



# AWAY SUPPORTER GUIDE VITALITY STADIUM

AFC BOURNEMOUTH 2024/25 SEASON



# AFC BOURNEMOUTH FACTS

**Ground:** Vitality Stadium

**Capacity:** 11,286

**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:** BJ88

**Kit manufacturer:** Umbro

**Home kit colours:** Red and Black Stripes

**Official website:** [afcb.co.uk](http://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

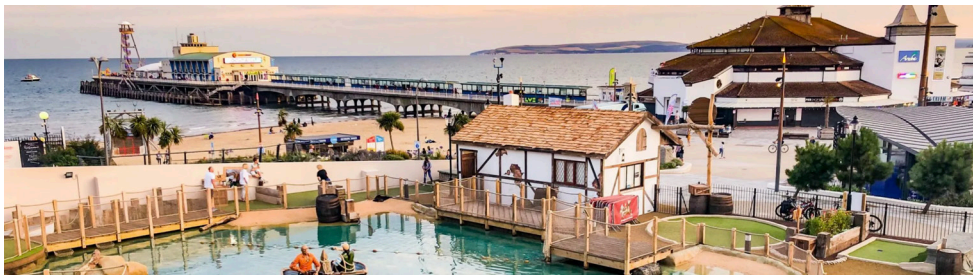
A large majority of trains arrive at **Bournemouth Central Train Station**, which is accessible to wheelchair users. Leave the station by the south exit (facing Asda) and turn left to head towards the main road. Turn left again and walk straight up Holdenhurst Road for around 25 minutes, until you reach 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\\_destinations/BMH.aspx](http://www.nationalrail.co.uk/stations_destinations/BMH.aspx)

Paultons Park is AFC Bournemouth's Official Junior Cherries Partner.

Located in Romsey, Hampshire Paultons Park is an amusement park with over 70 rides and attractions for all the family.

For more information click here:

<https://paultonspark.co.uk/>



## 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](http://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/](http://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](http://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/](http://morebus.co.uk/)

Visiting Supporters are welcome in Mello Mello bar in Boscombe.

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/](http://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>



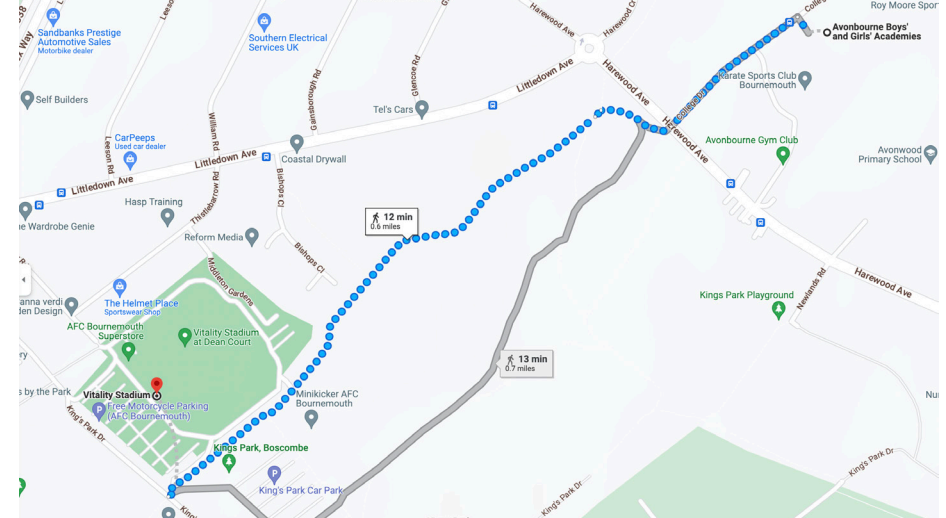
# PARKING

## 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.**

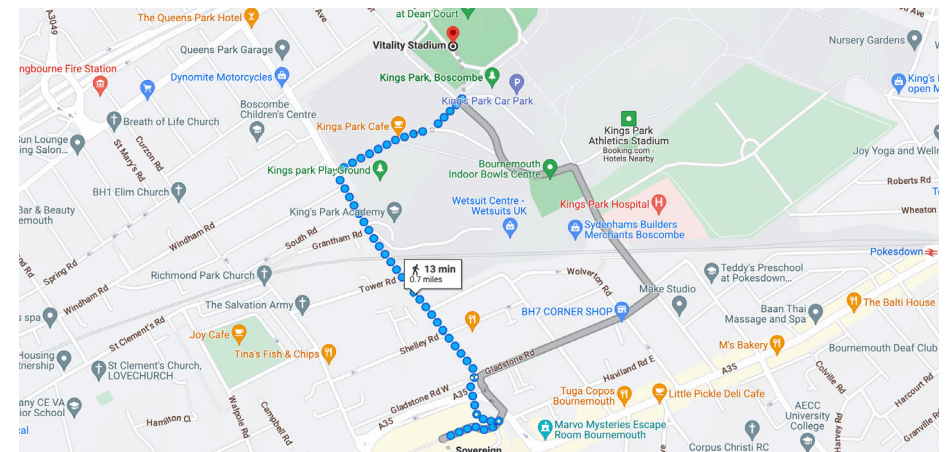
**Please note this car park is locked 60 minutes after the full-time whistle. Users are asked to ensure they keep to the maximum speed limits displayed.**



## 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.

For evening games, supporters are asked to park on the ground floor of the car park. Other areas of the car park are locked in the evening and supporters will not be able to leave the car park after this point.





