



# VISITING SUPPORTER GUIDE

2021/22

# CONTENTS

- |     |                                |     |                             |
|-----|--------------------------------|-----|-----------------------------|
| 3.  | WELCOME TO STAMFORD BRIDGE     | 14. | BIG SCREEN MESSAGES         |
| 4.  | GETTING TO STAMFORD BRIDGE     | 14. | FLAGS & BANNERS             |
| 5.  | GETTING TO STAMFORD BRIDGE     | 15. | MATCHDAY REPORTING          |
| 6.  | CASHLESS STADIUM               | 16. | HOME FROM HOME REFRESHMENTS |
| 7.  | CHELSEA MERCHANDISE            | 17. | MATCHDAY PROGRAMME          |
| 7.  | CHELSEA MUSEUM                 | 17. | CHELSEA FC MATCHDAY BETTING |
| 8.  | ACTIVITIES AT STAMFORD BRIDGE  | 17. | LOST PROPERTY               |
| 9.  | TICKETING                      | 17. | FEEDBACK                    |
| 10. | DISABLED SUPPORTERS            | 19. | STAMFORD BRIDGE HISTORY     |
| 11. | MILLENNIUM & COPTHORNE HOTELS  | 19. | CONTACT US                  |
| 11. | THE CHELSEA HEALTH CLUB & SPA  | 20. | STADIUM MAP                 |
| 12. | RESTAURANTS                    |     |                             |
| 13. | TURNSTILE & GROUND REGULATIONS |     |                             |





# WELCOME TO STAMFORD BRIDGE

This Matchday information guide has been designed to help you get the most from your visit. Whether you're a Chelsea fan or a visiting supporter, we pride ourselves on providing everyone with a fantastic experience when they visit us. Stamford Bridge is the only place we have ever called 'home', and it has changed dramatically from when it was a bowl with the pitch surrounded by a dog racing track.

This guide contains all the information you need to ensure you have a great day, including directions, special offers and much more. If you have any specific enquiries, please contact us at **[enquiries@chelseafc.com](mailto:enquiries@chelseafc.com)**, and we will do our utmost to answer your query and make your visit more enjoyable. We look forward to welcoming you to Stamford Bridge and wish you a safe journey to and from the stadium.





# GETTING TO STAMFORD BRIDGE

**Stamford Bridge is the most central of the London football stadiums and is easily accessible by tube (Fulham Broadway) or bus from the centre of the city. It is advised against driving on matchdays due to resident parking restrictions and limited parking around the stadium which apply Monday – Sunday.**

## **Public transport**

As parking on a matchday is very limited the best way to travel to Stamford Bridge is by public transport.

## **By tube or train**

The nearest tube station is Fulham Broadway on the District Line. If changing at Earls Court Station take a Wimbledon-bound tube. There are two Overground stations near to Stamford Bridge, West Brompton and Imperial Wharf, which are approximately a 15-minute walk from the stadium. These are both on a direct line between Clapham Junction and Willesden Junction. Fulham Broadway tube station is wheelchair accessible. The station also has lift access.

## **By bus**

There are two bus stops outside Stamford Bridge on Fulham Road. Supporters can get to the stadium using the number 14, 211 and 414 buses.

## **By bicycle**

We have a bicycle storage area available for supporters wishing to cycle to the stadium. A bike shed is situated at Stamford Gate.

## **By river boat**

River boats run Monday to Friday with the closest pier to Stamford Bridge at Chelsea Harbour. Boats that stop at this pier run between Putney Pier and Blackfriars Pier. The latest Eastbound boat arrives at Chelsea Harbour around 6.20pm. The latest Westbound boat arrives at 7.35pm.



# GETTING TO STAMFORD BRIDGE

## By car

As Stamford Bridge is located in a busy residential area, parking is limited and often reserved. We therefore recommend the use of public transport.

## Driving from the north, east or west

Use the M25 to Junction 15 and turn off onto the M4 towards London. Follow the M4 which becomes the A4 up to Hammersmith. Go over the Hammersmith Flyover and a further one and a half miles before turning off for Earls Court. Go past Earls Court station and across Old Brompton Road, eventually reaching Fulham Road. Turn right at the traffic lights. After 600 yards, the ground is on the right. Parking close to the ground is very limited.

