



HOME SUPPORTER GUIDE VITALITY STADIUM

AFC BOURNEMOUTH 2026/27 SEASON

AFC BOURNEMOUTH FACTS

Ground: Vitality Stadium

Address: Dean Court, Kings Park, Bournemouth, BH7 7AF

Customer service telephone no: 01202 726300

Year opened: 1910

Shirt sponsors: Vitality

Kit manufacturer: hummel

Home kit colours: Red and Black Stripes

Official website: afcb.co.uk

Twitter: @afcbournemouth

Facebook: [afcbournemouth](https://www.facebook.com/afcbournemouth)

Instagram: @officialafcb

MATCHDAY SUPPORT

When in the ground if you have any questions or need assistance please ask our friendly and welcoming Supporter Services team, who will be positioned around the stadium.



MATCHDAY WELFARE TEAM

The matchday welfare team operates at Vitality Stadium to provide immediate support around safeguarding, accessibility and EDI concerns. They are identifiable around the group and assist fans wherever possible.



PRE-MATCH BOURNEMOUTH

Hot Rocks Restaurant and Cocktail Bar is located next to Bournemouth Pier. Diners can enjoy freshly prepared food, whilst taking in the breath-taking views of the surrounding beaches. Visit www.hotrocks.com



Paultons Park is AFC Bournemouth's Official Junior Cherries Partner.

Located in Romsey, Hampshire Paultons Park is an amusement park with over 70 rides and attractions for all the family.

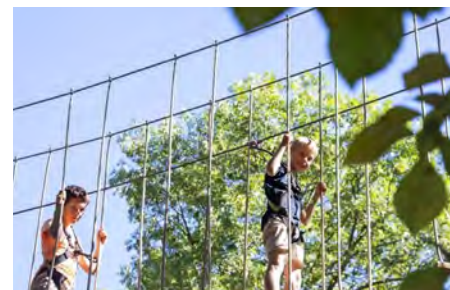
For more information click here

<https://paultonspark.co.uk/>

FAMILY ATTRACTIONS

If you start your matchday experience in town, Bournemouth Pier is home to **Rock Reef**. The award-winning attraction offers a terrific range of thrilling family activities, including the Pier Zip: a dual racing zipline from the pier to the beach itself, cutting over the waves en route. For more information please visit: rockreef.co.uk

Bournemouth has lots of family attractions to offer including Avon Heath Country Café, Bournemouth Pizza Company, Centre VR, Mighty Adventures and Christchurch Golf Centre. If it's a sunny day, why not visit our wonderful sandy beaches? For more information please visit www.bournemouth.co.uk/



PUBLIC TRANSPORT

TRAIN

The nearest train station to the stadium is Pokesdown for Boscombe, which is roughly a mile from the ground and around a 15-minute walk away. This station is not currently accessible for wheelchair users.

Bournemouth train station is around a 30-minute walk from the stadium and is an accessible station. Trains run on a regular schedule from areas across Dorset and Hampshire.

For more information go to <https://www.southwesternrailway.com/destinations-and-offers/destinations/bournemouth>



BUS

The stadium is well-served by Morebus buses. Morebus operates fully accessible low-floor buses on all their routes, accommodating wheelchair users, mobility scooters (with a permit), and passengers with impaired mobility. All the buses are also equipped with USB charging facilities. The main buses stops are located on Holdenhurst Road, Littledown Avenue, Ashley Road, and Christchurch Road.

The bus services serving the area around the stadium are:

