground just £3.10 (prices for other travel zones may vary). All the buses are equipped with free wifi and USB charging facilities.

BOSCOMBE

The nearest train station to the stadium is **Pokesdown**, which is roughly a mile from the ground and around a 15 minute walk away. This station is not currently accessible for wheelchair users. Exit the station and turn right down the main Christchurch Road (A35) for 400m and turn right into Gloucester Road. **Follow signs for Kings Park** to arrive at Vitality Stadium. For more information go to nationalrail.co.uk/stations_destinations/POK.aspx

Visiting supporters are welcome in the **Sir Percy Florence Shelley** pub near the Sovereign Shopping Centre in Boscombe, as well as **Baxters** and **Mello Mello**.

This station is also served by the 2/2a/2b **Yellow Bus**, which runs up to every 20 minutes. Alight at Ashley Road to get within 5 minutes of the ground. This service will also take you to Bournemouth (see above).

The M1/M2 **More Bus** service runs from Pokesdown Station and brings supporters closer to the stadium via the Sir Percy Florence Shelley pub and Boscombe. All supporters with a valid match ticket can receive a £1 discount on dayrider tickets, which makes unlimited travel between Bournemouth, Boscombe and the ground just £3.10 (prices for other travel zones may vary). All the buses are equipped with free wifi and USB charging facilities. To plan your journey or for more information go to morebus.co.uk/

With direct access from Boscombe bus station and low cost easy parking, the **Sovereign Shopping Centre** offers high street names, value outlets and speciality retailers, as well as hosting a wide range of community events. For more information go to sovereignshoppingcentre.co.uk/

If you're looking at booking a taxi, all supporters can receive a 10% discount with United Taxis upon production of a valid match ticket. United Taxis take bookings 24 hours a day, 365 days a year so call 01202 556677 to take advantage of this offer. Please note fares may vary on traffic going to and leaving the ground.

We also work closely with PRC (Poole Radio Cabs) Streamline. PRC Streamline have the largest fleet available in Dorset and cover areas in Bournemouth, Poole, Christchurch and Wimborne. If you require travel to and from any airport for a fixed competitive rate, PRC are the company for you. Contact them now to organize your travel arrangements on 01202 37 37 37.

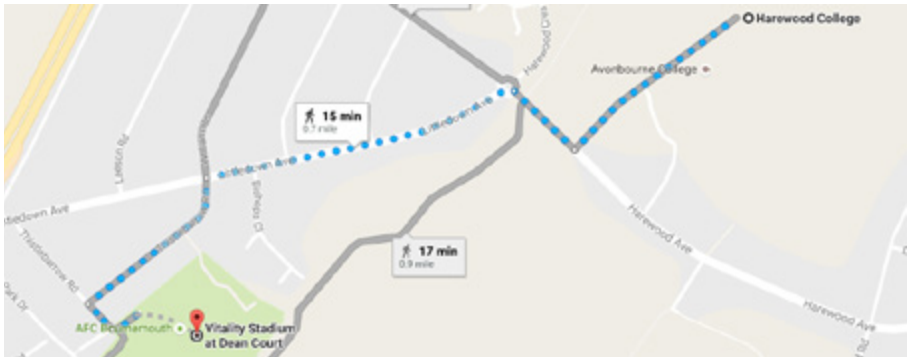
PARKING

Those travelling on official club coaches will arrive in the car park behind the Ted MacDougall South Stand. Congestion can cause delays when leaving the ground after the game.

Free matchday parking is available at Harewood College, which is only a 10 minute walk across the park to Vitality Stadium – highlighted on the map to the right. This parking facility has the advantage of being away from the congestion around Kings Park, and will be manned by a steward until kick-off. The postcode for Harewood College is BH7 6NZ.

Parking is also available to the south of the ground for just £1 for the duration of the match. When driving to the ground, follow the brown road signs with a football logo to get to Vitality Stadium. Please note, some of the signs may refer to the ground as Dean Court. Supporters are advised to travel in plenty of time for the game. The fee is payable on entrance to the car park upon production of a valid match ticket. Supporters wishing to park at the ground are advised to arrive early as the car park usually reaches capacity around 75 minutes before kick-off. Supporters may experience delays in leaving the car park after the final whistle. Please be aware, there is a left turn at the exit of the south end of the car park, which will bring you out on to Gloucester Road in Boscombe.

