



Away Supporters' Guide

PRESTON NORTH END FC



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Welcome to Deepdale

Getting to Know Us

Welcome to Deepdale - the home of Preston North End Football Club, also known as the Lilywhites!

This guide has been designed to provide all visiting supporters with the relevant information required ahead of visiting Deepdale.

At Preston North End, we welcome supporters from all communities and aim to provide an enjoyable and memorable matchday experience for all attending Deepdale.

During the 2018-19 season the club were awarded with 'Away Day of the Year' at the annual Football Supporter's Federation awards, and later in the season we picked up the EFL's **'Away Fan Experience' award** for the Championship, with both awards recognising the club's overall attitude towards visiting fans at Deepdale.

We hope that you find the information enclosed useful and if you require any further information, please do not hesitate to contact the club.

Contact details can be found in this guide.

We look forward to seeing you at Deepdale soon.

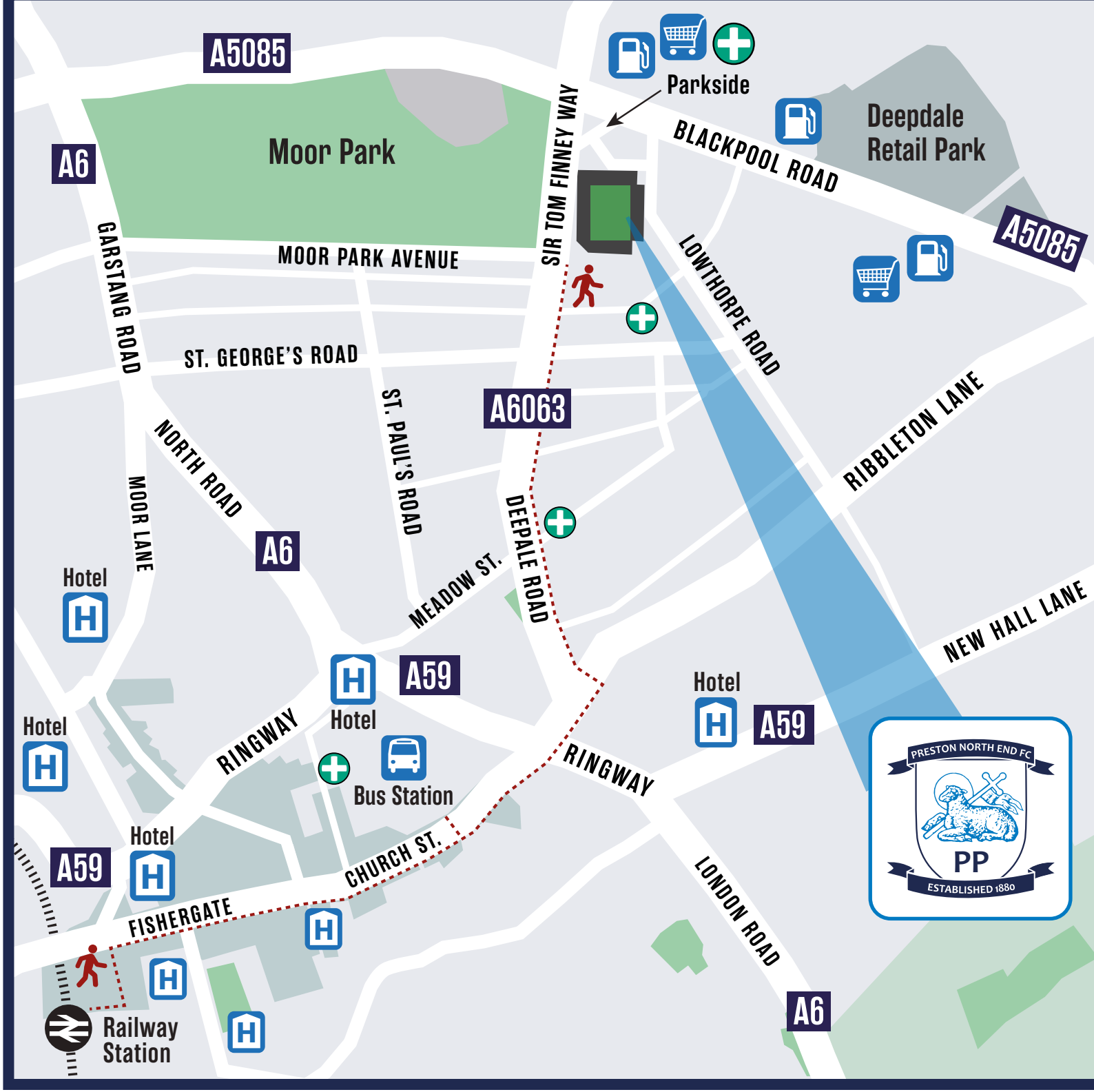
Sir Tom Finney Way, Deepdale, Preston, Lancashire, PR1 6RU

web: **www.pne.com** • tickets: **www.mypne.com**

call: **0344 856 1964** • email: **enquiries@pne.com**



Getting to Deepdale



By Car

From **M6 J31**, head west and **follow A59**. After 1.0 mile Uphill, take the second exit off the mini roundabout adjacent to the **Hesketh Arms** on to **A5085** Blackpool Road. Carry straight on for 1.2 miles through four sets of traffic lights, then take a left before the lights (signposted to Town Centre, Football Ground) into **Parkside**.



We urge all supporters to arrive at the stadium early enough to avoid traffic congestion or crowding at the turnstiles.

Parking

Stadium parking is priced at **£15** per vehicle and sold in advance of the fixture date, subject to availability.

External Parking on **Moor Park** car park is available on a first-come-first-served basis for **£7**. It is situated across from the stadium on Sir Tom Finney Way.

By Train

Preston Railway Station is located in the city centre and is situated approximately two miles away from Deepdale. (Walking route red dotted line on the map)

By Taxi

Taxis are also available from outside the station which will cost approximately **£5**.

