

AN ALZHEIMER'S SOCIETY INTERNATIONAL: ENGLAND V AUSTRALIA

TUESDAY 11TH APRIL 2023

KICK OFF 19:45

BRENTFORD FC, GTECH COMMUNITY STADIUM

SUPPORTER MATCHDAY GUIDE



AN ALZHEIMER'S SOCIETY INTERNATIONAL: ENGLAND V AUSTRALIA

**ON TUESDAY 11TH APRIL, THE LIONESSES WILL
WELCOME THE MATILDAS TO BRENTFORD FOR AN
INTERNATIONAL FRIENDLY.**



As part of The Football Association's partnership with the leading dementia charity, and to support players and fans affected by dementia, this match will be a dedicated Alzheimer's Society International.

**WE WANT ALL OF OUR SUPPORTERS TO HAVE A SAFE
MATCHDAY EXPERIENCE.**

**THIS MATCHDAY SUPPORTER GUIDE IS A BOOKLET OF
USEFUL INFORMATION, TO ALLOW YOU TO PLAN YOUR
TRIP TO THE GTECH COMMUNITY STADIUM.**

You can contact the host stadium's supporter services team directly on supporterservices@brentfordfc.com.

For specific enquiries for disabled fans and those requiring special assistance, please email accessibility@brentfordfc.com

PLAN YOUR MATCHDAY



AHEAD OF YOUR VISIT TO THE GTECH COMMUNITY STADIUM, PLEASE ENSURE YOU:

- Check for any travel updates and plan your journey.
- Remember to bring your ticket.
- Bring along a form of contactless payment as the stadium is cashless.
- Leave any bags at home unless this meets the guidelines – see [RESTRICTED BAG POLICY](#).
- Enter the stadium in general admission areas from 90 minutes before kick-off, and we really do encourage you to get to the stadium at least an hour before kick-off so that you avoid the busiest public transport times and leave enough time to clear security. (Premium areas will be open earlier and separate details will be provided to those fans).

STADIUM MAP



THE BEST WAY TO NAVIGATE THE STADIUM IS BY USING *WHAT3WORDS*, A PRECISE LOCATION TOOL THAT HAS GIVEN A SEPARATE THREE WORD LOCATION TO EVERY THREE SQUARE METRES ON THE PLANET!

What3words links with popular travel apps like Citymapper, Google Maps, Bing Maps to take you directly to the three metre square location.

EG: Stadium Box Office [HERE: ///match.topped.with](https://www.brentford.com/match-topped-with)



NEED SOME HELP ON MATCHDAY?



ASK THE MATCHDAY 'HERE TO HELP' STAFF WHO WILL BE ROAMING THE EXTERNAL CONCOURSE.

Please help stewards and be ready to participate in any ticket, ID or bag checks!

Please take note of the entry turnstiles for each of the stands and the access routes for each as shown in the diagram (to the right):



