AWAY SUPPORTER INFORMATION

This guide has been created to provide away supporters (also known as visiting supporters) with information about your visit to Villa Park as a supporter of the visiting team.

Other than the result, we hope you have an enjoyable visit to Villa Park!

Your allocation

The away fans section at Villa Park is located in the north east corner of the Doug Ellis Stand. The allocation is split in to two areas:

- Doug Ellis Lower – Block Q
  1,600 seats approx.
- Doug Ellis Upper – Block P
  1,300 seats approx.

For cup matches, in order to comply with competition regulations your allocation may include other areas of Villa Park.

Please help us to give you your full allocation of seats

In order for your club to receive your full entitlement of seats, it is necessary for you and your fans to conduct yourselves in line with ground regulations when visiting Villa Park. These regulations include:

- When watching the match remain seated at all times.
- Ensure that gangways and aisles are kept free from obstruction at all times.

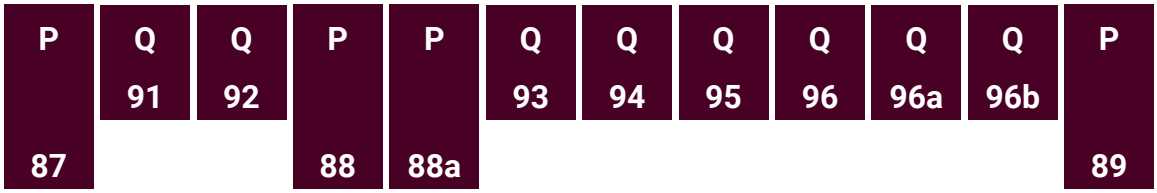
Please observe any requests from club personnel. Should the supporters of any club fail to comply with ground regulations and or instructions from club officials, it is likely that local authorities will impose restrictions on the number of tickets we are able to allocate you for future fixtures. Our Ground Regulations can be found at the end of this document.

Turnstile layout

Doug Ellis Upper P – use turnstiles P87, P88, P88A and P89 for the upper tier. From ground level there are several flights of stairs to reach the upper concourse area (64 steps in total).

Doug Ellis Lower Q – use turnstiles Q91 to Q96B for the lower tier.

Late arrival - should you arrive after kick off, then turnstiles Q96 and / or P89 will remain open until the second half has started.



Barriers on entry – possible ticket inspection

In the interests of your safety and to ensure that only those with valid tickets gain admittance to the seating areas, we will, on occasion, use a barrier system at the turnstiles. These barriers help us to ensure that persons are in the correct area and in possession of a valid match ticket. Please have your ticket ready for inspection when requested.

Access for disabled fans

Visiting clubs have 14 wheelchair spaces which are located within the away section in the lower Doug Ellis stand, Q Blocks.

The wheelchair user positions are pitch side and have little cover – ponchos subject to availability are available during inclement weather. We recommend checking the forecast before travelling.

Companions can sit adjacent to the wheelchair user.

Wheelchair users can access the stadium via Gate 28, which is located next to the away ticket office and turnstiles.

Within the visiting supporter's section of seats, we would recommend the following:

Visually impaired spectators can have free access to match commentary provided via earpieces that can be used from anywhere within the visiting supporter's section. We also accommodate assistance dogs (in line with guide dogs for the blind association guidelines). An additional seat will be required (free of charge) to ensure there is room for your dog, and this needs to be obtained at the time of purchase from your club. We would recommend using the front row A of Doug Ellis Lower Q if an assistance dog is needed.

Ambulant disabled fans sould look to be accommodated on the front row of Doug Ellis Lower Q. You will encounter eight steps at the vomitory to reach the front row from the concourse area but there are lifts via the accessible entrance if step free access is required.

The away area is usually a vibrant and noisy space on matchday, so any fans with non-mobility related disabilities should look for the front row AA of the Doug Ellis Upper P, as this is likely to be the least congested area.

We have three accessible toilets located in the Doug Ellis Lower section, one is in Q3 concourse area, and we have two new accessible toilets located via the accessible entrance in Q1/2.

Parking for visiting disabled supporters is available on the away coach park. Away clubs will be sent an allocation of permits which need to be purchased in advance from that club. Please note that accessible parking cannot be purchased on the day of the game.

