

HOME SUPPORTERS' GUIDE

VITALITY STADIUM

2023/24 SEASON



AFC BOURNEMOUTH FACTS

Ground: Vitality Stadium

Capacity: 11,307

Address: Dean Court, Kings Park, Bournemouth, BH7 7AF

Customer service telephone no: 01202 726300

Playing surface: 105m x 68.2m

Year opened: 1910

Shirt sponsors: Dafabet

Kit manufacturer: Umbro

Home kit colours: Red and Black Stripes

Official website: afcb.co.uk

Twitter: @afcbournemouth

Facebook: [afcbournemouth](https://www.facebook.com/afcbournemouth)

Instagram: @officialafcb

MATCHDAY SUPPORT

When in the ground if you have any questions or need assistance please ask our friendly and welcoming Supporter Services team, who will be positioned around the stadium.



PRE-MATCH BOURNEMOUTH

A large majority of trains arrive at **Bournemouth Central Train Station**, which is accessible to wheelchair users. 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. Vitality Stadium is on the left. For more information go to:

www.nationalrail.co.uk/stations_

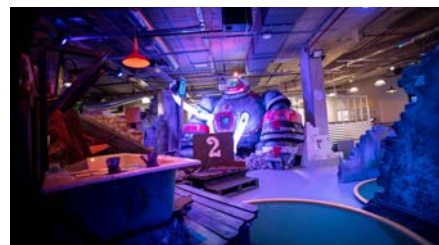
The **X3** service from Salisbury or Bournemouth runs every 30 minutes and can be caught at St Swithuns Roundabout, St Swithuns Road (and many other stops along the route), after a total of 7 stops you can get off at Kings Park. Their **m2** buses run every 7-10 minutes, so never too long to wait and drop off in Boscombe which is just a short walk to the stadium. If you ask for a **dayrider** you can **save £1** on their regular prices. The buses all have USB chargers and accept contactless payments as well as cash. For up to date times and prices visit: www.morebus.co.uk

Hot Rocks Restaurant and Cocktail Bar is located next to Bournemouth Pier. Diners can enjoy freshly prepared food, whilst taking in the breath-taking views of the surrounding beaches. Visit www.hotrocks.com

FAMILY ATTRACTIONS

If you start your matchday experience in town, Bournemouth Pier is 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

Bournemouth has lots of family attractions to offer including Avon Heath Country Café, Bournemouth Pizza Company, Centre VR, Mighty Adventures and Christchurch Golf Centre. If it's a sunny day, why not visit our wonderful sandy beaches? For more information please visit www.bournemouth.co.uk/



PRE-MATCH BOSCOMBE

The nearest train station to the stadium is **Pokesdown for Boscombe**, 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

The **m2** More Bus service runs from Pokesdown for Boscombe Station and brings supporters closer to the stadium via Boscombe. All supporters with a valid match ticket can receive a £1 discount on dayrider tickets. All the buses are equipped with 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/