Some of the main local taxi firms are listed below:

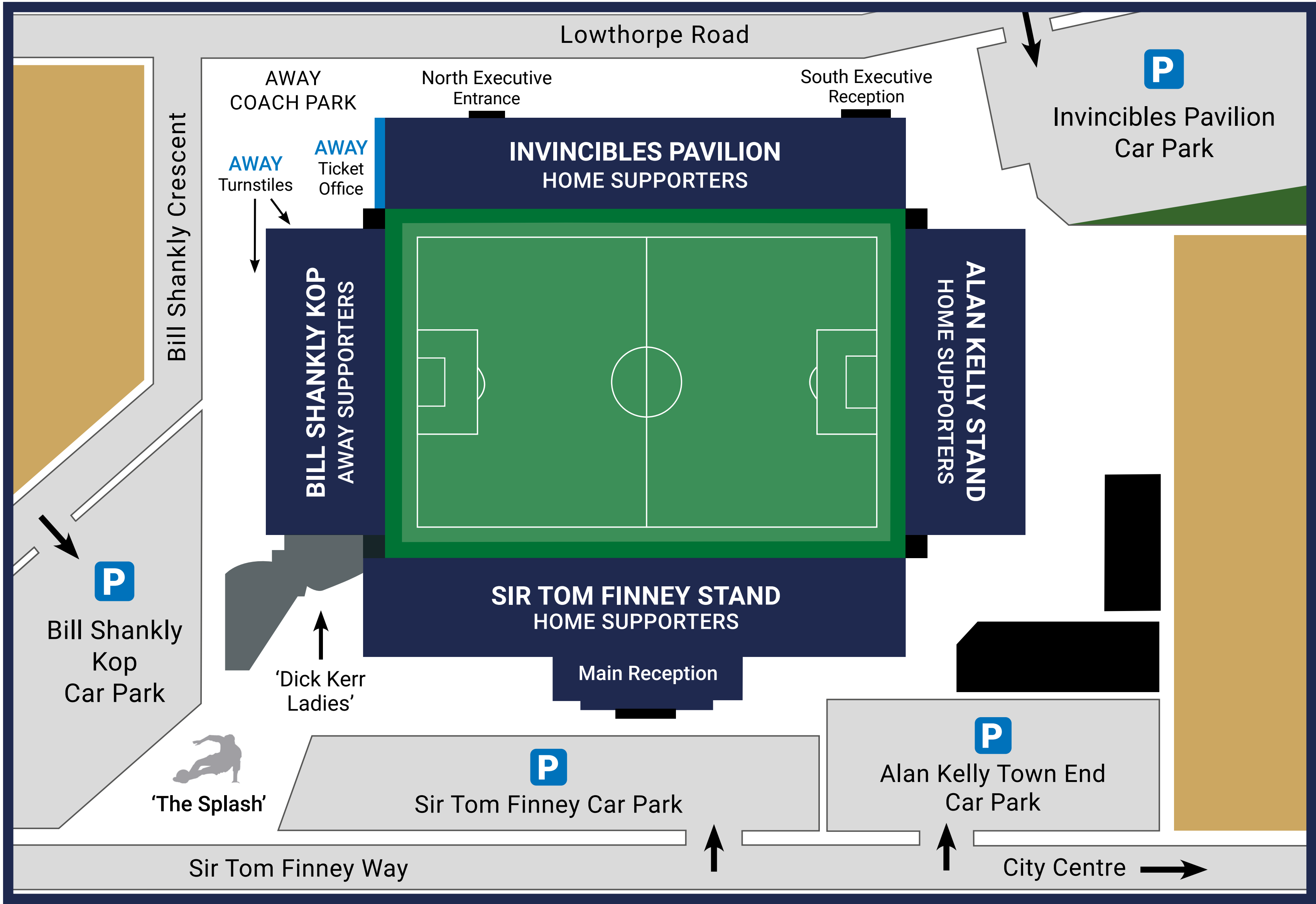
Millers Citax	01772 884000
AAA taxis	01772 555999
New City VIP taxis	01772 824000
Eagle taxis	01772 200300

Contact us

tel: **0344 856 1966**
email: **ticketoffice@pne.com**
web: **www.pne.com**

**Sir Tom Finney Way, Deepdale, Preston
Lancashire, PR1 6RU**

Deepdale Stadium Guide



Before the Game

It is recommended to arrive at the stadium at least an hour before kick-off. This will allow sufficient time to purchase/collect your tickets if required, safely enter the stadium and browse the snacks and refreshments available from the kiosks.

If this is your first time at Deepdale, stewards will be on hand both inside and outside the ground to assist you in finding your seat.