## Driving from the south

Cross the River Thames at Wandsworth Bridge and head up Wandsworth Bridge Road. At the junction with New King's Road, turn right and then immediately left. This will take you up to Fulham Broadway. Turn right onto Fulham Road and the ground is 400 yards on the left. Parking is very limited close to the ground.

## Road closures

Please note that Fulham Road between Harwood Road and Hortensia Road closes one and a half hours before kick-off with traffic being diverted along King's Road. No access to the site will be permitted during this time. The road will normally re-open approximately one hour after the end of the match.

## Coach park

There is a limited area for away supporter coaches in Imperial Road. Imperial Road is now part of the South Fulham Traffic Congestion and Pollution Reduction Zone so access is usually restricted to borough residents and other specially authorised vehicles. To ensure a coach parking space is allocated and avoid the risk of incurring a Penalty Charge Notices (PCNs) please follow the steps below:

## Booking Parking:

- Please go to <https://booking.gotocsp.com/chelsea> and using the options available choose your date and vehicle

- In the events details click on book parking then book parking again
- You will now need to create an account (you will need to confirm your email which may be sitting in your junk)
- Click log in (under the registration option) with the account you have created (if you have ticked keep me signed this step may not appear)
- Once you have logged in the page will refresh and you need to click on book parking
- On the booking page confirm the vehicle you will be bringing, complete the details required (use the details of the person and vehicle being used on the day) and click continue to payment
- When you click continue to payment this will process your booking (but no payment is needed) and you will receive an automated email confirmation that your space has been booked (please ensure you check your junk)
- Within 24-48 hours of start of the event you will receive a further email for us with any final details and contact details of the parking manager on the day.

Please note that all Coaches must be booked onto the system no later than 48 hours prior to the fixture date. Any booking received after this time will be at significant risk of incurring a Penalty Charge Notice (PCN).

Chelsea traffic marshals will be able to direct supporters to the ground which is between 10 and 15 minutes walk. Subject to Police permission, it is possible to bring eight coaches, including the Away Team Coach, to outside the Stadium during the fixture, which will make the departure quicker for Visiting Supporters.

# CASHLESS STADIUM

## **Our Cashless Stadium**

In common with many clubs across the country, Chelsea has decided to move towards a cashless stadium at Stamford Bridge. This will apply on match days and non-match days.

A cashless Stamford Bridge will match expectations for how modern stadiums should operate, bringing the benefits of speed of service and cutting queue times in all areas of the club operations on a matchday.

We appreciate the majority of our fans are already using cards to make their purchases at Stamford Bridge, so the impact of going totally cashless should not be very noticeable. You can use card, contactless card and mobile payments throughout the stadium to make purchases for refreshments, merchandise and even programmes on the day.

## **Cash Machines**

Should you still require one, there is a cash machine located on-site next to the security office by Stamford Gate. There are also cash machines at Fulham Broadway and one across the road from Stamford Gate.

# CHELSEA MERCHANDISE

The Chelsea Megastore is situated right at the heart of Stamford Bridge and has over 12,500 square feet of space dedicated to all things Chelsea.

It features a full range of Nike Kit including this seasons home and away shirt and a print bar that allows you to get your favourite players' names and numbers printed onto your shirts.

In addition to this, you'll find a full range of official training wear, Chelsea fashion and accessories in store.

From 1st July 2020, the Megastore will only be able to accept cashless payments whereby only electronic payment methods such as debit cards, credit cards and gift cards will be permitted, please note cash payments will not be accepted from this date.

## **Additional matchday outlets**

On match days, as well as the main stadium Megastore, there is also a store at the corner of the Stamford Gate entrance on the main road.

Additionally, a mobile merchandise unit is located near the Britannia Gate. For Chelsea FC Women home fixtures, a selection of Chelsea merchandise is also available at Kingsmeadow.

## **Store opening times\***

Monday – Saturday 9am – 6pm

Sunday 11am – 5pm

\*the store is closed after kick-off, and re-opens after the game for up to one hour. Please note that opening times may vary depending on the fixtures kick-off time.





