



A Guide to Accessible Facilities at Villa Park 2015/16





Introduction

This Guide has been created to provide information and assistance to disabled visitors to Villa Park. We hope that this Guide will provide all the information that you need to make your visit to Villa Park an enjoyable one. If you cannot find the information you need in this Guide or you have any suggestions about how this Guide might be improved please let us know, we'd love to hear from you. If you would like this Guide in an alternative format or if you have any queries or comments please contact Lee Preece, Football Operations/Projects Manager at lee.preece@avfc.co.uk or on 0121 326 1502.

[Please click here for a text only version of this guide for anyone using text to speech software.](#)

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1. Important Information

As at any football stadium, the upper tiers of Villa Park are very steep and we would therefore discourage any supporter who would be unable to exit the Stadium quickly in the event of an emergency from purchasing tickets in any upper tiers.

If you are a disabled supporter who needs and qualifies for a Personal Assistant (“PA”) (see the Tickets for Aston Villa Matches – Personal Support section of this Guide for qualification criteria), we would strongly encourage you to make use of the opportunity to bring a PA to matches. Safety is of paramount importance to us and therefore your PA must be capable of supporting your needs in the event of an emergency as well as generally during matches.

At present we are sorry that we are unable to make any adjustments to allow away supporters who are wheelchair users to be accommodated with their own fans. Supporters of away clubs visiting Villa Park are advised to contact their own clubs for advice on ticket availability.

Sections 1, 3 and 4 of this Guide relate to football matches involving Aston Villa. Sections 5 to 8 relate to non-matchday events.

We cannot accept responsibility for the contents or omissions of websites which this Guide refers or links to. Nothing in those websites or in this document forms part of any contract between Aston Villa and any visitor to our ground.