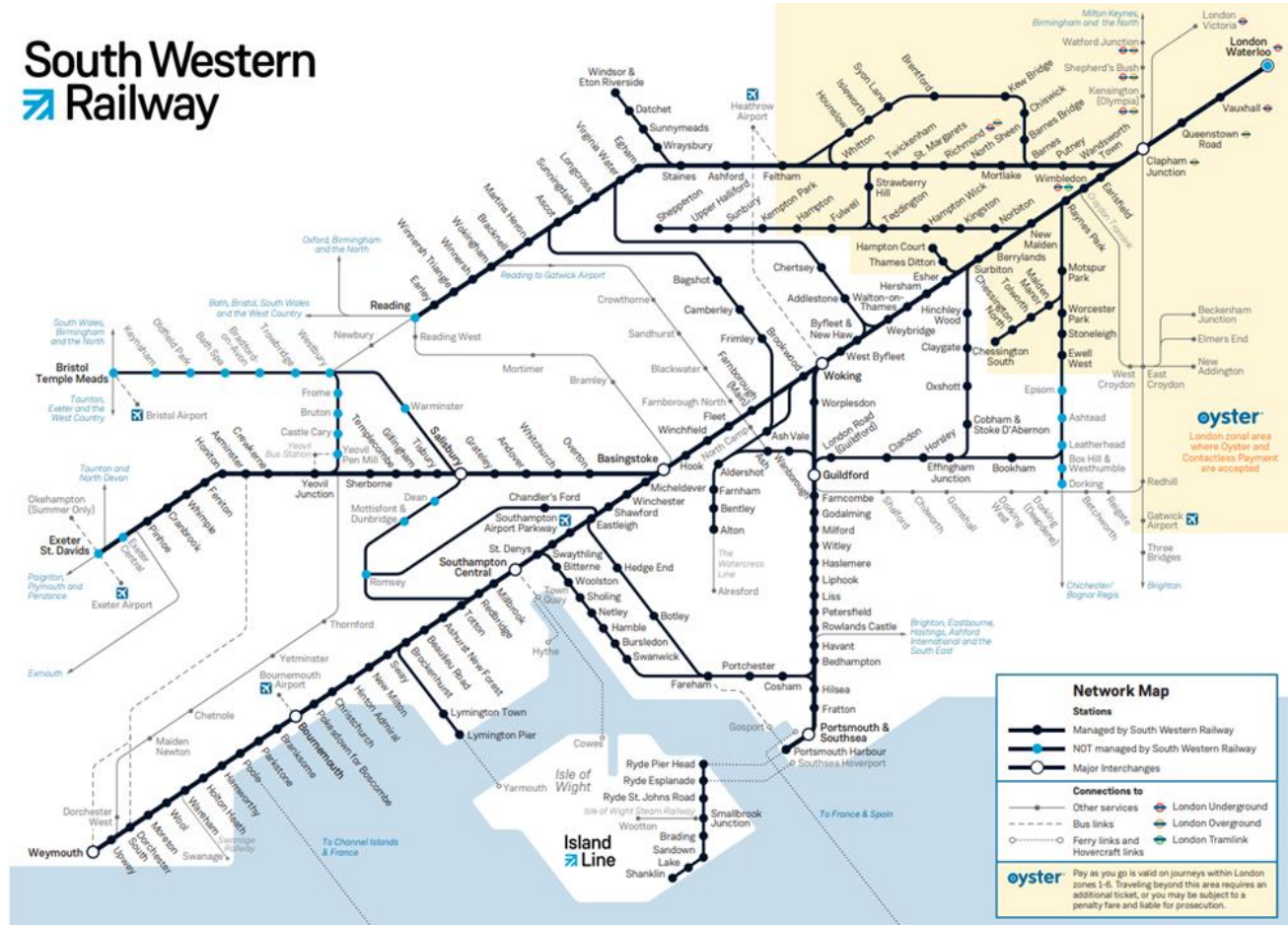
GETTING TO THE STADIUM.1



RAIL & UNDERGROUND

- Kew Bridge is the nearest rail station to the Gtech Community Stadium (less than 5 minutes' walk), served by South Western Railway with connections to Clapham Junction and London Waterloo for central London, and outer London locations including Hounslow, Feltham and Weybridge. Services run every 15 minutes until 22:00 in both directions, and every 30 minutes until the last train at 00:30.
- Please note that there is no step-free access at Kew Bridge station. Users requiring step-free access are encouraged to travel to Brentford rail station (up to 20 minutes' walk) or contact accessibility@brentfordfc.com for any accessibility support.
- For more information, please read South Western Railway's [travel guide](#) for Gtech Community Stadium.
- For TfL and Arriva services, Gunnersbury station is the nearest station (10 minutes' walk) with links to the District Line and London Overground for interchange into central London.
- Spectators using Gunnersbury station are reminded that the station will be closed for 1-hour post-match due to platform capacity restrictions. Please factor this into your post-match travel plans or look for alternative travel options.
- Gunnersbury station may also close during busy periods to better manage platform crowding and ensure public safety. In any instance, spectators are advised to check [TfL Status Updates](#) and the FA social media channels for more information.

South Western Railway



GETTING TO THE STADIUM.2



WALK, CYCLE OR USE PUBLIC TRANSPORT

For those that can, we would like to encourage you to either walk or cycle to the stadium.

There are eight rail and London Underground stations also located within a 20 minute walking radius of the stadium, so if you are planning to travel either by train or tube to the stadium, you can incorporate a healthy walk into your journey to the stadium!

For any supporters that require step-free public transport options, please contact us at accessibility@brentfordfc.com for any assistance.