Address

Sir Tom Finney Way,
Deepdale, Preston, PR1 6RU

Contact us

email: enquiries@pne.com
call: 0344 856 1964

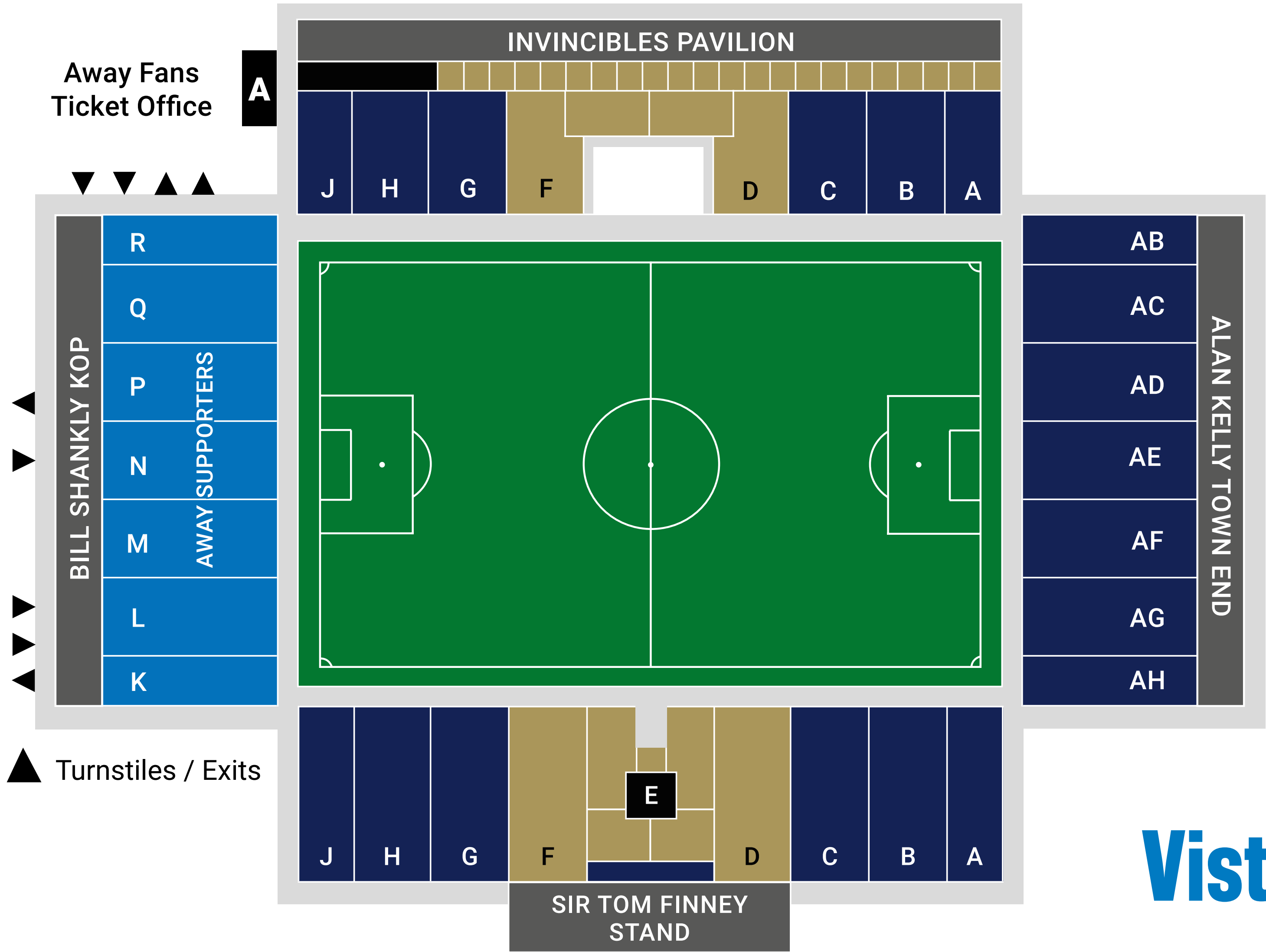
Tickets

All visiting supporters are located in the Bill Shankly Kop which is behind the goal. An allocation of tickets will be sent to your club to sell via your club's ticket office in advance of the fixture. For any concession tickets sold, concessionary age may be challenged at the turnstile, so it is advisable to bring the relevant identification with you.

Any unsold tickets returned to Preston North End may be released for sale on matchday; a decision on sales on the day will be made on the day before the fixture date in consultation with the visiting club and Lancashire Police.

Should tickets be available on the day, these can be purchased from our away ticket office which is situated outside the Bill Shankly Kop.

call: **0344 856 1966**
email: **ticketoffice@pne.com**



Visting Fans

Both cash and card payments are accepted from the away ticket office. If your tickets are to be collected from Deepdale, these will also be available to collect from the away ticket office. The away ticket office opens two hours before kick-off.

Please Note: We will not refund or replace any visiting supporters' tickets. All ticket enquiries must be taken up with your club.

Barcode

This barcode is used to gain entry to the stadium. Scan the barcode face up on the reader to enter. Please ensure the barcode is not damaged or defaced as this may affect your entry.

Turnstile

Please look for the correct turnstile number for entry to the stadium.

Fixture Details

Opponent, date and kick-off

Stand

The stand you will watch the game from.

Age Band

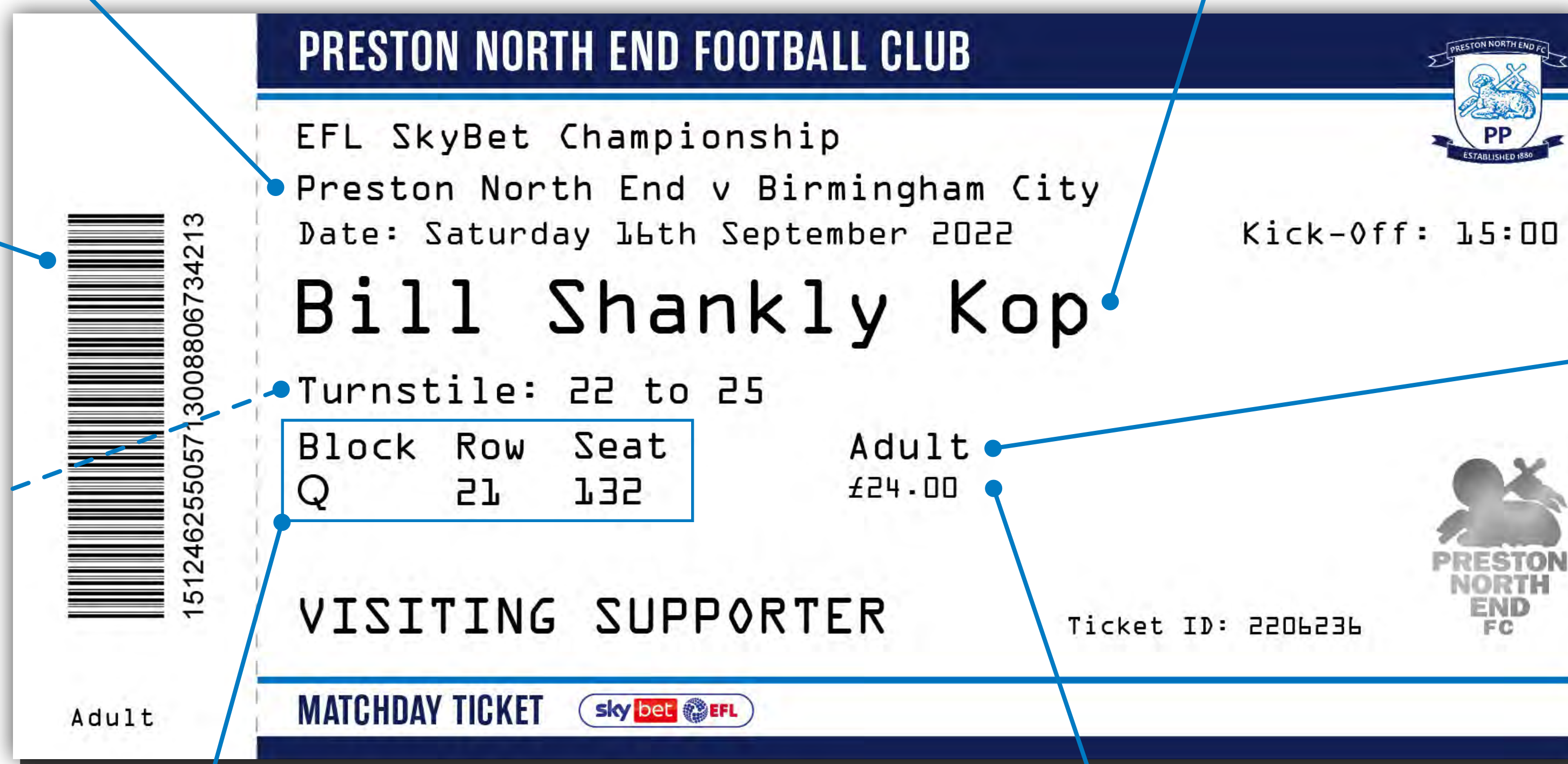
This is the age category of the ticket sold.