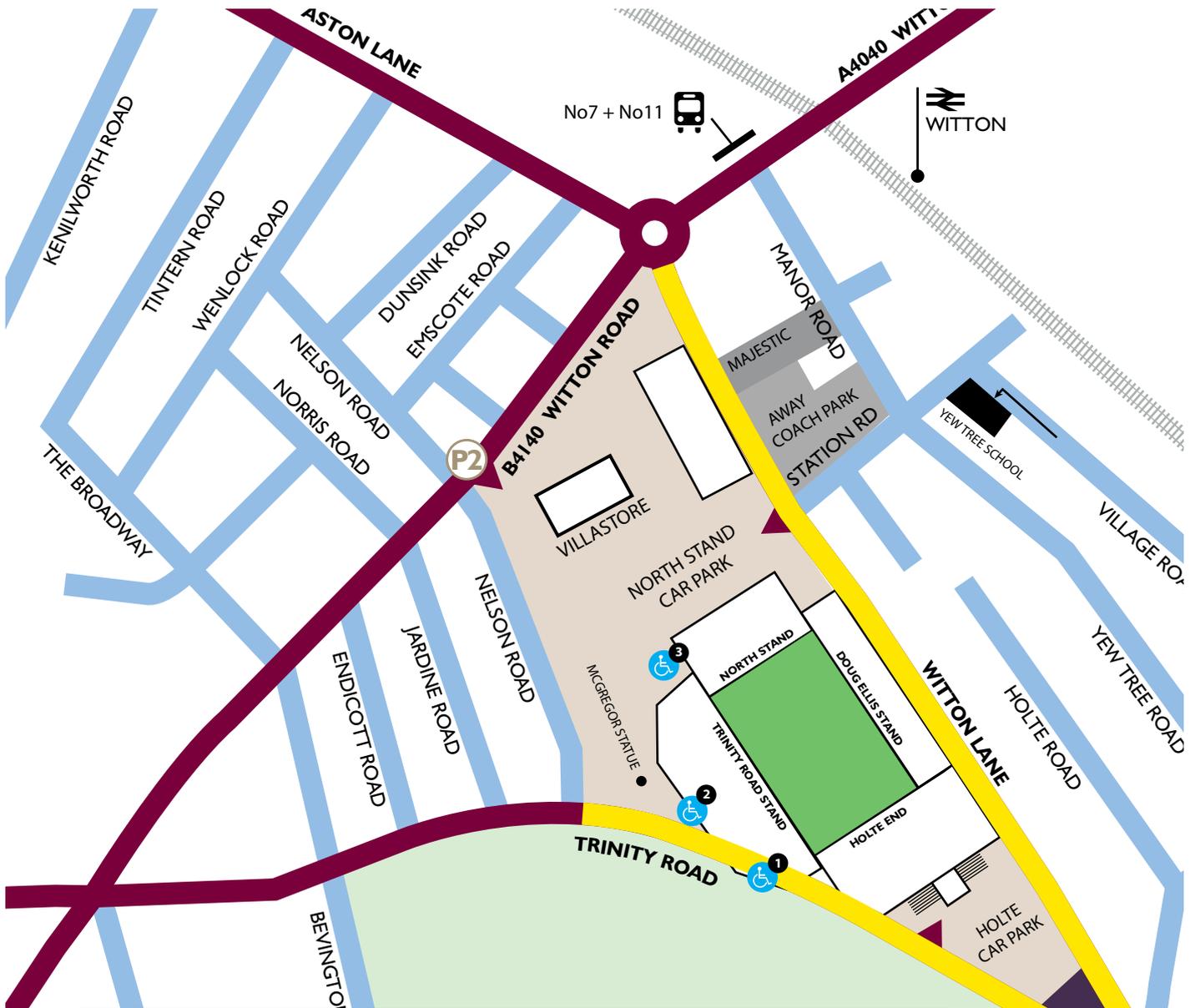
2. Travel and Transport

Introduction

This section sets out travel information for home football matches at Villa Park. NON MATCHDAY indicates where travel information changes if you are visiting Villa Park on a non-matchday.

How to Find Us:

Aston Villa Football Club
Villa Park
Birmingham
B6 6HE



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 from 75 minutes 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.

If you have permit parking in Directors & Players, North Stand and Villa Village, you can access these car parks when the TEZ is in operation via the (P2) entrance in Witton Road. If you have parking at the Holte, please ensure that you arrive 75mins prior to kick-off.

ASTON HALL & PARK



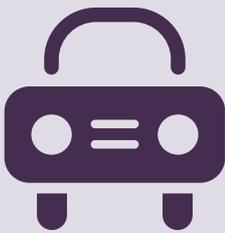
Air

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

There are 20 cycle stand and 80 suspended cycle rack spaces available free of charge at Villa Park, located in the Villa Village Car Park.



Car

Accessible car parking is explained in the Access for Matches – Accessible Parking section of this Guide. If you are not restricted by mobility limitations, there are numerous official match day car parks available on match days. A map showing the location & price of official car parks can be found in the VILLA PARK section of www.avfc.co.uk.

NON MATCHDAY – Villa Park has an abundance of stadium parking, with painted Accessible bays available for your visit.

AVFC Car Share Scheme

With the price of fuel so high, we understand that motorists are looking for ways to cut costs. The AVFC Car Share Scheme provides an easy way to do this by allowing fans to travel to matches together. The advantages of car sharing are as follows:

- **Reduces congestion before and after matches**
- **Reduces your fuel and parking charges by sharing expenses**
- **Reduces the clubs carbon footprint**

To register for the Scheme, please visit the Villa Park section of the Club's website (www.avfc.co.uk) or **click here**



Rail

Villa Park is supported by two Train stations, Aston Station and Witton Station. Both stations run regular services to and from Birmingham New Street.

- **Witton station** (0.3 miles from Villa Park) -
Walsall to Birmingham New Street line
- **Aston station** (0.7 miles from Villa Park) -
Lichfield to Longbridge / Redditch line

Details of the accessible features of these stations can be found at www.nationalrail.co.uk and www.networkwestmidlands.com



3. Tickets for Aston Villa Matches

Disability Defined

The Equality Act 2010 defines a disabled person as someone with a physical or mental impairment which has a substantial and long-term adverse effect on his or her ability to carry out normal day-to-day activities.

To ensure that we treat everyone fairly and to enable us to take the particular circumstances of disabled supporters into account when allocating seats, the club requires all applicants for seating which has been allocated for the specific use of disabled supporters to meet at least one of the following criteria:

- Receipt of Standard or Enhanced rate of the Personal Independence Payment (mobility or care).
- Receipt of the middle or higher rate of the Disability Living Allowance (mobility or care).
- Receipt of either the Severe Disablement Allowance, the Employment and Support Allowance or the Attendance Allowance.
- A specialist personal letter from the hospital to confirm that the person is in receipt of support services.
- Visually Impaired or Blind registration with Royal National Institute of Blind People (RNIB).
- Deaf registration with Royal Association for Deaf People (RAD).
- Receipt of a Blue badge will not be considered sufficient proof of disability.

