This fan pack has been produced to help all away supporters get the most out of their American Express Community Stadium experience.

As a visiting supporter, this guide has all the information you need to know about your visit to the Amex, our home since 2011.

At Brighton & Hove Albion, we welcome supporters of all ages and backgrounds, and pride ourselves on being a club for the community. This includes away supporters and so we will do all we can to ensure that you have a good day with us.

Within this pack there is important information regarding travel, parking and matchday activities. Please read through to ensure you make the most of your trip.

If you have any comments or suggestions on ways we can improve your Amex experience, please do not hesitate to contact the club via email at:
supporter.services@bhafc.co.uk
TRAVELLING BY TRAIN?

How to get to the Amex Stadium by train.

Falmer station is just a couple of minutes’ walk from the north concourse of the Amex Stadium. It is served by Southern Rail and is approximately nine minutes from Brighton mainline station, with trains serving Falmer every ten minutes on a matchday.

Please note that we recommend you travel at least 1 hour prior to kick-off.

For all Championship games, Brighton & Hove Albion offer home and away fans train travel within the Travel Zone. You can use your match ticket, season-ticket or proof of matchday ticket purchase to obtain subsidised travel on many services between 11am and 9pm for a 3pm kick-off and between 4.15pm and midnight for a 7.45pm kick-off.

If you are travelling from outside the subsidised zone, simply buy a ticket to the last station on the zone perimeter (shown below). You may also wish to consider parking at Lewes station and taking the train to Falmer.

On the day your travel will be free as your ticket price includes the subsidised amount.

For Southern timetables, please visit www.southernrailway.com
The club offer three Park & Ride sites around the city. All of the sites are served by at least one wheelchair accessible bus.

**Park & Ride 1 - Satnav: BN1 8ZF**  
(formerly Mill Road Park & Ride)

Park & Ride 1 has 450 spaces available. It is the smallest but also the most popular Park & Ride site and is usually full 1.5 hours prior to kick-off, so if you are running late you are advised to head to Park & Ride 3 (see right). Make sure you follow the directions to the Park & Ride 1 site carefully, as driving past the car park entrance could result in traffic congestion delays for up to 45 minutes.

Park & Ride 1 is located off the roundabout at the end of the A23 dual carriageway. Take the exit towards the petrol station and head under the narrow bridge. Stewards and signs will direct you to the parking and bus waiting area.

**Park & Ride 2 - Satnav: BN2 4AT**  
(formerly University of Brighton Park & Ride)

If you are heading for this site from the Lewes direction, follow the directions noted below:
1. From A27 westbound take the junction to Brighton Town centre.
2. Head over the flyover and onto Lewes Road and straight over the first set of traffic lights at the junction of Lewes Road with Coldean Lane.
3. The Park & Ride 2 site is located on your left-hand side, approximately one mile after the traffic lights further towards Brighton city centre.

If you are heading to this site from the north or the east use the directions noted as per Park & Ride 2. Avoid using the Woodingdean crossroads to get to Park & Ride 3.

All of the roads around the stadium are very busy as is the Woodingdean crossroads every evening.

**Park & Ride 3 - Satnav: BN2 9XZ**  
(formerly Brighton Racecourse Park & Ride)

Park & Ride 3 often has lots of spare capacity with 700 parking spaces available. Buses usually take approximately 20 minutes to reach the stadium.

If you are heading to this site from the north or the east use the directions noted as per Park & Ride 2. Avoid using the Woodingdean crossroads to get to Park & Ride 3.
PARKING AT THE AMEX

The club has excellent car-parking facilities available to both home and away supporters over two easy-to-access, nearby sites.

Pre-booked league game parking starts from just £12 per car, but increases to £15 on the gate, so be sure to book early by calling the Albion Booking Line on 0844 327 1901*. Seasonal parking is available.

**Car Park B** - Satnav: BN2 4PN
(formerly Bridge Car Park)

The stadium is approximately a 1,500 metre walk from Car Park B and is a straight paved route, adjacent to the railway line. Please note: after a match, it can take up to an hour to exit this car park.

**Car Park C** - Satnav: BN1 9RB
(formerly Sussex University [Stanmer Park])

**IMPORTANT**: Subject to availability / change. Please note Sussex University is currently not available for matchday parking and is used for seasonal parking only. The stadium is approximately a 1,000 metre walk from the campus, including the use of a subway under the A27.