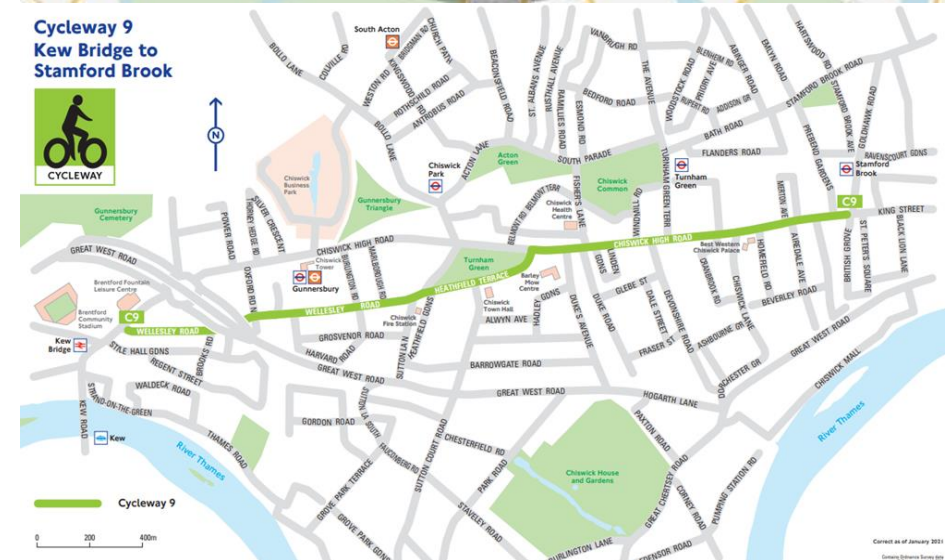


BICYCLE

The stadium is well connected to London's extensive (and growing!) network of segregated cycle lanes. Cycleway 9 provides a segregated route for cyclists from Kew Bridge rail station (5 minutes' walk from the stadium) to towards Stamford Brook.

There are over 300 free cycle parking spaces located on-site, to the north-west and east corners of the stadium*.

**Please note that cycle parking is at your own risk. Supporters using the cycle parking are advised to check that your bike is insured and securely locked.*