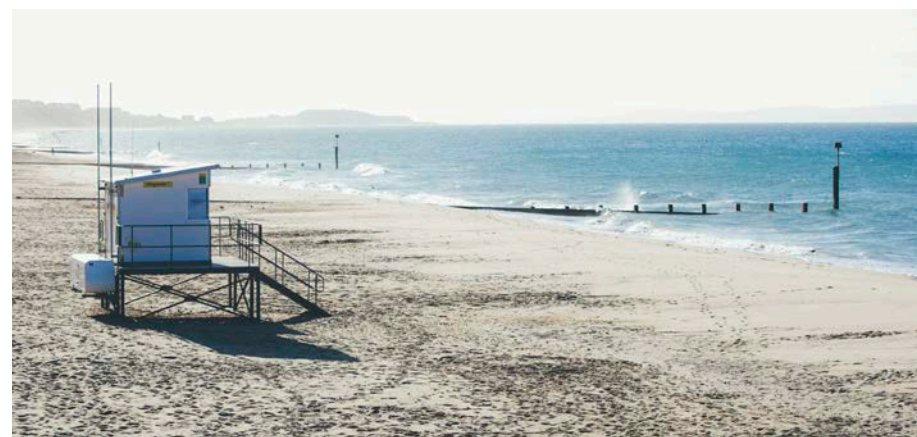
TAXIS

If you're looking at booking a taxi, all supporters can receive a 10% discount with PRC (Poole Radio Cabs) Streamline upon production of a valid match ticket. PRC Streamline take bookings 24 hours a day, 365 days a year so call 01202 37 37 37 to take advantage of this offer. Please note fares may vary on traffic going to and leaving the ground. They 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. PRC Streamline app can also be downloaded on apple <https://itunes.apple.com/us/app/streamline-warrens-taxis/id692742003?ls=1&mt=8> or on android <https://play.google.com/store/apps/details?id=com.cordic.streamlinewarrentaxis>

BERYL BIKES

Bikes and e-scooters can be hired through the Beryl app, available for free download on the App Store for iOS, and the Google Play Store for Android users. They can be picked up and dropped off in marked 'Beryl Bays', which have been delivered both in partnership with the local authority and in consultation with communities and key stakeholders to ensure they meet the needs of the community. Bays are visible both in app and on the street. For more information go to <https://beryl.cc/scheme/bournemouth-christchurch-and-poole>



PARKING

AVONBOURNE

For free parking just a 10-minute walk from the ground, Avonbourne Academies (Formerly Harewood College) are open 3 hours prior to kick off on weekends and 1.75 hours before kick off on weekday matches. If you are using a SatNav, please refrain from using the postcode and instead use 'Harewood Avenue'. There are a total of 206 spaces and 3 accessible spaces within this car park.

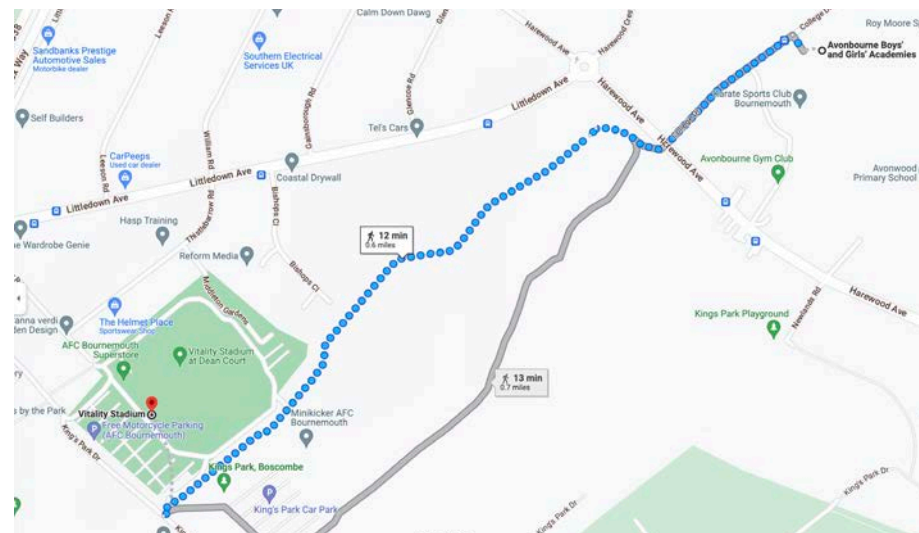
Please note the Avonbourne Academy site and car park is a strict non-smoking area.

Please note this car park is locked 30 minutes after the full-time whistle. Users are asked to ensure they keep to the maximum speed limits displayed.



