Welcome to The Hawthorns, the home of West Bromwich Albion Football Club.

Here at West Bromwich Albion, we want to make your matchday experience as enjoyable as possible so we have created this guide especially for our visiting supporters.

The guide highlights the answers to any questions you may have prior to your visit to The Hawthorns ranging from the matchday programme, understanding your matchday ticket and the catering services at The Hawthorns.
If you have any questions or issues with your matchday ticket that aren’t answered with the diagram above, please contact our ticket office on 0121 227 2227, or tickets@wbafc.co.uk. Alternatively, contact your Club’s Ticket Office.
WEST BROMWICH ALBION IS WELL SERVICED BY A VARIETY OF DIFFERENT PUBLIC TRANSPORT MEANS AND IS BY FAR THE EASIEST AND QUICKEST WAY TO VISIT THE HAWTHORNS.

There are a variety of different bus routes that run along the A41 stopping adjacent to The Hawthorns. The heavy rail and Metro services both stop at The Hawthorns station on Halfords Lane / Middlemore Road.

Further details on all forms of public transport can be found at http://www.networkwestmidlands.com/
THE HAWTHORNS IS A FULLY ACCESSIBLE STADIUM WITH DESIGNATED ENTRANCES AROUND THE GROUND.

The Club embraces all persons with any form of disability and employs designated Disability Liaison Stewards on a matchday to ensure that everyone has a positive experience. All four stands have a number of designated wheelchair spaces.

Hearing Loops are available in the Ticket Office and also in the Richardson and Millichip Suites. The Club also broadcasts live in house match commentary for all first team matches within the stadium for visually impaired supporters. The commentary can be picked up on either the supporters own FM radio or one provided by the Club.

Extensive information for disabled supporters is detailed in the Access Statement located within the ‘Fans’ and ‘The Hawthorns’ sections of this website.

Supporters with disabilities wishing to purchase tickets should contact our Disability Liaison Officer Liz Massey on: 0121 227 2227, or email: liz.massey@wbafc.co.uk

Eligibility
The Club reserve the right to check a person’s eligibility under the Equality Act 2010. All supporters with disabilities purchasing tickets at The Hawthorns will be requested to provide an original copy of any of the following prior to purchasing tickets.

- Confirmation of Middle or Higher rate of Disability Living Allowance
- Confirmation Of Middle to Higher rate of Personal Independence Payment
- Confirmation of Middle to Higher rate of Attendance allowance
- Certificate of being Registered Blind or Partially Sighted

Please Note; Receipt of a Blue Badge will not be considered sufficient to enable you to purchase tickets at the disability rate.
THE FANZONE IS SITUATED ON THE CORNER OF HALFORDS LANE AND BIRMINGHAM ROAD OPENED FOR SELECTED FIXTURES.

The site contains food and drink outlets, entertainment, an Albion retail outlet and seating as a place to socialise pre-match at The Hawthorns. Over the course of the season, the FanZone will host a variety of entertainment including fun for kids and a big screen showing live matches when available.

To confirm whether the FanZone will be open for your visit to The Hawthorns please check wba.co.uk.

The FanZone is also home to a Greggs, the popular high-street bakery chain, which will also be open throughout the week and also on a home matchday.

Both Home and Away supporters will have access to the FanZone when it is open but will be asked to show a valid matchday ticket to gain entry, with gates opening approximately three hours before a 3pm kick-off and two hours before evening kick-off's.

The FanZone is also home to the former Hawthorns public house that holds a Grade II listed status.
COUNTDOWN TO KICK-OFF
PLEASE BE ADVISED THE TIMES ARE BASED ON A 3.00PM KICK-OFF – AND WILL BE ADJUSTED ACCORDINGLY FOR OTHER KICK-OFF’S

9.00am  Stadium Megastore opens
9.00am  Ticket Office opens (closes at half-time) – for up to date details on all Ticket Office Opening hours, please visit wba.co.uk or call 0121 227 2227
12.00pm Hospitality Lounges open  (FanZone will open at this time if available)
1.30pm  Turnstiles open for entry into stadium
2.15pm  Players pre-match warm up
2.30pm  FanZone last orders
2.45pm  Take your seats for the pre-match build up
2.55pm  Teams emerge from tunnel
3.00pm  Kick-off
ALBION’S AWARD WINNING MATCHDAY PROGRAMME IS THE ESSENTIAL COMPANION FOR ANY SEASON AND THE UNQUESTIONED BOOK OF RECORD OF THE THROSTLES’ HISTORY.