# ACTIVITIES AT STAMFORD BRIDGE

**During your visit to Stamford Bridge, we have a variety of activities going on to ensure each fan has the most enjoyable matchday experience possible.**

## **Bridge Team**

Look out for our brand ambassadors, the Chelsea FC Bridge Team. Dressed in Nike tracksuits, they have a variety of roles on matchday: welcoming supporters, escorting visitors to their gates, taking photos and keeping you in the loop with all the latest Chelsea FC news! Should you need any assistance, please don't hesitate to ask.

## **Gifts for matchday birthdays and first matches**

We know how special a junior fan's first visit to Stamford Bridge is and when their birthday falls on a matchday and to add to their excitement, we offer our junior fans aged twelve or under a special memento for one of these occasions. The mementos can be collected from Museum and Stadium Tours, located behind the Matthew Harding Stand on the day of the match\*. This is a free and popular service with mementos being given on a first come, first serve basis. The mementos can be collected from the Megastore on the day of the match.

## **The 50/50 Raffle**

After raising thousands for charity last season, the 50/50 Foundation Raffle returns to make more matchday cash and Chelsea prize-winners. There are kiosks located at several locations around the ground and tickets can be purchased online [chelseafc.matchplus.co](https://chelseafc.matchplus.co)





# TICKETING

**The ticket office is located in the Shed End (South Stand) next to the Megastore. The ticket office deals with all match ticket enquiries, including those of away supporters.**

## **Duplicate ticket procedure**

If a visiting supporter requires a duplicate ticket they will need to contact their own club's ticket office who will authorise us to duplicate the ticket. Duplicated tickets can then be collected on the day of the match from the ticket office located at the back of the Shed End (South Stand).

## **Ticket office opening times**

Matchday Saturdays, 3pm or earlier kick-off  
1015am – half-time

Matchday Saturdays, 12.45pm kick-off  
915am – half-time

Matchday Saturdays, 5.30pm kick-off  
1215pm – half-time

Matchday Sundays, 3pm or earlier kick-off  
1015am – half-time\*

Matchday Sundays, 4pm kick-off  
1115am – half-time\*

Midweek matches, 7.45pm/8pm kick-off  
10am – half-time

\*Should a home match move from Saturday to Sunday the ticket office will NOT be open on the Saturday prior to the match. On Home matchdays, Match Ticket sales/collections for all other Matches (excluding the Match played on that day) will not be available less than two hours before kick-off. This is to assist supporters with collections and enquiries for that particular Match.

## **Away matchday sales**

No tickets will be sold to supporters of the away team on matchday.

## **Upgrades and downgrades**

Upgrades and downgrades are not available from the Chelsea ticket office.

## **Touting**

Ticket Touts and Invalid Tickets – Tickets purchased from any source other than Chelsea Football Club or one of its authorised partners will be confiscated and entry will be refused. To avoid doubt this includes, from any street seller (tout), above face value from any ticket holder or from any ticketing website not listed as an official partner.

For more information visit –

**<https://www.chelseafc.com/en/tickets---membership/ticket-information/general-admission/official-sellers---tout-info>**

# DISABLED SUPPORTERS

The disability department is located in the Shed End (South Stand) next to the Megastore. The disability team deal with all ticket enquiries for disabled supporters and are located at the ticket office.

## Accessible car parking

We have up to nine accessible disabled parking spaces (not all located at the stadium) which can be booked approximately 28 days before a matchday on a first come, first served basis. To make a booking please call us on **0371 811 2012 (UK) or 0044 207 917 1950 (International)** between office hours.

## Matchday Commentary

Visually impaired supporters can collect a free ear-piece from window seven at the ticket office on matchday.

## Opening times

Matchday Saturdays, 3pm or earlier kick-off  
1015am – half-time

Matchday Saturdays, 12.45pm kick-off  
915am – half-time

Matchday Saturdays, 5.30pm kick-off  
1215pm – half-time

Matchday Sundays, 3pm or earlier kick-off  
1015am – half-time\*

Matchday Sundays, 4pm kick-off  
1115am – half-time\*

Midweek matches, 7.45pm/8pm kick-off  
10am – half-time

\*Should a home match move from Saturday to Sunday the ticket office will NOT be open on the Saturday prior to the match. On Home matchdays, Match Ticket sales/collections for all other Matches (excluding the Match played on that day) will not be available less than two hours before kick-off. This is to assist supporters with collections and enquiries for that particular Match.

