



ASTON VILLA  
FOOTBALL CLUB

# Away Supporter Information

*2019/20*

This guide has been created to provide away supporters (also known as visiting supporters) with information about your visit to Villa Park as a supporter of the visiting team.

**Other than the result, we hope you have an enjoyable visit to Villa Park!**

# Your allocation

The away fans section at Villa Park is located in the north east corner of the Doug Ellis Stand. The allocation is split in to two areas:

- Doug Ellis Lower – Block Q  
1,800 seats approx.
- Doug Ellis Upper – Block P  
1,300 seats approx.

For cup matches, in order to comply with competition regulations your allocation may include other areas of Villa Park.

# Please help us to give you your full allocation of seats

In order for your club to receive your full entitlement of seats, it is necessary for you and your fans to conduct yourselves in line with ground regulations when visiting Villa Park.  
These regulations include:

- When watching the match remain seated at all times.
- Ensure that gangways and aisles are kept free from obstruction at all times.

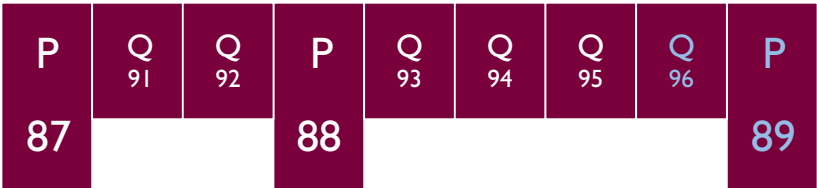
Please observe any requests from club personnel. Should the supporters of any club fail to comply with ground regulations and or instructions from club officials, it is likely that local authorities will impose restrictions on the number of tickets we are able to allocate you for future fixtures. Our Ground Regulations can be found at the end of this document.

# Turnstile layout

Doug Ellis Upper P – use turnstiles P87, P88 or P89 for the upper tier. From ground level there are several flights of stairs to reach the upper concourse area (64 steps in total).

Doug Ellis Lower Q – use turnstiles Q91 to Q96 for the lower tier.

Late arrival - should you arrive after kick off, then turnstiles Q96 and / or P89 will remain open until the second half has started.



## Barriers on entry – possible ticket inspection

In the interests of your safety and to ensure that only those with valid tickets gain admittance to the seating areas, we will, on occasion, use a barrier system at the turnstiles. These barriers help us to

ensure that persons are in the correct area and in possession of a valid match ticket. Please have your ticket ready for inspection when requested.

## Access for disabled fans

At present, we are unable to offer wheelchair spaces for visiting supporters within the visiting supporters' allocation. Our away allocation of wheelchair spaces are based within the Trinity Road Stand, and can be accessed via R44 wheelchair entrance located on the stadium map. There are eight wheelchair spaces with adjacent seats for personal assistants. We have no wheelchair user facilities within blocks P & Q, so any fans arriving in wheelchairs for these areas will be unable to gain admittance to the stadium.

Within the visiting supporters section of seats, we would recommend the following:

**Visually impaired** spectators can have free access to match commentary provided via earpieces that can be used from anywhere within the visiting supporters section. We also accommodate assistance dogs (in line with guide dogs for the blind association guidelines). An additional seat will be required (free of charge) to ensure there is room for your dog, and this needs to be obtained at the time of purchase from your club. We would recommend using the front row A of Doug Ellis Lower Q or the front row AA of Doug Ellis Upper P if an assistance dog is needed.

**Ambulant disabled** fans should look to be accommodated on the front row of Doug Ellis Lower Q. You will encounter eight steps at the vomitory to reach the front row from the concourse area.

The away area is usually a vibrant and noisy space on matchday, so any fans with **non-mobility related disabilities** should look for the front row AA of the Doug Ellis Upper P, as this is likely to be the least congested area.

An accessible toilet is located in the Doug Ellis Lower Q concourse area, accessed via a RADAR key.

Parking for visiting disabled supporters is available on the away coach park. Away clubs will be sent an allocation of permits which need to be purchased in advance from that club. Please note that accessible parking cannot be purchased on the day of the game.

For more information, or to book match commentary or parking please contact us on 0333 323 1874.

## Sale of alcohol

The club is licensed to sell alcohol in the Doug Ellis Lower – Block Q only (alcohol will not be available in Doug Ellis Upper – Block P). Please note that no transfers can be permitted.