1a/1c: Bournemouth to Somerford

1b: Bournemouth to Burton

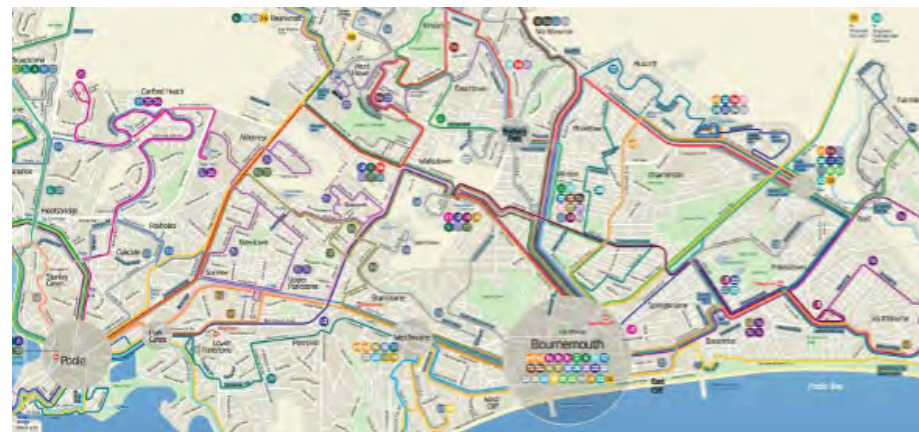
22: Bournemouth to Castlepoint

33: Alum Chine to Castlepoint

M2: Poole to Southbourne

X3: Salisbury to Bournemouth via Ringwood

To plan your journey or for more information go to: <https://www.morebus.co.uk/>



TAXIS

United Taxis are a trusted Regional Partner of AFC Bournemouth and are pleased to offer customer discounts built into their app. Customers booking through the app are given a discounted fixed fare, meaning the price you are quoted is the price you pay, even if they get caught in traffic.

For more information and to download the application click here:

<https://556677.com/>

DROP OFF ZONE

There is a drop-off zone at Vitality Stadium which can be utilised by all supporters, the drop off zone is located within the VIP West Car Park.

CAR SHARE

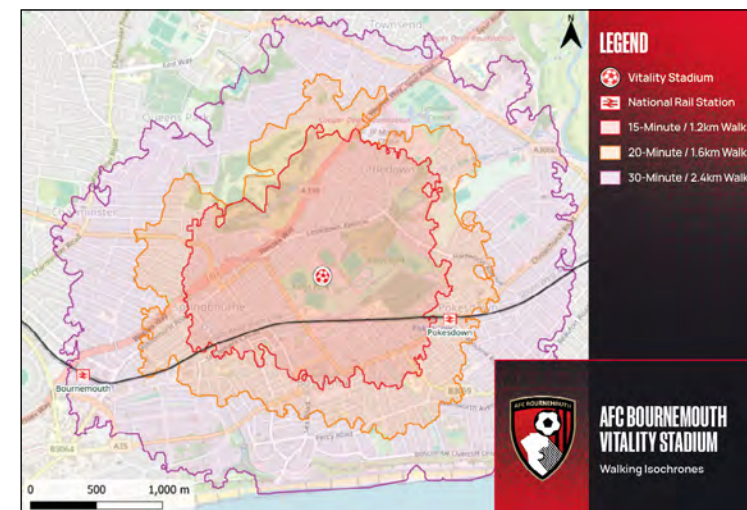
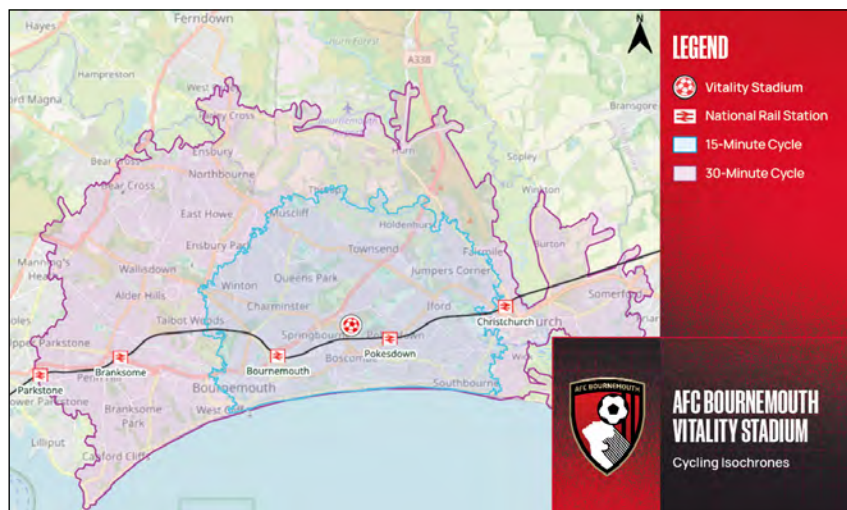
As part of the club's commitment to sustainable travel and planning obligations associated with the redevelopment project, supporters are encouraged to car share wherever possible. Sharing journeys helps reduce congestion in the local area and supports the limited parking provision currently available.

SUSTAINABLE AND ACTIVE TRAVEL

CYCLE ROUTES

There are a multitude of cycle routes across the BCP area alongside bike parks in key locations around Kings Park. At Vitality Stadium the bike park will be located next to the VIP South Car Park.