Seat Details

These are your unique seat details. Row one is at the front with row 39 being at the back. You can find the blocks on our seating plan.

Price

All tickets are marked with the relevant price. This price may change for cup fixtures.



Your Ticket Explained

Ticket office: www.mypne.com • call: 0344 856 1966 • email: ticketoffice@pne.com



Hospitality

Considering booking Matchday hospitality for your trip to Deepdale?

Then look no further than our hospitality packages catering for your every need, there really is a package to suit all supporters. From informal dining to a waitress served three course meal, we have a range of options provided for all the family. Here at Preston North End we aim to impress you both on and off the pitch.

Contact Our Team

For more information and availability for your chosen fixture, please contact the commercial department.

Call: **0344 856 1960**, visit our website **PNE.com** or email us at **commercial@pne.com**



Disabled Supporters

Facilities

We offer a range of facilities and provisions for all disabled supporters. The Bill Shankly Kop provides both elevated and pitch level viewing areas for wheelchair users. These are located in **blocks L** and **Q** with **16 spaces** available to purchase. There are three spaces available on the elevated platform which is situated in block K.

Ambulant disabled supporters are eligible to sit anywhere within the given allocation, providing this is safe and accessible to do so. We do recommend that ambulant disabled supporters with walking difficulties or difficulty climbing stairs sit on the front couple of rows for safety purposes.

There is no limit on the number of ambulant disabled and carer tickets available from your allocation.

An in seat service for refreshments is available for disabled supporters sat at pitch level who cannot access the kiosk facilities. Our catering staff will be on hand to take orders before kick-off.

Parking

The Bill Shankly Kop car park has **two disabled parking bays** for visiting supporters, available to book in advance of the fixture date. These are priced at **£15 a space** and sold subject to availability. There are two drop off points at the Sir Tom Finney Stand and Invincibles Pavilion.