## Access Statement

To view the Access Statement please visit: **chelseafc.com**.

# HIDDEN DISABILITIES SUNFLOWER LANYARD SCHEME

A Sunflower Lanyard will let us know if you may need some additional support.

## What is a Sunflower Lanyard?

A Hidden Disability Sunflower Lanyard discreetly lets us know you have a hidden disability and may appreciate a little extra help when visiting Chelsea FC.

## How can I get a Sunflower Lanyard?

You can easily pick one up from the main club reception and ticket office located in the Shed End (South Stand). Alternatively, you can contact us at **access@chelseafc.com** and we will post one to your home.



# SAFETY AND SECURITY

**Turnstiles usually open two hours prior to kick-off for weekend matches and 90 minutes prior to kick-off for evening matches. It is strongly recommended that you arrive in good time and that you are inside the stadium 30 minutes before kick-off. Please note that large numbers of supporters arriving late cannot have an expectation of making it into the stadium before kick-off.**

## **Entry to the stadium**

Please keep your ticket safe and take care not to damage, fold or otherwise deface the ticket as Chelsea Football Club will not accept responsibility if due to its condition entry cannot be obtained.

Supporters will be asked to show their match ticket for a visual inspection prior to being searched by stewards. Each ticket has a barcode and this is to be simply inserted into the electronic reader at the turnstile. When the light goes green (amber for concessions), walk forward through the turnstile.

We want all supporters to be able to enjoy their visit and support their team in a safe and secure environment. To help achieve this, Chelsea Football Club asks supporters not to use foul and abusive language or behaviour. Discriminatory behaviour of any sort is unacceptable and Chelsea Football Club will take firm action in such cases.

Chelsea FC operates a queuing procedure to co-ordinate and moderate the flow of supporters to the turnstiles in order to ensure a safe entry into the stadium. On arrival at the queuing system the following processes will occur: pre-entry ticket checks, body & bag search, electronic ticket scan, entry through turnstile. During these procedures it may be necessary to temporarily hold supporters at cordon points in order to achieve a safe and steady flow through to the turnstiles.

It is requested supporters avoid bringing bags where possible as enhanced searches may be taking place. Please note that explosive/narcotic/pyrotechnic detection dogs will be present throughout.

## **Re-admittance**

Customers are advised we have a strict no re-admittance policy and that entry to the ground is not permitted after the commencement of the second half.

## **Ground regulations**

All tickets are issued subject to Chelsea Football Club's ground regulations, a copy of which can be found at the turnstiles before entry to the stadium or online at [chelseafc.com](https://chelseafc.com).

## **Prohibited items**

The following articles must not be brought into the ground – large bags or suitcases, baby buggies or prams, video recording equipment, large lens cameras, drinking glasses, glass bottles or plastic bottles in excess of 500ml, canned drinks, darts, knives or weapons, fireworks or flares, gas or smoke canisters, tools, air horns or musical instruments, flag poles, poles or sticks (other than those available in the club shop), umbrellas, selfie sticks, dangerous or hazardous items, laser devices, and any article that might be used as a weapon and/or compromise public safety. Any person in possession of such items will be refused entry to the ground.

## **Matchday property store**

This is situated on the East Stand Concourse at the south end of the stadium and it is only to facilitate motorcycle and push bike helmets, which are not allowed to be taken into the stadium. It will be open from three hours prior to kick off and will close 60 minutes after the final whistle.

## **Persistent standing**

We ask that all supporters remain seated in their designated seat and do not block aisles.



# PROHIBITED ITEMS

## Prohibited items:

The following articles must not be brought into the ground. Any person in possession of such items will be refused entry to the ground.



NO BAGS LARGER THAN  
A4 (100 X 200 X 300 MM)



NO BABY BUGGIES  
OR PRAMS



NO VIDEO RECORDING  
EQUIPMENT



NO LARGE  
LENS CAMERA



NO SMOKING INC.  
E-CIGARETTES & VAPES



NO DRINKING  
GLASSES



NO GLASS BOTTLES OR  
PLASTIC BOTTLES IN  
EXCESS OF 500ML



NO CANNED  
DRINKS



NO DARTS, KNIVES  
OR WEAPONS



NO FIREWORKS  
OR FLARES



NO GAS OR SMOKE  
CANISTERS



NO TOOLS



NO AIR HORNS  
OR MUSICAL  
INSTRUMENTS



NO FLAG POLES  
OR STICKS



NO UMBRELLAS



NO PERSISTENT  
STANDING



NO RATTLES



NO SELFIE STICKS

## BIG SCREEN MESSAGES

We have two large screens within the stadium which play the match live and show highlights and statistics.