For more information, or to book match commentary or parking please contact us on 0333 323 1874 or email accessibility@avfc.co.uk.

Sale of alcohol

The club is licensed to sell alcohol in the Doug Ellis Lower – Block Q only (alcohol will not be available in Doug Ellis Upper – Block P). Please note that no transfers can be permitted.

There are some matches where we will not be licensed to sell alcohol to away fans (local derbies, for example). In addition, there will be some clubs we will play (on account of their conduct on previous visits to Villa Park) where we will have been unable to secure a license from the local authorities.

If you wish to find out if alcohol will be available for your club's visit then please call us in advance on 0333 323 1874. In order for us to continue and / or provide alcohol during your visit, please help us by complying with ground regulations for the duration of your visit.

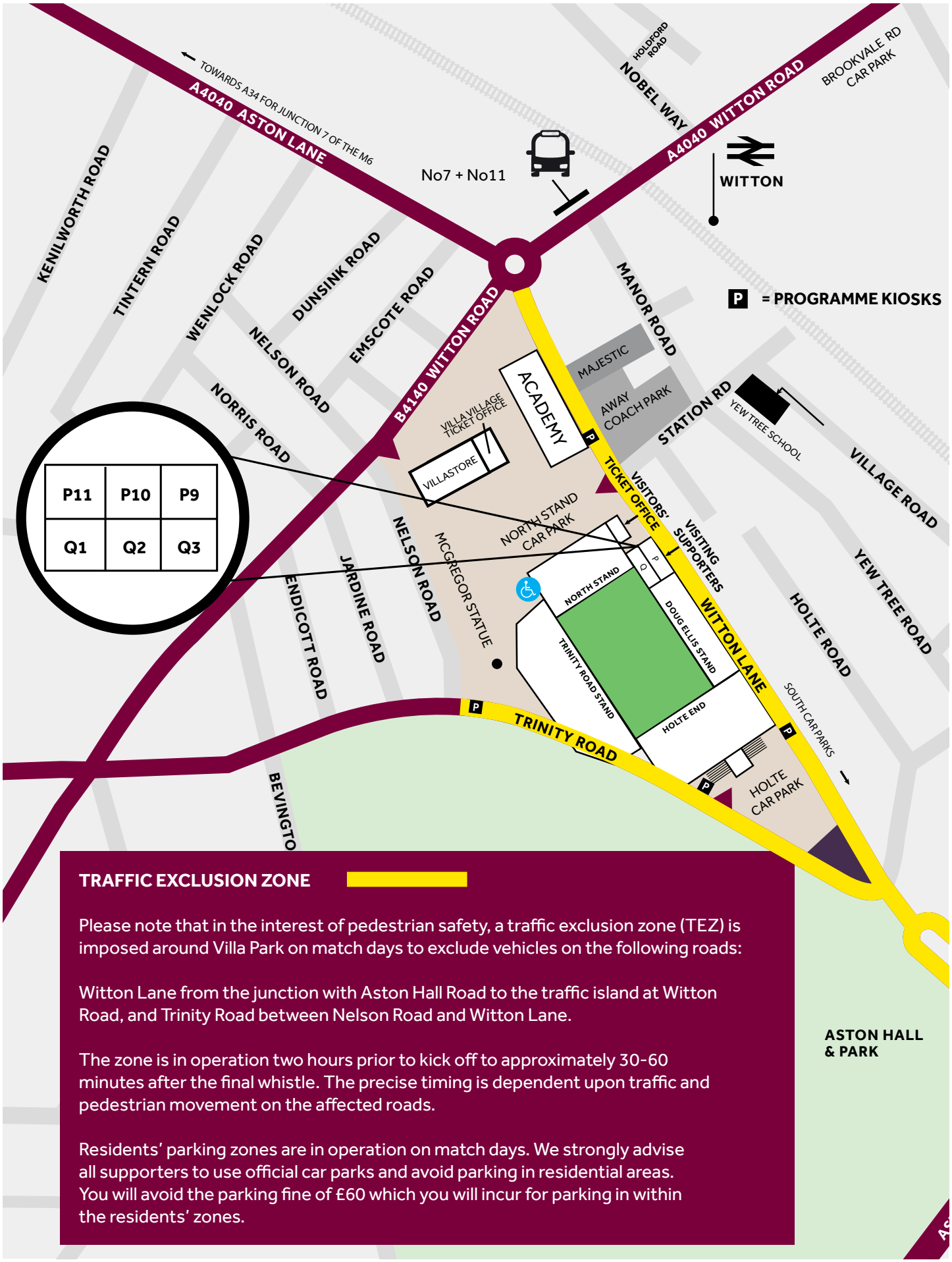


Match programmes

We advise visiting supporters in Doug Ellis Upper Tier – Block P to purchase a match programme from the official programme kiosks located on Witton Lane prior to entering the stadium. Due to limited facilities within the Upper Tier concourse area it is not always feasible for us to sell programmes.



TRAVEL & TRANSPORT



TRAFFIC EXCLUSION ZONE

Please note that in the interest of pedestrian safety, a traffic exclusion zone (TEZ) is imposed around Villa Park on match days to exclude vehicles on the following roads:

Witton Lane from the junction with Aston Hall Road to the traffic island at Witton Road, and Trinity Road between Nelson Road and Witton Lane.

The zone is in operation two hours prior to kick off to approximately 30-60 minutes after the final whistle. The precise timing is dependent upon traffic and pedestrian movement on the affected roads.

Residents' parking zones are in operation on match days. We strongly advise all supporters to use official car parks and avoid parking in residential areas. You will avoid the parking fine of £60 which you will incur for parking in within the residents' zones.

Air

The nearest airport is Birmingham International Airport. Rail connections are available from Birmingham International Airport via Birmingham New Street. Villa Park is approximately 25 minutes by road from Birmingham International Airport although you may wish to add additional travel time to account for matchday traffic.

Bike

Cyclists to use the covered and secure racks at the Inner City Academy.

Car

We recommend away fans use junction 6 of the M6 to access Villa Park. Parking is available at Powerleague located on the Lichfield Road.

Parking for Disabled supporters