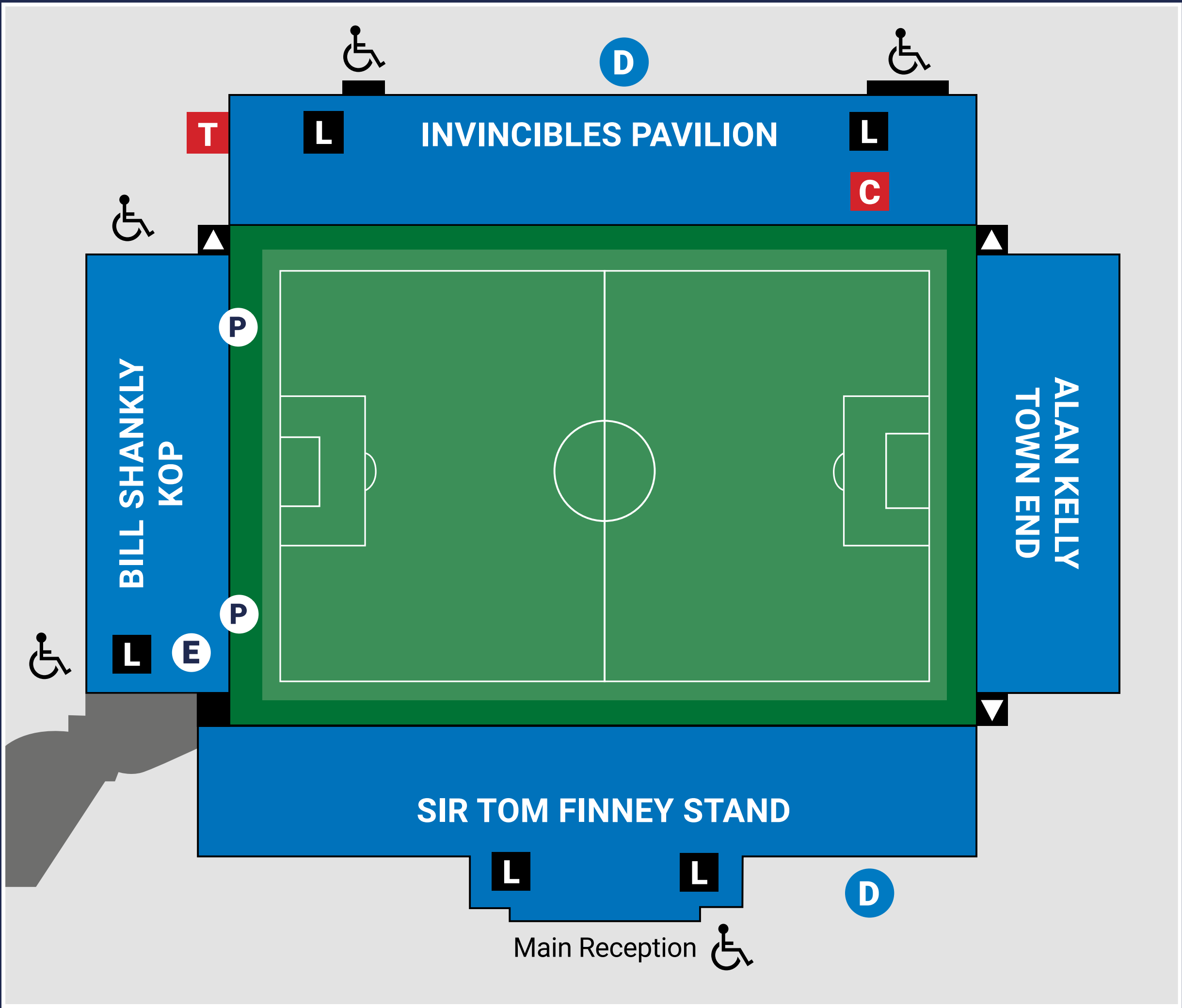
Tickets

All disabled supporters will pay according to their age band, with the carer ticket provided complimentary if required. Disabled and carer tickets must be booked via your club's ticket office. Disabled supporters who require pitch level entry should enter Deepdale via **NX07**. Please make yourself known to a steward upon arrival.

Accessibility

There are two accessible toilets in the visitors section which are fitted with radar locks. PNE also has a **Changing Places** facility in the Invincibles Pavilion.

For visually impaired supporters, we have two wireless receivers available which provide live match commentary from Hospital Radio.



These must be booked with our **Disability Liason Officer** Hannah Woodburn no later than 5pm the day before a match. Call: **0344 856 1966** or email **slo@pne.com**.

- | | | | |
|----------|---------------------------|----------|-----------------|
| D | Transport drop-off points | L | Lift Access |
| | Disabled Access / Exit | C | Changing Places |
| E | Elevated viewing | T | Ticket Office |
| P | Pitchside viewing | | Disabled Exit |

What to do at Deepdale

Sir Tom Finney Statue - 'The Splash'

Preston North End's most famous player, Sir Tom Finney, unveiled his signature 'Splash' statue in 2004 which was inspired from a photograph taken at a waterlogged Stamford Bridge in a match versus Chelsea in 1956. Around the statue are a number of special bricks forming the '**Walk of Fame**' with the bricks occupying a combination of supporters and ex-PNE players' names.

The Dick Kerr Ladies Monument

In 2017 a monument for the Dick Kerr Ladies was opened to remember the fantastic efforts and achievements, here at Deepdale. The Dick Kerr Ladies were one of the first ladies football teams in England and one, if not, the most successful team of all-time, playing from 1917 until 1965. You will find this monument overlooking the Sir Tom Finney '**splash**' statue on the wall.

The One and Only - Official PNE Matchday Programme

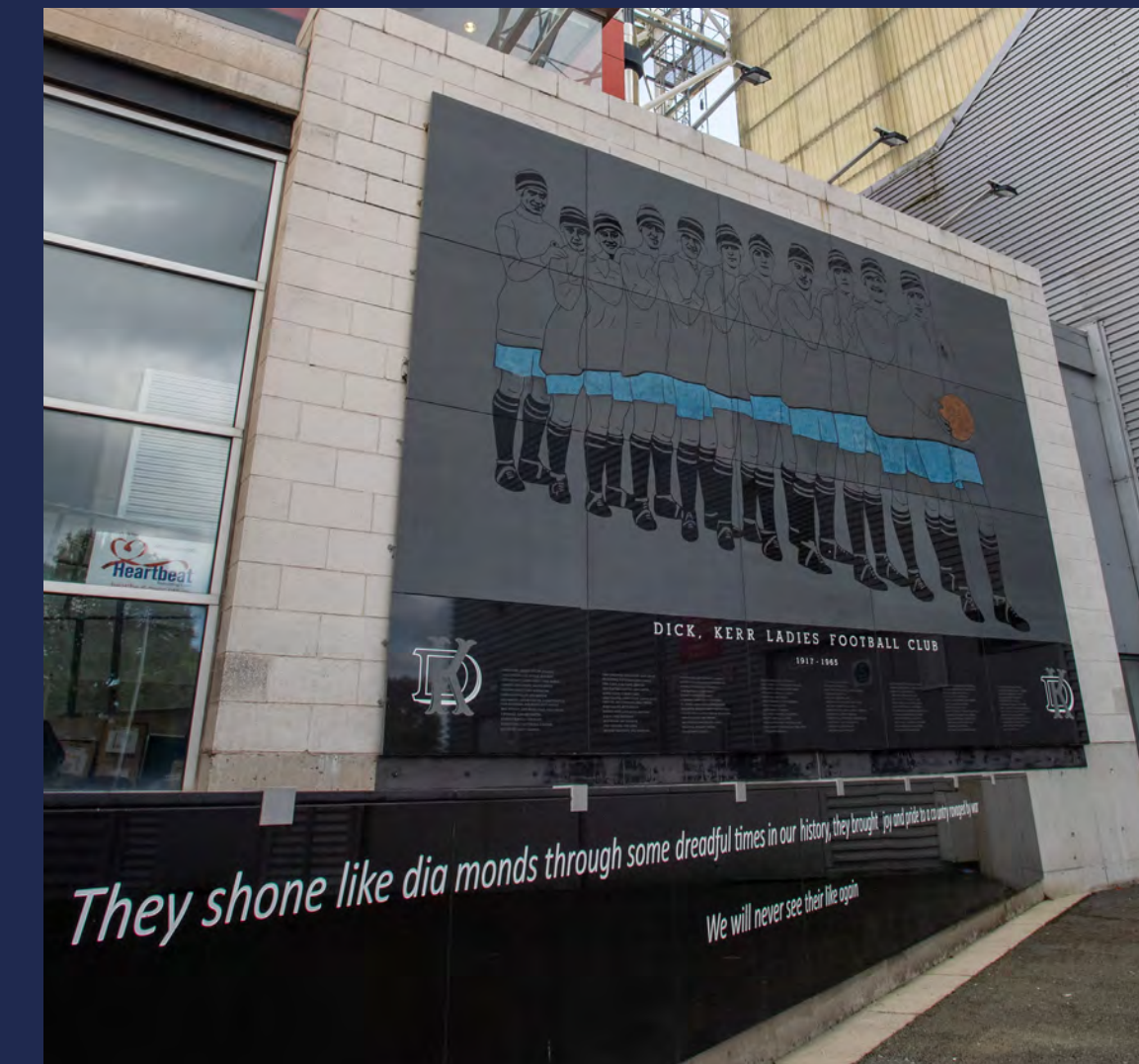
Our matchday programme can be purchased from around the ground for **just £3** for all league matches. (Prices for cup and friendly matches may vary). Our programme includes exclusive features and interviews and also provides an in-depth look into North End's opposition.