*calls cost seven pence per minute plus your standard network charge
A wide range of bus routes serve the Amex.

On a matchday, the cost of your bus travel to the stadium is included in your league match ticket at the Amex on the following services:

- All Brighton and Hove buses (excluding services Lewes to Ringmer, Uckfield and Royal Tunbridge Wells)
- Stagecoach Coastline 700 and N700 services from Worthing

Simply show the driver your ticket, smartcard, or proof of purchase if collecting tickets at the ground. Senior citizen bus passes are also accepted and under-5s travel for free.

Seagull Travel

Seagull Travel is the club’s official travel partner, operating a professional and reliable home and away travel service.

The service includes 130 matchday express pick-up locations covering Sussex, Kent and Surrey, together with an extensive 50 pick-up locations for the local matchday bus service. Call 0845 9011 442 or visit seagull-travel.co.uk for more details.
For each of the listed first-team home games, tickets for supporters requiring use of a wheelchair and ambulant disabled supporters are priced in accordance with the standard pricing structure.

Tickets for personal assistants are free, provided the club is in receipt of evidence that the disabled supporter receives medium/high Disability Living Allowance or Personal Independence Payment.

For all enquiries please contact the club’s DLO (Disability Liaison Officer) Elliott Batchelor (pictured right) on 0344 324 6282 (option 6).

For a full access statement please see seagulls.co.uk
MATCHDAY ACTIVITIES

While the match itself is the reason we all come to the Amex Stadium, there is always plenty going on for Albion supporters to enjoy before and after the big kick-off.

On the bandstand, found on the stadium concourse in the North East corner, we often showcase the best local talent and elsewhere we offer activities for our younger supporters, ranging from face painting to football skills sessions.

For those looking for a pre- or post-match pint and a bite to eat, Dick’s Bar – named after former chairman Dick Knight – can be found in the North Stand, with its entrance adjacent to the club store, while the 7 Stars Sports Bar serves the East Stand.

Matchday access to the 7 Stars Sports Bar costs £12 per person and we recommend booking in advance at seagulltickets.com.
COUNTDOWN TO KICK-OFF

Based on a 3pm kick-off, the following times apply. These times will change accordingly for different kick-off times.

- 9:00am Ticket Office opens (closes at 3pm)
- 12 noon Hospitality lounges open
- 12 noon Fanzone opens
- 1:30pm Turnstiles open
- 1:30pm Bandstand starts
- 2:00pm Big screen programmes start, including live pitchside PA announcements from Richard Reynolds
- 2:15pm Players begin their warm-up
- 2:55pm Players, officials and mascots come out
- 3:00pm Kick-off

After the game, Dick’s Bar will remain open along with the Ticket Office and club shop.

Please note: there are no cashpoints inside the stadium.
STADIUM TOURS

The American Express Community Stadium is lauded as one of the best stadiums in the UK, and fans can now take a look behind the scenes at the home of the Albion.

Guided public tours take place at set times on Mondays, Fridays and Sundays (plus matchdays with 3pm kick off).

Tours last approximately 1 hour 45 minutes and include:
- The West Stand upper tier
- Hospitality lounges
- Trophy room
- Press areas
- Changing rooms
- Dugouts/pitchside
- The Albion Museum

Tours end with a visit to the club store and museum (see below).

You can book on to a tour online at seagulltickets.com you can call the Albion Booking Line 0844 327 1901* or visit the ticket office.

* calls cost seven pence per minute plus your network access charge
GET WITH THE PROGRAMME

The perfect accompaniment to a matchday at the Amex is a copy of Seagull, the club’s matchday programme.

A winner of the Championship Programme of the Year, Seagull is jam-packed with 84 pages of news, exclusive interviews, excellent photography and a super giant double-sided poster each issue which has earned rave reviews from fans.

With features to interest all age groups, Seagull is available in and around the Amex Stadium on a matchday.

Alternatively, you can purchase back issues from the club store, and you can also buy online, from seagullsdirect.co.uk.
STAT’S ENTERTAINMENT!

A glimpse into Albion’s record books down the years...