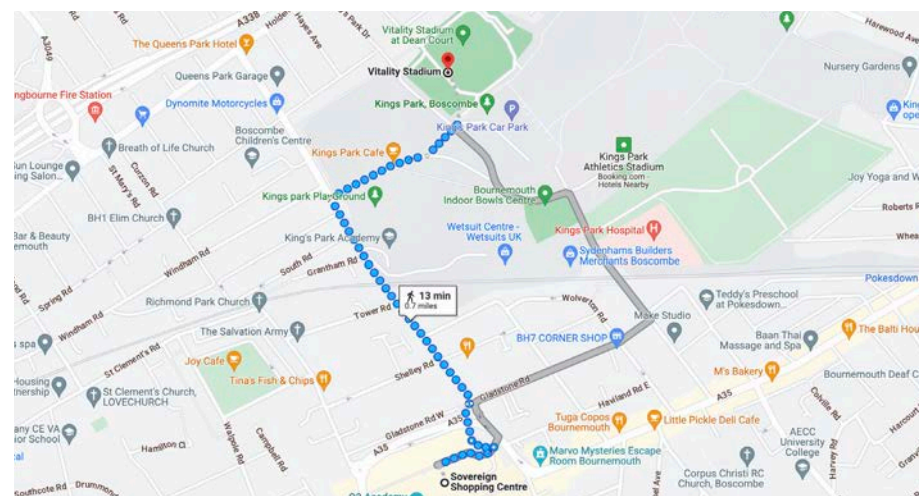
Girls' school parking area, highlighted yellow spaces show x2 accessible parking spaces.

Boys' School car parking area, highlighted yellow area shows x1 accessible parking space.



SOVEREIGN CENTRE

The Sovereign Shopping Centre on Christchurch road, BH1 4SX, which is approximately a 15 minute walk from the ground. – highlighted on the map – offers low cost easy parking (£3.50 for 4 hours) with 600 spaces, also located on the ground floor are 19 accessible spaces and 2 electric vehicle charging stations. This parking facility has the advantage of being away from congestion and has cafes nearby for refreshments.



PARKING (CONTINUED)

ON SITE

Parking is available to the south of the ground, this is a **pay and display** car park where charges apply 24/7. Supporters should note that the South Car Park operates as cashless, with options to pay by mobile, app or phone to the number displayed on the sign. In order to pay, supporters should download either the Pay by Phone, Ringo or Just Park app.

More information can be found here:

<https://www.bcpccouncil.gov.uk/Parking/Find-a-car-park/car-park-single.aspx?carpark=King%27s%20Park%20car%20park>

Please be aware that this car park usually reaches capacity around 75 minutes prior to kick-off. Stewards will be present on site to assist supporters within this car park.

Within the main car park, there are 4 electric vehicle charging points accessible to supporters on matchday on a first come, first serve basis.