Preston North End Official Club Store

Our official club retail store is located at the Sir Tom Finney Stand next to the main ticket office and is the place to go for all memorabilia, keep sakes and to have a look at our official club merchandise.

Matchday Supporter Liaison Officers

Keep a look out for our matchday supporter liaison officers around the ground who will assist as best they can with any queries you may have, or to have a quick chat about all things PNE.



Sir Tom Finney Way, Deepdale, Preston, PR1 6RU
www.pne.com • enquiries@pne.com • 0344 856 1964



Nearby the Stadium

Deepdale Retail Park

Deepdale Retail Park is an approximate ten minute walk from the stadium and has various food and shopping outlets to occupy your time, should you be arriving early. Matchday parking is not permitted on the retail park and vehicles are left at the owner's risk.

Supermarkets

Sainsbury's is just over the road from Deepdale, no more than a five minute walk and two minute drive away. Sainsbury's also has a café, a petrol station and a garage should you need to fill up before your journey home. Matchday parking is not permitted on Sainsbury's and vehicles are left at the owner's risk.

Morrison's is also located just a little further up Blackpool Road from the Deepdale Retail park with the same amenities that Sainbury's provides.

Cash Machines

There are free to use cash machines located at Sainsbury's, Morrisons and the Spar Euro Garage on Blackpool Road, within walking distance of the stadium.

Pharmacies

These are located on both St Gregory Road and Sainsbury's.

Petrol Stations

These are located on the major routes from both M6 and M55 motorways and shown adjacent to the two major supermarket car parks and retail park.



Sir Tom Finney Way, Deepdale, Preston, PR1 6RU

www.pne.com • 0344 856 1964 • enquiries@pne.com

Refreshments

Our caterers, **Heathcote&Co Deepdale**, provide a range of refreshments which are available to purchase on the concourse before the match and at half-time. Please see the menus on this page which highlight the food and drink offerings available. All items are sold subject to product availability.

Please note: That some fixtures may be declared alcohol free, the visiting club will be advised accordingly should this be actioned.

Snacks

- Chocolate bars * **£1.30**
- Crisps * **£1.50**
- Sweet/chocolate bags * **£2.80**

Hot Food

- Pies (Clayton park) * **£3.20**
- Burger (Big Al's) (1/4 lb) **£3.50**
- Cheeseburger (Big Al's) (1/4 lb) **£4.00**
- Hotdog (Mom's) **£3.50**

Drinks

- Soft drinks * **£2.30**
- Bottled water (500ml) **£2.00**
- Hot drinks * **£2.20**

Alcohol

- Fosters can (440ml) **£3.90**
- Strongbow cans (440ml) **£3.90**
- John Smith's can (440ml) **£3.90**
- Red & white wine (125ml) **£4.10**
- Fosters (pint) ** **£4.20**
- Strongbow (pint) ** **£4.20**



* A varied selection of these items will be available
** Selected kiosks only



Payments made for food or drink are contactless only



Preston Pubs

For those travelling by train, there are plenty of pubs within the town centre within walking distance of the station. The map below highlights some of the pubs within the vicinity of Preston Railway Station, on route to Deepdale some of which include: **Old Vic, Station Hotel, Hogarths, The Bears Paw, Twelve Tellers, Slug and Lettuce.**

For some fixtures, pubs may be allocated as designated away pubs. Follow our official police Twitter account [@PNEPolice](#) for updates and advice ahead of the fixture.