Parking for visiting disabled supporters is available on the away coach park. Away clubs will be sent an allocation of permits which need to be purchased in advance from that club. Please note that accessible parking cannot be purchased on the day of the game.

Coach

The visiting supporters' coach park is located on Witton Lane and is highlighted on the map shown on page 6 of this guide. Parking for away coaches is free, and the coach park is located very close to your turnstiles.

If you organise coach travel to Villa Park then please email the West Midlands Police Football Liaison Department in advance of your travel arrangements on **thomas.fleming@westmidlands.police.uk**.

Minibus

We recommend away fans traveling by Minibus use junction 6 of the M6 to access Villa Park. Parking is available at Powerleague located on the Lichfield Road.

If you organise away minibus travel to Villa Park, please email the West Midlands Police Football Liaison Officer in advance of your travel arrangements at **s.bladen@west-midlands.pnn.police.uk**.

Rail

Witton station is the nearest station to Villa Park, and is also the nearest train station to the visiting supporters seating at Villa Park. As well as regular services from Birmingham New Street, Witton station offers park & ride possibilities north of Villa Park on the Walsall line.

For details of the accessible features of the station and for timetable information please visit **www.nationalrail.co.uk** and **www.networkwestmidlands.com**

City Centre Shuttle Bus

For travel to and from Birmingham city centre, an express city centre shuttle bus connects to Villa Park on matchdays. The pick up point in Birmingham city centre is at Dudley Street, close to Birmingham New Street station. The shuttle buses can be used by home and away fans. For more information, including maps of the pick up and drop off points, please visit **www.avfc.co.uk/news/2024/august/23/matchday-express-city-centre-shuttle-bus-service-returns/**



OTHER IMPORTANT INFORMATION

Visitors ticket collections

Where possible, we strongly recommend you are in possession of your tickets prior to making your journey. If tickets are left for collection by your club this ticket office will open approximately one-and-a-half hours prior to kick off. The visitors' ticket
office is located on Witton Lane opposite the away coach park.

Should you receive tickets from players, we would ask that where possible, you make arrangements with the player to be in receipt of your tickets prior to making your journey. If a player on arrival at the ground asks us to leave tickets for collection, we will take them to the visitors' ticket office at our earliest opportunity.

The visitors' ticket office will close just after kick off, and any uncollected tickets will be available from the enquiry window at the Villa Village ticket office located in the North Stand car park (see map on page 6).

