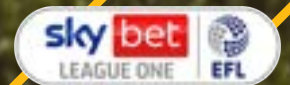




FIRST-TIME VALIANT SUPPORTER GUIDE

All you need to know ahead of your trip to Vale Park as
a first-time supporter



WELCOME

Whether you're a dedicated home supporter or joining us from afar, we'd like to extend a warm welcome to every supporter and visitor at Vale Park. Situated in the football-rich city of Stoke-on-Trent, Port Vale has played an integral part of this vibrant football culture since 1876.

In these pages, you'll find everything you need to plan your visit and make the most of your match day at Vale Park. This guide is intended to address any inquiries you might have prior to your visit to Vale Park. It encompasses all essential information, including directions to the venue, our family friendly offerings, parking instructions, and available supporter facilities.

For those who would like to know more, please drop by www.port-vale.co.uk or connect with us on social media. Stay in the loop with the latest news and updates, because we're all about keeping you informed.

We're excited to have you with us at Vale Park. Soak up the football atmosphere, enjoy the game, and create unforgettable memories.



**SCAN HERE TO
VISIT OUR WEBSITE**





CONTENTS

- 01 BUY YOUR TICKETS
- 02 MATCH DAY EXPERIENCES
- 03 GETTING TO VALE PARK
- 04 PRE-MATCH BUILD UP
- 05 GETTING TO YOUR SEATS
- 06 DURING THE MATCH
- 07 POST MATCH





1876

THROUGH *the* YEARS



BUY YOUR TICKETS



PURCHASING TICKETS

BUY ONLINE



You can purchase all home tickets, away tickets (which will need collecting from club store), season tickets, and memberships online at any time.

PURCHASE IN STORE



Our club store is open Mon-Fri: 9am – 5pm Saturday: 9am – 3pm (and for approx. 30 minutes post-match on home matchdays) and up until kick-off on Tuesday evening matches

GET IN TOUCH



If you have any queries about purchasing tickets, call us during our opening hours on

COLLECTING TICKETS



All away match tickets will need to be collected from the club store during our opening hours.



**SCAN HERE TO
PURCHASE TICKETS**



CHOOSING YOUR SEAT

HAMIL ROAD

For a family-friendly experience at Vale Park, take your spot behind the goal in the South Stand (Hamil Road). This section offers a choice of the family area, general seating, or the lively singing section. Many of our most vocal supporters choose to watch matches from blocks HB3 and HB4. Plus, right outside the turnstiles of this stand, you'll find the Staffordshire University FanZone— a hub of excitement for supporters.

LORNE STREET

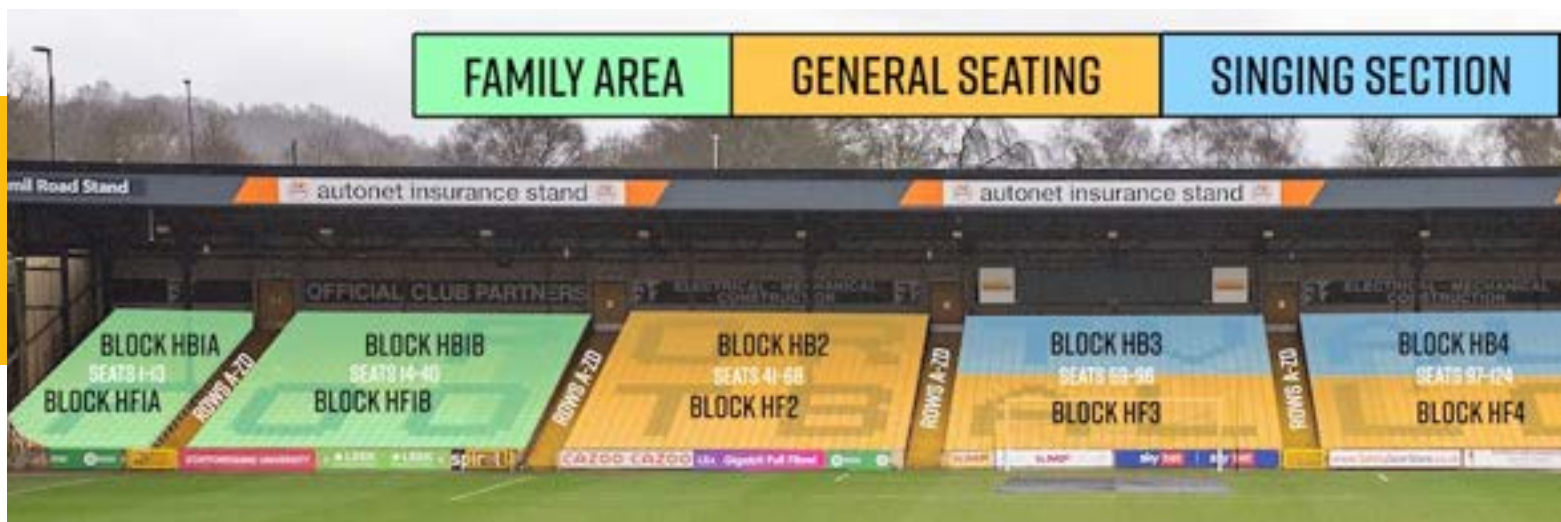
To catch the action from the TV camera perspective, grab a seat in the East Stand (Lorne Street). And if you're on the tunnel side of Vale Park, that's where you'll find our hospitality offerings (including the Valiant Suite, the CJ Bayley Lounge, and the newly renovated Upper Hospitality Lounge) and the TV gantry.