City of Preston

Shopping

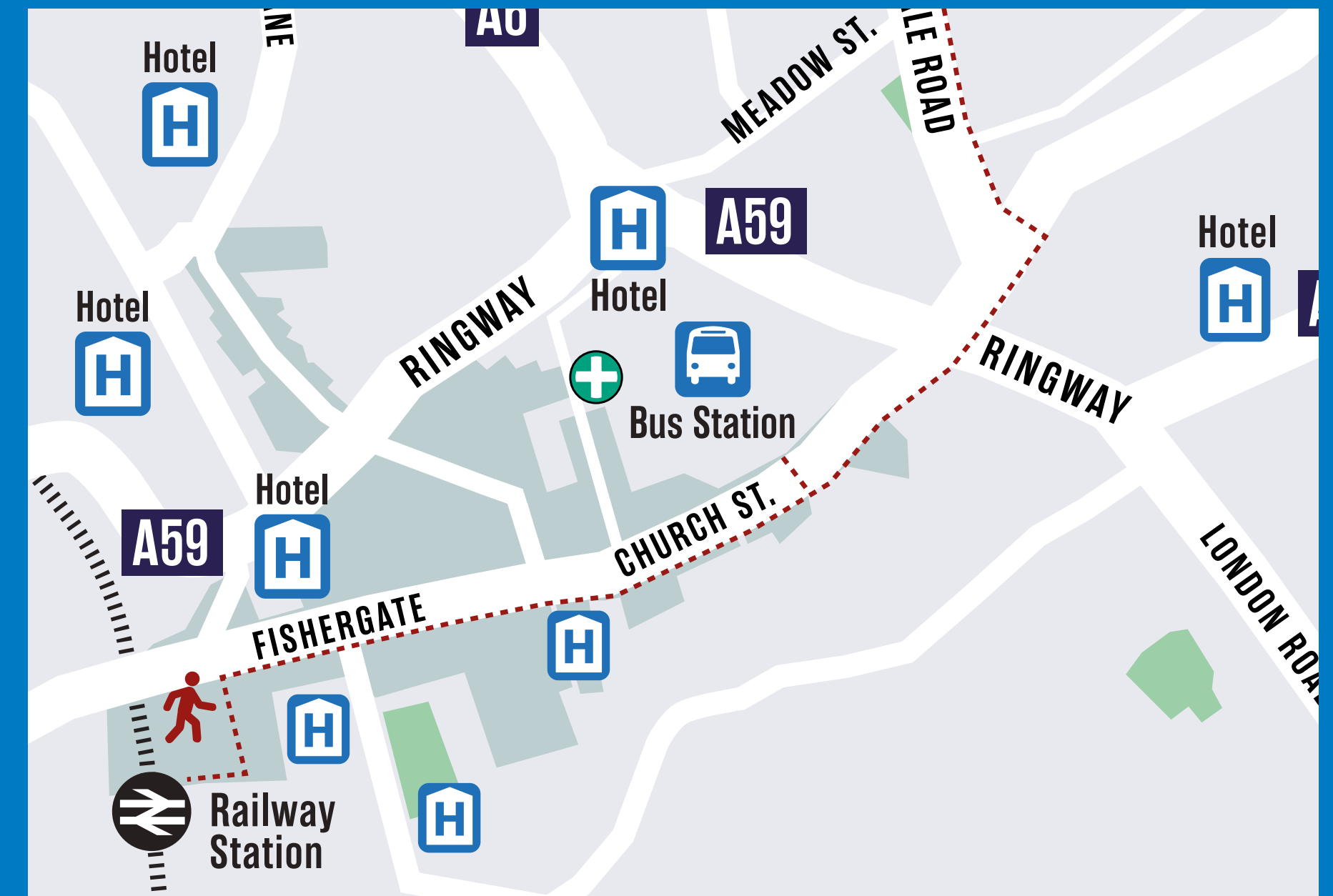
The City centre of Preston has three main shopping centres. **The Fishergate Centre, St George's and Fishergate.** You will find a range of some of the UK's most popular retailers to satisfy most needs. Preston has a popular historic indoor and outdoor Market that has recently received a huge upgrade and full refurbishment where you will find all your essentials along with many artisan and interesting products

Accommodation

Some great accommodation options for fans visiting Preston who are driving by car at the **Marriot Hotel**, Broughton just off the M55 (J1), the **Macdonald Tickled Trout Hotel** just off the M6 (J31) or **Travelodge Hotel**, Ribbleton Lane. If travelling by train then the **Premier Inn**, Ringway and **Legacy Hotel**, Marsh Lane both near the Railway Station, the **Holiday Inn** near Preston Bus Station, **FG Hotels**, Glovers Court, and the **Winckley Square Hotel** all in walking distance.

Restaurants

Fishergate, Friargate and **Cheapside** offer a wide range of restaurants which includes favourites such as McDonalds, Burger King, KFC, Greggs and Turtle Bay. The **Deepdale Retail Park** near to Deepdale is also a great place for food, including a Subway, Pizza Hut, Nandos, Starbucks and Costa Coffee.



A Bit About PNE



Established in 1880, we are proudly one of the founder members of the EFL and the first team to ever achieve the double, winning the league and the FA Cup in the first league season in 1889. This memorable season also saw North End go unbeaten in the league and the FA Cup, giving us the famous title **‘The Invincibles’**.

In recent years, North End were crowned third division champions in 1996 and second division champions in 2000. After nine Play-Off attempts across the second, third and fourth tiers, the Lilywhites promotion at Wembley in 2015 back into the Championship.



Several notable players have played for Preston North End over the years, including England legend Sir Tom Finney, Scottish defender and future Liverpool legend, Bill Shankly and the club’s record appearance maker and Republic of Ireland international goalkeeper, Alan Kelly Senior



Ryan Lowe is currently the manager looking to guide the Lilywhites to the Premier League for the first time in the club’s history. Having previously managed Bury and Plymouth Argyle, the latter of whom he gained promotion to the EFL League One with in 2021.





Ground Regulations

Deepdale is a smoke-free stadium and smoking is not permitted inside the ground. This includes 'e-cigarettes' and any other smoke emitting devices of a similar nature.

Banners and Flags

- Contact must be made with our ground safety department in advance of the fixture if a banner or flag is being brought to Deepdale.
- All banners and flags must have a fire safety certificate.
- Banners and flags of discriminatory, political or commercial nature will not be permitted;
- Banners and flags must not cover any signage or advertising, or obstruct the view of other supporters.
- We will always accommodate banners and flags as best we can and will generally be located in an unoccupied area. In the event of a sell-out, there will be no suitable place to locate banners and flags.

Drums and Musical instruments

- Contact must be made with the ground safety department before any instruments are allowed into the ground.
- Generally, instruments must be played from the front row only. The ground safety department will advise accordingly.