Reference throughout this guide to a “disabled supporter” is a reference to a person who can provide this confirmation.

The club reserves the right to periodically check that an applicant remains eligible.

Personal Support

Where the need for personal support has been identified, the Club will admit a disabled supporter’s personal assistant (“PA”) free of charge on the understanding and condition that they are providing a service to the disabled supporter to enable them to access match day facilities.

The Club will provide a free ticket to a PA where a disabled supporter (1) is entitled to the medium or higher rate care component of DLA and/or (2) can produce a letter from their GP confirming their disability and need for a PA.

Where a disabled supporter requires a PA we would strongly encourage them to make use of the opportunity to bring their PA to matches. Please note that safety is of paramount importance at sports stadia and therefore a PA must be capable of supporting the disabled supporter’s needs in the event of an emergency as well as generally.

Buying Your Ticket

Disabled supporters of Aston Villa should contact the Consumer Sales Department on 0333 323 1874 and ask for the Disabled Supporters Liaison Officer or visit the ticket office in person for advice on purchasing tickets for all Aston Villa fixtures. We would ask that, wherever possible, you detail the nature of your disability so that we are able to assist your purchase in an informed manner and to offer you seats most suited to your requirements (subject to availability).

Tickets for wheelchair bays and seats to accommodate disabled supporters are available for purchase either on a seasonal or match-by-match basis, subject to availability.

Supporters of away clubs visiting Villa Park are advised to contact their own Club for advice on ticket availability.

Tickets for Disabled Supporters

The Club offers a system of concessionary prices for both Season Tickets and individual match tickets for disabled supporters. Concessions are not based on disability-type but instead are offered to any disabled supporter who (1) would have a restricted choice of seating at Villa Park due to their disability and/or (2) could not attend a match without personal support or the provision of an auxiliary aid.



Category	A	B	C	A	B	C	A	B	C	A	B	C
Adult	£45	£42	£37	£43	£41	£37	£40	£37	£35	£37	£35	£33
Under 8	£45	£35	£25	£17	£12	£12	£17	£12	£12	£17	£12	£12
Under 18	£45	£35	£25	£21	£17	£13	£23	£19	£16	£23	£19	£16
Concessions**	-	-	-	£35	£33	£29	£33	£30	£26	£30	£28	£25
Combo Deal (1 adult and 1 under 18)	-	-	-	-	-	-	-	-	-	£45	£42	£40

Category	A	B	C	A	B	C	A	B	C
Adult	£36	£31	£29	£27	£25	£22	£36	£31	£29
Under 8	£17	£12	£12	£17	£12	£12	£17	£12	£12
Under 18	£23	£19	£16	£20	£17	£15	£23	£19	£16
Concessions**	£27	£25	£23	-	-	-	£27	£25	£23
Combo Deal (1 adult and 1 under 18)	£43	£38	£36	£40	£37	£35	-	-	-

Post match – collecting your winnings!

Should you be over 18 and have a successful gamble at the game, the post match winnings collection point is located by Disabled access gate R44. The kiosk is not accessible for wheelchair users, so you may require your personal assistant to collect your winnings on your behalf. If you do not have a personal assistant with you, then the kiosk staff will attend to you outside the kiosk.

Ticket Allocation Policy

Our ticket allocation policy is designed to reward our most loyal supporters with the opportunity to buy tickets which best suit their needs. Tickets for Premier League and cup competition fixtures will generally be offered for purchase to Season Ticket Holders and regular purchasers of Villa tickets first, before going on general sale.

Please be aware we can never guarantee the availability of tickets to any person for any match.

Waiting List

A waiting list is created by the Club whenever demand for tickets to a fixture exceeds availability. Where fixtures are oversubscribed, applicants interested in attending a fixture will be placed on this waiting list. Whenever the Club is informed of returns, these tickets will be allocated by random computer selection.

The Club requests that disabled supporters who are also wheelchair users notify the Club at the earliest opportunity of any fixture they are no longer able to attend in order that another supporter has the opportunity to attend in their place.

Away Fixtures

The Club is given a limited number of tickets (including seating for disabled supporters) for away fixtures. Priority for away tickets is given to members of the Away Scheme.

Any season ticket holder can apply to become a member of the Away Scheme. There are 4 spaces available in the Away Scheme for disabled supporters who are wheelchair users; this cap is due to the fact that certain stadia only have seating space for 4 away fans who are wheelchair users. If the Club is able to offer additional tickets to wheelchair users for a particular away match, these tickets will be allocated on the same basis as away tickets are sold to non-disabled supporters. Due to the varying levels of seats at away stadiums which are suitable for disabled supporters, we cannot guarantee all ticket requests.