Visiting supporters in home areas

Any visiting supporters identified in home areas of Villa Park will be ejected from the stadium.

No smoking

Villa Park stadium complies with the legislation which restricts smoking, this is banned in the stadium and all buildings owned or operated by Aston Villa FC. The ground regulations issued by the club extend this prohibition to artificial cigarettes, which are commonly known as e-cigarettes. Any reference to smoking thus also includes e-cigarettes. Birmingham City Council officials visit the stadium on occasions to check compliance with the legislation, they are authorised to impose instant fines on anybody smoking.

West Midlands Police on Twitter

For useful information on matchday, please follow West Midlands Police on twitter - @WMPVillaFC

This site will provide useful updates for visiting fans in respect of parking, public transport updates, highways information and any spontaneous important information.

Flags and banners

Where possible, we are happy to try and help the displaying of your flag and / or banner at Villa Park within the away area at Villa Park. Please email a photograph of your flag and / or banner to lee.preece@avfc.co.uk at least three days prior to your visit. We reserve the right to refuse admission to any flag or banner Please get in touch in advance so we can confirm arrangements and avoid disappointing you on the day of the match.

Bags and / or luggage

Small bags should be OK to take in to the stadium. The contents will be examined by a steward as you enter Villa Park.

Larger bags and / or luggage cannot be taken in to the stadium. There is insufficient room and such items will inhibit spectator movement. Unfortunately, we are unable to offer any kind of storage facility for bags, back packs or luggage deemed too large to enter the stadium. Where possible, please do not bring any kind of bag.

Camera System - Beware!

Football heightens people's passions and sometimes that translates into poor behaviour which affects the enjoyment of others. To counteract that we have a Dallmeier camera system installed that is able to capture all live and historical incidents in fine detail.

From the throwing of flares or coins to unnecessary gestures or signs the camera sees it all and has proven to be a powerful tool to promote safety and security. The system allows our match day safety team to quickly spot perpetrators and take immediate action.

In addition, the quality of the images provided by the camera system gives authorities such as the Police and / or the Courts absolute certainty of the individuals identified and the actions they have taken at the match. Several fans have let off flares in the away end over the last few seasons – EVERY one of these fans has now received a banning order from the courts.

Please support your team with the passion they deserve, but in line with the Ground Regulations at all times.


GROUND
REGULATIONS
HOLTE END
12TH MAN
play responsibly
Heineken
Swissquote
STRAUSS

Ground Regulations

Notice: Entry to the Ground is expressly subject to acceptance by the visitor of these Ground Regulations and the rules and regulations of FIFA, UEFA, The Football Association, the Premier League and The English Football League (EFL) in respect of the relevant competition and the terms of the Supporter Code of Conduct (if any). The Ground Regulations incorporate the Club's Customer Charter (if any) and the Premier League's Commitment Regarding Abusive and Discriminatory Conduct. Entry to the Ground shall constitute acceptance of the Ground Regulations.

"Club" means this football club.

"Discrimination Commitment" means the Commitment Regarding Abusive and Discriminatory Conduct to be adhered to by all those attending the Grounds which can be found on – or accessed via – the Club's website, the Premier League's website, viewed at the Ground or can be provided upon written request to the Club.

"Football Authority" means each of the Premier League, The English Football League (EFL) League, The Football Association, the Football Association of Wales, FIFA, UEFA and any other relevant governing body of association football.

"Illegal Substance" means any drug which is not legally obtainable, or which is legally obtainable but has not been legally obtained. The term includes prescribed drugs not being used for prescribed purposes.

"Ground" means this football stadium and all locations owned, occupied or utilised by the Club.

"Match" means any association football match (or any part or aspect of such a match) taking place at the Ground.

"Material" means any audio, visual and/or audio-visual material and/or any information or data.

"Premier League" means the Football Association Premier League Limited.

"Supporter Code of Conduct" means any code of conduct to be adhered to by all those attending the Grounds which can be found on – or accessed via – the Club's website or can be provided upon written request to the Club.