There are some matches where we will not be licensed to sell alcohol to away fans (local derbies, for example). In addition, there will be some clubs we will play (on account of their conduct on previous

visits to Villa Park) where we will have been unable to secure a license from the local authorities.

If you wish to find out if alcohol will be available for your club's visit then please call us in advance on 0333 323 1874. In order for us to continue and / or provide alcohol during your visit, please help us by complying with ground regulations for the duration of your visit.



## Match programmes

We advise visiting supporters in Doug Ellis Upper Tier – Block P to purchase a match programme from the official programme kiosks located on Witton Lane prior to entering the stadium. Due to limited facilities within the Upper Tier concourse area it is not always feasible for us to sell programmes.

## Family Fun Zone

We welcome all families to Villa Park, home and away, and we would love to see you in our Family Fun Zone. The Fun Zone is a facility for families to enjoy a range of free activities for up to two hours before kick-off on weekend fixtures.

Located in our Academy building (see map on page 6), the Fun Zone is suitable for all ages and includes activities such as face painting, large inflatables, challenge based games, football activities and much more. Providing fans with a fun, safe and exciting football experience has been a central part of the club's operation for many years and the Fun Zone is a key aspect of this. We hope you enjoy your pre-match warm up and a full day out with your family at Villa Park.

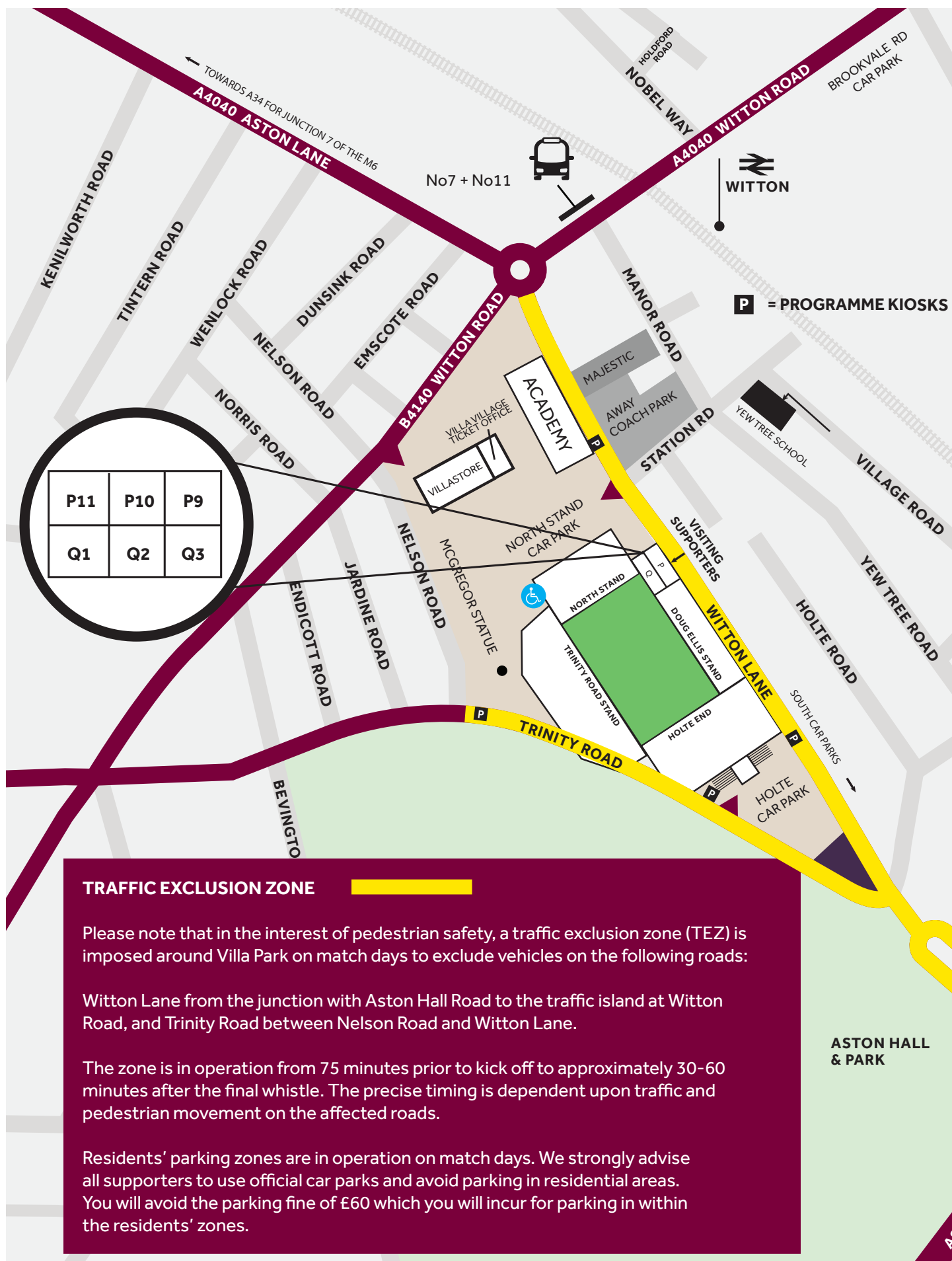
The Family Fun Zone is open to all families (home and away) on production of a match ticket. Adults must be accompanied by at least one junior to enter, while juniors must be accompanied by at least one adult. Our staff are on hand on all activities to supervise, but responsibility of juniors remains with the accompanying adult. If your junior gets lost or has an accident within the Fun Zone please contact a member of staff on our Welcome Desk.