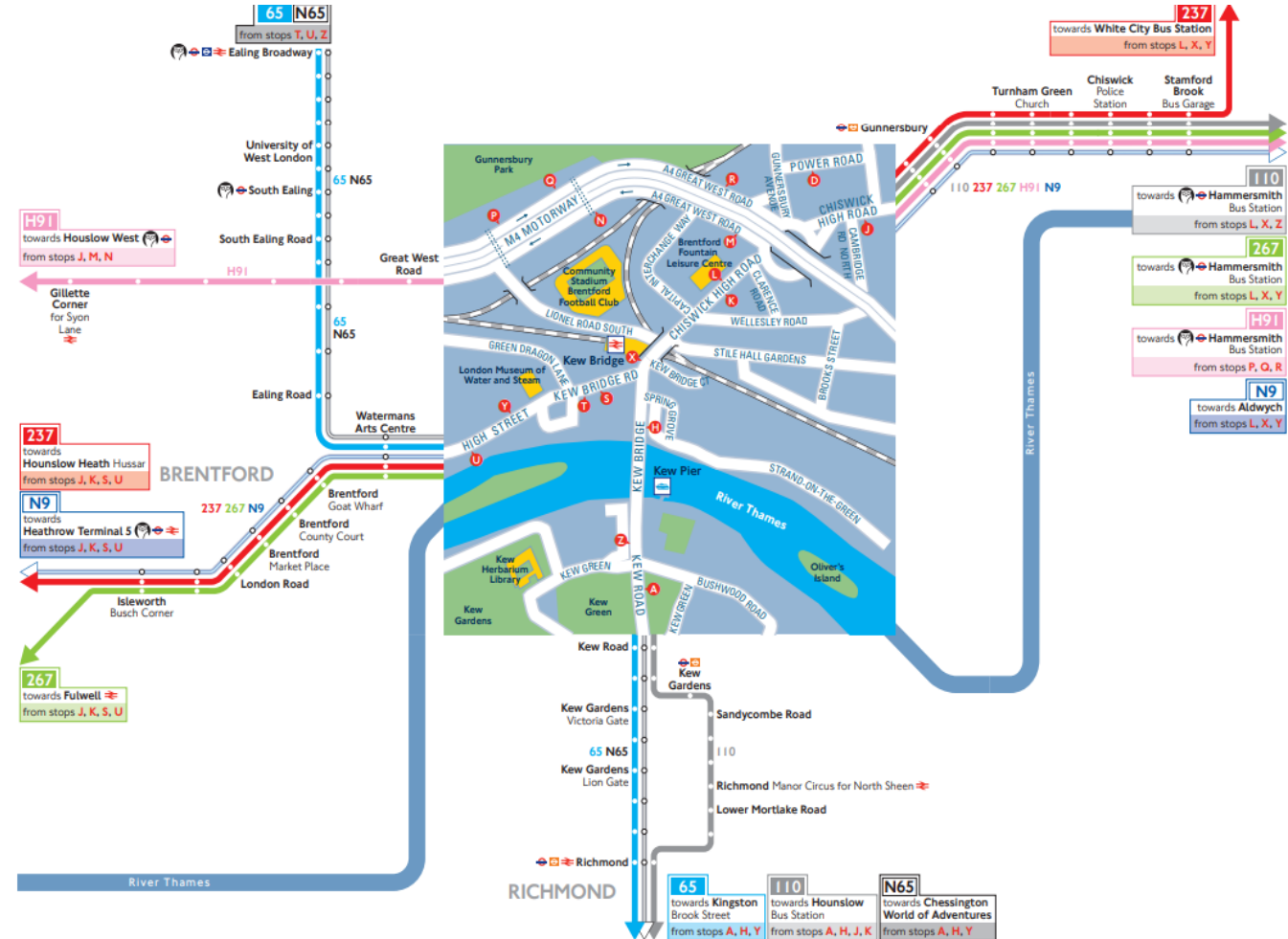
GETTING TO THE STADIUM.3



BUSES

There are five bus routes which serve the Gtech Community Stadium. The routes and nearest stops to the stadium are as follows:

- **65:** Stop T (Kew Bridge Station) from Kingston or Stop Y (London Museum of Water & Steam) from Ealing Broadway
- **110:** Stop X (Kew Bridge Station) from Hounslow or Stop K (Brentford Fountain Leisure Centre) from Hammersmith
- **237:** Stop Y (London Museum of Water & Steam) from Hounslow or Stop X from White City
- **267:** Stop X (Kew Bridge Station) from Fulwell or Stop S (Kew Bridge Station) from Hammersmith
- **H91:** Stop P (Lionel Road) from Hounslow or Stop N (Vantage West) from Hammersmith
- Spectators are advised to plan ahead and check [TfL Status Updates](#) for the latest information and real-time updates.



GETTING TO THE STADIUM.4



CAR PARKING

Supporters are strongly encouraged to use public transport options when travelling to the Gtech Community Stadium.

If you are not able to travel by public transport, there are some organised car parking options nearby. Please be aware that Controlled Parking Zones will be in operation on the residential streets surrounding the stadium. Therefore, please be considerate of local residents and refrain from parking on residential streets, or be subject to a fine. Many local streets are also within the Ultra Low Emission Zone (ULEZ), please check your vehicle and travel before arriving at the stadium.

The Gtech Community Stadium's car parking partner Event Support Team (EST) operate a number of off-site matchday car parks. All parking is available on a pre-book basis only.

For blue badge holders using the off-site matchday car parks, mini-bus shuttles will be in operation. The shuttles will run every 30 minutes up until kick-off. Please note mini-bus shuttles will only be able to transport foldable wheelchairs, please contact accessibility@brentfordfc.com for more information.

Proof of booking should be provided on event day for authorised entry to the car park. Access is not permitted for vehicles which have not been pre-booked.*

Please do consider local residents and avoid parking in residential streets.

**Please note that additional car parking locations may be added once the initial parking locations are full. Please be mindful to check the EST [website](#) regularly for updated information.*

GETTING TO THE STADIUM.5



BLUE BADGE PARKING

There is a small provision of accessible parking spaces available at the stadium for Blue Badge Holders only. These spaces are reserved in the West and Duffy Car Park. Due to the limited parking availability, accessible users are required to pre-book a matchday parking space via accessibility@brentfordfc.com. All spaces are available on a first book, first serve basis only. Parking will not be permitted on match day without evidence of booking confirmation or a Blue Badge, and the car park is managed at all times to prevent unauthorised entry.