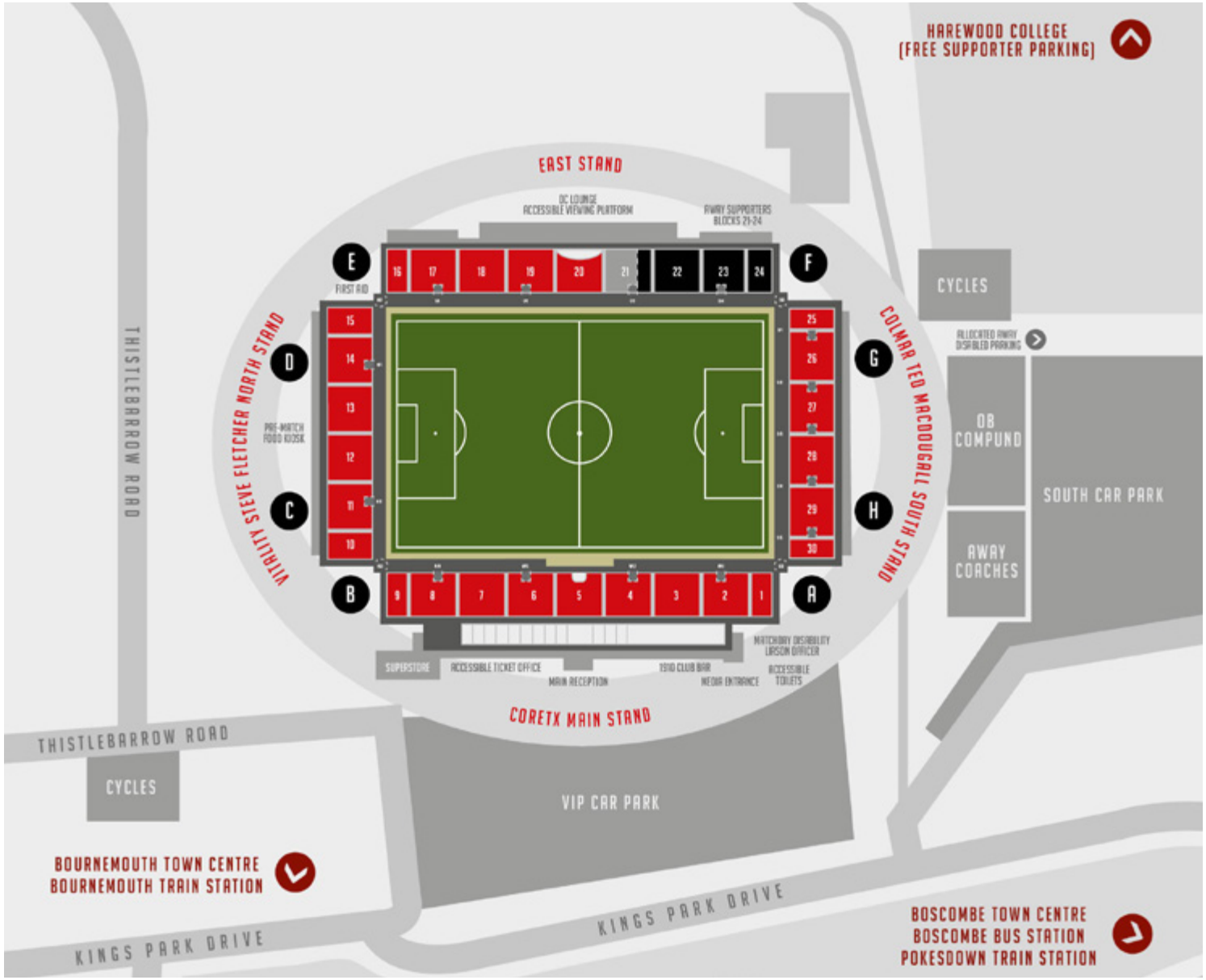
Alternatively, the Sovereign Shopping Centre on Christchurch Road, which is approximately a 15 minute walk from the ground – highlighted on the map, offers low cost easy parking (£2 for 4 hours), with 600 spaces. This parking facility has the advantage of being away from the congestion and has cafés for food and snacks.



Several residential roads adjacent to the ground have parking restrictions, which the club asks supporters to adhere to. Please be mindful of existing drive entrances and avoid parking illegally as this can cause particular problems for residents and is a safety hazard. Parking enforcement officers and police will respond to residents' complaints promptly.

STADIUM PLAN

Currently, wheelchair users are located on Row A and we ask that you are mindful of the needs of your fellow supporters situated in the front row. Generally, it is important to keep the aisles and vomitories clear at all times. Please assist us by moving through and do not stand or loiter in the hatched areas.