We are also able to show 15 birthday and welcome messages at half time for our fans. This service is free of charge and can be requested by emailing **[bigscreen@chelseafc.com](mailto:bigscreen@chelseafc.com)**.

Please kindly note that messages are allocated on a first come first served basis and messages should be emailed over 48 hours before the match to be considered. CFC reserve the right to refuse inappropriate messages.

## FLAGS & BANNERS

There is only a limited amount of space to display banners and flags within the Stadium and they must therefore be no larger than 80cm in depth and 250cm in width. Banners and flags must not obstruct the view of others, cover advertising signs or cause a safety hazard. Banners and flags must not display any abusive or threatening words, images, political statements or be deemed unacceptable. Flag poles are not allowed. All banners and flags must carry a Fire Safety Certificate.





# DISCRIMINATION & ABUSE

Ground Regulations specifically outlaw the use of threatening behaviour, foul or abusive language and discriminatory abuse, chanting or harassment relating to age, disability, gender reassignment, race, religion and belief, sex or sexual orientation.

Chelsea FC takes all forms of discriminatory behaviour very seriously and believes all forms of discriminatory chanting, including antisemitism, homophobic, biphobic and transphobic chanting to be abhorrent behaviour that has no place in football.

The club continues to work very closely with the football authorities and organisations such as Kick It Out to combat discrimination and make the attendance at football matches as enjoyable for everyone as it should be.

If you hear it, report it. During the Match text **88777** or **07894 93 77 93**, with stand, row, seat number, description of the offender and incident. After the Match call **0207 386 3355** or email [buildingbridges@chelseafc.com](mailto:buildingbridges@chelseafc.com).





# VISITING SUPPORTER REFRESHMENTS

## ALL BARS AND KIOSK ARE CASHLESS

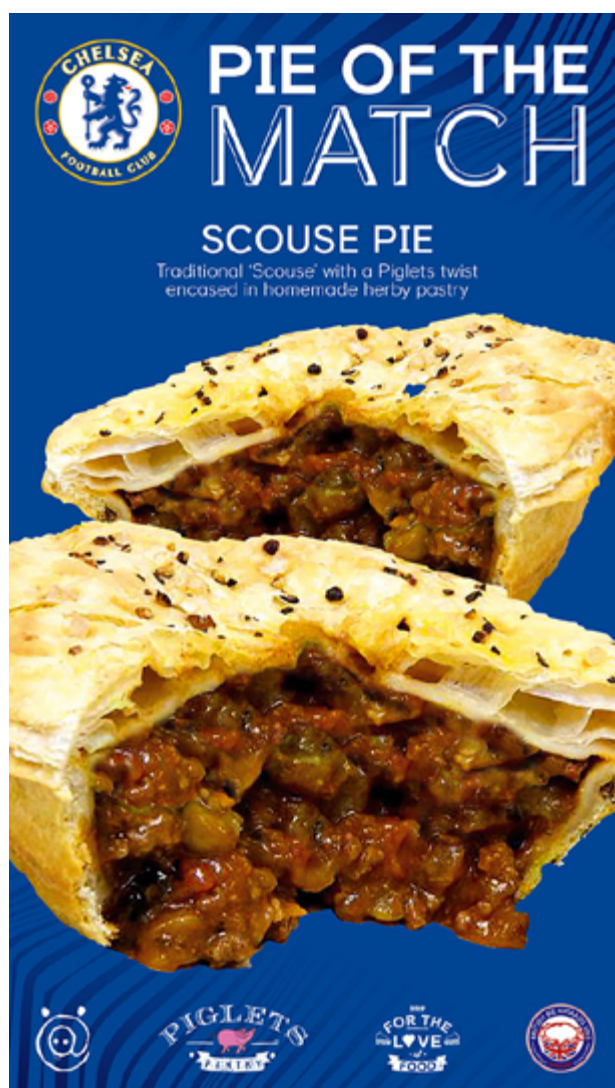
# HOME *FROM* HOME

We want visiting supporters to feel at home when they come to Stamford Bridge. We understand this is a big day out. Many local bars do not allow visiting team fans but we encourage and welcome all ticket holders to arrive early. We have a fantastic range of food and drink offers available to suit all palates and wallets...

