



American Express Elite Football Performance Centre
Visitor Guidelines 2025-26

On behalf of Brighton and Hove Albion FC (BHAFC), we would like to offer you a warm welcome to the American Express Elite Football Performance Centre.

This is a private facility owned and operated by Brighton & Hove Albion Football Club. The primary function of the American Express Elite Football Performance Centre is the development and preparation of elite footballers, from academies to first teams.

As such, our site is governed by a number of rules which are in place to provide a safe and secure environment for all players, staff, and visitors. These rules must be adhered to at all times. We do ask that everyone please reads the below and understands that any deviation or breach of the rules will be taken very seriously.

Some points to note:

- For the safety and security of all players, staff and visitors, the American Express Elite Football Performance Centre is monitored by security staff and CCTV 24 hours a day, every day, so please ensure that your behaviour on/around the pitches, in the building, in the car park and on the approach roads to the site is appropriate and respectful at all times.
- Failure to comply with our site's strict rules, as detailed below, and/or as directed by our staff, may lead to individuals and/or groups being instructed to leave the site immediately and your organisation/club having any future invites to the site reviewed.
- Our venue rules are also posted at the entrance to the facility, in the car park and on signage within the facility. If in any doubt about any aspect of the rules, then please do not hesitate to ask any of the club staff in advance of, or on the day of, your visit. Copies of these guidelines can be made available in other formats on request.
- Brighton & Hove Albion FC requires all spectators at all matches to follow the Premier League's Spectator Code of Conduct ([premierleague.com/footballandcommunity/youth-development/parent-hub/rights-rules-and-responsibilities](https://www.premierleague.com/footballandcommunity/youth-development/parent-hub/rights-rules-and-responsibilities)) and The FA's Code of Conduct (<https://www.englandfootball.com/participate/behaviour/The-Grassroots-Code>)
- Our security staff have at their discretion the ability to refuse any items they may feel inappropriate for visitors to bring on site - particularly those that may risk the safety and security of players, staff and other visitors; and/or negatively impact on the Club's brand and reputation.
- Security staff are provided with full lists of expected visitors and any person(s) not named on these lists may be refused admission. Please do not arrive before your designated arrival time.
- If you require access to baby changing facilities, accessible parking, accessible toilets or the multi-faith room, please email your main contact at Brighton & Hove Albion FC to book these in advance.
- Please do not park in accessible bays unless you are a Blue Badge holder. Do ensure your Blue Badge is displayed correctly if you park in these bays.
- Brighton & Hove Albion FC are committed to running its venues in a sustainable manner. Please do all you can to support these initiatives, including using public transport, bicycles or walking to travel to our venues. For those who do need to drive, we encourage you to car share as much as possible. We also have four electric vehicle charging stations available on site.
- Other ways you can help us are by avoiding the use of single-use plastics; using the recycling bins provided for disposing of paper, card, cans and plastic bottles; do not leave car engines running when parked on site; and minimising the use of electricity, gas and water where possible.
- For more information on public transport in and around Lancing, please go to: <https://www.southernrailway.com/travel-information/plan-your-journey/station-information/LAC/Lancing>



<https://www.westsussex.gov.uk/roads-and-travel/travel-and-public-transport/bus-and-coach-travel/plan-your-journey/bus-routes-and-timetables/>

- If you wish to make a complaint in relation to the American Express Elite Football Performance Centre, please email complaints@brightonandhovealbion.com to receive a copy of the club's Complaints Policy.

We also wish to bring to your attention the following rules that you should follow across the site:

- **Smoking is not permitted anywhere on the site or outside the main entrance. Please note that failure to comply will result in the smoker (and their group) being asked to leave the site immediately. This includes vaping/e-cigarettes.**
- **No photography or recording is permitted anywhere on the site, in any area, at any time.**
- **Foul, abusive or discriminatory language and/or aggressive behaviour from visitors will not be tolerated at any time and will result in immediate ejection from the site and any future invites to be reviewed.**
- Please respect our neighbours when entering and leaving the site by observing the strict speed limit in Mash Barn Lane and by not playing loud music in your vehicle.
- A strict 10mph speed limit applies to the facility and all car parking areas. Please observe all road signs and markings while you are on site.
- Parking is only permitted in areas as directed by the site's security staff and stewards. Please park only where you are instructed to do so. If the parking areas are full, you may be asked to park safely off site and return on foot.
- Parents and carers have access to designated match viewing areas and the parent/carers lounge on matchdays. Please do not go into any other areas unless a member of staff instructs you to do so.
- Please only approach a pitch to watch a game when directed to do so by a steward or security officer. Matches must be watched from the designated match viewing area only.
- Cheering, praise and encouragement is welcomed at academy matches. Please do allow coaches to coach during matches.
- Toilets are available in designated locations as directed by staff and stewards.
- No alcohol is permitted on site.
- No ball games are permitted on site (bar those as part of officially organised fixtures).
- Refreshments may be provided to visitors in designated parent/carers accessible areas as directed by stewards and on certain occasions; litter must be placed in the bins provided and the refreshment area kept clean and tidy. Lancing town centre has several food and drink options if these are required – you can find a list of these here: [Local area activities](#)
- When inside the Indoor Dome, food and drink should only be consumed in the spectator viewing area.



- No dogs, other than registered service dogs (for example Guide Dogs, Hearing Dogs, Medical Support Dogs, etc) or other pets, are permitted on the site. No pets should be left in cars while on site.
- Changing rooms and associated areas, such as boot rooms, player toilets and office areas, are out of bounds to all, except approved staff and players.
- Children under the age of 18 must be supervised by their parents/carers at all times.
- The use of scooters (electric or otherwise) is not permitted on site.
- Please ensure you only walk on designated paths around the facility. Please do not walk across any pitch or training area, even if empty. Please keep off any roadways for your own safety.
- Please do not stop in Mash Barn Lane or on site to ask players for autographs or photos.
- Please note that the site has no ability to store items of baggage or luggage, bar items that are part of a visiting team's kit and equipment.

Safeguarding our players, visitors and staff is everyone's responsibility. If you would like to raise a safeguarding concern, please follow the link below, or contact our Safeguarding officers on safeguarding@brightonandhovealbion.com

<https://form.thesafeguardingcompany.com/bf6673fb-fe79-406f-97cf-83e3a56e9983>

Thank you for observing and respecting our site's rules. We do hope that you enjoy your experience at the American Express Elite Football Performance Centre.