Treating the past and the present with equal reverence, Albion News includes columns from the Head Coach and Captain, regular in depth interviews with the current squad, comprehensive match reports, the lowdown on the opposition and all the stats you need to know.

Reaching into the past, Tony Brown continues to pen his regular column, we talk to former stars in stripes, look at the best – and worst – of 50 years of substitutes and give you a history of the Albion in 100 objects.

Continuing our record of breaking the mould in programme design, the new season’s Albion News will be a joy to behold. Follow us on twitter @wbafcp programme and pick up a copy at our increased number of sales outlets in and around the ground. It’ll turn your world upside down.

On sale around the stadium priced at £3.50.
THE VISITING SUPPORTERS WILL BE SEATED IN THE SMETHWICK END WHICH OPENS 90 MINUTES BEFORE KICK-OFF.

Our catering team offers a wide range of food, soft drinks and alcoholic beverages* prior to kick-off and during half-time. They also offer combination offers which you can save money on and include food, drinks and even snacks. Ask our friendly staff about upgrading to a meal deal and save those pennies. At half-time the exit gates will be opened. This is to enable visiting supporters to have access to the external catering kiosks as well as to the smoking area.

*Alcoholic beverages are available to visiting supporters at selected matches only dependent upon policing requirements.
The safety and welfare of all supporters and guests is our main priority at WBA, all our Security and Stewarding staff are NVQ trained and background checked. Additionally all our Stewards undertake a bespoke ‘Disability Awareness’ training module and key staff have received Dementia Awareness Training.

Security on matchdays is a prime focus for the Club and all supporters will undergo checks / searches before entry into the stadium and FanZone in accordance with EFL Ground Regulations.

Please arrive at the turnstiles early so that searching can be carried out and you can enter the stadium with the minimum delay.

Note that there are no storage facilities at The Hawthorns for luggage or large bags.

Small bags/handbags will be allowed after being searched.

All WBA staff are trained in customer relations and are only too happy to assist any supporter with any queries and or concerns that you may have… they are also trained to evacuate the stadium safely in an emergency should we be required to do so, we have extensive plans in place for emergency’s and are in regular communications with the emergency services.
CLUB FOUNDED: 1878
OLDER THAN
FOUNDER MEMBER OF THE FOOTBALL LEAGUE: 1888

THE HAWTHORNS BUILT IN: 1900
AND IS THE HIGHEST STADIUM ABOVE SEA LEVEL

BOMBER BROWN MADE 720 APPEARANCES AND IS THE CLUB’S TOP GOAL SCORER WITH 218 LEAGUE GOALS, 27 FA CUP GOALS AND 8 GOALS IN EUROPE...

DIVISION ONE Champions
1919/20

DIVISION ONE Champions
2007/08

DIVISION TWO Champions
1901/02, 1910/11

THE FOOTBALL ASSOCIATION CHALLENGE CUP Winners
1887/88, 1891/92, 1930/31, 1953/54, 1967/68

THE FOOTBALL LEAGUE CUP Winners
1965/66

THE FOOTBALL ASSOCIATION CHARITY SHIELD Winners
1920, 1954
THE HAWTHORNS HAS BEEN THE HOME OF WEST BROMWICH ALBION SINCE 1900 AND CURRENTLY HAS A CAPACITY OF 26,688.

The stadium consists of four individual stands, the newest of which is the East Stand built in 2001, with the West Stand extensively refurbished in 2008. Home supporters can purchase tickets in each of the four stands. Corporate hospitality is available in both the East Stand and West Stand.