1. Notwithstanding possession of any ticket the Club, any police officer or authorised steward may refuse entry to (or eject from) the Ground any person:

1.1 that fails (or in the Club's reasonable opinion is likely to fail) to comply with these Ground Regulations and/or the Discrimination Commitment and/or the Supporter Code of Conduct and/or any reasonable instruction issued by a police officer or authorised steward or officer of the Club; and/or

1.2 whose presence within the Ground is, or could (in the Club's reasonable opinion), constitute a source of danger, nuisance or annoyance to any other person.

2. On no account will admission be granted to a person:

2.1 who is the subject of a current Banning Order under the Football Spectators Act 1989 (as amended); or

2.2 who has been convicted of ticket touting offences under section 166 of the Criminal Justice and Public Order Act 1994 (as amended); or

2.3 who is the subject of a current sanction under the Discrimination Commitment (as amended from time to time).

3. The Club excludes to the maximum extent permitted by law any liability for loss, injury or damage to persons/property in or around the Ground.

4. No guarantees can be given by the Club that a Match will take place at a particular time or on a particular date and the Club reserves the right to reschedule the Match without notice and without any liability whatsoever, save only to the extent provided pursuant to paragraph 5.

5. In the event of the postponement or abandonment of the Match, refunds (if any) will be made in accordance with the Club's Customer Charter. The Club will have no further liability whatsoever, including (but not limited to) any indirect or consequential loss or damage, such as (but not limited to) loss of enjoyment or travel costs.

6. All persons seeking entrance to the Ground acknowledge the Club's right to search any person entering the Ground and to refuse entry to or eject from the Ground any person refusing to submit to such a search.

7. The following articles must not be brought within the Ground - knives, Illegal Substances, fireworks, smoke canisters, air-horns, flares, weapons, dangerous or hazardous items, laser devices, bottles, glass vessels, cans, poles and any article that might be used as a weapon and/or compromise public safety. Any person in possession of such items will be refused entry to the Ground.

8. Further, you may not bring into the Ground:

8.1 any sponsorship, promotional or marketing materials save in respect of official club merchandise and/or other football related clothing worn in good faith;

8.2 any flags or banners larger than those maximum dimensions permitted by the Club from time to time (or, in the absence of such stipulations, 2 metres x 1 metre) and/or of an offensive nature;

8.3 nor may you offer (either free or for sale by any person) any goods (including literature) of any nature, without the express written approval of the Club's management.

9. Using words that are, or behaving in a manner that is, threatening, abusive, insulting, foul, improper, offensive, violent, indecent, or provocative is strictly forbidden and will result in arrest and/or result in ejection from the Ground. In addition to and without limiting the forgoing, engaging in chanting or other verbal and/or non-verbal actions and/or gestures concerning football or other tragedies (whether done at a Match, in-person or remotely (via any

electronic communication, social media or otherwise)) ("Tragedy Chanting") is strictly forbidden. Any individual found to have engaged in Tragedy Chanting will be subject to a ban from the Ground. In addition to the Club, in accordance with the Contract (Rights of Third Parties) Act 1999, any other member club of the Premier League from time to time may enforce a breach of this paragraph 9. As such, an individual in breach of this paragraph 9 may also be subject to a ban from any or all other matches of or stadia and/or locations owned, occupied or utilised by any other member clubs of the Premier League from time to time, for such periods as may be determined by the relevant club of the Premier League.

10. The following activities are strictly forbidden and will result in arrest and/or ejection from the Ground:

10.1 attempting to enter the Ground or be inside the Ground whilst under the influence of an Illegal Substance; and/or

10.2 being in possession of an Illegal Substance when entering the Ground or inside the Ground.

11. Racial, homophobic or discriminatory abuse, chanting or harassment is strictly forbidden and will result in arrest and/or ejection from the Ground.

12. The following acts constitute prohibited activity under the Discrimination Commitment:

12.1 any conduct, act or statement, whether express or implied, that is abusive insulting, intimidating or offensive; or

12.2 any conduct, act or statement, whether express or implied, that is discriminatory by means of race, religion or belief, gender, sexual orientation, disability, colour or national or ethnic origin; or

12.3 any other activity in contravention of the Discrimination Commitment.

