VISITING SUPPORTERS’ GUIDE 2017/18
VISITING SUPPORTERS GUIDE

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.
WEST BROMWICH ALBION’S TICKET OFFICE IS YOUR ‘ONE-STOP SHOP’ FOR ALL YOUR TICKETING NEEDS.

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.
The newly opened Fanzone is situated on the corner of Halfords Lane and Birmingham Road opened in September 2015.

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 features – the opening saw a Q&A session with famous Albion fan Adrian Chiles and Albion shot stopper, Ben Foster.

The Fanzone will also show the majority of televised fixtures on a home matchday, such as the lunchtime kick-off on a Saturday. 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 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-offs.

The Fanzone is also home to the former Hawthorns public house that holds a Grade II listed status.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>9.00am</td>
<td>East Stand Reception opens</td>
</tr>
<tr>
<td>9.00am</td>
<td>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</td>
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<tr>
<td>11.00am</td>
<td>Hospitality lounges open</td>
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<tr>
<td>12.00pm</td>
<td>Fanzone opens</td>
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<tr>
<td>1.30pm</td>
<td>Turnstiles open for entry into stadium</td>
</tr>
<tr>
<td>1.30pm</td>
<td>Pre-match entertainment commences</td>
</tr>
<tr>
<td>2.15pm</td>
<td>Players pre-match warm up</td>
</tr>
<tr>
<td>2.55pm</td>
<td>Teams emerge from tunnel</td>
</tr>
<tr>
<td>3.00pm</td>
<td>Kick-off</td>
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ALBION’S AWARD WINNING MATCHDAY PROGRAMME IS THE ESSENTIAL COMPANION FOR ANY SEASON IN THE PREMIER LEAGUE AND THE UNQUESTIONED BOOK OF RECORD OF THE THROSTLES’ HISTORY.

Treating the past and the present with equal reverence, Albion News includes columns from Tony Pulis and Darren Fletcher, 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.

Carling Lager £3.90
Worthington’s Bitter £3.80
Kingstone Press Cider £3.90
Kingstone Press Fruit Cider £4.20
Water £2.00
Pepsi £2.40
Tango £2.40
Fruit Shoot £1.60
PG Tips £2.40
Coffee £2.40
Bovril £2.40
Hot Chocolate £2.40

Pies £3.40
Pasty £3.40
Pizza £3.50
Hot Dog £3.60
Chicken Wrap £4.30
Baggies Burger £4.30
Dairy Milk Duo £1.60
Double Decker Duo £1.60
Crisps £1.80
Confectionary Grab Bag £2.80
Plus much more...
CLUB FOUNDED: 1878
OLDER THAN:

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

FOUNDER MEMBER OF THE FOOTBALL LEAGUE: 1888

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

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...
THE HAWTHORNS HAS BEEN THE HOME OF WEST BROMWICH ALBION SINCE 1900 AND CURRENTLY HAS A CAPACITY OF 26,850.

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, however there are no concessions in the West Stand. 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 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.
TRAVEL BY
BUS & RAIL

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/
SHOPTING

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.

ACCOMMODATION

If you require accommodation there is a Park Inn located near West Bromwich in close proximity to M5 Junction 1, which is around a 15 minute walk to The Hawthorns.

FOOD

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.
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. Three of the four stands have designated wheelchair spaces.

A hearing loop is available in the Ticket Office and a portable system at reception. 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.

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.
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.

Main Club Telephone: 0871 271 1100
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
Retail Mail Order Hotline: 0871 271 9795
Retail Mail Order Website: wbashop.co.uk
Hospitality Telephone: 0871 271 9800
Hospitality Email: hospitality@wbafc.co.uk
Conference & Events Telephone: 0871 271 9820
Conference & Events Email: events@wbafc.co.uk
Corporate Website: wbacommercial.co.uk

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

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