



AWAY SUPPORTERS GUIDE

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WELCOME

Fleetwood Town Football Club

Football had been played in Fleetwood before a more definite picture emerged in the 1880s. Fleetwood Rangers was the first of a number of incarnations. The club reformed as Fleetwood Wanderers in 1997 and became Fleetwood Freeport just after the start of the 1997-98 season.

The Highbury ground had been empty for a couple of years with almost all the facilities vandalised. A number of willing volunteers set about clearing up. After much effort, the club was accepted for membership of the North West Counties League. At the start of the 2002-03 season, it reverted to its former name of Fleetwood Town.

Fleetwood Town now play in Sky Bet League One, with Highbury Stadium's capacity 5,137 across four stands. These includes the Parkside Stand (2,088 seats), Memorial Stand (1,702 standing), Percy Ronson Stand (731 standing) and Highbury Stand (616 seats).





Travel Arrangements

Car

Exit the M6 at Junction 32 and take the M55 towards Blackpool. Then leave the M55 at Junction 3 and take the A585 towards Fleetwood. On the outskirts of the town you will come to a roundabout with Blackpool and Fylde College on your left. Continue straight on towards Fleetwood but after the roundabout take the first left into Copse Road. After about a mile as you pass Fleetwood Fire station, branch left and turn left on to Radcliffe Road, as if you were going back on yourself. Take the next right on to Stanley Road and the stadium is at the bottom of this road on the left. All car parking is street parking only. We have one Disabled Bay by the Parkside Stand which needs to be booked in advance.

Supporters Coach

Coaches must drop off visiting supporters on Hatfield Avenue, FY7 7DT outside the Percy Ronson turnstiles. Coaches are then required to park opposite The Steamer pub on Queens Terrace, FY7 6BT (only a five minute drive). Coaches are then required to return to the drop off location on Hatfield Avenue prior to the end of the fixture to collect supporters.

Bus

From Blackpool North Train Station: The No. 14 and No. 1 buses leaves Blackpool town centre every 10 minutes and pass close to the ground. Journey time is about 30 minutes.

Tram

From Blackpool North Train Station: Leave the train station and head towards the coast. Trams run north to Fleetwood, passing very close to the ground (Stanley Road Stop), every 20 minutes. Journey time is approximately 40 minutes.

Rail

The most convenient mainline station is Blackpool North. The station is 7.5 miles from the football ground so you'll need to use one of the options below to complete your journey.

Access to the stadium

Supporters should enter the stadium via the turnstiles indicated on their tickets. Turnstiles will open approximately 90 minutes before kick-off. Note the locations below have entrances on different sides of the stadium. Percy Ronson Terrace: Enter via Away Turnstiles 1-3 located at the junction of Hatfield Avenue and Highbury Avenue (FY7 7DS). Parkside Stand Seating: Enter via Parkside Turnstiles 1-2 located next to the main club shop and ticket office on Park Avenue (FY7 6TX).







Matchday Experience

Matchday programme

Fleetwood Town's matchday programme is the cheapest in the EFL, priced just £1! It is available to purchase from the Club Shop, and from programme sellers around the ground before kick-off. The programme features a look into the opposition, looking at their manager, last fixture and their star player. There is also a regular feature with one of our first team players, detailing their career to date, as well as a look into our Academy and our Community Trust.

The 50/50 draw

50/50 is our half-time draw, so make sure to grab your tickets from sellers based around the ground! Each ticket is entered into the draw, with 50% of all the takings going straight to the winner! Your name could be called out at half-time and you could win prizes in excess of £500 – that's worth £1 isn't it?

Jim's Bar

Jim's Bar is the place to be on matchday! Both home and away supporters can take advantage of our wide range of beers, with Heineken, Bierra Moretti and Strongbow all flowing from open until close! Sit down and relax with your drinks and watch live sport on the series of screens and televisions around the venue.

Food and drink

There are kiosks within the concourses of the away end, which sell a range of hot and cold food and drinks, including alcohol which is available to those accessing the away end in the Parkside Stand.

Where to sit / stand in Highbury

Away fans on matchdays are situated in the Percy Ronson Stand behind the goal (standing only), with fans having the option to sit in the Parkside in the designated away section.

Club shop

Fleetwood Town's club shop is stocked with a wide range of goodies including our official Hummel kits. Training wear and polo shirts are also available, as well as coats for those colder days! If you want a smaller memento from Highbury Stadium, we have a range of smaller items including pin-badges, scarfs and mugs. The club shop is open from 9am on a matchday until kick-off and will re-open on the full-time whistle. There is also a range of club merchandise available at Poolfoot Farm. Don't forget, you can also buy online at www.ftfcstore.com

Contact our Ticket Office

The Ticket Office can be contacted by calling 01253 775080, or by email info@fleetwoodtownfc.com.





Meet our Supporter Liaison Officer

Wayne Bibby

My name is Wayne Bibby and I'm the proud Supporter Liaison Officer at Fleetwood Town.

Whether you've been to Highbury Stadium before or this will be your first visit to the home of the Cod Army, I want to personally make sure you have a great time with us.

We have loads going on a matchday here at Highbury, including our state-of-the-art sports bar – Jim's Bar – with a great selection of food and drink, as well as live sports shown throughout the day.

Our team of staff and stewards are really friendly and will be happy to help with any questions you have throughout your day.

If you would like to get in touch with me, email wayne.bibby@fleetwoodtownfc.com or call on 07960 298668 - enjoy your day!

Wayne





Highbury Stadium

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| Exit | Ticket Office | BES Offices |
| Turnstiles | Shop | Food and Drink |
| Toilets | First Aid | Disabled Facilities |