Blue badge holders are encouraged to use the mini-bus shuttle option provided through EST where they can. Please contact accessibility@brentfordfc.com for accessible travel advice.



TAXI / DROP OFFS

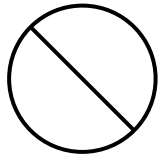
There is no designated drop-off / collection point at the stadium. Spectators are advised to travel by public transport as far as possible. If you require drop-off / collection assistance due to accessibility requirements, please contact accessibility@brentfordfc.com and we will try to assist you.



NB. LEAVING THE STADIUM

- 'Here to Help' staff and stewards will be on hand post-match to provide travel updates and help with directions.
- Food and drink outlets will not be open post-match.
- Access to the main entrance of Kew Bridge station is restricted for 1-hour post-match. Spectators are required to use the station underpass directly south of the stadium on Lionel Road South (W3W: [///tidy.fills.angle](#)) for direct access to the station platforms.
- Please note that access to Gunnersbury station will be restricted for 1-hour post-match due to platform constraints. The next nearest London Underground stations are Chiswick Park (20 minutes' walk eastbound) or Kew Gardens (22 minutes' southbound) for London Underground District Line services during this time.

FAQ.1



"WHAT ITEMS ARE NOT PERMITTED INTO THE STADIUM - LAPTOPS, UMBRELLAS, CAMERAS?"

PLEASE FIND A LIST OF ITEMS YOU CAN / CANNOT BRING INTO THE STADIUM ON THE RIGHT:

- Sikh visitors to the stadium will be permitted access with a Kirpan, provided that the blade length is no more than four inches and it is safely secured in a sheath and concealed beneath clothing. Sikhs wearing a Kirpan are encouraged to declare it and undergo searches as required by stewards.

-There is no left luggage service available at the stadium on matchdays and it is not possible to leave any suitcase, large holdall or pushchair/baby buggy anywhere at the stadium.

-Motability scooters can be brought into the stadium for fans sitting in wheelchair spaces, but there are no other storage facilities available at the stadium.

-Essential childcare items and health related medication items such as inhalers, epi-pens and blood sugar testing kits are allowed into the stadium. Please bring them in as small a bag as possible so that it is quick and easy to search at the turnstile.

-For any larger items like crutches, please email details to accessibility@brentfordfc.com with details of the items so that we can ensure that security are aware in advance of the need to bring the items in.

WHAT CAN I BRING INTO THE STADIUM?



Small compact cameras
(must be able to fit in a pocket)



Small foldup Umbrellas



Small Bags
10L or
34cm x 24cm x 11cm
13.5 x 9.5 x 4.5 inches



Non-offensive flags or banners
2m x 1m or less
(No sticks or poles and must meet fire regulations)



Clear plastic bottles of water 500ml or less



Merchandise purchased in Club Store carrier bags



Essential childcare items



Essential health related medication items



Crutches / Walking Aids
(for us to ensure that your visit is as safe and smooth as possible, and your seats are suitable for your needs, Please email us at accessibility@brentfordfc.com before attending the game)

WHAT CAN'T I BRING INTO THE STADIUM?



Alcohol



Canned Drinks



Laptops



Computer Tablets



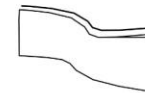
Large bodied cameras



Drinking Glasses



Glass Bottles



Flags or Banners larger than 2m x 1m or of an offensive nature



Dark plastic bottles and/or dark liquid



Water in excess of 500ml



Air Horns



Baby Buggies
Prams



Video recording equipment



Smoke Gas Canisters



Umbrellas



Knives Weapons



Large Bags or Suitcases



Fireworks Flares



Tools



Poles or Sticks



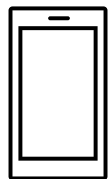
Musical Instruments



“IS THERE A RESTRICTED BAG POLICY AT THE STADIUM?”