### PIE OF THE MATCH

Visiting supporters will often be given the opportunity to try out a custom pie offering in the form of our 'Pie of the Match'.

Delectable flavours produced with either the away supporter or time of year in mind.



### A SELECTION OF FOOD ITEMS AVAILABLE

#### Hot Dog

Smoked beechwood frankfurter served in a top sliced white bread roll

#### Chicken Wrap

Indian chicken wrap with mixed salad and masala mayo sauce

#### Spicy Potato & Cauliflower Pie (V)

A seasoned spicy potato and cauliflower pie. Vegetarian friendly.

### EAT RIGHT & GLUTEN FREE OPTIONS

Responding to fans requests for a gluten-free option, we have a limited number of gluten-free wraps and cakes for sale.

We realise the importance of 'eating right' and are proud to offer you our tasty range of wraps.

They are made on-site by our culinary team, delicious, low in salt and each under 500kcal.

# MATCHDAY PROGRAMME

Packed with exclusive interviews, pictures and all the information you need for a matchday here at Stamford Bridge, the matchday programme is the perfect souvenir for any supporter. Programmes can be purchased from many vendors around the stadium and the Megastores, and is priced at **£3.50**.

# CHELSEA FC MATCHDAY BETTING

This season we will have match day betting kiosks situated around Stamford Bridge for fans to place bets prior to kick off.

- Supporters may collect their winnings in the following ways:
- In cash at future home fixtures by presenting their coupon at any betting kiosk inside the stadium
- Via BACS transfer through BD Stadia by visiting **[claimmybet.co.uk/payment](https://claimmybet.co.uk/payment)**
- Via post by sending their coupon to the late pay department address on the reverse of the coupon

# LOST PROPERTY

Any property found within the stadium after the match will be made available on the next working day. Please contact us on **0371 811 1955 (UK)** or **0044 207 386 9373 (International)** or by email **[enquiries@chelseafc.com](mailto:enquiries@chelseafc.com)**.

# FEEDBACK

Providing excellent customer service is important to all our staff and is exactly what you should expect to receive. Once you have visited us please let us know your feedback either by emailing **[supporter.services@chelseafc.com](mailto:supporter.services@chelseafc.com)** or by sending a letter by post to:

Supporter Services  
Chelsea Football Club  
Stamford Bridge  
Fulham Road  
London  
SW6 1HS

# EMERGENCY CONTACT WRISTBANDS FOR FAMILIES

Emergency contact wristbands for families visiting Stamford Bridge.

A new initiative has been launched at Stamford Bridge for a specially designed children's wristband that will assist if families become separated or children become lost. It will also be introduced at Kingsmeadow, the home venue for Chelsea Women games.

The voluntary scheme will allow parents/carers to complete emergency contact details on the inside of the wristband which will assist club staff in reuniting families quickly and safely.

The wristbands will be available on site on both matchdays and non-matchdays and can be collected from various venues at the stadiums. They are only usable for that day's visit.

# STAMFORD BRIDGE HISTORY

Stamford Bridge's capacity now stands at **40,267**, having been completely transformed from its early days as an athletics stadium, prior to our foundation in 1905.

Built in a huge oval shape, the stadium has undergone considerable reconstruction in the last 25 years, with only the old Shed wall remaining from the original structure. It can be seen outside the Megastore and ticket office. In the 1990s, the Shed End and North Stand were both renovated and turned into all-seater areas alongside the huge East Stand, which opened in 1974, while the modern West Stand was completed in 2001.