BYCARS (AWAY)

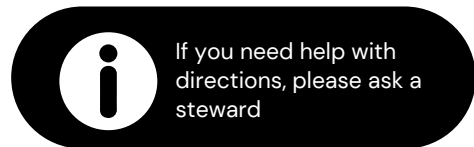
The North Stand (Bycars) is designated for visiting team supporters. Away supporters are welcome to display flags in specific sections of the North Stand, as long as the flags do not have poles attached and do not block the view of sponsors' advertising banners.

ACCESSIBILITY STAND

For supporters with accessibility issues the Club will provide support for disabled supporters and their helpers. Luke Cassidy Disabled Liaison Officer is available on 01782 655800, or by email at DLO@port-vale.co.uk to assist disabled supporters with any questions.



STADIUM MAP



P MATCH DAY CAR PARKING

Match day parking at the stadium is limited however, there is often parking available at our sister company Synectics Solutions lower down Hamil Road. Parking on matchdays can also be pre-booked by going to portvaleparking.co.uk



MATCH DAY EXPERIENCES





FAMILY FRIENDLY

PVFC is proud to have achieved 'Family Excellence Status' by the EFL in the 22/23 season. This prestigious recognition is awarded through the EFL's Family Excellence Scheme, which was launched in the 2006/07 season to acknowledge and celebrate clubs that consistently deliver an exceptional match-day experience for families.

If you're looking for a family-friendly experience, the Hamil Road end is the perfect choice. This is specially designated as the family area, and within the stand, you'll find two blocks reserved as the family section. Our main objective is to create an enjoyable environment for families, so we've put a lot of effort into providing exciting activities and experiences.

Throughout the match day, we will focus our time and energy on family activation, ensuring that there are plenty of interactive activities for everyone to enjoy. We warmly encourage new supporters to come and join us in the family zone, where they can feel comfortable and have a memorable time. The foundation building will also be utilised to enhance the family zone on match days, adding to the overall experience.

HOSPITALITY

Enjoy a special matchday experience at Vale Park, featuring delicious food, top-notch service, great seats, and exciting entertainment. We've got hospitality packages for all tastes and budgets, ensuring a memorable day with the Valiants.

UPPER HOSPITALITY LOUNGE

The Upper Hospitality lounge is our brand-new lounge with padded seating and a fantastic gastro buffet. Also enjoy match day programmes and team sheets, bar service, and tea and coffee. We offer the early kick-off too, with access to both Sky Sports and TNT Sports.

VALIANT SUITE

The Valiant Hospitality package provides the perfect match day experience. Enjoy 3 course dining, central padded seats, match day programmes and team sheets, click and deliver bar service, and tea and coffee. Also enjoy the early kick-off with access to both Sky Sports and TNT Sports. Player of the Match presentation is hosted in the Valiant Suite after full-time.

CJ BAYLEY LOUNGE

The CJ Bayley hospitality package is a relaxed lounge atmosphere where there are light refreshments available to purchase, match day programmes and team sheets, bar service, and tea and coffee. Also enjoy the early kick-off with access to both Sky Sports and TNT Sports.