Disabled supporters requiring tickets for Villa's away trips or who would like more details of the Club's Away Scheme should contact the Disabled Supporters Liaison Officer (see details at end of this Guide). Please ensure that you have purchased a ticket before making arrangements to travel.

Wherever the Club arranges supporter travel to an away fixture, we will make every effort to ensure that suitable travel is also available for disabled supporters.

Neutral Venues

Where the Club plays at a "neutral" venue e.g. a cup final or semi-final at Wembley, tickets will be allocated to disabled supporters on the same basis and in the same manner as to non-disabled supporters. Tickets will generally be offered for purchase to Season Ticket Holders and regular purchasers of Villa tickets first, before going on general sale.

4. Facilities at Villa Park for Disabled Supporters

Introduction

We aim to have facilities and amenities at Villa Park which enhance the match day experience of all disabled visitors and provide ease of access wherever possible. Set out below are details of the specific steps that the Club will take in relation to disabled supporters. However these are not intended to be exclusive; where a person is a disabled supporter (as defined in the Tickets for Aston Villa Matches - Introduction section of this Guide), the Club will take reasonable steps to provide any assistance which is reasonably necessary. Please contact our Disabled Supporters Liaison Officer if you have any queries or wish to discuss the steps that the Club may be able to take in your particular circumstances.

Away supporters

Specific advice on the best seats to use if visiting as an away supporter (seats located within the away supporters area) can be found in the Away Supporters Guide 2015 / 2016 which is provided to the away clubs Supporter Liaison Officer and Accessible Liaison Officer prior to each fixture. Alternatively, a copy can be requested direct by email to lee.preece@avfc.co.uk or by calling Lee on 0121 326 1502.

Facilities for Disabled Supporters Using Wheelchairs

We accommodate both home and away supporters who are wheelchair users and their PA's within the Trinity Road Stand, providing a number of wheelchair bays with PA seating.

At present, we are sorry that we are unable to make any adjustments to provide accommodation for away supporters using wheelchairs to be accommodated with their own fans.

There are three accessible entrances available to wheelchair supporters at Villa Park, all of which offer ground level access to wheelchair viewing facilities. Please refer to the map on page 4:

- **Entrance 1** – located between the Holte Stand and Trinity Road Stand.
- **Entrance 2** – located next to C block turnstiles.
- **Entrance 3** – located at the North Stand underneath the Corner Flag Restaurant.

All three entrances are clearly signed with the accessible wheelchair symbol and open approximately one and a half hours prior to each kick off.

Facilities for Disabled Supporters with Learning Difficulties

There is no allocated seating for supporters with learning difficulties and they may therefore sit (subject to availability) in their preferred area of Villa Park. As with any football stadium, the upper tiers of Villa Park are very steep and we would therefore discourage any supporter who would be unable to exit the Stadium quickly in the event of an emergency, from purchasing tickets in any upper tiers.

Facilities for Disabled Supporters with a Visual Impairment

We welcome all disabled supporters using an assistance dog (in line with Guide Dogs for the Blind Association guidelines). Please let us know, when purchasing tickets, that you will be accompanied by an assistance dog when attending matches. If you would like to ensure that your assistance dog is familiar with Villa Park and its surroundings before a matchday, we would be happy to facilitate a pre-match visit. Please contact the Disabled Supporters Liaison Officer to make these arrangements.

There is no allocated seating for visually impaired supporters and they may therefore sit (subject to availability) in their preferred area of Villa Park. As with any football stadium, the upper tiers of Villa Park are very steep and we would therefore discourage any supporter who would be unable to exit the Stadium quickly in the event of an emergency, from purchasing tickets in any upper tiers.

Headsets, which feature full audio commentary of matches, will be provided by the Ticket Office to visually impaired supporters upon request. This audio commentary service is provided free of charge.

Facilities for Disabled Supporters with a Hearing Impairment

Should you require any assistance when visiting Villa Park, we have permanent induction loops located at the following information points:

1. North Stand Reception
2. Villa Village Ticket Office
3. Villa Village Shop
4. Trinity Road Ticket Office
5. Trinity Road Stand Reception
6. Security Lodge
7. Trinity Road Press Interview Room

A British Sign Language Interpreter (level 2) is available at the Villa Village ticket office on matchday.