Any individual found to have engaged in prohibited activity under the Discrimination Commitment may be subject to a ban from Matches. In addition to the Club, in accordance with the Contracts (Rights of Third Parties) Act 1999, any other member club of the Premier League may from time to time enforce the Discrimination Commitment. As such, an individual found to have engaged in prohibited activity under the Discrimination Commitment may also be subject to a ban from any or all other matches of or stadia and/or locations owned, occupied or utilised by any other member clubs of the Premier League from time to time, in accordance with the Discrimination Commitment.

13. The following acts are offences under the Football (Offences) Act 1991 (as amended):

13.1 the throwing of any object within the Ground without lawful authority or excuse;

13.2 the chanting of anything of an indecent or racialist nature; and

13.3 the entry onto the playing area or any adjacent area to which spectators are not generally admitted without lawful authority or excuse.

Conviction may result in a Banning Order being made.

14. All persons entering the Ground may only occupy the seat allocated to them by their ticket (including those who have tickets to a Licensed Standing In Seated Area pursuant to paragraph 17 below) and must not move from any one part of the Ground to another without the express permission or instruction of any steward, officer of the Club and/or any police officer.

15. Nobody may stand in any seating area whilst play is in progress (except those persons who have tickets to a Licensed Standing In Seated Area pursuant to paragraph 17 below). Persistent standing in seated areas other than Licensed Standing In Seated Areas whilst play is in progress is strictly forbidden and may result in ejection from the Ground.

16. The obstruction of gangways, access ways, exits and entrances, stairways and like places is strictly forbidden. Nobody entering the Ground shall be permitted to climb any structures within the Ground.

17. To the extent that the Club operates licensed standing in seated accommodation areas at the Ground as part of the UK Government's scheme on safe standing in conjunction with the Sports Grounds Safety Authority (the "Licensed Standing In Seated Areas"), only ticketholders who have tickets to the Licensed Standing In Seated Areas are permitted to access the Licensed Standing In Seated Areas. Ticket holders who have tickets to the Licensed Standing In Seated Areas shall:

17.1 occupy the space in front of the seat allocated to them on their ticket only and must not move to different spaces within the Licensed Standing In Seated Areas or to different areas of the Ground;

17.2 expect that other spectators will be standing while play is in progress (although of course they may sit on their allocated seat before and after the activity, or during an interval or halftime break);

17.3 not sit or stand on the rails, or stand on the seats in the Licensed Standing In Seated Areas;

17.4 not be permitted to admit anyone who does not have a ticket to the Licensed Standing In Seated Areas to the Licensed Standing In Seated Areas;

17.5 be respectful towards staff, stewards, and other fans at all times;

17.6 behave appropriately in the Licensed Standing In Seated Areas – anti-social behaviour will not be tolerated;

17.7 unless needing to use facilities, not move around in the Licensed Standing In Seated Areas and shall stay in the designated space only as described on the relevant ticket and in accordance with paragraph 17.1;

17.8 not be permitted to stand in the gangways or on the steps in the Licensed Standing In Seated Areas to watch the Match and acknowledges that these are for accessing and leaving seats only; and

17.9 acknowledge that any failure to comply with the conditions set out in this paragraph 17 may lead to ticketholders being ejected from the Ground

and/or banned from all Matches, and the Ground may lose the right to maintain the Licensed Standing In Seated Areas.

18. Premier League stadia are smoke-free and smoking or the use of electronic cigarettes is not permitted inside the Ground.

19. Mobile telephones and other mobile devices are permitted within the Ground PROVIDED THAT (i) they are used for personal and private use only (which, for the avoidance of doubt and by way of example only, shall not include the capturing, logging, recording, transmitting, playing, issuing, showing, or any other communication of any Material for any commercial purposes); and (ii) no Material that is captured, logged, recorded, transmitted, played, issued, shown or otherwise communicated by a mobile telephone or other mobile device may be published or otherwise made available to any third parties including, without limitation, via social networking sites.

20. Under the Sporting Events (Control of Alcohol etc.) Act 1985 (as amended), the following are offences for which a person can be arrested by a police officer and conviction could result in a Banning Order being made:

20.1 attempting to enter the Ground or being inside the Ground whilst drunk; and/or

20.2 being in possession of any intoxicating liquor, or bottle, can or other portable container and which could cause damage or personal injury, when entering the Ground or in a public area of the Ground from which the event can be directly viewed.

21. Any individual who has entered any part of the Ground designated for the use of any group of supporters to which they do not belong may be ejected from the Ground either for the purposes of their own safety or for any other reason.