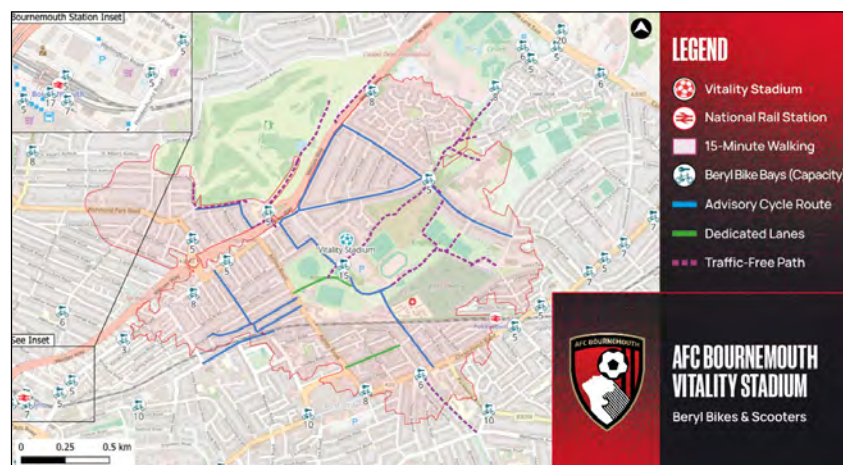
<https://www.bcpccouncil.gov.uk/roads-and-travel/travel-and-transport/cycle-parking-in-bournemouth-christchurch-and-poole>



BERYL BIKES AND SCOOTERS

Bikes and e-scooters can be hired through the Beryl app, available for free download on the App Store for iOS, and the Google Play Store for Android users. They can be picked up and dropped off in marked 'Beryl Bays'. There is a Beryl bay located within the VIP South Car Park at Vitality Stadium.

For more information go to: <https://beryl.cc/scheme/bournemouth-christchurch-and-poole>



WALKING ROUTES

- There are a number of pedestrianised walking routes to Vitality Stadium including;
- From the South of the Stadium through Kings Park towards Boscombe, Pokesdown and Southbourne
- From the East of the stadium supporters can utilise the walkway towards Avonbourne school which leads on to Littledown and Royal Bournemouth Hospital where there are regular bus routes across BCP

PARKING

Whilst the club is actively encouraging supporters to use more sustainable travel options we appreciate there will be occasions where parking may be required. Residential roads around the stadium are not appropriate for matchday parking. Parking restrictions will be actively enforced in the areas surrounding the stadium on matchdays. We strongly encourage supporters to check local parking restrictions before travelling and to allow additional time to plan their journey. Supporters should also be aware that Bournemouth, Christchurch and Poole Council will be introducing Event-day Controlled Parking Zone (CPZ) restrictions in the surrounding area. These changes will affect parking options commonly used on matchdays.

Off-site parking will be available at the Avonbourne Academy and the Sovereign Centre. However, parking at these locations is limited and supporters are encouraged to travel via non-car modes where possible.