**SCAN HERE TO
LEARN MORE**



YOUNG SUPPORTERS

MASCOT PACKAGE

This is a wonderful opportunity for your young Valiant to walk onto the Vale Park turf holding hands with one of their heroes. This special experience makes a unique gift for a member of your family, whether to celebrate a birthday or to mark another occasion. Mascot packages are available for children aged 4-16 and there are two great packages to choose from including: A signed PVFC football, Behind the scenes stadium tour. Meet the players and management staff, Pitch side warm up on the pitch, Lead the team out onto the pitch before kick off, 4 match day tickets for the game (2 child and 2 adults, with 1 child being the mascot) and much more! If you're interested in the mascot package or would like to find out any further information, please contact foundation.trust@port-vale.co.uk

TEAM VALIANTS

Our Team Valiants memberships offer supportertastic benefits for our younger supporters, with three different packages to choose from. Team Valiants are split into three categories: Baby Valiants (0-4 Years), Mini Valiants (5-12 Years) and Teen Valiants (13-16 Years). Team Valiants memberships will be priced at £30 and will include a 2023/24 replica home shirt, exclusive access to an access all areas training session and two dedicated first team player signing sessions in the 2023/24 campaign as well as many other benefits, as detailed below. For more information, including frequently asked questions, please visit the following link: <https://www.port-vale.co.uk/team-valiants/>.





GETTING TO VALE PARK

TRAVEL GUIDANCE



SCAN HERE FOR
DIRECTIONS TO VALE PARK

BY TRAIN



Trains run to the main Stoke-on-Trent station. From there, you can catch a bus to Burslem town centre. The Ground is situated on Hamil Road (By the traffic lights, go past the Red Lion on your left and Hamil Road is the second left turning.) You can also catch the train to Longport station which is a 25 minute walk to Vale Park. Head up Station Street then head onto Newcastle Street until you reach Burslem town centre. Hamil Road is then on your left.

BY BUS



98/98A: Run regularly from Newcastle Bus Station to Burslem town centre.

20/20A/29/21/21A: Run regularly from Hanley Bus Station to Burslem town centre.

7/7A/7B/7C: Run regularly from Stoke-on-Trent Bus Station through to Hanley Bus Station and then to Burslem town centre.



FROM NORTH

- Leave M6 at junction 16 and take the A500 south to Stoke-on-Trent. In approx 6 miles take the exit signposted Tunstall (A527). At the roundabout take a left turning, second exit signposted Tunstall A527.
- After 0.5 miles turn right on to the B5051 (second exit, Newcastle Street) at the small roundabout. Carry on up to the next roundabout and go straight across to the cross-roads. Go straight across the cross-roads into Moorland Road. Take the second left on to Hamil Road and Vale Park is on the left.



FROM SOUTH

- Leave M6 at junction 15 and take the A500 north to Stoke-on-Trent. Continue on this road until you come to the exit signposted Tunstall A527. Take the fourth exit, and after 0.5 miles turn right on to the B5051 (second exit, Newcastle Street) at the small roundabout.
- Carry on up to the next roundabout and go straight across to the crossroads. Go straight across the crossroads into Moorland Road. Take the second left on to Hamil Road and Vale Park is on the left.



FROM EAST

- Enter the City via Uttoxeter bypass (M1/M6 link road) and through Meir and the new Meir Tunnel. Continue on the road until you pass Stoke City's Britannia Stadium. Get in the middle or the right hand lane and turn right at the roundabout on to the A500.
- Continue on the A500 and take the exit signposted Tunstall A527. At the roundabout turn right (fourth exit signposted Tunstall A527). After 0.5 miles turn right on to the B5051 (second exit, Newcastle Street) at the small roundabout. Carry on up to the next roundabout and go straight across to the crossroads.
- Go straight across the crossroads into Moorland Road. Take the second left on to Hamil Road and Vale Park is on the left.