An aerial photograph of the Aston Villa stadium, a large brick building with a modern glass and steel roof structure. The stadium is surrounded by lush green trees in the foreground and a parking lot filled with cars. The text "Travel & Transport" is overlaid in large white letters across the center of the image. The sky is clear and blue.

# Travel & Transport







## **Air**

The nearest airport is Birmingham International Airport. Rail connections are available from Birmingham International Airport via Birmingham New Street. Villa Park is approximately 25 minutes by road from Birmingham International Airport although you may wish to add additional travel time to account for matchday traffic.



## **Bike**

There are 20 cycle stand and 80 suspended cycle rack spaces available free of charge at Villa Park, located in the Villa Village Car Park.



## **Car**

### **Travelling from the NORTH WEST or SOUTH WEST:**

We recommend that fans traveling by car from the north exit the M6 at junction 7 and follow the signs for Birmingham A34. By turning left on to Aston Lane you will be heading towards the stadium. Car Parking priced at £7 for cars is available at the BROOKVALE ROAD Car Park located at the junction of Tame Road (post code is B6 7DS).

### **Travelling from the NORTH EAST or SOUTH EAST:**

We recommend that you exit the M6 at junction 6. If you take the right hand exit at junction 6 (A38) you need to stay in the right hand lane and turn right at the island to head towards matchday parking at Powerleague. If you head closer to the Stadium then Car Parking priced at £5 for cars is available at the BROOKVALE ROAD Car Park located at the junction of Tame Road (post code is B6 7DS). You will need to arrive early to avoid the Traffic Exclusion Zone if trying to access Brookvale Road. An alternative route to this site is via Aston Hall Road – Electric Avenue – Tame Road.

If you take the left hand lane (A38M) you need to stay in the left hand lane and exit the A38M at the first exit. At Park Circus (traffic island) take the second exit and matchday parking is available at the first left turn.

### **Parking for Disabled supporters**

Parking for visiting disabled supporters is available on the away coach park. Away clubs will be sent an allocation of permits which need to be purchased in advance from that club. Please note that accessible parking cannot be purchased on the day of the game.



## Coach

The visiting supporters' coach park is located on Witton Lane and is highlighted on the map shown on page 6 of this guide. Parking for away coaches is free, and the coach park is located very close to your turnstiles.

If you organise coach travel to Villa Park then please email the West Midlands Police Football Liaison Department in advance of your travel arrangements on **s.bladen@west-midlands.pnn.police.uk**.



## Minibus

Parking for Away fans Minibuses is at the BROOKVALE ROAD Car Park located at the junction of Tame Road (post code is B6 7DS). Minibuses will be charged £12 per minibus. The £12 fee for minibuses is payable in cash on the day to the third party that operate the site. The minibus parking is best accessed from junction 7 of the M6. If you do access Villa Park by junction 6 of the M6, an alternative route to this site is via Aston Hall Road – Electric Avenue – Tame Road.

If you organise away minibus travel to Villa Park, please email the West Midlands Police Football Liaison Officer in advance of your travel arrangements at **s.bladen@west-midlands.pnn.police.uk**.



