



First Time Guide

Stevenage Football Club

www.stevenagefc.com



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A Brief History



Stevenage Football Club has continued to make waves in the world of football since its formation in **1976**.

The club was formed as **Stevenage Borough** following the bankruptcy of **Stevenage Athletic** and after spending the first decade and a half of the club's history moving up and down the Isthmian League's, promotion to the **Football Conference** was finally confirmed in **1994**.

Despite winning the league just two seasons later, inadequate ground facilities meant promotion was denied. 14 years later, justice was finally served as a record breaking Conference title winning campaign saw the club become a **Football League** side for the first time in the club's history in **2010**.

Promotion to **League One** soon followed where the club spent three seasons in the third tier of English Football before re-joining **League Two**, where the club have become established promotion-chasers ever since.



Tickets

How to Buy

Stevenage FC offers four ways to buy your match ticket:

Online

Online tickets offer supporters **cheaper** and **easier** means of purchasing matchday tickets. Either print at home or use your mobile device to scan your ticket on our new digital turnstiles.

From the Club Shop

Open **Thursdays** (10am-7pm) & **Fridays** (10am-5pm).

From the Ticket Office

On the day of a **Saturday home game** (Midday - Kick-Off), and from on a **Tuesday home game** (Midday - Kick-Off). This is also where tickets bought online for collection can be collected from.



Tickets



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Which Stand?

With three seated stands and one standing terrace, find out what part of the stadium is perfect for you.

North Stand

The brand-new North Stand is now open to the general public. At the beginning of the 2017/2018 season, Stevenage fans raised over £600,000 in crowdfunding to be used to build a new, state-of-the-art North Stand on Broadhall Way.

The North Stand brings a unique viewpoint of The Lamex Stadium pitch for Stevenage supporters, complete with an inside concourse that features warmth, food, drink, toilet facilities and mounted televisions.

West Stand

Our West Stand is an all-seater stand that holds 2,000 fans, as well as housing our hospitality areas, press boxes and the tunnel leading to the changing rooms. These seats offer a great view and are perfect to bring your youngsters along for the first time.

East Terrace

The best atmosphere at The Lamex comes from the East Terrace, which is a standing only stand. Our most vocal fans who lead the singing, dancing and banging on the drums are housed in the centre of this, but standing anywhere on the terrace guarantees a unique experience.

South Stand

Our 1,500 capacity South Stand is the newest stand at the stadium, and is allocated to visiting fans. With the opposition usually kicking towards this end in the second half, it creates a great atmosphere between the two sets of fans.



Tickets

Admission Prices

Supporters who purchase Online or In-Advance of a match, will qualify for cheaper, '**Online/In-Advance**' prices. Those purchasing in-person on the day of the match (Via the Ticket Offices) will be subject to '**Matchday/In-Person**' prices.

	Adult	Concession	Under 18	Under 12	
ONLINE / IN-ADVANCE	East	£18.00	£15.00	£10.00	£5.00
	North	£22.00	£20.00	£14.00	£8.00
	West	£22.00	£20.00	£14.00	£8.00
	South	£22.00	£20.00	£14.00	£8.00
MATCHDAY / IN-PERSON	Adult	Concession	Under 18	Under 12	
	East	£20.00	£17.00	£12.00	£5.00
	North	£24.00	£22.00	£16.00	£10.00
	West	£24.00	£22.00	£16.00	£10.00
South	£24.00	£22.00	£16.00	£10.00	

Parking & Travel



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Directions to The Lamex Stadium

Car

Directions are signposted from Junction 7 on the A1 (M). Please use the underpass to cross the A602. Do not cross the dual carriageway. **Free matchday parking** for 500 cars is available to fans at Fairlands Valley Car Park, to the North of the ground.

Train

Stevenage train station is on the **East Coast mainline**, and runs from Peterborough (50 mins) to London Kings' Cross (25 mins). Virgin East Coast services also stop at Stevenage, from Leeds, York, Newcastle & Edinburgh.

To walk from Stevenage train station to the Lamex Stadium, cross over the bridge towards the Gordon Craig theatre. Walk through the tunnel and continue before turning right at the bus station. Then continue through the town before going under the underpass at ASDA.