# 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.bcpCouncil.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.

## ACCESSIBLE PARKING

Accessible Parking is available in the main and south stand car park. The club offers 62 accessible parking spaces on site at Vitality Stadium.

### Main Stand

There is no charge for blue badge holders – evidence will be required. On arrival at Vitality Stadium (via Kings park Drive) you will be greeted by stewards and where available, directed to an appropriate space. It is important to note that there is no guarantee of matchday parking on the basis of being a blue badge holder. All supporters attending matches at Vitality Stadium are advised to arrive early as the car park usually reaches capacity around 2 hours before kick-off.

### South Stand

Blue Badge Holders may continue to utilise the South Stand car park and will need to display a valid Disabled Tax Exempt Vehicle parking permit (DTEV) which enables permit holders to park in most BCP off street and pay and display car parks without buying a ticket. Where Blue badge holders do not have a valid DTEV, charges within the South Stand car park will apply.

To find out more about the DTEV please follow the link:

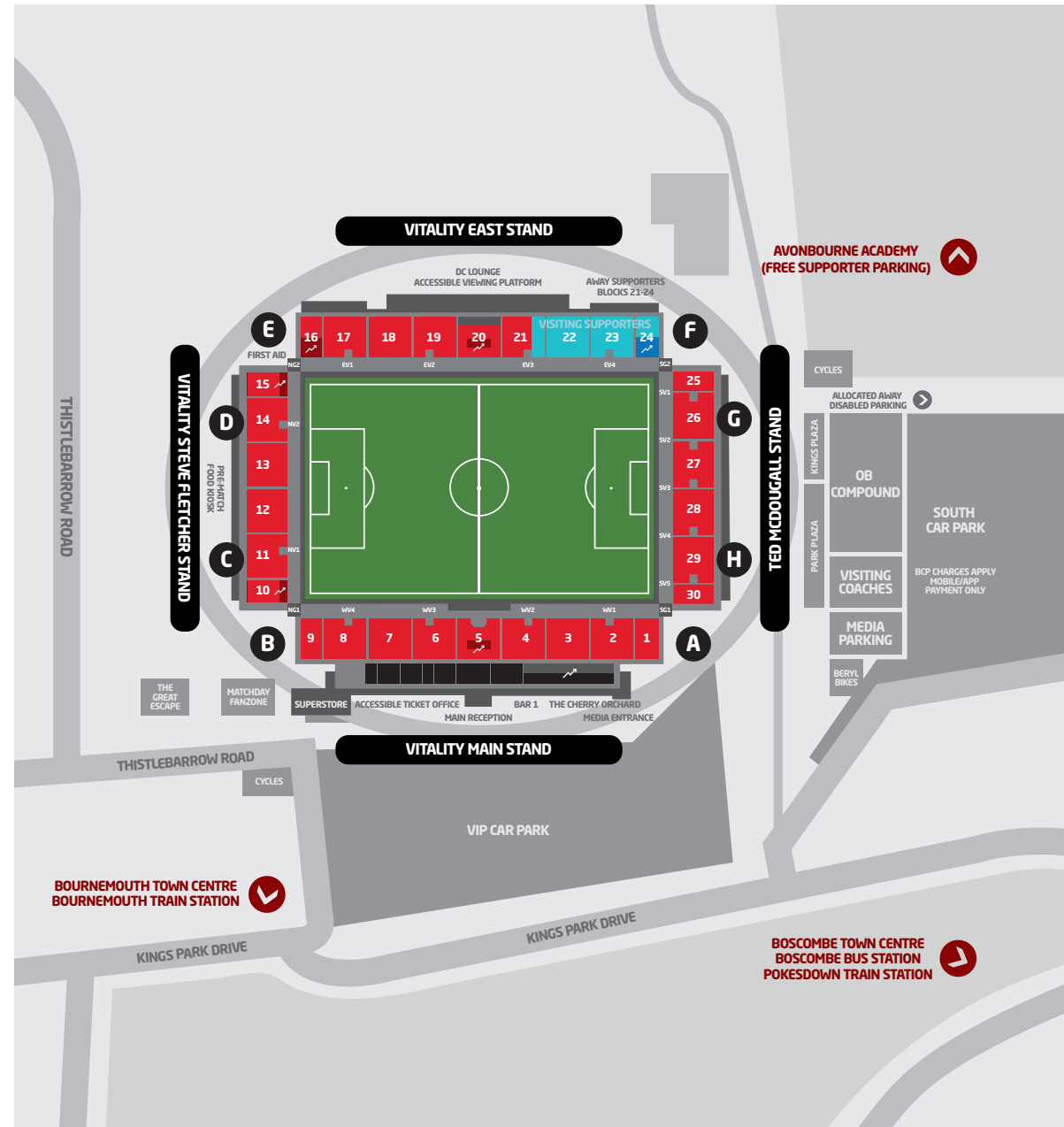
<https://www.bcpCouncil.gov.uk/Parking/Apply-for-or-renew-parking-permits/DTEV-parking-permit/disabled-tax-exempt-vehicle-dtev-parking-permit.aspx>

Supporters may experience delays in leaving the car parks after the final whistle. Access from both car parks to the stadium is step free.

