



AWAY FAN GUIDE

2017/18



WELCOME

Welcome to St. Andrew's – the home of Birmingham City.

This guide has been designed to help travelling supporters get the most out of their visit to St. Andrew's and provides all the relevant information required to ensure a great away day - including directions to the ground, matchday parking, stadium facilities and much more.

Whilst we have endeavoured to answer all the questions you may have prior to your visit, should you have any further queries please contact our Customer Service Manager and Supporter Liaison Officer, Rachele Johnson, by phone on **0121 202 5265** or by email at rachele.johnson@bcfc.com.

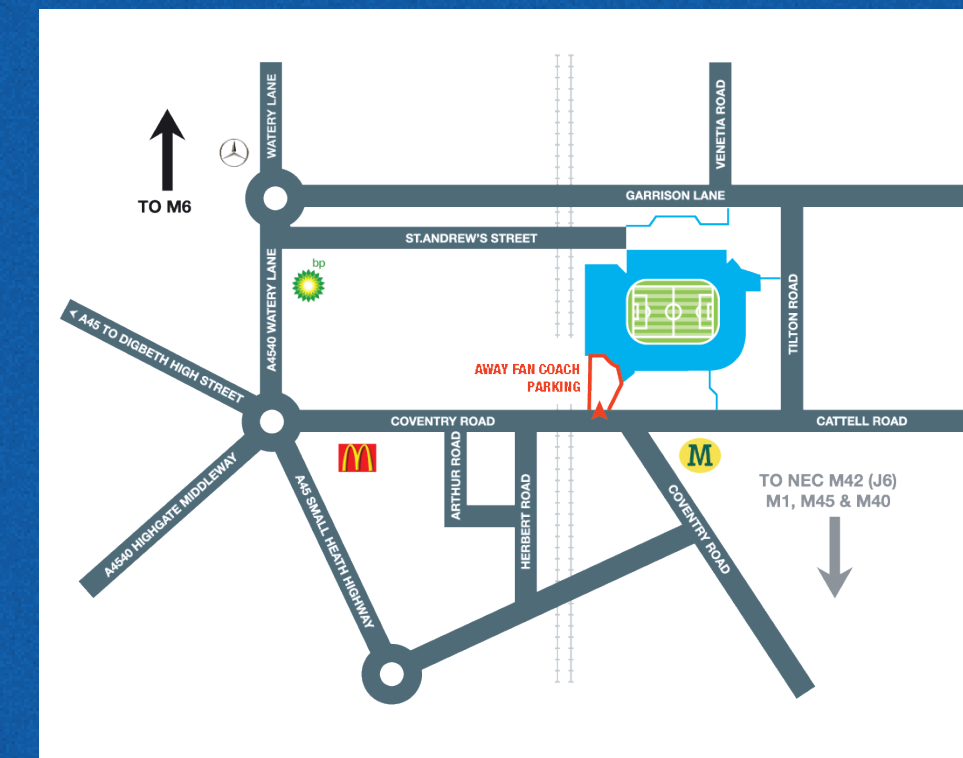
We look forward to welcoming you at Birmingham City and irrespective of the result, hope you have an enjoyable day and a memorable experience.



GETTING HERE BY CAR

STADIUM ADDRESS

St. Andrew's Stadium,
Cattell Road,
Birmingham,
B9 4RL



Birmingham City Football Club is situated just off the Coventry Road (A45) in Small Heath.

From the M6 - come off the motorway at Junction 6, join the A38 Aston expressway and then leave this at the second exit signposted Ringroad. From here follow signs to Birmingham City FC.

From M42 - come off the motorway at Junction 6 and follow the A45 into Small Heath, Birmingham City Football Club is located on the left hand side on Cattell Road.