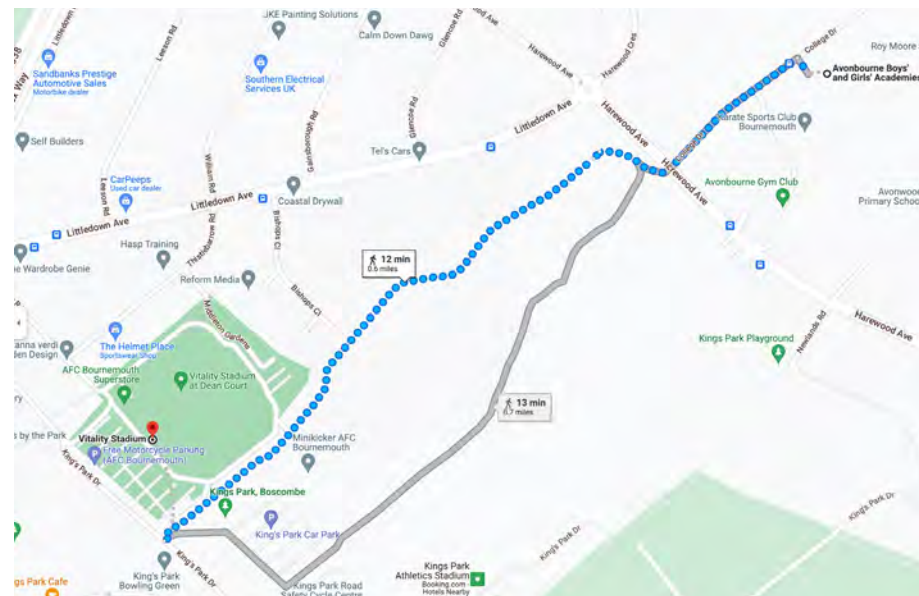


AVONBOURNE

For free parking just a 10-minute walk from the ground, Avonbourne Academies (Formerly Harewood College) are open 3 hours prior to kick off on weekends and 1.75 hours before kick off on weekday matches. If you are using a SatNav, please refrain from using the postcode and instead use 'Harewood Avenue'. There are approximately 200 spaces and 3 accessible spaces within this car park.

Please note the Avonbourne Academy site and car park is a strict non-smoking area. Spaces are allocated on a first come first serve basis.

Please note this car park is locked 60 minutes after the full-time whistle. Users are asked to ensure they keep to the maximum speed limits displayed.



SOVEREIGN CENTRE

The Sovereign Shopping Centre on Christchurch road, BH1 4SX, which is approximately a 15 minute walk from the ground. Link to their parking page on the website www.sovereignshoppingcentre.co.uk/parking/ with 600 spaces, also located on the ground floor are 19 accessible spaces and 2 electric vehicle charging stations. This parking facility has the advantage of being away from congestion and has cafes nearby for refreshments.

For evening games, supporters are asked to park on the ground floor of the car park. Other areas of the car park are locked in the evening and supporters will not be able to leave the car park after this point.