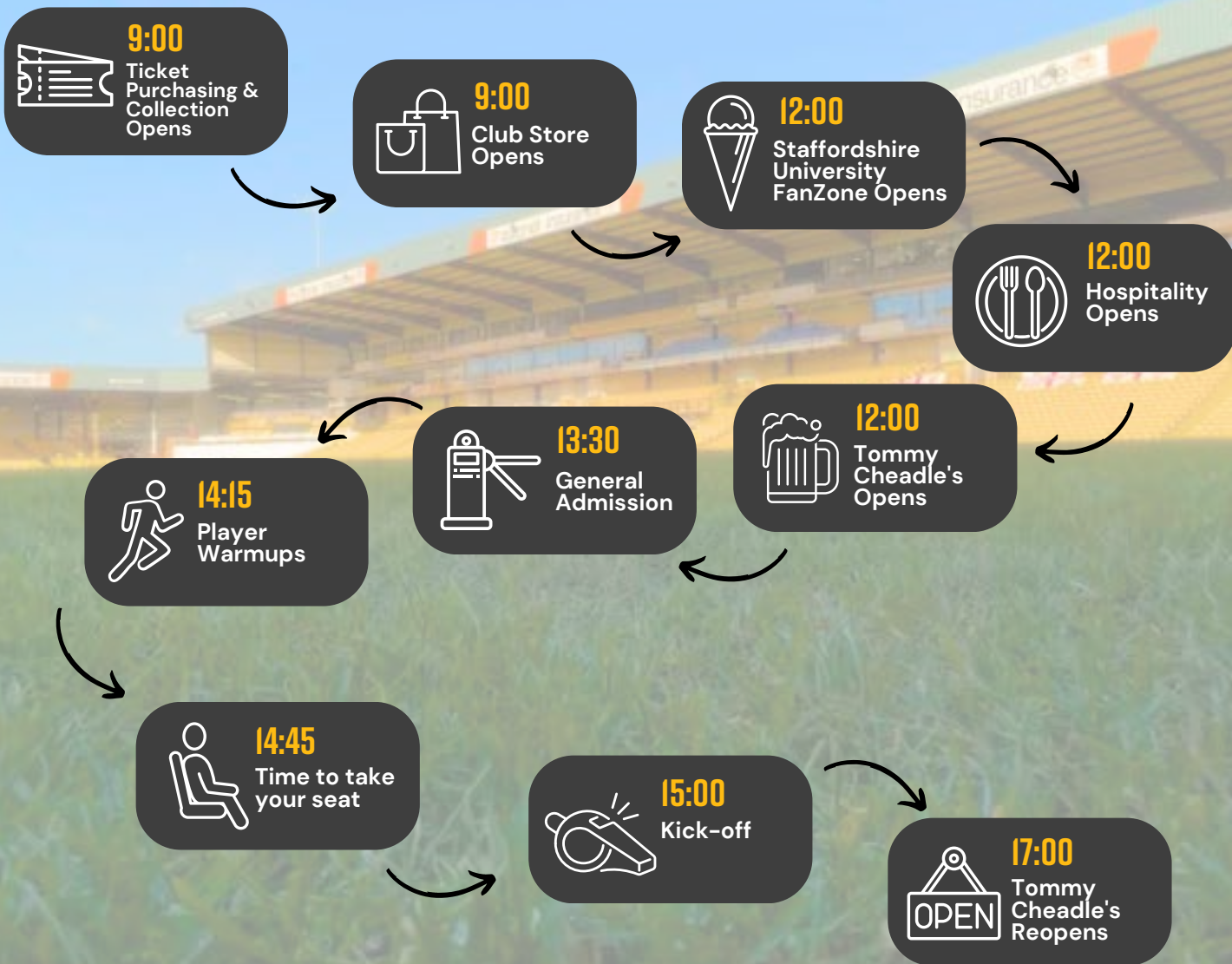
FROM WEST

- Follow the A500 east and take the exit signposted Tunstall A527. At the roundabout take a left turning second exit signposted Tunstall A527. After 0.5 miles turn right on to the B5051 (second exit, Newcastle Street) at the small roundabout.
- Carry on up to the next roundabout and go straight across to the crossroads. Go straight across the crossroads into Moorland Road. Take the second left on to Hamil Road and Vale Park is on the left.



PRE-MATCH BUILDUP

MATCH DAY ITINERARY



*Based on a Saturday 3pm kick-off



BEFORE THE GAME

STAFFORDSHIRE UNIVERSITY FANZONE

The Staffordshire University FanZone can be found by heading to Car Park C (access from Hamil Road). We are thrilled to offer an exciting pre-match experience for the whole family, allowing supporters to arrive earlier for pre-match entertainment. Throughout the season, we have planned an array of live acts, musical performances, and engaging activities for everyone to enjoy. Join us for a unique matchday experience, where you can immerse yourself in the lively atmosphere and discover new ways to enjoy your time at Vale Park.