DISABLED SUPPORTERS

TICKET OFFICE WINDOWS

Please note there is a low counter at the Ticket office window which is fitted with a hearing loop.

FOOD AREAS

We have low counters available at kiosks and concourses around the ground.

HEARING LOOPS

A hearing loop is fitted at the Ticket office.

AUDIO HEADSETS

Visually impaired supporters are able to order a headset in advance of the game. Headsets can be booked in advance (free of charge) through contacting the ticket office, via phone by calling 0344 576 1910 (option one, option two) or by e-mailing disability@afcb.co.uk.

DC LOUNGE

Located within the East Stand, home and visiting disabled supporters are welcome to meet before the game and enjoy refreshments in our DC Lounge. As well as a TV showing Sky Sports/ BT Sport, we host a matchday quiz so supporters can pit their wits against each other and team sheets get delivered approximately half an hour before kick-off too.

ACCESSIBLE TOILETS

Accessible toilets are available to use pre-match in the DC Lounge or in the press room lobby.

STADIUM SERVICES

TOILETS

Prior to turnstiles opening, there are public toilets available to use in Kings Park, alternatively, there are a number of public toilets in Boscombe (10 minute walk).

CASH MACHINE

A cash machine is located inside the AFC Bournemouth Superstore.

SUPERSTORE

Looking to bring home a souvenir from your trip to Vitality Stadium? Supporters can do so from 9:00am on a matchday. The Superstore is located on the North West corner of the CORETX Stand and is open up until kick-off and then for half an hour after the match.

JUNIOR FANZONE

Sponsored by Broomhill Garden Buildings, the Junior Fanzone is located in the concourse under the Family Stand in the CORETX Main Stand. Supporters up to the age of 16 will be able to meet our very own club mascot Cherry Bear and enjoy a variety of pre-match entertainment including balloon artists and face painting, as well as games, activities and competitions.

The Fanzone is open from 2 ½ hours before kick-off for day time games.

PROGRAMME

Remember to pick up your copy of our award-winning matchday programme to take home. These are on sale in the Superstore and around the stadium priced at £3.50. Both back issues and current digital issues can be purchased online for iPhone and iPad (https://itunes.apple.com/nz/app/matchday-afc-bournemouth-matchday/id1024045953?mt=8) and Android (https://play.google.com/store/apps/details?id=com.tablish.mgname.afcb).

PRE-MATCH FOOD KIOSK

Located midway on the outside of the Vitality Steve Fletcher North Stand, and usually open from 3 hours before kick-off, our food kiosk stocks our full range of hot food and drinks.

Our homemade pies are great and you should definitely try the burgers – made by our butcher to our own recipe and including our own, secret recipe sauce.

Own Recipe Burger / Cheeseburger	**£4.00**
Homemade Pies	**£3.50**
- Beef & Ale	
- Chicken & Mushroom	
- 3 Bean Curry (v)	
Hot Dog	**£4.00**
Junior Meal Deal*	**£2.50**

*includes a sausage roll or hot dog, crisps, a chocolate bar and a small juice or water

These food items are also available inside the concourse areas where every purchase comes with a raffle ticket for a chance to win one of your club's football shirts.

STADIUM SERVICES (CONTINUED)

CHERRIES COMMUNITY DRAW

Make sure you get your Cherries Community Draw tickets in aid of the Cherries Community Fund - not only do you get the chance to win great cash prizes, but, as the proceeds go to support local projects, you have the opportunity to positively affect the lives of people in the community. Sellers are positioned outside the stadium before the match. For more information on the Cherries Community Fund visit afcb.co.uk/news/article/cherries-community-fund-2952536.aspx

SMOKING

Vitality Stadium is smoke-free and smoking or the use of electronic cigarettes is not permitted inside the stadium. Supporters are not able to exit and then re-enter the stadium.

FEEDBACK

Here at AFC Bournemouth, we want to make your matchday experience as enjoyable as possible. If you've visited us recently, we'd like to know how we're doing on this objective and hear your thoughts and suggestions. Please e-mail at enquiries@afcb.co.uk

PAYMENT OPTIONS

Supporters can now pay by debit/credit card, contactless and Apple Pay in all of our catering outlets.

ROUTINE SEARCHES

Please be aware that all visiting supporters will be individually searched before entering the ground. Please therefore can you ensure you arrive at Vitality Stadium to allow for any delay this may cause.

ENJOY YOUR VISIT TO VITALITY STADIUM