BIGGEST VICTORY

14–2 v Brighton Amateurs, FA Cup Q1, 4 October 1902
10–1 v Wisbech Town, FA Cup R1, 13 November 1965 (FA Cup proper)
9–1 v Newport County, FL D3(S), 18 April 1951; and Southend Utd, FL D3, 27 November 1965 (Football League)

BIGGEST DEFEAT

0–18 v Norwich City, wartime, 25 December 1940
0–9 v Middlesbrough, FL D2, 23 August 1958 (Football League)

LONGEST UNBEATEN LEAGUE RUN

22 games, May - December 2015
21 games, August - December 2015 [within one season, and from start of season]

MOST LEAGUE POINTS

95 (2010/11)

MOST LEAGUE GOALS

112 (1955/56)

BIGGEST HOME GATES

30,292 v Derby County, Sky Bet Championship, 2 May 2016 [at the Amex]
36,747 v Fulham, FL D2, 27 December 1958 (at Goldstone Ground)
8,729 v Manchester City, FLC R2, 24 September 2008 [at Withdean Stadium]
6,339 v Doncaster Rovers, FL D3, 14 February 1998 [at Gillingham]

HIGHEST AVERAGE GATE

27,283 (2013/14)

MOST APPEARANCES

566 by Ernie “Tug” Wilson (1922–36)

MOST CONSECUTIVE APPEARANCES

247 by Eric Gill (1953–58)

MOST CAREER GOALS

174 by Bert Stephens, (1935–48) including wartime
114 by Tommy Cook (1922–29) Football League
MOST GOALS IN A SEASON
36 by Peter Ward (1976/77)

CONSECUTIVE CLEAN SHEETS
7 by Billy Hayes (1923/24)

OLDEST PLAYER
44 years 156 days, Sam Cowan (13 October 1945) wartime
44 years 45 days, Dave Beasant FL D1, (4 May 2003)

YOUNGEST PLAYER
15 years 258 days, Reg Bowles (29 November 1941) wartime
16 years 13 days, Jake Caskey, (8 May 2010) Football League

OLDEST TEAM AVERAGE
32 years 152 days v Bristol City, FL D3(S) (7 September 1946)

YOUNGEST TEAM AVERAGE
21 years 153 days v Stockport County FL D2 (9 October 1993)

MOST CAPPED PLAYERS
17 Gerry Ryan (Republic of Ireland) (1978–84); and Steve Penney (Northern Ireland) (1984–88)

MAJOR FIRST TEAM HONOURS
1903 Southern League Division 2 joint champions
1910 Southern League champions
1910 Southern Charity Cup winners
1910 FA Charity Shield winners
1958 Football League Division 3 (South) champions
1965 Football League Division 4 champions
1972 Football League Division 3 runners-up (promoted)
1977 Football League Division 3 runners-up (promoted)
1979 Football League Division 2 runners-up (promoted)
1983 FA Cup finalists
1988 Football League Division 3 runners-up (promoted)
1991 Football League Division 2 play-off finalists
2001 Football League Division 3 champions
2002 Football League Division 2 champions
2004 Football League Division 2 play-off winners
2011 Football League One champions
MEET THE TEAM