The Hawthorns is located just 500m from Junction 1 of the M5 and can be accessed easily via public transport. The Hawthorns is serviced by a variety of bus routes on the Birmingham Road and also via the Metro / Rail system at the Hawthorns station on Halfords Lane. There are a number of privately run car parks in close proximity of the stadium.

Access to the stadium on a matchday is via either a match day barcoded ticket or a stilecard. Either form of ticket should be presented at the relevant turnstile for the stand and entry then gained. Stewards are on hand outside of the stadium to deal with any queries supporters may have.
THE HAWTHORNS IS ACCESSED BY CAR WITH JUNCTION 1 OF THE M5 JUST 500M FROM THE STADIUM.

There are a number of private car parks in close vicinity to the stadium with home supporters encouraged to use one of these.

A comprehensive matchday travel plan is in place which results in a single lane of the A41 heading west towards J1 M5 directly outside of the stadium and Halfords Lane being closed off to all traffic 95 minutes prior to kick-off. These closures remain in place for up to one hour after final whistle.
The Bullring shopping centre is just a short five mile journey with around 160 shops for those keen shoppers. With the shopping centre located in the City Centre, there are many other food outlets available to suit any taste and budget. Within two miles of The Hawthorns there is a new shopping complex called New Square. New Square hosts a variety of street shops, cafés, restaurants and a cinema to meet every need possible. We also have intu Merry Hill, another shopping centre located a little further afield with a good reputation.

If you require accommodation there is a Park Inn located near West Bromwich in close proximity to M5 Junction1, which is around a 15 minute walk to The Hawthorns.

In terms of food before a matchday, McDonalds is located a matter of seconds away from The Hawthorns which is always popular with many football supporters. The Vine Pub (Postcode: B70 6RD), located a short 15 minute walk away from The Hawthorns is a highly rated pub for its indoor BBQ food and is very popular for both home and away fans. In the FanZone we also have a Greggs.

Closest Cashpoint Machine to the stadium is at the BP Garage situated approximately 200 yards from stadium on the A41 between M5 Junction 1 and stadium.
SAFEGUARDING: THE RESPONSIBILITY BELONGS TO EVERYONE

I am Chris Elliott the Head Of Safeguarding at our football club. It is my role together with my safeguarding team to ensure that all children attending our football club or any of our activities are safe and free from harm.

If you have any concerns or wish to contact me, I can be contacted by e-mail at the address below or by phone at any time. All matters will be treated in the strictest of confidence.

If you have an urgent matter that requires immediate attention then please contact your local police station or the NSPCC on 0808 800 5000

Chris Elliott
Head Of Safeguarding
West Bromwich Albion Football Club

E: Chris.elliott@wbafc.co.uk
T: 07976 660 953
HOW TO GET IN TOUCH WITH US...

STADIUM ADDRESS:
WEST BROMWICH ALBION FOOTBALL CLUB,
THE HAWTHORNS, WEST BROMWICH,
WEST MIDLANDS, B71 4LF.

ACADEMY:
WEST BROMWICH ALBION ACADEMY
WEST BROMWICH ALBION FOOTBALL CLUB,
HALFORDS LANE, WEST BROMWICH,
WEST MIDLANDS, B71 4LG.

Main Club Telephone: 0871 271 1100
Main Club Fax: 0871 271 9821
Ticket Sales Hotline: 0121 227 2227
Ticket Sales Email: tickets@wbafc.co.uk
Ticket Sales Website: wbatickets.co.uk
Stadium Megastore Telephone: 0121 524 3473
Merry Hill Store Telephone: 01384 76919
Retail Mail Order Hotline: 0871 271 9795
Retail Mail Order Website: wbashop.co.uk
Hospitality Telephone: 0121 524 3455
Hospitality Email: hospitality@wbafc.co.uk
Conference & Events Telephone: 0121 524 3453
Conference & Events Email: events@wbafc.co.uk
Weddings Telephone: 0871 271 9820
Weddings Email: events@wbafc.co.uk
Corporate Website: wbacommercial.co.uk
The Albion Foundation: 0871 271 9840

General Enquiries: Email: enquiries@wbafc.co.uk

Calls will cost 2p per minute plus your telephone company’s Access Charge.