22. Save as set out in paragraph 19 above, no person (other than a person who holds an appropriate licence) may capture, log, record, transmit, play, issue, show or otherwise communicate (by digital or other means) any Material in relation to the Match, any players or other persons present in the Ground and/or the Ground, nor may they bring into the Ground or use within the Ground (or provide to, facilitate or otherwise assist another person to use within the Ground) any equipment or technology which is capable of capturing, logging, recording, transmitting, playing, issuing, showing or otherwise communicating (by digital or other means) any such Material.

23. The copyright, database rights and any other intellectual property rights in and to all Material that you produce at the Ground in relation to the Match, any players or other persons present in the Ground and/or the Ground (whether produced in breach of paragraph 22 above, or pursuant to paragraph 19 above, or otherwise) is hereby assigned (including by way of present assignment of future copyright pursuant to section 91 of the Copyright, Designs and Patents Act 1988) to the Club and the Premier League. You further agree (if and whenever required to do so by the Club and/or the Premier League) to promptly execute all instruments and do all things necessary to vest the right, title and interest in such rights to the Club and the Premier League absolutely and with full title guarantee.

24. No goods (including literature) of any nature may be offered either free or for sale by any person within the Ground without the express written permission of the Club.

25. Tickets are not transferable and may not be offered for sale without the prior written permission of the Club or otherwise in accordance with the relevant ticket terms and conditions. Any tickets that are transferred are transferred subject to these Ground Regulations. Any tickets offered for sale may be confiscated by any steward, officer of the Club or any police officer. The Club reserves the right to refuse admission to or eject from the Ground, and/or "blacklist", any person who has offered for sale or transferred his/her ticket in contravention of the relevant ticket terms and conditions (and/or the holder of any ticket that has been transferred in contravention of the relevant ticket terms and conditions). Tickets remain the property of the Club at all times.

26. CCTV cameras are in use around and in the Ground. Body worn video cameras recording video and/or audio may also be used as appropriate, to record images or audio which identifies you as an individual, for example to record prohibited behaviours as referenced in paragraphs 9, 10, 11 and 12. The Club may itself use or pass to the police or any Football Authority or other clubs, any recordings for use in any proceedings. Please read the Discrimination Commitment data protection notice on the Club's and Premier League's website relating to this use of your personal information.

27. At all times whilst present in the Ground, persons must comply with any and all instructions of any steward or officer of the Club and/or any police officer (including without limitation any instructions regarding health and safety such as those in respect of communicable diseases (and such persons shall comply with any government guidelines in respect of the same)). Failure to comply with any instruction may lead to immediate ejection from the Ground.

28. By entering the Ground, all persons are acknowledging that photographic images and/or audio, visual and/or audio-visual recordings and/or feeds (and/or stills taken therefrom) may be taken of them and may also be used, by way of example and without limitation, in televised coverage of the game and/or for promotional, training, editorial or marketing purposes by the Club, the Premier League or others (including commercial partners and accredited media organisations) and entry into the Ground constitutes consent to such use. You further acknowledge that photographic images and/or audio, visual and/or audio-visual recordings and/or feeds (and/or stills taken therefrom) may be used (by the Club or by a third party, such as a law enforcement body) to identify you as an individual, where permitted by data protection laws, for the purposes of preventing or detecting crime, or any breach of these Ground Regulations. Information about the Club's use of your personal data will be brought to your attention by the Club (see for example any applicable privacy policy, signage and/or other forms of announcement in or around the ground). For further information please contact the Club.

29. All ticket holders agree that the Matches for which the tickets have been purchased are public, and that their appearance and actions inside and in the perimeter of the Ground where a Match occurs are public in nature, and that they shall have no expectation of privacy with regard to their actions or conduct at Matches.

30. Further to paragraph 28, if such person is under 18 years of age, the parent, guardian, or responsible adult who is accompanying them into the Ground shall be deemed to have provided consent on their behalf.

31. Refused entry to (or ejection from) the Ground may lead to further action by the Club including, but not limited to, the withdrawal of any season ticket (without reimbursement), Club Membership and other benefits. Please read the applicable Terms & Conditions of Entry.

Published by The Football Association Premier League Limited. Season 2024/2025