1. Niki MAENPAA
   Finnish international keeper, signed from Dutch side VVV Venlo in the summer of 2015.

2. BRUNO
   Experienced former Valencia full-back and captain for this season.

3. Gaetan BONG
   Experienced Cameroon left-back previously with Wigan Athletic.

4. Uwe HUENEMEIER
   German centre-back, who played for Borussia Dortmund in the Bundesliga.

5. Lewis DUNK
   Brightonian centre-back who came through the club’s academy.

6. Dale STEPHENS
   Central midfielder and one of the stars of last season, formerly with Charlton.

7. Beram KAYAL
   The Israeli international midfielder, who won Player of the Season for 2015/16.

8. Jiri SKALAK
   Albion’s first-player to be represented at a European Championship.

9. Sam BALDOCK
   Joined from Bristol City in 2014, having been League One’s top scorer.

10. Tomer HEMED
    Israeli international who was last season’s top goalscorer for the Albion with 17 goals.

11. Anthony KNOCKAERT
    Wide player, who previously won promotion to the Premier League with Leicester City.

12. Sebastien POCOGNOLI
    Belgian international left-back who joined Albion on a season-long loan from WBA.

13. David STOCKDALE
    Albion’s first-choice keeper, signed from Fulham in 2014.

14. Steve SIDWELL
    Experienced former Premier League midfielder who began his career with Arsenal.

15. Jamie MURPHY
    Scottish winger, formerly with Motherwell and Sheffield United.

16. Casper ANKERGREN
    Veteran Danish keeper, formerly with Brondby and Leeds United.

17. Glenn MURRAY
    Boasts an impressive career record averaging a goal every three matches.

18. Connor GOLDSON
    Young centre-half prospect who won Young Player of the Year last season.

19. Elvis MANU
    Livewire forward signed from Dutch giants Feyenoord last summer.

20. Solly MARCH
    Young winger able to play down both flanks. Current England U21 international.

21. Oliver NORWOOD
    Northern Ireland midfielder who started his career with Manchester United.

22. Shane DUFFY
    Republic of Ireland centre-back who has joined the Seagulls from Blackburn.

23. Liam ROSENIOR
    Experienced midfielder/full-back who has played for the likes of Fulham and Reading.

24. Rohan INCE
    Central midfielder who came through the ranks at Chelsea.

25. Kazenga LUALUA
    Goalscoring winger, formerly of Newcastle and brother of Lomana LuaLua.

26. Jiri SKALAK
    Albion’s first-player to be represented at a European Championship.

27. Rich TOWELL
    Irish midfielder who signed from Dundalk in January 2015.

28. Tomer HEMED
    Israeli international who was last season’s top goalscorer for the Albion with 17 goals.

29. Rob HUNT
    Young full-back who came through the club’s academy.
It was a long time coming, but the American Express Community Stadium at Falmer opened its doors for the first time in the summer of 2011.

The site at Falmer was identified during the 1998/99 season and it was hoped that the stadium would be ready in the early to mid-2000s. However, subsequent delays in gaining planning permission meant it took more than a decade for the club to finally find a new, permanent home.

On 27th November 2008 the Buckingham Group signed the construction contract for the new stadium and began preparation that December. The stadium is set three storeys down into the ground. Some 138,000 cubic metres of chalk was excavated during its construction, which was put on the field on the south side of Village Way. This has been estimated to prevent 22,000 lorry trips taking the chalk to off-site landfill.

Construction at the site officially started on 17th December 2008 and finished in May 2011. The stadium was designed with scope for expansion, and plans were put in place to increase the capacity.

The stadium was designed by London-based architects, KSS, and the original capacity has been expanded, with an extra seating tier installed above the East Stand which has increased the capacity to a total of 30,750 seats.

The stadium can also be classed as a major music venue, with Brighton DJ Fatboy Slim playing two nights at the venue in the summer of 2012. Rod Stewart has also performed at the Amex.

The deal with American Express Europe, Brighton and Hove’s biggest private-sector employer, for the naming rights of the stadium was announced on 22nd June 2010.

The stadium officially opened on 30th July 2011, hosting a friendly match against Tottenham Hotspur, the Albion narrowly losing 3-2. The first competitive match was held on 6th August 2011, when two late goals from Will Buckley secured a 2-1 win against Doncaster Rovers.

Later, on 25th March 2013, the England under-21 international friendly against Austria was held at the Amex, and the European Under-21 Championship qualifier, which saw England defeat Switzerland, was played out on the same pitch during the 2015/16 season.