From ASDA, continue walking on the pavement down the dual carriageway, past McDonalds and the Roaring Meg retail park.

The Lamex Stadium is then viewable on the corner of the roundabout. Please use the underpasses on Broadhall Way to complete your Journey.

Football
ground





Family Friendly

Pre-Match

Matchdays are more than just 90 minutes...

Kids Zone

The Stevenage FC Kids Zone is now a brand new regular part of our matchday experience, located just outside the Stevenage FC Foundation building to the right of the Ticket Office and Club Shop.

From 1pm-2:45pm every Saturday we have **interactive games**, **face-painting** and the opportunity to **meet and greet players** from the First Team squad.

Stevenage players will be on-hand at each game throughout the season so make sure you bring your autograph books, available from the club shop or stevenagefcshop.com.

Boro Busker

We invite a different **local artist** each week to entertain supporters by the Ticket Office from 1:30pm, to help build up the atmosphere prior to kick-off.

To apply for a Boro Busker slot this season, please **get in touch**.



Family Friendly



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Fun Stuff

First Time Fans

Bringing on U12 for the First Time? Please let us know so we can reward your little one with a special **First Time Certificate**, hand-signed by the Manager!

Junior Boro Membership

In partnership with the Supporters Association and funded by the Football Foundation's Fan Engagement Fund, the new Junior Boro Membership scheme has been designed to help engage a new generation of supporters with the Club.

Junior Boro Members will receive a **Membership Pack**, Invitation to a **VIP First Team Event**, Entry into the **Be A Mascot draw** for each home 2019/20 league game, **10% off** all Club Shop Merchandise, and access to **North Stand Discount Ticket Prices**.

To become a Junior Boro Member, parents of young supporters can purchase their child's membership online and upon completion, will be sent an Application Form to complete and return. Alternatively, you can purchase membership from the Club Shop.





Food & Drink

The Broadhall Suite

Looking for somewhere to eat and drink on Matchday?

The Broadhall Suite is our friendly bar which caters for fans before and after games on **every matchday**.

Opening at midday on a Saturday and 6pm for an evening game, you are sure to get a warm welcome from our friendly staff.

As well as being open to the public on matchdays, the Broadhall Suite is available to hire for both evening and daytime events or meetings.

Select Broadhall Suite Bar Prices

Draught

Carlsberg	£3.90
Guinness	£3.90
Tetley's	£3.90
Hop House	£4.00
San Miguel	£3.90
Somersby	£3.90

Kopparberg	£4.00
Magners	£4.00

18.7cl Bottles

Invenio Colombard Chardonnay AUS	£5.00
Invenio Shiraz AUS	£5.00
Invenio Sauvignon Blanc FR	£5.00
Invenio Pinot Grigio ITA	£5.00
Invenio Zinfandel Rose	£5.00
Invenio Merlot FR	£5.00

Ponte Prosecco 20	£7.00
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Matchday Hospitality

Whether it's a special occasion, a visit with a client or just a treat for you and your family a day out at The Lamex Stadium can provide the **ultimate match day experience**.

The 76 Lounge

Existing Season Ticket Holders can upgrade on a match-by-match basis for just £20 by emailing hollym@stevenagefc.com, while non-Season Ticket holders can experience The Lamex in style for £45 per person.

- Two Course Meal
- North Stand Seated Match Ticket
- Hosted First Team Interview
- Cash Bar with Half time & Full Time Lounge Access
- Team Sheet

Bookings are now being taken for league games prior to Christmas and can be booked by emailing hollym@stevenagefc.com.

Executive Box

An Executive Box is the perfect way to enjoy League Two football at The Lamex Stadium.

Our superbly appointed executive suites are each designed to accommodate 10 guests in comfort with a pre-match meal or buffet included in your package as well as reserved VIP seating, half time refreshments, a waiting service from the bar and much more.

Interested? Call Clive Abrey on **01438 223223** or email clivea@stevenagefc.com.



Food & Drink

Tea Bars

Our tea bar catering has played a key role in helping us to provide the **best possible family experience** at The Lamex Stadium.