## Rail

Witton station is the nearest station to Villa Park, and is also the nearest train station to the visiting supporters seating at Villa Park. As well as regular services from Birmingham New Street, Witton station offers park & ride possibilities north of Villa Park on the Walsall line.

For details of the accessible features of the station and for timetable information please visit **www.nationalrail.co.uk** and **www.networkwestmidlands.com**







# **Other Important Information**

## Visitors ticket collections

Where possible, we strongly recommend you are in possession of your tickets prior to making your journey. If tickets are left for collection by your club this ticket office will open approximately one-and-a-half hours prior to kick off. The visitors' ticket office is located on Witton Lane opposite the away coach park.

Should you receive tickets from players, we would ask that where possible, you make arrangements with the player to be in receipt of your tickets prior

to making your journey. If a player on arrival at the ground asks us to leave tickets for collection, we will take them to the visitors' ticket office at our earliest opportunity.

The visitors' ticket office will close just after kick off, and any uncollected tickets will be available from the enquiry window at the Villa Village ticket office located in the North Stand car park (see map on page 6).

## Visiting supporters in home areas

Any visiting supporters identified in home areas of Villa Park will be ejected from the stadium.

## No smoking

Villa Park stadium complies with the legislation which restricts smoking, this is banned in the stadium and all buildings owned or operated by Aston Villa FC. The ground regulations issued by the club extend this prohibition to artificial cigarettes, which are commonly known as e-cigarettes. Any reference

to smoking thus also includes e-cigarettes. Birmingham City Council officials visit the stadium on occasions to check compliance with the legislation, they are authorised to impose instant fines on anybody smoking.

## West Midlands Police on Twitter

For useful information on matchday, please follow West Midlands Police on twitter - @WMPVillaFC

This site will provide useful updates for visiting fans in respect of parking, public transport updates, highways information and any spontaneous important information.

## Flags and banners

Where possible, we are happy to try and help the displaying of your flag and / or banner at Villa Park within the away area at Villa Park. Please email a photograph of your flag and / or banner to lee.preece@avfc.co.uk at least three days prior to

your visit. We reserve the right to refuse admission to any flag or banner Please get in touch in advance so we can confirm arrangements and avoid disappointing you on the day of the match.

## **Bags and / or luggage**

Small bags should be OK to take in to the stadium. The contents will be examined by a steward as you enter Villa Park.

Larger bags and / or luggage cannot be taken in to the stadium. There is insufficient room and such

items will inhibit spectator movement. Unfortunately, we are unable to offer any kind of storage facility for bags, back packs or luggage deemed too large to enter the stadium. Where possible, please do not bring any kind of bag.

## **Camera System - Beware!**

Football heightens people's passions and sometimes that translates into poor behaviour which affects the enjoyment of others. To counteract that we have a Dallmeier camera system installed that is able to capture all live and historical incidents in fine detail.

From the throwing of flares or coins to unnecessary gestures or signs the camera sees it all and has proven to be a powerful tool to promote safety and security. The system allows our match day safety team to quickly spot perpetrators and take immediate action.

In addition, the quality of the images provided by the camera system gives authorities such as the Police and / or the Courts absolute certainty of the individuals identified and the actions they have taken at the match. Several fans have let off flares in the away end over the last few seasons – EVERY one of these fans has now received a banning order from the courts.

Please support your team with the passion they deserve, but in line with the Ground Regulations at all times.



# Ground Regulations





### Ground Regulations

Notice: Entry to the Ground is expressly subject to acceptance by the visitor of these Ground Regulations and the rules and regulations of FIFA, UEFA, The Football Association, the Premier League and The English Football League (EFL) in respect of the relevant competition. The Ground Regulations incorporate the Club's Customer Charter (if any). Entry to the Ground shall constitute acceptance of the Ground Regulations.