Admission is free to the FanZone which includes:

- Alcoholic beverages and soft drinks (provided outside and in Tommy Cheadle's)
- Live Music and DJ's
- A range of Hot Food Vans (including vegetarian options) and Ice cream van
- Port Vale Foundation activities for our younger Valiants, teenagers, families (located inside the Foundation Building), and much more!

TOMMY CHEADLE'S

Located on Car Park C is our home 'pub' – Tommy Cheadle's – which welcomes home supporters from midday on Saturday match days and 5pm for evening games.

BEVERAGES & KIOSKS

Turnstiles will open 90 minutes before before kick off. In the stadium you will find refreshment kiosks with a hot and cold menu in all three home supporter stands (Lorne Street Stand, Railway Stand and Bycars Stand)



Please note we are a cashless stadium

CLUB STORE

Just a bit lower down Hamil Road on the club's footprint (Car Park B) you'll find our club store which opens Monday to Friday, 9am to 5pm, and the same times on Saturday match days.

Individual match tickets, Season Tickets and memberships can be purchased from the main counters in the store, online or by calling 01782 655821. Alternatively, our staff will be happy to assist you if you email: ticketing@portvale.co.uk



**SCAN HERE TO SHOP
ONLINE**

PROGRAMME

Match programmes, priced at £3, are on sale from the club store and can be purchased from sellers located in all stands.

Physical and digital copies of the programme can also be ordered from pvfc-shop.com





GETTING TO YOUR SEATS

ENTERING THE GROUND

- Refer to the customer charter and website charter for comprehensive details (QR code below).
- Give yourself ample time to locate your seats comfortably.
- If assistance is required, feel free to approach a steward.
- Keep in mind that timings vary for evening fixtures (turnstiles open at quarter to 7 for evening matches – confirm on the website for the most up-to-date information).
- Vale Park is an all-seater stadium. By every turnstile, there are lists of items which are not permitted inside the stadium
- Please contact club in advance if you wish to bring large flags, push chairs, or have specific accessibility issues by contacting enquiries@port-vale.co.uk

NON-PERMITTED ITEMS INCLUDE



GLASS BOTTLES



FLARES



FIREWORKS



LARGE BAGS



ALCOHOL



WEAPONS



ILLICIT SUBSTANCES



TOOLS



**SCAN HERE TO READ SUPPORTER
CHARTER FOR STADIUM REGULATIONS**

YOUR MATCH TICKET

You can purchase all home tickets, away tickets (will need collecting from club store), season tickets, and memberships online. Home tickets ordered online are an e-ticket (with use on google or apple wallets).



ACCESSIBILITY FOR SUPPORTERS



TRAVEL

National Rail have published links to the nearest stations to sporting venues including Port Vale. Visit the National Rail website see for more information.



TICKETING

For ticketing and car park enquiries please contact the club store on 01782 655821 or ticketing@port-vale.co.uk



CLUB STORE

The club store has a hearing loop. Our Club Store low level serving counters.



FOOD

There is Match Day catering for all supporters using the accessibility stand provided in the Kiosk situated in the stand. This includes low level counters to assist wheelchair using supporters. This catering facility is exclusive to users of the Access stand.



LARGE PRINT

Port Vale provides any disabled supporters information i.e. booklet with a map of accessible facilities in accessible formats (large print, easy read).



SEATING

Supporters with limited mobility of a severe nature will be given priority access to seating nearest the entrances/exits on request. Away supporters and Carer tickets are normally available out of the standard ticket allocation sent to the away club. supporters that may find seating difficult or require specific help or advice are welcome to contact the Disability Liaison Officer.



TOILETS

There are accessible toilets in different parts of the ground, in the access stand itself we have three accessible toilets directly available in the access stand. Each of the toilets is heated and alarmed, in the event of an emergency or assistance being required.



GUIDE DOGS

Guide Dogs are allowed into the stadium, but the club insist that supporters with guide dogs contact the Disability Liaison Officer before the match, so club can discuss with them access to the ground, facilities inside the ground and the welfare of the guide dog before, during and after the match.



PARKING

The club has allocated accessible parking bays for both home and away supporters. Please contact the Disabled Liaison Officer for more information (see Key Contacts section). There is a drop off/set down point inside the main entrance to the stadium, next to the wheelchair accessible stand. This can be accessed via gate D. Please notify the Disability Liaison Officer when you book your tickets if you would like some help.