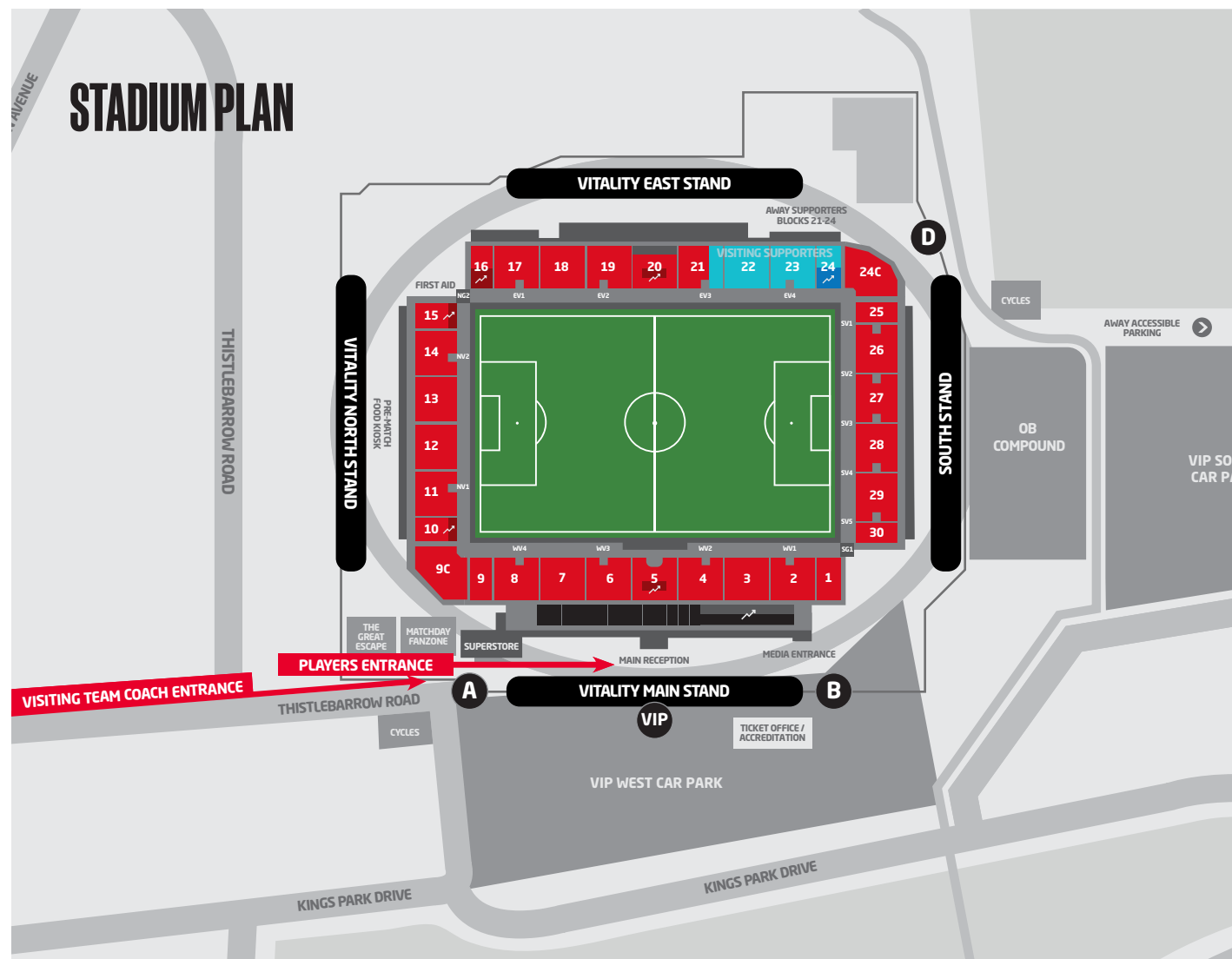
ON SITE

From the start of the 2026/27 season there will be NO general admission parking available at either of the car parks in Kings Park. These car parks will operate on a pre-booked basis only with information on this process shared directly with eligible supporters.

STADIUM PLAN

- > Supporters are required to adhere to the ground regulations.
<https://www.afcb.co.uk/for-fans/supporters-guides>
- > In particular; supporters are reminded that it is a criminal offence to enter the field of play, discharge pyrotechnics and use discriminatory language.
- > For your own safety standing is not permitted in seated areas. Please be respectful to your fellow supporters and sit in the seat allocated to you. Persistent standing may lead to ejection from the ground and/or sanction by the club.
- > AFC Bournemouth promotes a welcoming and friendly atmosphere at Vitality Stadium and any incidents of discriminatory or abusive behavior may result in ejection from the ground.
- > Please follow the instructions of the Safety Stewards at all times.
- > Supporters are reminded that any children attending who are under the age of 16 must be accompanied by an adult who is over 18.

At AFC Bournemouth we strive to make everyone's matchday inclusive and enjoyable, if you witness any abusive or discriminatory behaviour please try and speak to a steward on the day, rather than leaving until after the match as this gives us the opportunity to monitor/investigate then. Alternatively use our confidential reporting line; by texting **80818** and starting **your message with AFCB**, or email **control.room@afcb.co.uk** during your visit to Vitality Stadium.



SUPPORTERS WITH DISABILITIES

For all accessibility details for matchday, please visit the Access Statement on our website.

VIEWING POSITIONS

There are a variety of viewing positions for wheelchair users, which are located Row A pitchside in all stands, or our accessible viewing platforms. We ask that other supporters are mindful of fellow fans using wheelchairs and generally, it is important to keep the aisles, access and viewing lines clear at all times.

FOOD AREAS

We have low counters available at kiosks and concourses within all concourses. Service to seat will be provided for supporters using elevated platforms.

HEARING LOOPS

Portable hearing loops are situated in concourse areas, ticket offices, superstore, reception and in the hospitality area.

AUDIO HEADSETS

Visually impaired supporters are able to order a headset in advance of the game. Headsets can be booked in advance (free of charge) through contacting the ticket office, via phone by calling 01202 726300 or by e-mailing disability@afcb.co.uk.

LOW COUNTERS

Low counters are available at the ticket office windows, the Superstore and throughout the concourses.

SENSORY PACKS

The club and Community Sports Trust are delighted to be able to offer sensory packs for supporters with disabilities. The packs have been designed for supporters, particularly those with Autism who attend matches to make the matchday experience more accessible, comfortable and enjoyable for them.

Sensory packs should be ordered prior to matchday, please email disability@afcb.co.uk for request a pack.

For further accessibility information please visit <https://www.afcb.co.uk/for-fans/disabled-access-guide/>

ACCESSIBLE TOILETS

There are 16 accessible toilets at Vitality Stadium. There is one situated close to each of the areas provided for our disabled supporters. All have level access and are clearly signed with tactile and braille signage. Accessible toilets have additional signage, mirrors, coat hooks and colour contrast. All accessible toilets are fitted with an alarm.