OTHER

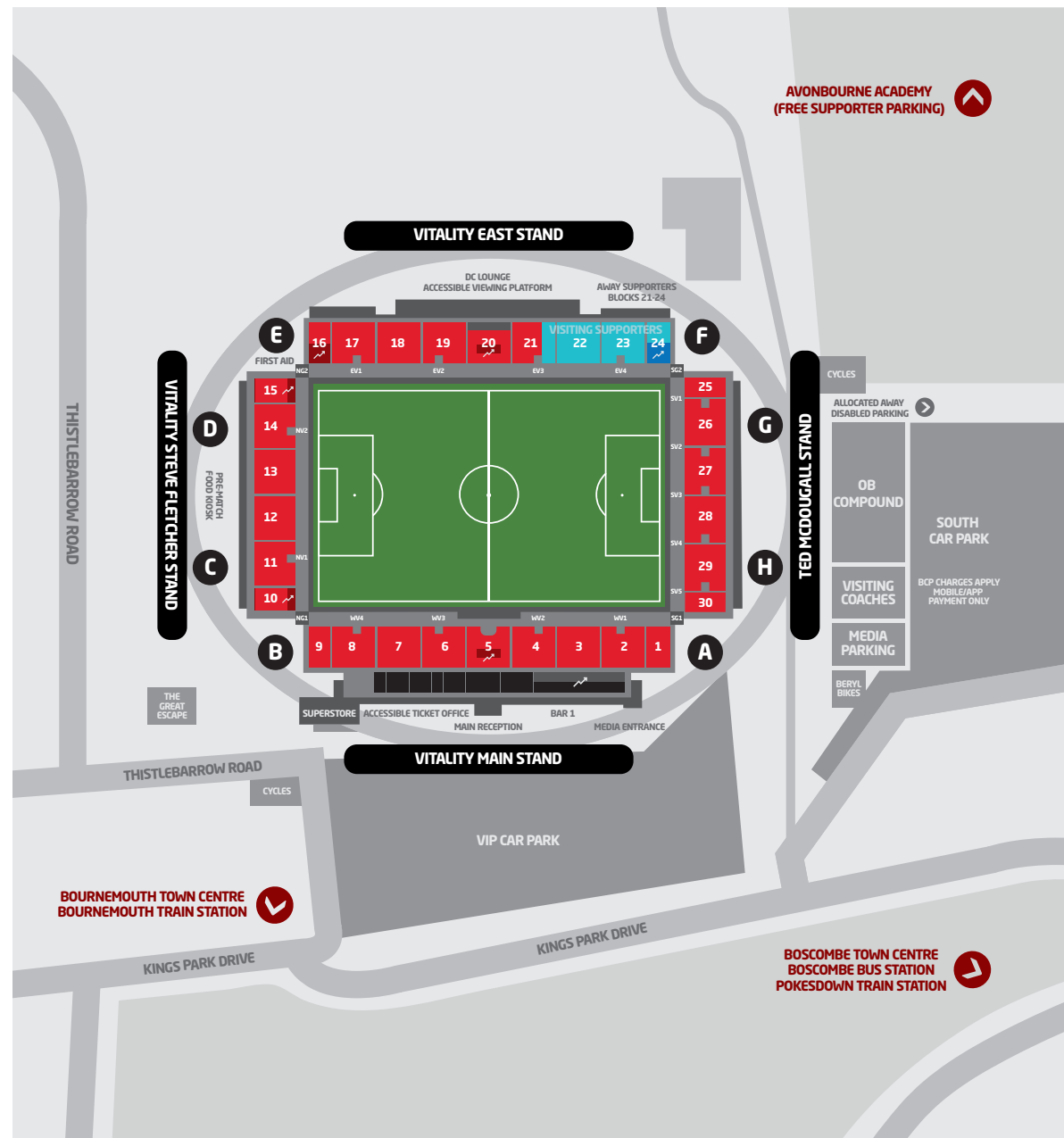
Residential roads adjacent to the stadium have parking restrictions and the club asks supporters to please be mindful of existing drive entrances and avoid parking illegally as this can cause particular problems for residents and is a safety hazard. Parking enforcement officers and Police will respond to residents' complaints and take action.

Please be aware specific sections of Kings Park are no longer available for Blue Badge holders, so please look out for matchday signage to this effect.

STADIUM PLAN

- > Supporters are required to adhere to the ground regulations; <https://www.afcb.co.uk/for-fans/supporters-guides>
- > In particular; supporters are reminded that it is a criminal offence to enter the field of play, discharge pyrotechnics and use discriminatory language.
- > For your own safety standing is not permitted in seated areas. Please be respectful to your fellow supporters and sit in the seat allocated to you. Persistent standing may lead to ejection from the ground and/or sanction by the club.
- > AFC Bournemouth promotes a welcoming and friendly atmosphere at Vitality Stadium and any incidents of discriminatory or abusive behavior may result in ejection from the ground.
- > Please follow the instructions of the Safety Stewards at all times.
- > Supporters are reminded that any children attending who are under the age of 14 must be accompanied by an adult who is over 18.
- > Visiting Supporters in home areas are likely to be ejected from the ground. If you are a visiting supporter with a home ticket, please contact the ticket office **01202 726300** or **tickets@afcb.co.uk**

At AFC Bournemouth we strive to make everyone's matchday inclusive and enjoyable, if you witness any abusive or discriminatory behaviour please try and speak to a steward on the day, rather than leaving until after the match as this gives us the opportunity to monitor/investigate then. Alternatively use our confidential text line; **07827 312697** during your visit to Vitality Stadium.



SUPPORTERS WITH DISABILITIES

For all accessibility details for matchday, please visit the Access Statement on our website.

<https://www.afcb.co.uk/media/192127/cl02-vitality-access-statement-2.pdf>

VIEWING POSITIONS

There are a variety of viewing positions for wheelchair users, which are located Row A pitchside in all stands, or our accessible viewing platforms. We ask that other supporters are mindful of fellow fans using wheelchairs and generally, it is important to keep the aisles, access and viewing lines clear at all times.

FOOD AREAS

We have low counters available at kiosks and concourses within all concourses. Service to seat will be provided for supporters using elevated platforms.