Facilities for Disabled Supporters who are Ambulant

Seating for ambulant disabled supporters is located in a variety of areas around Villa Park. Such spaces may benefit from increased leg room, may be close to an entrance/exit or may otherwise be more easily accessible and are considered, by the Club, best suited to ambulant disabled supporters.

Ambulant disabled supporters are advised to contact the Consumer Sales Department at Aston Villa prior to purchasing tickets for fixtures at Villa Park so that we can discuss your particular circumstances and attempt to find the most suitable seating for you.

Accessible Car Parks

Due to the limited number of stadium car parking spaces available to supporters on match days, the Club is unfortunately unable to offer stadium car parking to every Blue Badge holder. However, the Club endeavours to fulfil the needs of disabled drivers and passengers and will sell stadium car parking to Blue Badge holders subject to availability. Passes are available to purchase on a match-by-match or seasonal basis. Car parking spaces for disabled supporters are situated in the Holte End and North Stand car parks at Villa Park and the away supporters' coach park, which is situated directly across the road from Villa Park.

As well as parking on stadium car parks at Villa Park, disabled supporters may also use external car parking facilities which are located in close proximity to Villa Park. Parking permits are available to purchase at car parks at Majestic and Yew Tree School on a seasonal or match-by-match basis, subject to availability.

The location of accessible car parks is shown on the map on page 4.

For more information on accessible car parking or to purchase car park passes please contact our Disabled Supporters Liaison Officer.

If you are not restricted by mobility limitations, there are numerous official match day car parks available on match days. A map showing the location & price of official car parks can be found in the VILLA PARK section of www.avfc.co.uk.

Match Day Road Closures and Drop-off Points

Please note that in the interest of pedestrian safety, a traffic exclusion zone (TEZ) is imposed around Villa Park on match days. The TEZ is in operation from 75 minutes prior to kick off to approximately 30-60 minutes after final whistle.

Drop-off passes may be obtained from the Disabled Supporters Liaison Officer allowing supporters to be brought to either the North Stand or Holte End car parks, within walking distance of their stadium access point. However, the constraints of the TEZ must be observed and all supporters are advised that they should be dropped off prior to the TEZ being enforced.

Catering Facilities

A number of snack/beverage kiosks with low level counters are located in concourses throughout the lower tier of the Trinity Road Stand and are within easy access of the wheelchair bays which are situated on the same level.

Accessible Toilets

Toilets which have been adapted specifically for disabled persons are located in the lower tier concourse of the Trinity Road Stand and are in close proximity to the wheelchair bays located in the same stand. The facilities are designed to give visitors independent use and can only be accessed with a Radar Key which can be obtained from any steward patrolling the area.

General

Any supporter who is not necessarily disabled in the legal sense but who is suffering from temporary injuries or illnesses which could affect their ease of access whilst at Villa Park (e.g. a broken leg) should contact the Consumer Sales Department on 0333 323 1874 prior to the match. Wherever possible (although we cannot guarantee this), seating will be arranged so that supporters do not suffer undue discomfort due to their ailment or are located in areas of Villa Park with easy entrance/exit.

5. Access for Merchandise

Aston Villa Club Stores

Villa Village

The Club's flagship store "Villa Village", is located on the North Stand car park next to the ticket office. The store is located on ground level, and has accessible parking bays located adjacent to the entrance. Our staff would be happy to assist you with any enquiries or to access goods placed at higher levels. Induction loops are fitted and signposted at both payment tills and the shirt lettering counter.

City Centre Store

The City Centre Store is located on New Street, a short walk from the Bullring. Whilst the store is accessible from ground level, the 2nd floor of this building is not accessible at present. However, our staff within the City Centre store will happily provide a personal service to anyone unable to access goods on the 2nd floor.

For details on opening hours and for information on other matchday merchandise opportunities please [click here](#)

On-line shopping

For the easiest way to access merchandise, please [click here](#) to visit our on line store.

Contacts for assistance

To speak with our Customer Services team, who will be happy to assist you with any queries you may have, please call:-

- (from the UK) 0121 326 1559
- (outside the UK) +44 121 326 1559

Our Customer Services team is available:-

Monday to Saturday 9am - 5pm (GMT) - Sunday 10am - 2pm (GMT)
(except on Christmas Day, New Year's Day and other Bank Holidays in England)

Alternatively, you can contact our Customer Services team by email on mailordershop@avfc.co.uk. We will endeavour to reply to your email within 2 working days of receipt.