**"Ground"** means this football stadium and all locations owned, occupied or utilised by the Club.

**"Club"** means this football club.

**"Match"** means any association football match (or any part or aspect of such a match) taking place at the Ground.

**"Material"** means any audio, visual and/or audio-visual material and/or any information or data.

**"Football Authority"** means each of the Premier League, The English Football League (EFL) League, The Football Association, the Football Association of Wales, FIFA, UEFA and any other relevant governing body of association football

1. Notwithstanding possession of any ticket the Club, any police officer or authorised steward may refuse entry to (or eject from) the Ground any person:
  - i. that fails (or in the Club's reasonable opinion is likely to fail) to comply with these Ground Regulations or any reasonable instruction issued by a police officer or authorised steward or officer of the Club; and/or
  - ii. whose presence within the Ground is, or could (in the Club's reasonable opinion), constitute a source of danger, nuisance or annoyance to any other person.
2. On no account will admission be granted to a person who is the subject of a current Banning Order under the Football Spectators Act 1989 (as amended) or has been convicted of ticket touting offences under section 166 of the Criminal Justice and Public Order Act 1994 (as amended).
3. The Club excludes to the maximum extent permitted by law any liability for loss, injury or damage to persons/property in or around the Ground.
4. No guarantees can be given by the Club that a Match will take place at a particular time or on a particular date and the Club reserves the right to reschedule the Match without notice and without any liability whatsoever, save only to the extent provided pursuant to paragraph 5.
5. In the event of the postponement or abandonment of the Match, refunds (if any) will be made in accordance with the Club's Customer Charter. The Club will have no further liability whatsoever, including (but not limited to) any indirect or consequential loss or damage, such as (but not limited to) loss of enjoyment or travel costs.
6. All persons seeking entrance to the Ground acknowledge the Club's right to search any person entering the Ground and to refuse entry to or eject from the Ground any person refusing to submit to such a search.
7. The following articles must not be brought within the Ground - knives, fireworks, smoke canisters, air-horns, flares, weapons, dangerous or hazardous items, laser devices, bottles, glass vessels, cans, poles and any article that might be used as a weapon and/or compromise public safety and/or illegal substances. Any person in possession of such items will be refused entry to the Ground.
8. Further, you may not bring into the Ground:
  - i. any sponsorship, promotional or marketing materials save in respect of official club merchandise and/or other football related clothing worn in good faith;
  - ii. any flags or banners larger than those maximum dimensions permitted by the Club from time to time (or, in the absence of such stipulations, 2 metres x 1 metre) and/or of an offensive nature;
  - iii. nor may you offer (either free or for sale by any person) any goods (including literature) of any nature,without the express written approval of the Club's management.
9. The use of threatening behaviour, foul or abusive language is strictly forbidden and will result in arrest and/or ejection from the Ground. The Club may impose a ban for one or more Matches.
10. Discriminatory abuse, chanting or harassment of any kind, including without limitation in relation to race, disability, sex, religion, sexual orientation or any other protected characteristic under the Equality Act 2010, is strictly forbidden and will result in arrest and/or ejection from the Ground. The Club may impose a ban for one or more Matches.
11. The following acts are offences under the Football (Offences) Act 1991 (as amended):
  - i. The throwing of any object within the Ground without lawful authority or excuse.
  - ii. The chanting of anything of an indecent or racist nature.
  - iii. The entry onto the playing area or any adjacent area to which spectators are not generally admitted without lawful authority or excuse.Conviction may result in a Banning Order being made.
12. All persons entering the Ground may only occupy the seat allocated to them by their ticket and must not move from any one part of the Ground to another without the express permission or instruction of any steward, officer of the Club and/or any police officer.
13. Nobody may stand in any seating area whilst play is in progress. Persistent standing in seated areas whilst play is in progress is strictly forbidden and may result in ejection from the Ground.