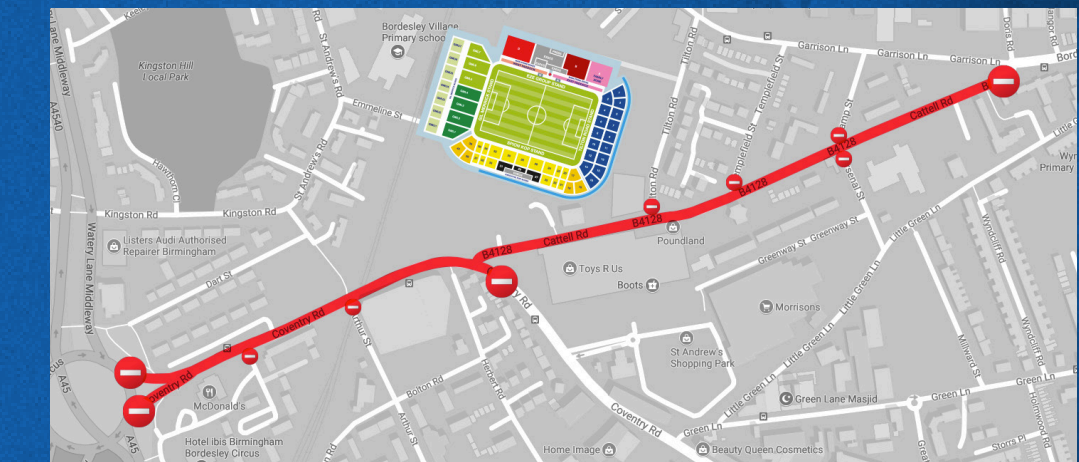
SAT NAV Please note the main stadium entrance is on Cattell Road. Our postcode is B9 4RL.

Match Day Parking

Unfortunately there is no designated away supporter parking available at the ground however; street parking is available in the vicinity of the ground.

Road Closure

A road closure beginning at the bottom of Coventry Road that continues all the way to the Garrison Lane junction on Cattell Road is in force for the 2017/18 season. The closure will come into effect one hour before kick-off. It will be in force again 15 minutes before the final whistle and will last roughly 45 minutes.





GETTING HERE BY PUBLIC TRANSPORT

By Bus

A number of buses stop outside or near to the ground. From Birmingham City Centre, the following buses are available: Bus number 17 (Stand MS 9), Bus numbers 58, 59, 60 (Stand MS 4). For further information please call Travel Line on **0871 200 2233** or visit the Network West Midlands website at <https://www.networkwestmidlands.com/ways-to-travel/bus/> to plan your journey.

By Train

The nearest local railway station to St. Andrew's is Bordesley which is a ten minute walk from St. Andrew's. This service is only available on matchdays. The nearest mainline stations are Birmingham New Street, Birmingham Snow Hill or Birmingham Moor Street which are approximately a 20 minute walk from St. Andrew's.

By Taxi

A taxi to the ground from Birmingham City Centre will cost roughly between £6 and £8.



- TICKET COLLECTION POINT**
- KIOSKS** **KIOSKS (SERVES ALCOHOL)**
- HAWKERS (MOBILE)**
- COOKHOUSE KIOSK**
- GOURMET BURGER VAN**
- FIRST AID**
- DISABLED ENTRANCES & EXITS**
- PROGRAMME SELLERS**
- MATCHDAY INFORMATION POINT**
- BABY CHANGING FACILITIES**
KOP STAND WITHIN THE DISABLED TOILET
EZE GROUP STAND WITHIN THE LADIES TOILET
- PUSHCHAIR AREA**
KOP STAND
EZE GROUP STAND
- BLUE PARK**
- BUS STOP**
- MATCHDAY SHOP**
- FAN BARS**
- THE CHANGING ROOM**
- BAR 8**





INFORMATION FOR DISABLED SUPPORTERS

The Club has a strong working relationship with its disabled supporters and is fully committed to their needs and ensuring their matchday expectations are met. Please find below all the information you should require.

The only available disabled parking provided by the Club for visiting supporters is located on the away car park on the Coventry Road and is allocated on a 'first-come, first-serve basis'.

Admission is only permitted on this car park up until one hour before kick-off.

Away supporters are advised to contact Aamir Javaid, Ticketing Manager, prior to the match to ensure that their name is left on the car parking list on the visitors' car park gate. Please contact Aamir Javaid by phone on **0121 772 0101 option 2** or via email at **aamir.javaid@bcfc.com**.
(Please note: supporters are expected to produce their blue/orange disabled parking badge upon arrival at the stadium).