For full details on accessible toilet facilities within each stand, please visit <https://www.afcb.co.uk/for-fans/disabled-access-guide>

SENSORY ROOM

AFC Bournemouth is pleased to offer a small sensory space which supporters can access on matchday. If you are interested in utilising the space please contact disability@afcb.co.uk email disability@afcb.co.uk to contact the Disability Access Officer.

SUPPORTERS WITH DISABILITIES (CONTINUED)

CHANGING PLACES

There is a changing places facility located alongside the east home stand perimeter which supporters can access prior to entering the stadium and for the duration of their visit.

ACCESSIBILITY CARDS

Accessibility cards for supporters that may have a disability, medical condition or an access requirement on a matchday are now available. Cards are available to all supporters that are registered to the club. Please email disability@afcb.co.uk to request an accessibility card.

WELFARE TEAM

Should you have any questions or require any additional help on matchday, our welfare team are available around the ground. If required, they will also be able to contact the disability access officer for you.

EASY READ MENUS

Easy read menus are available in all concourses to order from or take away.

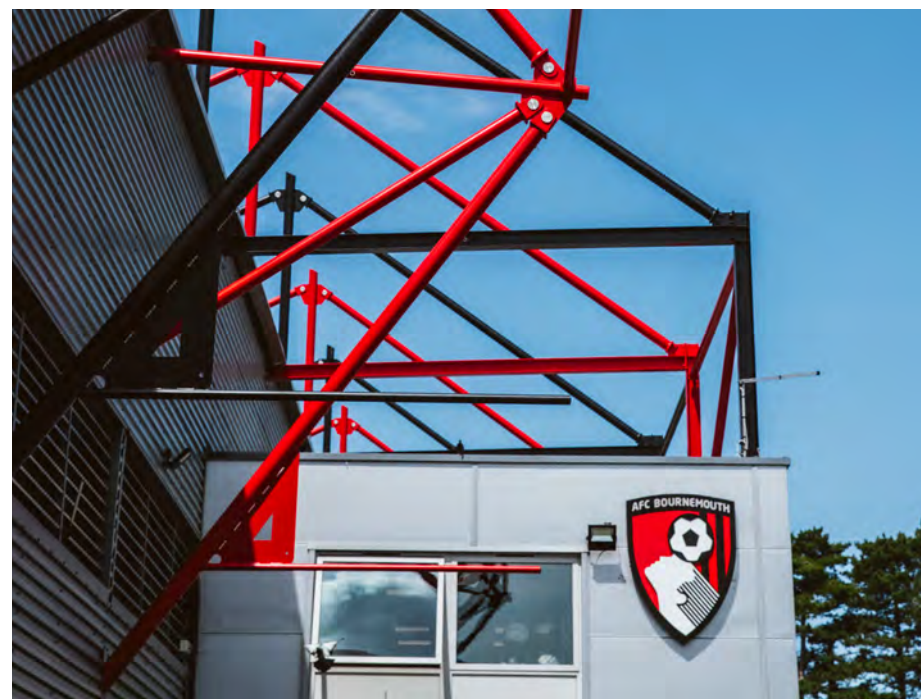
ACCESSIBLE PARKING

Accessible parking operates on a pre-booked basis with information on the process shared directly with eligible supporters ahead of matchdays.

CATERING TO SEAT

The elevated viewing platforms are all serviced with catering to seat.

If you have any queries ahead of your visit around accessibility please email disability@afcb.co.uk to contact the Disability Access Officer.



STADIUM SERVICES

PRE-MATCH FOOD AND DRINK KIOSKS

Our food and drink kiosks, located at various locations around the outer perimeter of Vitality Stadium open from 3 hours before kick-off and stock our full range of hot food and drinks.

Our handmade pies are great and you should definitely try the burgers – made by our butcher to our own recipe and including our own, secret recipe sauce.

- › Burger / Cheeseburger **£7.00**
- › Homemade Pies
 - › Steak Pie **£6.50**
 - › Chicken Pie **£6.50**
 - › Veg Pie (V) **£6.25**
- › Hot Dog /vegetarian hot dog **£6.50**
- › Pork Sausage Roll/Vegan Sausage Roll **£4.75**
- › Chicken Burger **£6.00**
- › Chicken Nuggets **£5.00**

Make the most of our meal deals which is a pie, burger or hot dog, and a pint for £12. You can have a soft/hot drink instead for £9 for the bundle and both are available at any time during the game. Our Junior Cherries meal deal is available for just £5.50. This includes a hot dog, pie or burger, crisps, a chocolate bar and a small juice or water. Upon request chocolate bars may be substituted with our healthy choice such as raisins, note that this offer is for Junior Cherries members only. These food items are also available inside the concourse areas.