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14. The obstruction of gangways, access ways, exits and entrances, stairways and like places is strictly forbidden. Nobody entering the Ground shall be permitted to climb any structures within the Ground.
15. Premier League stadia are smoke-free and smoking or the use of electronic cigarettes is not permitted inside the Ground.
16. Mobile telephones and other mobile devices are permitted within the Ground PROVIDED THAT (i) they are used for personal and private use only (which, for the avoidance of doubt and by way of example only, shall not include the capturing, logging, recording, transmitting, playing, issuing, showing, or any other communication of any Material for any commercial purposes); and (ii) no Material that is captured, logged, recorded, transmitted, played, issued, shown or otherwise communicated by a mobile telephone or other mobile device may be published or otherwise made available to any third parties including, without limitation, via social networking sites.
17. Under the Sporting Events (Control of Alcohol etc.) Act 1985 (as amended), the following are offences for which a person can be arrested by a police officer and conviction could result in a Banning Order being made:
  - i. Attempting to enter the Ground or being inside the Ground whilst drunk;
  - ii. Being in possession of any intoxicating liquor, or bottle, can or other portable container and which could cause damage or personal injury, when entering the Ground or in a public area of the Ground from which the event can be directly viewed.
18. Any individual who has entered any part of the Ground designated for the use of any group of supporters to which he does not belong may be ejected from the Ground either for the purposes of his own safety or for any other reason.
19. Save as set out in paragraph 16 above, no person (other than a person who holds an appropriate licence) may capture, log, record, transmit, play, issue, show or otherwise communicate (by digital or other means) any Material in relation to the Match, any players or other persons present in the Ground and/or the Ground, nor may they bring into the Ground or use within the Ground (or provide to, facilitate or otherwise assist another person to use within the Ground) any equipment or technology which is capable of capturing, logging, recording, transmitting, playing, issuing, showing or otherwise communicating (by digital or other means) any such Material. The Club reserves the right to eject you from the Ground in circumstances where you breach this paragraph 19.
20. The copyright, database rights and any other intellectual property rights in and to all Material that you produce at the Ground in relation to the Match, any players or other persons present in the Ground and/or the Ground (whether produced in breach of paragraph 19 above, or pursuant to paragraph 16 above, or otherwise) is hereby assigned (including by way of present assignment of future copyright pursuant to section 91 of the Copyright, Designs and Patents Act 1988) to the Club and the Premier League. You further agree (if and whenever required to do so by the Club and/or the Premier League) to promptly execute all instruments and do all things necessary to vest the right, title and interest in such rights to the Club and the Premier League absolutely and with full title guarantee.
21. No goods (including literature) of any nature may be offered either free or for sale by any person within the Ground without the express written permission of the Club.
22. Tickets are not transferable and may not be offered for sale without the prior written permission of the Club or otherwise in accordance with the relevant ticket terms and conditions. Any tickets that are transferred are transferred subject to these Ground Regulations. Any tickets offered for sale may be confiscated by any steward, officer of the Club or any police officer. The Club reserves the right to refuse admission to or eject from the Ground, and/or "blacklist", any person who has offered for sale or transferred his/her ticket in contravention of the relevant ticket terms and conditions (and/or the holder of any ticket that has been transferred in contravention of the relevant ticket terms and conditions). Tickets remain the property of the Club at all times.
23. CCTV cameras are in use around and in the Ground. Body worn video cameras recording video and/or audio may also be used as appropriate, to record images or audio which identifies you as an individual, for example to record prohibited behaviours as referenced in paragraphs 9 and 10. The Club may itself use or pass to the police or any Football Authority or other clubs, any recordings for use in any proceedings.
24. At all times whilst present in the Ground, persons must comply with any and all instructions of any steward or officer of the Club and/or any police officer. Failure to comply with any instruction may lead to immediate ejection from the Ground.
25. By entering the Ground, all persons are acknowledging that photographic images and/or audio, visual and/or audio-visual recordings and/or feeds (and/or stills taken therefrom) may be taken of them and may also be used, by way of example and without limitation, in televised coverage of the game and/or for promotional, training, editorial or marketing purposes by the Club, the Premier League or others (including commercial partners and accredited media organisations) and entry into the Ground constitutes your acknowledgement of such use. You further acknowledge that photographic images and/or audio, visual and/or audio-visual recordings and/or feeds (and/or stills taken therefrom) may be used (by the Club or by a third party, such as a law enforcement body) to identify you as an individual, where permitted by data protection laws, for the purposes of preventing or detecting crime, or any breach of these Ground Regulations. Information about the Club's use of your personal data will be brought to your attention by the Club (see for example any applicable privacy policy, signage and/or other forms of announcement in or around the ground). For further information please contact the Club.
26. All ticket holders agree that the Matches for which the tickets have been purchased are public, and that their appearance and actions inside and in the perimeter of the Ground where a Match occurs are public in nature, and that they shall have no expectation of privacy with regard to their actions or conduct at Matches.
27. Further to paragraph 25, if such person is under 18 years of age, the parent, guardian, or responsible adult who is accompanying them into the Ground shall be deemed to have provided consent on their behalf.
28. Refused entry to (or ejection from) the Ground may lead to further action by the Club including, but not limited to, the withdrawal of any season ticket (without reimbursement), Club Membership and other benefits.