In 2015, the stadium hosted two pool matches as part of the Rugby World Cup (RWC), and witnessed arguably the biggest upset in the tournament’s history when Japan beat South Africa 34-32 on September 19. It was the Cherry Blossoms’ first RWC win since beating Zimbabwe in 1991.
<table>
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<th>ALBION GLOSSARY</th>
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<tr>
<td><strong>Amex Stadium</strong> – the shortened name of the American Express Community Stadium</td>
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<tr>
<td><strong>Bloom</strong> – as in Tony, the club’s chairman</td>
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<td><strong>Chris Hughton</strong> – the first-team manager</td>
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<td><strong>Dick’s Bar</strong> – watering hole to be found in the North Stand and named after former chairman Dick Knight</td>
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<td><strong>Ernie 'Tug' Wilson</strong> – the club’s record appearance-maker played 566 times for the club between 1922 and 1936</td>
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<td><strong>Falmer</strong> – the village adjacent to the stadium, although the Amex actually sits in the boundary of Brighton and Hove</td>
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<td><strong>Gully</strong> – the club’s lovable mascot</td>
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<td><strong>Hereford</strong> – the club Albion drew 1-1 with on the final day of the 1996/97 season to stay in the Football League. Relegation could well have signalled the end of the club</td>
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<td><strong>Inigo</strong> – as in Calderon, a club legend, who left this summer to play in Cyprus after seven years on the south coast</td>
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<td><strong>Jumbo screens</strong> – there’s one at each end of the Amex Stadium, playing highlights, pre-match interviews and ‘Fanzone’, which features the supporters prior to kick-off</td>
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<td><strong>Kazenga LuaLua</strong> – the Albion winger who celebrates scoring goals with his trademark backflip</td>
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<td><strong>Lancing</strong> – home to the American Express Elite Football Performance Centre, the club’s state-of-the-art training complex</td>
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<td><strong>Mullers</strong> – as in Alan Mullery, the legendary Albion boss who is now a club ambassador</td>
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<td><strong>North Stand Chat</strong> – the fans’ popular online forum</td>
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<td><strong>Outside</strong> – the Amex concourses on a matchday are a hive of activity including a bandstand that showcases local musical talent</td>
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<td><strong>Palace</strong> – as in Crystal, who are Albion’s biggest rivals</td>
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<td><strong>Queues</strong> – entering the Amex is plain sailing, thanks to the club’s ticketing system and state-of-the-art turnstiles</td>
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<td><strong>REMF</strong> – as in the Robert Eaton Memorial Fund, a charity set up in memory of the Albion fan who lost his life in the Twin Towers attacks. Thousands have been raised in his memory since 2001</td>
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<td><strong>Seagulls</strong> – the club’s nickname</td>
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<td><strong>Titles</strong> – Albion have won five championships, the most recent coming in 2010/11</td>
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<td><strong>Ulloa</strong> – as in Leonardo, the player to score the first hat-trick here at the Amex</td>
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<td><strong>Victories</strong> – there have been many, with the most notable at the Amex being on the opening day, against Doncaster Rovers, with the winner from Will Buckley coming in the 96th minute!</td>
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<td><strong>Wembley</strong> – Albion famously reached the 1983 FA Cup Final, only to lose to Manchester United after a replay</td>
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<td><strong>Xtra seating</strong> – the Amex’s capacity has grown to 30,750 in recent seasons</td>
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<td><strong>Youngest</strong> – player to ever represent the club is Jake Caskey, who made his debut aged 16 years and 13 days against MK Dons in 2010</td>
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<td><strong>Zamora</strong> – as in Bobby, the club’s most famous modern-day player, who netted 83 goals in 136 appearances before ending his career back at the club last season</td>
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**BRIGHTON & HOVE ALBION FOOTBALL CLUB**

**AWAY FAN GUIDE 2016/17**
BEHAVIOUR GUIDELINES

Help us keep the Amex Stadium one of the safest and most inviting stadiums in English football.

Brighton & Hove Albion Football Club will not tolerate sexual or racial harassment or other discriminatory behaviour, whether physical or verbal, and will work to ensure that any such behaviour is met with appropriate disciplinary action.

Where anyone, whether a home or visiting supporter, uses discriminatory language or behaviour, the club will take the steps necessary to eliminate such unacceptable activity. The individual concerned may be subject to a ban by the club, liable for arrest and the club will support any subsequent prosecution.

If planning to bring banners over 150cm x 150cm to the stadium, you will be required to obtain authorisation from the club in advance. All banners require a valid safety certificate.

To gain authorisation, please email supporter services at supporter.services@bhafc.co.uk

Please note that no musical instruments are allowed inside the stadium. This is in accordance with the ground regulations which can be seen at seagullstickets.com under Terms & Conditions.
The club’s Supporter Liaison Officer is 
Sarah Gould and the designated Disability 
Liaison Officer (DLO) is Elliott Batchelor. 
Should any supporter wish to contact Sarah or 
Elliott direct they can do so by contacting 
supporter.services@bhafc.co.uk or 
via 0344 324 6282.