THE GREAT ESCAPE FANZONE

Our outdoor bar area is situated just in between the Vitality Steve Fletcher Stand and Vitality Main Stand. All supporters can enjoy food and beverages from this facility which is positioned underneath the big screen for supporters to enjoy pre-match build up. There are a number of food and drink facilities around this area for supporters to enjoy.

BAR 1

Want a drink before the game? Bar 1 is open for home supporters and is located next to the media entrance in the Vitality Main Stand. Supporters are required to show a home ticket on entry. Hot food is available in the bistro section of Bar 1 opens 3 hours before kick-off.

MATCHDAY PROGRAMME

Remember to pick up your copy of our award-winning matchday programme to take home. These are on sale in the Superstore and around the stadium priced at £4.00.

SUPERSTORE

The AFC Bournemouth Superstore is in the Northwest corner of the stadium. The Superstore will be open from turnstiles opening and will now remain open throughout the game and for half an hour after the final whistle.

The new Superstore - Away from home, based at the Sovereign Centre, will be open from 9am to 5.30pm Thursday – Saturday and 10am – 4pm on Sunday. On matchday's it will close 2 hours before kick-off.

STADIUM SERVICES (CONTINUED)

TOILETS

Prior to turnstiles opening there are toilets available throughout Vitality Stadium.

MOBILE MERCHANDISE

There are mobile merchandise outlets situated around the ground where supporters can purchase AFC Bournemouth merchandise as a convenient alternative to the Superstore and will be available at most fixtures.

PAYMENT OPTIONS

Supporters can now pay by debit/credit card, contactless and Apple Pay all around the ground.

SMOKING

Use of Cigarettes, Vaporizers or E-Cigarettes is not permitted inside the stadium. Supporters are not able to exit and re-enter the stadium for any reason.

ENTERING THROUGH TURNSTILES

Please bear in mind that for supporters' own safety, there will be 100% searches of every supporter as well as bag searching/ tagging. Please don't bring a bag unless you absolutely need to. Please ensure that any bags brought into Vitality Stadium are less than A4 in size. Turnstiles at Vitality Stadium open 1.5 hours before Kick Off and supporters are asked to ensure they arrive at least 45 minutes prior to kick-off to avoid delays.

CHERRIES COMMUNITY DRAW

Make sure you get your Cherries Community Draw tickets in aid of the Cherries Community Fund - not only do you get the chance to win great cash prizes, but, as the proceeds go to support local projects, you have the opportunity to positively affect the lives of people in the local community. Sellers are positioned outside the stadium before the match and tickets are just £1 each. For more information on the Cherries Community Fund visit <https://www.afcb.co.uk/for-fans/cherries-community-fund>

EAST STAND

This gets the afternoon sunshine when there are clear skies. We recommend therefore that you consider bringing sunglasses, cap and/or sun lotion for those hotter summer fixtures.

FEEDBACK

Here at AFC Bournemouth, we want to make your matchday experience as enjoyable as possible. If you've visited us recently, we'd like to know how we're doing with this objective and hear your thoughts and suggestions. Please e-mail at slo@afcb.co.uk.

PROHIBITED ITEMS

YOUR SAFETY AND SECURITY AND THAT OF OTHERS IS PARAMOUNT TO US

Below is a list of what **CANNOT** be brought into Vitality Stadium:



Entry to the Stadium will be refused with any other articles deemed dangerous, hazardous or that compromise public health and safety. Any questions before the event please contact ops@afc.co.uk or telephone 01202 726300.

Please note that food not purchased from Vitality Stadium will not be permitted however, discretion will be used for supporters entering with food on the grounds of a medical condition or allergies. Supporters are asked to contact disability@afc.co.uk if they have any questions on this.

Entry to the stadium will be refused to anyone with face coverings e.g. balaclavas, ski masks and helmets.

THANK YOU, WE HOPE YOU **ENJOY YOUR**
VISIT TO VITALITY STADIUM