COMMENTARY

Port Vale offer the Soccer Sight service for partially sighted and blind supporters to use at home fixtures at Vale Park. The service allows blind and partially sighted supporters to listen to full match commentary for all league and cup fixtures from within the stadium, to help to improve the match day experience. Headsets are readily available for supporters to collect from within the stand ahead of kick-off.



**DURING THE
MATCH**

INSIDE THE STADIUM

SMOKING

Supporters are respectfully reminded that smoking is not permitted on the stadium footprint – as per EFL regulations. This includes e-cigarettes. 15 minutes before half time, the concourse gates will be opened to allow those wishing to smoke outside.

STEWARDING AND FIRST AID

Prior to each home match, stewards receive a detailed matchday briefing. They work closely with the Club's Safety Officer to ensure a secure and well-managed environment at Vale Park. The Club also designates first aiders, and every matchday is supported by professional paramedics. Should you require medical assistance please contact your nearest steward.

RECYCLING POINTS

We proudly collaborate with Brown's Recycling to manage all recycling efforts within the stadium. Kindly utilize the designated bins we've provided to ensure the efficient recycling of materials

IMAGE CONSENT

Port Vale Football Club takes great pleasure in capturing vibrant photographs and live footage that encapsulate the exhilaration, joy, dedication, and pride experienced by attendees at stadium events. These valuable visual assets are skillfully created by officially designated Club photographers. By entering Vale Park, all individuals, including children, acknowledge and consent to the possibility of having their photographic images and/or video recordings (including stills extracted from videos) taken. These visual records may be utilized in televised broadcasts of matches or employed for promotional and marketing purposes by the Club, the EFL (English Football League), or other authorized third parties.

GET IN TOUCH

If you find that your matchday experience is not meeting your expectations or if there is a particular situation that is causing concern, we encourage you to approach a steward or any of our helpful uniformed staff members. In most cases, we find that concerns or complaints can be resolved promptly at the time of the initial problem. However, if your issue or complaint requires further attention or relates to another matter, please do not hesitate to reach out to our dedicated Supporter Services Team on the next available working day at enquiries@port-vale.co.uk



Please visit the PVFC website and refer to the 'Supporter Charter' for further information

ENTERTAINMENT

50/50 DRAW

The 50/50 Draw is a scheme that benefits both the winner and the club. For every ticket that is purchased for just £1, 50p will go straight into the winner's prize total and the other 50p will be reinvested right back into Port Vale FC. With a guaranteed winner at every home league fixture, the 50/50 Draw is an exciting chance to get your hands on a large cash prize. To give you an even bigger chance of walking away with a prize, we have recently introduced more prizes!

- First Place: Winner's Cash Pot
- Second Place: 2022/23 PVFC Squad Signed Shirt
- Third Place: 2022/23 PVFC Squad Signed Ball

As well as weekly prizes, we have also introduced the golden ticket! For every 1000 tickets purchased, one lucky player will receive a golden ticket which will entitle them to a mystery, money-can't-buy prize, so keep your eyes peeled!

HALF TIME ENTERTAINMENT

At half time there's entertainment in the form of our Autonet Half Time Challenge where supporters have the chance to win prizes and cash in a fun competition.

BIG SCREEN MESSAGES

Valiants can request to get their birthday, celebration and key messages on our new big screen on matchdays! The service is provided completely free of charge to supporters and your message will be displayed around 15 minutes before kick-off and again at half-time alongside a tannoy announcement. If you would like a matchday message at a game this season, please e-mail us at marketing@port-vale.co.uk with the following information: the match that you would like your message to be displayed on, the exact message that you would like to be displayed, and one photograph that you would like to be displayed.

MATCH DAY PLAYLIST

Be a part of the PVFC Plaslist and share your favorite tunes for this season! To submit your playlist, simply [click here.](#)



CONCOURSE MENU

At Vale Park, we are excited to announce that new for this season we have partnered with 'Food Hub' who are supporting us to provide an enhanced, more accessible customer experience. If you're feeling peckish and want a bite to eat, our kiosk staff will happily talk you through the menu which includes a variety of options including food especially for children! Supporters are advised that alcohol can only be consumed in designated areas out of sight of the pitch and ID may be required (PVFC operates the Challenge 25 scheme).