HEARING LOOPS

Portable hearing loops are situated in concourse areas, ticket offices, superstore, reception and in the hospitality area.

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 01202 726300 or by e-mailing disability@afcb.co.uk.

LOW COUNTERS

Low counters are available at the ticket office windows, the Superstore and throughout the concourses.

SENSORY PACKS

The club and Community Sports Trust are delighted to be able to offer sensory packs for supporters with disabilities. The packs have been designed for supporters, particularly those with Autism who attend matches to make the matchday experience more accessible, comfortable and enjoyable for them.

The sensory pack comes in an AFC Bournemouth draw string bag and includes-

- > Club branded mini soft football.
- > Club-branded noise-cancelling headphones.
- > Menu for concourse food which can be shown at the concourse to order.
- > Club branded pop-it sensory toy

Sensory packs need to be pre-ordered prior to matchday. This can be done by completing the following application form - <https://forms.office.com/e/FaDwtd8jzn>. Once ordered supporters will receive a confirmation e-mail, with the pack available for collection two hours prior to kick off from the DC Lounge at Vitality Stadium.

For further accessibility information please visit <https://www.afcb.co.uk/for-fans/disabled-access-guide/>

SUPPORTERS WITH DISABILITIES (CONTINUED)

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.

ACCESSIBLE TOILETS

There are 15 accessible toilets at Vitality Stadium. There is one situated close to each of the areas provided for our disabled supporters. All have level access and are clearly signed with tactile and braille signage. Accessible toilets have additional signage, mirrors, coat hooks and colour contrast. All accessible toilets are fitted with an alarm.

For full details on accessible toilet facilities within each stand, please visit <https://www.afcb.co.uk/for-fans/disabled-access-guide/>

CHANGING PLACES

There is a changing places facility located between the South and Main stands which supporters can access prior to entering the stadium and for the duration of their visit.

ACCESSIBILITY CARDS

Accessibility cards for supporters that may have a disability, medical condition or an access requirement on a matchday are now available. Cards are available to all supporters that are registered to the club. These cards are optional and club staff and matchday stewards will still be happy to continue to assist supporters without one.

<https://forms.office.com/e/EuzdA3APUX>

MATCHDAY ACCESSIBILITY LIAISON TEAM

Should you have any questions or require any additional help on matchday, our matchday liaison team are available around the ground. If required, they will also be able to contact the disability access officer for you.

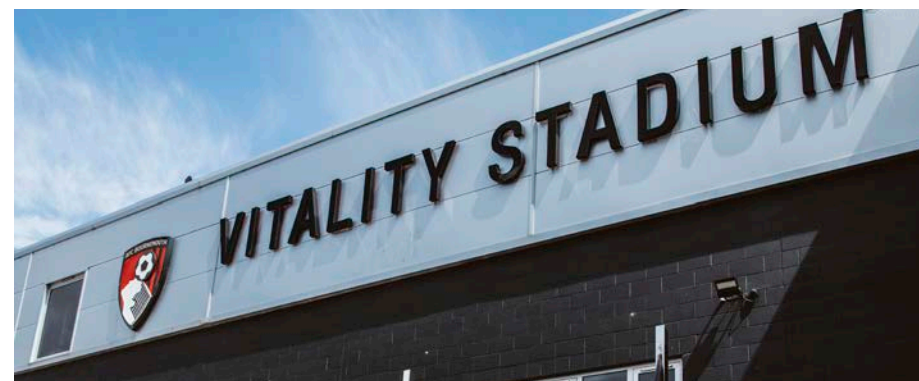
EASY READ MENUS

Easy read menus are available in all concourses to order from or take away.

CATERING TO SEAT

The elevated viewing platforms in the main stand and east stand are all serviced with catering to seat.

If you have any queries ahead of your visit around accessibility please email disability@afcb.co.uk to contact the Disability Access Officer.



STADIUM SERVICES

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 handmade 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 **£5.25**
- > Homemade Pies **£5**
 - > Steak and Ale
 - > Chicken, Bacon & Leek
 - > Curried Sweet Potato, Butternut Squash and Spinach (V)
- > Hot Dog **£5**

Make the most of our meal deals which is a pie, burger or hot dog, and a pint for £8 (not available in the Ted MacDougall Stand). You can have a soft/hot drink instead for £7 for the bundle and both are available at any time during the game. The deal is also available at our Vitality Steve Fletcher Stand Kiosk for £7.00 as the soft/hot drink option only.