# STADIUM PLAN

- > Visiting Supporters are seated in Vitality East Stand Blocks 21-24 (Shown in Blue) and are accessed via Turnstile F.
- > 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 a report to your 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 16 must be accompanied by an adult who is over 18.

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; by texting **80818** and starting your message with **AFCB**, or email [control.room@afcb.co.uk](mailto:control.room@afcb.co.uk) 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 the visiting supporters concourse.

## 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](mailto: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.
- 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/Pages/ResponsePage.aspx?id=wfMQoVSG-Uyu7t\\_YMpDbeAtEBY-prK9PolnwMS6G4GNUOU1QN0dQU1g1WTdZNE9LWFUxQUY5U1I4Sy4u](https://forms.office.com/Pages/ResponsePage.aspx?id=wfMQoVSG-Uyu7t_YMpDbeAtEBY-prK9PolnwMS6G4GNUOU1QN0dQU1g1WTdZNE9LWFUxQUY5U1I4Sy4u). 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.

## ACCESSIBLE TOILETS

There are 16 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.

## WELFARE TEAM

Should you have any questions or require any additional help on matchday, our welfare 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 are serviced with catering to seat.

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



# STADIUM SERVICES

## PRE-MATCH FOOD AND DRINK KIOSKS

Our food and drink kiosks, located at various locations around the outer perimeter of Vitality Stadium open from 3 hours before kick-off and stock 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 **£5.75**
- › Homemade Pies **£5.50**
  - › Steak and Ale
  - › Chicken, Bacon & Leek
  - › Curried Sweet Potato, Butternut Squash and Spinach (V)
- › Hot Dog /vegetarian hot dog **£5.50**
- › Pork Sausage Roll/Vegan Sausage Roll **£4.25**
- › Chicken Burger **£5.75**
- › Chicken Nuggets **£4.75**

Make the most of our meal deals which is a pie, burger or hot dog, and a pint for £10. You can have a soft/hot drink instead for £8.50 for the bundle and both are available at any time during the game.

Our Junior Cherries meal deal is available for just £4.50. 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.

## 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 supporters can enjoy food and beverages from this facility which is positioned underneath the big screen for supporters to enjoy pre-match build up. There are a number of food and drink facilities around this area for supporters to enjoy.

## 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 £4.00.

## 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 toilets adjacent to the South Plaza which are available for all supporters to use.



# 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 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.

## 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. please ensure that any bags brought into Vitality Stadium are less than A4 in size. There will be an exemption for supporters on the grounds of disability or medical reason. Away supporters are advised to email [disability@afcb.co.uk](mailto:disability@afcb.co.uk) before the game. AFC Bournemouth will not accept any responsibility for bags brought into Vitality Stadium that do not match this criteria. 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 [slo@afcb.co.uk](mailto:slo@afcb.co.uk).

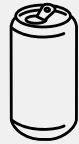
# PROHIBITED ITEMS

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

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



ALCOHOL



CANNED DRINKS



DRINKING GLASSES



GLASS BOTTLES



GLASS VESSELS  
(E.G PERFUME)



SOLID CONTAINERS  
OR FLASKS



AIR HORNS



BABY BUGGIES OR  
PRAMS



VIDEO RECORDING  
EQUIPMENT



LARGE LENS  
CAMERA



POLES OR STICKS  
(INCLUDING SELFIE - STICKS)



FLAGS OR BANNER  
LARGER THAN 2M X  
1M OF AN OFFENSIVE  
OR POLITICAL NATURE



KNIVES OR  
WEAPONS



LARGE BAGS OR  
SUITCASES  
(INCLUDING CABIN BAGS)



UMBRELLAS



FIREWORKS OR  
FLARES



SMOKE OR  
GAS CANISTERS



LASER PENS



TOOLS



MUSICAL  
INSTRUMENTS



DANGEROUS OR  
HAZARDOUS ITEMS  
(UNLESS AUTHORISED  
BY THE CLUB)



VITALITY STADIUM IS A NO  
SMOKING STADIUM, THIS  
INCLUDES THE USE OF  
ELECTRONIC CIGARETTES  
AND VAPORISERS

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 [ops@afc.co.uk](mailto:ops@afc.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@afc.co.uk](mailto:disability@afc.co.uk) if they have any questions on this.



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