| | | | |
|--------------------------------|-------|--------------------------------------|-------|
| Pringles (various flavours) | £1.50 | Bottled Water | £2.00 |
| Twix | £1.50 | Fruit Shoot | £1.50 |
| Mars | £1.50 | Bottled Coke | £2.50 |
| Snickers | £1.50 | Bottled Diet Coke | £2.00 |
| KitKat | £1.50 | Bottled supporterta | £2.50 |
| Haribos | £2.50 | | |
| | | Tea | £2.00 |
| Pies (various filling options) | £3.00 | Coffee | £2.00 |
| Sausage Rolls | £2.50 | Hot Chocolate | £2.50 |
| Cheese Burgers | £4.50 | Bovril | £2.50 |
| Hot Dogs | £4.00 | | |
| | | Hot Food, Snack & Hot or Soft Drink* | £7.00 |
| Lager Draught – Amstel** | £4.50 | Hot Food & Hot or Soft Drink* | £6.00 |
| Cider Draught – Inches** | £4.50 | Pie and Pint* | £5.50 |
| Wine Cans | £4.00 | Kids Pack (Hamil Road) | £4.50 |

**please speak to a member of staff for further information on meal deals*

*** in applicable kiosks – Railway and Away kiosks are cans only at £4*



THEMES & TRIBUTES

TRIBUTES

At PVFC, we hold the utmost respect and admiration for our supporters who have sadly left us. We strive to honor and preserve their memory during our match days, ensuring their presence is felt and celebrated. On match days, we provide a platform to pay tribute to our departed supporters by displaying a memorial tribute on the Big Screen before the match accompanied by an announcement over the tannoy allowing us all to remember and honor their unwavering support. If you would like to honor a loved one, please reach out to us by emailing enquiries@port-vale.co.uk. In addition, our staff members participate in drive pasts throughout the year during funeral processions of our cherished supporters. This act of respect demonstrates our deep appreciation for the profound impact they have had on our club as we firmly believe in the power of remembrance and the bond that connects us all as a community.

MATCH THEMES

Various matchdays can feature captivating themes that revolve around specific opponents, competitions, or to endorse league-wide or Club-related initiatives and partnerships. These initiatives span both the exterior and interior of Vale Park, enhancing the overall matchday experience. These thoughtfully crafted themes and activities serve multiple purposes, with one of the primary goals being the promotion of greater equality and diversity across all aspects of our sport. Additionally, these endeavors contribute to the expansion of our supporter base and serve as an introduction for new supporters to the Club.

PARTNERS WE PROUDLY WORK WITH INCLUDE:



REPORTING ISSUES & CONCERNS

SAFEGUARDING

Port Vale Football Club (PVFC) is committed to ensuring that we create a safe environment for everyone visiting or taking part in activities at the club. Port Vale Football Club take our responsibility to safeguard and promote the welfare of all children, young people, and adults at risk very seriously. Our approach to any concerns will always be child/young person/adult at risk centred. We and our staff will always, consider what is in the best interests of the child/young person or adult at risk. If you, as a supporter, witness any concerning incidents related to safeguarding, we kindly request that you promptly reach out to our Designated Safeguarding Officer using the contact details provided below.

On match days, our dedicated Safeguarding team will also be present to assist you. Should you observe any situation that raises concern or appears suspicious, please report it to a safety steward or any member of Port Vale Football Club staff. Always remember, if something appears unsettling or doesn't feel right, it's likely because it isn't. Your vigilance is important in ensuring a safe environment for all. Please report any such incidents without hesitation. For comprehensive information regarding our safeguarding policies, which include our safeguarding policy, strategy, guidance for bringing children to football matches, and the match day safeguarding code of conduct, please visit the following link: <https://www.port-vale.co.uk/safeguarding/>.

The Club's Designated Safeguarding Lead is **Rich Talbot**

Telephone: **01782 655800**

Email: safeguarding@port-vale.co.uk

ZERO ABUSE TOLERANCE POLICY

We operate a zero-tolerance approach to all forms of abuse at Vale Park. If you hear any Abusive, Homophobic or Antisocial Language or witness any other bad behaviour of any kind please send a text to **07801 216 675** stating the **Stand, Row Number and Seat Number** of the offender. Please note that all messages will be treated in confidence.