Our Junior Cherries meal deal is available for just £3.00. This includes a hot dog, pie or burger, crisps, a chocolate bar and a small juice or water. Upon request chocolate bars may be substituted with our healthy choice such as raisins, note that this offer is for Junior Cherries members only. These food items are also available inside the concourse areas.

For further details and pricing please visit <https://www.afcb.co.uk/for-fans/supporters-guides>

THE GREAT ESCAPE OUTDOOR BAR AREA

Our outdoor bar area is situated just in between the Vitality Steve Fletcher Stand and Vitality Main Stand. All Cherries supporters that have a valid home ticket are welcome to have food and beverages in this enclosed area and have a chat with other fans.

BAR 1

Want a drink before the game? Bar 1 is open for home supporters and is located next to the media entrance in the Vitality Main Stand. Supporters are required to show a home ticket on entry. Hot food is available in the bistro section of Bar 1 opens 3 hours before kick-off for a weekend game and 2 3/4 hours before a weekday match.

MATCHDAY 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.

SUPERSTORE

Looking to take 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 Vitality main stand and is open up until kick-off and then for 20 minutes after the match. The Superstore is also home to our trophy cabinet.

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).

STADIUM SERVICES (CONTINUED)

MOBILE MERCHANDISE

There are mobile merchandise outlets situated around the ground where supporters can purchase AFC Bournemouth merchandise as a convenient alternative to the Superstore and will be available at most fixtures.

JUNIOR FANZONE

The Junior Fanzone is located in the concourse under the Family Stand and is open 2.5 hours before kick-off until 1 hour prior to the game starting. 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 face painting, games, activities and competitions such as FIFA tournaments on XBOX 1, table tennis rallies and power penalties! Entry only possible with a valid matchday ticket.

MEAL DEALS AND SELF SERVICE

Our meal deal is a pie, burger or hot dog, and a pint for £8 (not available in the Ted McDougall Stand). You can have a hot/soft drink instead for £7 for the bundle and both are available at any time during the game.

Also check out our information board to help you with potential queries such as food allergens and licensing information.

PAYMENT OPTIONS

Supporters can now pay by debit/credit card, contactless and Apple Pay all around the ground.

SMOKING

Vitality Stadium is a smoke free venue. Use of Cigarettes, Vaporizers or E-Cigarettes is not permitted inside the stadium. Supporters are not able to exit and re-enter the stadium for any reason.

ENTERING THROUGH TURNSTILES

Please bear in mind that for supporters' own safety, there will be 100% searches of every single supporter as well as bag searching/tagging. Please don't bring a bag unless you absolutely need to. Turnstiles at Vitality Stadium open 1.5 hours before Kick Off and supporters are asked to ensure they arrive at least 45 minutes prior to kick-off to avoid delays.

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 local community. Sellers are positioned outside the stadium before the match and tickets are just £1 each. For more information on the Cherries Community Fund visit <https://www.afcb.co.uk/for-fans/cherries-community-fund-and-draw-results>

EAST STAND

This gets the afternoon sunshine when there are clear skies. We recommend therefore that you consider bringing sunglasses, cap and/or sun lotion for those hotter summer fixtures.

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 with this objective and hear your thoughts and suggestions. Please e-mail at enquiries@afcb.co.uk

PROHIBITED ITEMS

YOUR SAFETY AND SECURITY AND THAT OF OTHERS IS PARAMOUNT TO US

Below is a list of what **CANNOT** be brought into Vitality Stadium:



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 enquiries@afcb.co.uk or telephone 01202 726300.

Please note that food not purchased from Vitality Stadium will not be permitted however, discretion will be used for supporters entering with food on the grounds of a medical condition or allergies. Supporters are asked to contact disability@afcb.co.uk if they have any questions on this.

THANK YOU, WE HOPE YOU ENJOY YOUR VISIT TO
VITALITY STADIUM