Sir Tom Finney Way, Deepdale, Preston, PR1 6RU

Web: www.pne.com • Call: **0344 856 1964** • Email: safety@pne.com



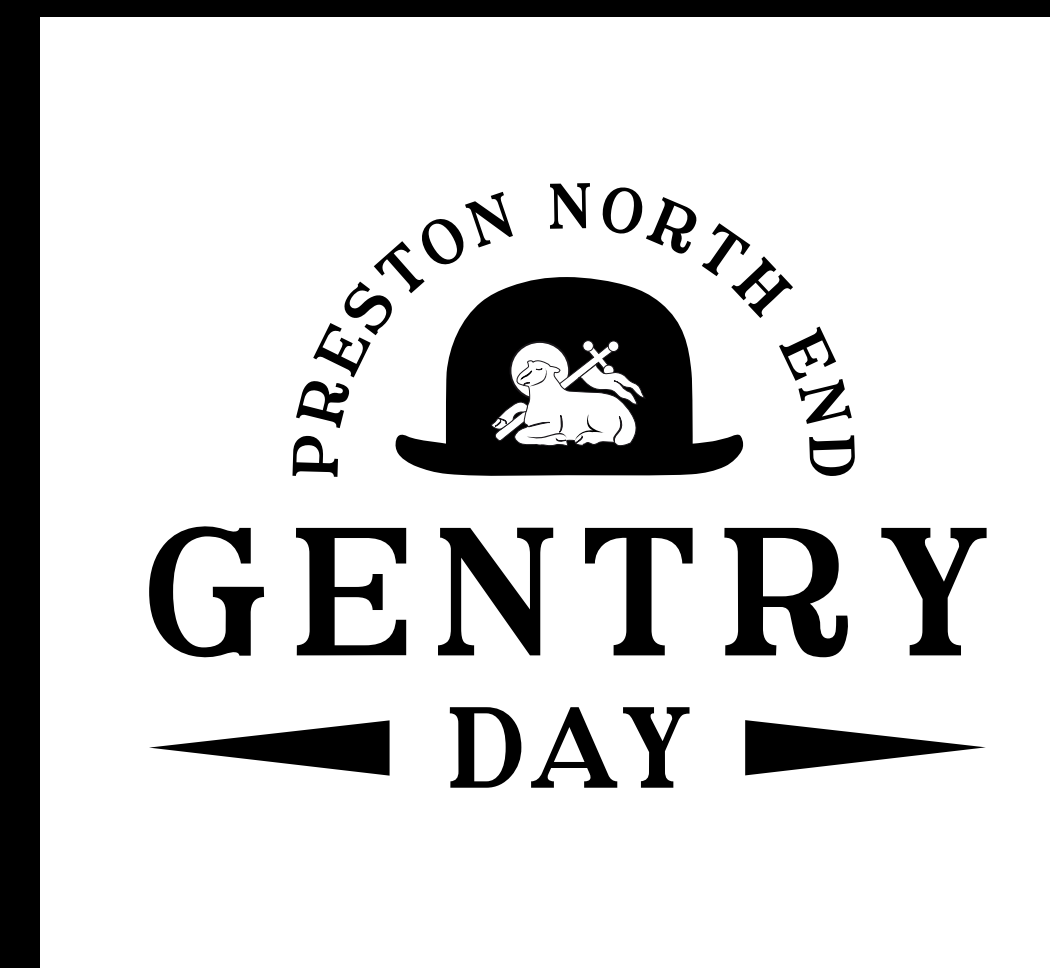
Gentry Day

Gentry Day is a unique remembrance day created by fans and is celebrated annually, remembering Preston North End fans and former players who have passed away in the last 12 months.

The tradition stemmed from former Preston North End manager Alan Ball senior, who spoke highly of our supporters, stating **'Preston fans are the best, they are the Gentry'**.

Following this, North End fans brought the Gentry to matches and started to wear smart suits and bowler hats to games up and down the country. This eventually faded out, but returned again in 2005 following the passing of an original member of the Gentry from the 1970's.

It was in his honour that Preston North End fans organised the **'Return of the Gentry'** for an away visit to QPR. 'Gentry Day' has since become an annual event from 2008 onwards. We have since held the memorable day at the likes of Charlton Athletic, Newcastle United, Hull City, Sheffield Wednesday, Brentford and more recently Barnsley, Bolton Wanderers, Fulham and West Bromwich Albion.





Multi-Faith Prayer Room

Preston North End offers multi-faith prayer rooms on matchdays situated between blocks E and F of the Invincibles Pavilion for the use of supporters of all faiths and backgrounds to pray. A second prayer room is also available in the Sir Tom Finney stand.

The prayer rooms are open 90 minutes before kick-off, through until full-time – allowing those who need to pray at certain times of the day to leave their seat during the game if necessary.

Fans based on the Alan Kelly Town End can also use one of the prayer rooms by contacting their nearest steward, who will escort supporters to the prayer room every 15 minutes.

Please contact our community department for further information by calling **01772 693309** or emailing **community@pne.com**



Equality and Diversity

Our Statement

At Preston North End Football Club we aim to provide an enjoyable experience for all supporters and hold inclusion and anti-discrimination at the core of our values. We are committed to creating an environment which welcomes and respects people from all communities, promoting equality and diversity at Deepdale and its associated premises. As a club we recognise the nine protected characteristics (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex and sexual orientation), under the Equality Act 2010 and will play an active role in supporting inclusion and putting an end to discrimination.

EFL Code of Practice

Preston North End were delighted to be awarded with the EFL Code of Practice to a high standard in recognition of the club's success in providing an environment that is inclusive for all employees and supporters alike.





Reminder to Fans

When attending Deepdale or any away ground to support the team please remember to behave responsibly and adhere to the following points:

- Do not throw any object onto the playing surface
- Do not use offensive language or behave in an inappropriate manner
- Do not encroach on to the playing surface
- Do not enter the stadium with any flare, firework or similar device

Any supporter found guilty of any of the above may face a ban from Deepdale of up to three years.

PNE have signed up to the EFL's Flares and Pyrotechnics charter meaning anyone found with a flare or pyrotechnic device within the stadium will be subject to a three-year ban. They may also be subject to criminal prosecution.

Supporters are asked to assist the Club in identifying anyone behaving in an unacceptable manner by calling or texting **PNE to 66777** followed by your stand. All calls/texts will be dealt with in the strictest confidence.

Thank you for your co-operation



Contact us

Department	Number	Email Address
Ticket Office	0344 856 1966	ticketoffice@pne.com
Club Shop	0344 856 1965	pnefc@clubstore.co.uk
Main Office	0344 856 1964	enquiries@pne.com
Commercial	0344 856 1960	commercial@pne.com
Community	01772 693 309	community@pne.com
Ground Safety	0344 856 1964	safety@pne.com
Media	0344 856 1964	media@pne.com
Supporter and Disability Liaison Officer	0344 856 1966	slo@pne.com

Please note, all 03 numbers are local rate numbers and are included in inclusive minutes on mobile contracts.

Sir Tom Finney Way, Deepdale, Preston, PR1 6RU
web: www.pne.com • tickets: mypne.com



Thank you for visiting PNE
We hope you enjoy the match!

PRESTON NORTH END FC