HAMIL ROAD



POST MATCH





BETWEEN MATCHES

FOUNDATION

The Port Vale Foundation is the registered charity of Port Vale Football Club. The Foundation harnesses the influence of the Club to make positive impacts on lives and communities. Initiatives revolve around four key themes: Sport and Physical Activity, Community Engagement, Health and Well-being, and Education and Employability.

PODCAST

The Port Vale Podcast brings you closer to your club with exclusive interviews with players and staff. All of the episodes are available below and they can also be streamed/downloaded on Apple Podcasts and Spotify. The Port Vale Podcast is powered by The Turmeric Co.

SUPPORTER FORUMS

We value the input and voice of our supporters, and ensure key staff members attend the supporters Forum where possible to actively participate in club-related discussions. This forum serves as a platform for open dialogue and constructive conversations. Additionally, throughout the season, we provide various opportunities for supporter consultation on matters concerning the club.

CLUB EVENTS

Here at Port Vale we play host to many different creative events to help entertain and bring together the local community. From Sunday lunches to Comedy Clubs, and 80's nights to Christmas parties, there is an event for everyone! Check out our social media channels and website for the latest i



KEEP UP TO DATE



@OFFICIALPVFC



PORT VALE FC



@OFFICIALPVFC



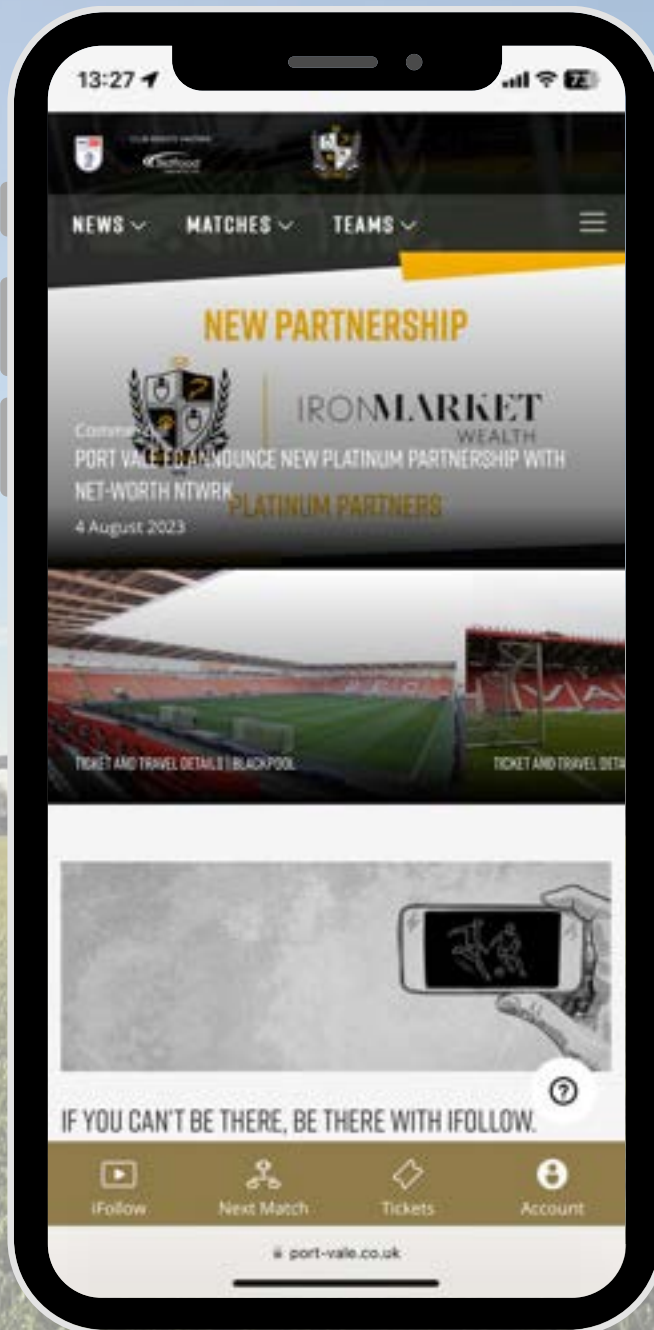
PORT VALE FC



@OFFICIALPVFC



WWW.PORT-VALE.CO.UK





GET IN TOUCH

Hamil Rd, Burslem, Stoke-on-Trent ST6 1AW
01782 655800 | www.port-vale.co.uk
enquiries@port-vale.co.uk | [@officialpvfc](https://twitter.com/officialpvfc)