Matchday Commentary

Commentary headsets for visually impaired supporters are available upon request. These headsets can be used in any seat in the ground. The headsets are available upon request prior to the match via the Ticket Office.

Assistance Dogs

Visually impaired supporters wishing to attend a match aided by their guide dog should contact the Ticket Office for all relevant information.

Induction Loops

Induction loop equipment is available at St. Andrew's and is available upon request. To request equipment please contact the Ticket Office.

Matchday Disability Liaison Officer

We have a dedicated match day Disability Liaison Officer ready to assist all disabled supporters visiting St. Andrew's.





CONCOURSE CATERING

Refreshments are available in the Away Supporters' concourse. We offer a range of pies, burgers, hot dogs and chocolate. **Alcoholic* and soft drinks can also be purchased for consumption in this area.**

Please note that there are no cash machines inside St. Andrew's stadium and supporters wishing to purchase refreshments are advised to bring cash.



**dependant on fixture*

SUPPORTER LIAISON OFFICERS

The Club operates a supporter liaison scheme on match days where volunteers provide assistance to supporters with ticketing queries, directions, travel information and general enquiries for all visitors to St. Andrew's Stadium.

They wear clearly marked purple jackets and are located around the stadium on match days at key locations, such as the designated information hut located in the Kop car park and the visiting supporters' car park.

Should any visiting supporters have any suggestions or comments with regard to Birmingham City Football Club, please contact the Club's Customer Services Manager and Supporter Liaison Officer, Rachele Johnson via the following methods:

Call: 0121 202 5265

Email: rachele.johnson@bcfc.com

Write: Birmingham City FC, St. Andrew's Stadium, Birmingham, B9 4RL.

BANNERS, FLAGS & GROUND REGULATIONS

NON-PERMITTED ITEMS WITHIN THE STADIUM

Please note that supporters are not permitted to bring any of the following items which can be commonplace, into the stadium and these items may be confiscated on entry:

- Bottles
- Cans
- Cameras, digital cameras, video equipment
- Vuvuzelas

SMOKING POLICY

St. Andrew's is a smoke-free stadium and in accordance with our ground regulations, smoking and the use of e-cigarettes is not permitted in the stadium.

STANDING POLICY

All visitors to St. Andrew's Stadium are reminded that we are an all-seated stadium and in accordance with the Club's ground regulations, all supporters must remain in their seat whilst the game is in progress. Persistent standing may result in an individual being ejected from the stadium and in severe cases face a ban from the stadium.

FOUL AND ABUSIVE LANGUAGE/ ANTI-SOCIAL BEHAVIOUR

Racial, homophobic or discriminatory abuse, chanting or harassment is not tolerated by the Club and will result in arrest and/or ejection from the ground. Any supporter who persistently uses foul and abusive language or exhibits threatening behaviour could face an ejection or ban from the stadium.



THINGS TO DO

Visit Birmingham and be amazed by the number and variety of attractions on offer. With world-class galleries, stimulating museums, the new library and a chocolate factory just for starters, there is plenty to do for all age groups.

Birmingham is the proud home to five Michelin starred restaurants, a range of eateries, world cuisine, street dining, and of course the world famous Balti Triangle. We also have a vibrant mix of bars, pubs and nightlife; including, the Arcadian, Brindley Place, the Mailbox and Broad Street so there is something for everyone. If you're planning a longer stay in the area, check out the official visitor website for the city and the wider region at www.visitbirmingham.com.



CONTACT US

Birmingham City Football Club

St. Andrew's Stadium
Cattell Road
Birmingham
B9 4RL

General Enquiries:

0121 772 0101
reception@bcfc.com

Ticket Office:

0121 772 0101, option 2
ticket.office@bcfc.com
aamir.javaaid@bcfc.com

Customer Service Manager:

0121 202 5265
rachele.johnson@bcfc.com



WE LOOK FORWARD TO WELCOMING YOU TO ST. ANDREW'S!

KEEP RIGHT ON!