## CONTACT US

Chelsea Football Club  
Stamford Bridge  
Fulham Road  
London  
SW6 1HS

**General Enquires:** 0371 811 1955

**International number:** 0044 207 386 9373

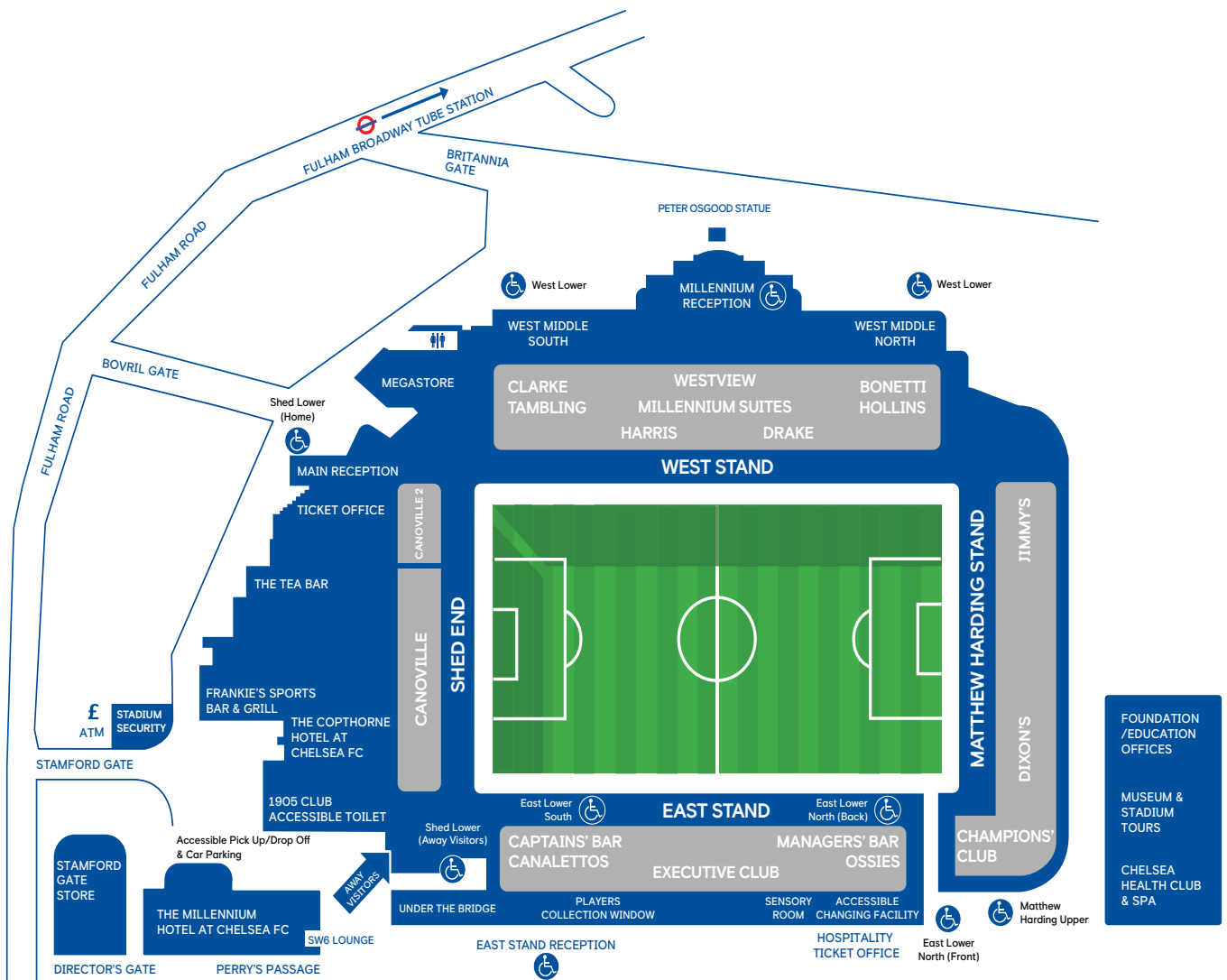
**Email:** [enquiries@chelseafc.com](mailto:enquiries@chelseafc.com)

**Supporter Liaison Officer:** [slo@chelseafc.com](mailto:slo@chelseafc.com)





# STAMFORD BRIDGE MAP



For more information about hospitality at Chelsea please visit [chelseafc.com/clubchelsea](https://chelseafc.com/clubchelsea)

[chelseafc.com](https://chelseafc.com)



**THE PRIDE  
OF LONDON**