We strongly advise supporters not to bring bags of any type into the stadium. Large rucksacks will not be allowed, but small backpacks can be brought into the stadium (for guidance, the maximum size allowed is a 10L rucksack, with dimensions 34cm by 24cm by 11cm (13.5 by 9.5 by 4.5 inches).

All bags will be subject to a search by stewards and we will also utilise EDD search dog teams around the Stadium.



“HOW CAN I REPORT ANTI-SOCIAL BEHAVIOUR ON THE NIGHT?”

If you witness or experience any behaviour in the stadium which you believe breaches Diversity & Inclusion Policy or falls below the standard of behaviour that you would expect, we encourage you to report it as soon as possible.

Please report what you see or experience to any of the matchday stewards, scan the QR code on back of the seat in front of you or text “BFC followed by your message” to **62277** and the Operations team will be notified. Alternatively, you can email report@brentfordfc.com at any time.



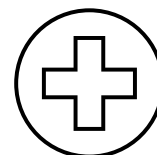
“CAN I SMOKE AT THE STADIUM?”

There is no smoking or use of e-cigarettes permitted anywhere across the stadium campus.



“IS THERE A SENSORY ROOM AT THE STADIUM?”

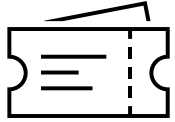
Brentford FC have a dedicated Sensory Room in the South Stand which has been designated for fans with sensory impairments to assist their matchday experience. Spaces in the Sensory Room will be allocated on a match-by-match basis. Please email accessibility@brentfordfc.com in advance of the matchday.



“WHERE ARE THE STADIUM’S FIRST AID LOCATIONS?”

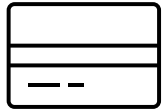
There are First Aid locations clearly signposted around the stadium.

In a medical emergency, fans should notify the nearest steward to mobilise one of the response teams to your location. There are also a number of defibrillators around the stadium to be used in the event of a cardiac arrest. Our First Aid rooms can also provide a quiet space in the event of a sensory overload for fans.



“WHAT TIME ARE THE TURNSTILES OPEN?”

An hour and a half before kick off.
Premium areas may be open earlier, and details will be provided to ticket buyers in the relevant areas.



“CAN I PAY FOR FOOD AND DRINK ITEMS INSIDE THE STADIUM WITH CASH?”

No. Like most modern arenas, the stadium is cashless.



“CAN I PRE-BOOK AUDIO DESCRIPTIVE COMMENTARY?”

Headsets and transmitters are available where required and should be booked in advance by emailing accessibility@brentfordfc.com



“WHAT HAPPENS TO ANY LOST ITEMS AT THE STADIUM?”

Any lost property will be taken to the Box Office. Please contact enquiries@brentfordfc.com or call 020 8847 2511 (Option 1) with any enquiries from 9am to 5pm Mon-Fri.



“ARE UNDER 2S PERMITTED INTO THE STADIUM?”

Yes, but as with anyone under the age of 14 they are to be accompanied by a responsible adult and require a ticket.

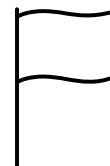
There are a number of Baby Changing facilities located around the stadium, all clearly signposted. Breastfeeding is also permitted in the stadium (in line with the Equality Act 2010).

There are no facilities within the stadium for storing pushchairs or buggies.



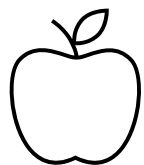
“CAN I BRING A MUSICAL INSTRUMENT INTO THE STADIUM?”

Whilst The FA have been given special permission for the England Band to be in attendance for the fixture, fans are not allowed to bring musical instruments into the stadium.



“CAN I BRING A BANNER OR FLAG INTO THE STADIUM?”

Non-offensive flags should be no bigger than 2m x 1m.



“CAN I BRING FOOD INTO THE STADIUM?”

Food items are allowed into the stadium as long as they fit in a small bag.

There are water fountains inside the stadium with a reusable cup system for those that don't want to bring along a small plastic bottle. Please note that any misuse of bottle lids as missiles will result in ejection from the ground and will risk a stadium ban.



“WHAT FOOD AND DRINK OPTIONS ARE THERE TYPICALLY AT THE STADIUM?”

See the food and drink guide to the right.

All food and drink counters around the stadium have been lowered for easier wheelchair access.



WE HOPE YOU ENJOY THE GAME!