Our tea bars are located in each corner of the stadium and serve a wide variety of food and drink, hot and cold, throughout the game.



Bottled Water £1.00
Tea £1.50
Coffee £1.50
Hot Chocolate £2.00
Cappuccino £2.00
Latte £2.00
Bovril £2.00
Soup £2.00
Soft drinks £2.00

MATCHDAY MENU

1/4lb Burger	£4.00	Chocolate Bars	£1.00
1/4lb Cheeseburger	£4.50	Crisps	£1.00
1/2lb Burger	£4.50	Bottled Water	£1.00
1/2lb Cheeseburger	£5.00	Tea	£1.50
Boro Burger	£5.50	Coffee	£1.50
Veggie Burger	£3.50	Hot Chocolate	£2.00
Hot Dog	£3.50	Cappuccino	£2.00
Hot Dog with Cheese	£4.00	Latte	£2.00
Bacon Bap	£3.50	Bovril	£2.00
		Soft drinks	£2.00
Pies	£3.00		
Beef and Veg Pasty	£3.00		
Sausage Roll	£2.50		
Chips	£2.50		

KIDS
CUP CAKE £0.50
DOUGHNUT £1.00
MUFFINS £1.00
SWEET TUBS £1.00
PRINGLES TUBS £1.00
CHOCOLATE BARS £1.00
CRISPS £1.00
#W.AFC

CAUTION
Hot Drinks
contain very hot
liquor

PLEASE HANDLE WITH CARE



Time Guide



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3pm KO

7.45pm KO

Matchday Timings

Midday	6pm	Club Shop & Ticket Office open
Midday	6pm	The Broadhall Suite opens
1pm	6:15pm	Players start arriving
1.30pm	--	Kids Zone opens
1.30pm	6:30pm	Turnstiles open
1.45pm	--	Boro Busker starts performing
2pm	6.45pm	Line-ups announced
2pm	6.45pm	First Team players in Kids Zone
2.15pm	7.00pm	Players warm up
2.45pm	7:30pm	Players head for changing room
2.55pm	7:40pm	Team emerge onto pitch
3pm	7:45pm	Kick-off
3.45pm	8:30pm	Half-Time
4:45pm	9:30pm	Full-Time



Club Shop

In Store and Online

The Stevenage FC Club Shop is your #1 place for merchandise & tickets all year long.

Located between the players entrance and ticket office outside the West Stand at the Lamex Stadium, the Club Shop is now fully stocked with our new Macron Playing Kit & Training Wear range.

Opening Hours:

- Monday : Closed
- Tuesday : 10am-5pm*
- Wednesday: Closed
- Thursday : 10am-7pm
- Friday: 10am-5pm
- Saturday: Closed*
- Sunday : Closed

*Home match day hours:

- Tuesday: 12pm - Kick Off + 15 Minutes After Full Time
- Saturday: 12pm - Kick Off + 15 Minutes After Full Time





Programme



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Free, Digital & Interactive

The Club has made the decision to move away from printed Matchday Programmes this season and instead, will be offering a **FREE Digital Matchday Programme** that supporters can **view and download the day before a match**.

Working in partnership with Hashtag Digital Media, the change allows for greater scope in terms of the content delivered such as the option to include video and interactive quizzes, along with greater value for our advertisers with clickable links.

Other exciting features such as the ability to host a programme from the archives is also available.

This is the EFL's first ever fully Interactive Digital Matchday Programme and the Club is proud to have broken this new ground.



Social Media

Stay Connected



Twitter

Check out our official twitter feed for all the latest information and exclusive news, plus minute-by-minute updates on match days.



Facebook

Check in at The Lamex Stadium to show your friends where you are and 'Like' the Club's official Facebook page for exclusive news.



Instagram

Follow stevenagefcofficial for daily updates and exclusive behind-the-scenes content from training through to matchday.



YouTube

Find the Stevenage Football Club Official Youtube Channel and watch exclusive videos from the first team, match highlights and club news.





Stevenage Football Club

The Lamex Stadium
Broadhall Way
Stevenage
Hertfordshire
SG2 8RH

01438 223223
info@stevenagefc.com
www.stevenagefc.com