6. Access for Matchday Hospitality

We have a variety of hospitality packages available on matchdays for corporate clients. We are able to offer high quality dining experiences in several of our lounges with accessible viewing facilities to match. Not all of our hospitality suites are fully accessible, so in order to make sure that you and your guests are properly accommodated, please contact our sales team on 0333 323 1982 or email enquiries@avhe.co.uk. By contacting us as far as possible in advance, you will give us the best opportunity to ensure that you and your guests have a fabulous day. Hospitality suites and packages are booked on a first-come, first-served basis.

Within each stand at Villa Park, the capacity of wheelchair users we can accommodate is governed by the number of wheelchair users we can safely evacuate in the event of an emergency. Please help us plan for your safety by contacting us in advance and ensuring we know that a person with special accessibility needs will be attending.

Headsets, which feature full audio commentary of matches, can be provided for visually impaired supporters upon request. This audio commentary service is provided free of charge. For details in advance of your visit, please contact the Disabled Supporters Liaison Officer (see back pages for contact details).

Should you require menus in alternative formats then please contact our sales team on 0333 323 1982 or email enquiries@avhe.co.uk.





7. Access for Conferences and Banqueting

We have a variety of Suites and Lounges offering a unique venue for your next event.

Our Holte Suite is fully accessible and comprises an elegant ground-floor suite situated at the traditional Holte End of the stadium. The Holte Suite is a purpose-built venue for events from prestigious conferences and sumptuous black-tie dinners through to trade exhibitions. The Holte Suite has step-free access from its own car park and benefits from a large foyer.

With other lounges or suites at Villa Park, the capacity of wheelchair users we can accommodate is governed by the number of wheelchair users we can safely evacuate in the event of an emergency. Please help us plan for your safety by contacting us in advance and ensuring we know that a person with special accessibility needs will be attending.

For further details please contact our sales team on 0333 323 1982 or email enquiries@avhe.co.uk.

Induction loops are available on request.

8. Access for Other Events

Non Aston Villa Matches

In the event that Villa Park hosts a football match or other sporting event in which Aston Villa does not play, the Club will provide the staging organisation and/or the competing clubs with appropriate accessibility information and they will be responsible for distributing that information to their supporters.

Other Events held at Villa Park

In the event of Villa Park hosting a special event such as a pop concert, a separate accessibility guide will be made available.

9. Access for Community Programmes

We run a full development programme for children with special needs including curriculum coaching, after school coaching and holiday courses.

We also run a number of sporting teams including electric wheelchair side Villa Rockets and a pan-disability side competing in the Ability Counts League.

For further information on how to take part please contact Nigel Macrow on 0121 326 1516 or email nigel.macrow@avfc.co.uk.



10. Contact Information

We are committed to providing the best possible customer experience we can for all visitors to Villa Park. You may find the contact information below useful:

Disabled Supporters Liaison Officer - Sheila Maybury

Email: disability@avfc.co.uk

Tel: 0333 323 1874 / 0121 326 1518

Fax: 0800 612 0977

Level Playing Field (trading name of the National Association of Disabled Supporters)

Level Playing Field, c/o CAFE, No. 1 Olympic Way, Wembley, London HA9 0NP

Email: info@levelplayingfield.org.uk

Tel: 020 8621 2403

Aston Villa Independent Supporters Association (AVIDS)

Chairperson: **Tim Craythorne**

Email: tcraythorne.avids@hotmail.co.uk

Tel: 01527 894756

Kick It Out

4th Floor South, 1-5 Clerkenwell Road, London, EC1M 5PA

Email: info@kickitout.org

Tel: 020 7253 0162

Fax: 020 7253 5579

To report any incident of discrimination, please call 0800 1699 414

FA Premier League

30 Gloucester Place, London, W1U 8PL

Tel: 0207 864 9000

Fax: 0207 864 9001

Email: info@premierleague.com

Website: www.premierleague.com

Aston Villa Football Club is committed to achieving equality across all areas of our business. We aim to provide a welcoming environment for all.

We want Aston Villa to be an inclusive institution of equal opportunity and free from unlawful discrimination of any kind. We welcome all, regardless of sex, pregnancy, trans-gender status, sexual orientation, religion or belief, marital status, civil partnership status, age or perceived age, race, colour, nationality, national or ethnic origins or disability.

Villa in Harmony represents Aston Villa's commitment to equality everywhere.

