

HOME SUPPORTER GUIDE

On behalf of everyone at Derby County Football Club, we look forward to welcoming you to Pride Park Stadium.

We hope you find this guide useful with everything from buying a ticket, to navigating the stadium and its surroundings and planning your match day, ensuring you enjoy your Rams experience... whatever the score!



CONTENTS

- 3 Mission Statement
- 4 Stadium Map
- 5 Customer Service
- 6 Matchday Travel
- Which Stand Should I Chose
- 8 How To Buy a Ticket/Hospitality
- 9 Your Match Ticket Explained
- 10 Your Print at Home Match Ticket Explained
- 11 Season Tickets and Away Ticket Membership
- 12 Disability and Access Information
- 13 Important Inforamtion for all Visitors
- 15 Entering the Stadium
- 16 Countdown to Kick-Off
- 17 Refreshments
- 18 Club Shop
- 19 Family Experience
- 20 Matchday Experiences
- 21 Stadium Tours
- 22 Matchday Programme, Matchday Annoucements, Fan Certificates, Rams Remember
- 23 Keeping up to Date with the Latest Information
- 24 Top Tips
- 25 RamsTV
- 26 Did you know?
- 27 Club Contacts



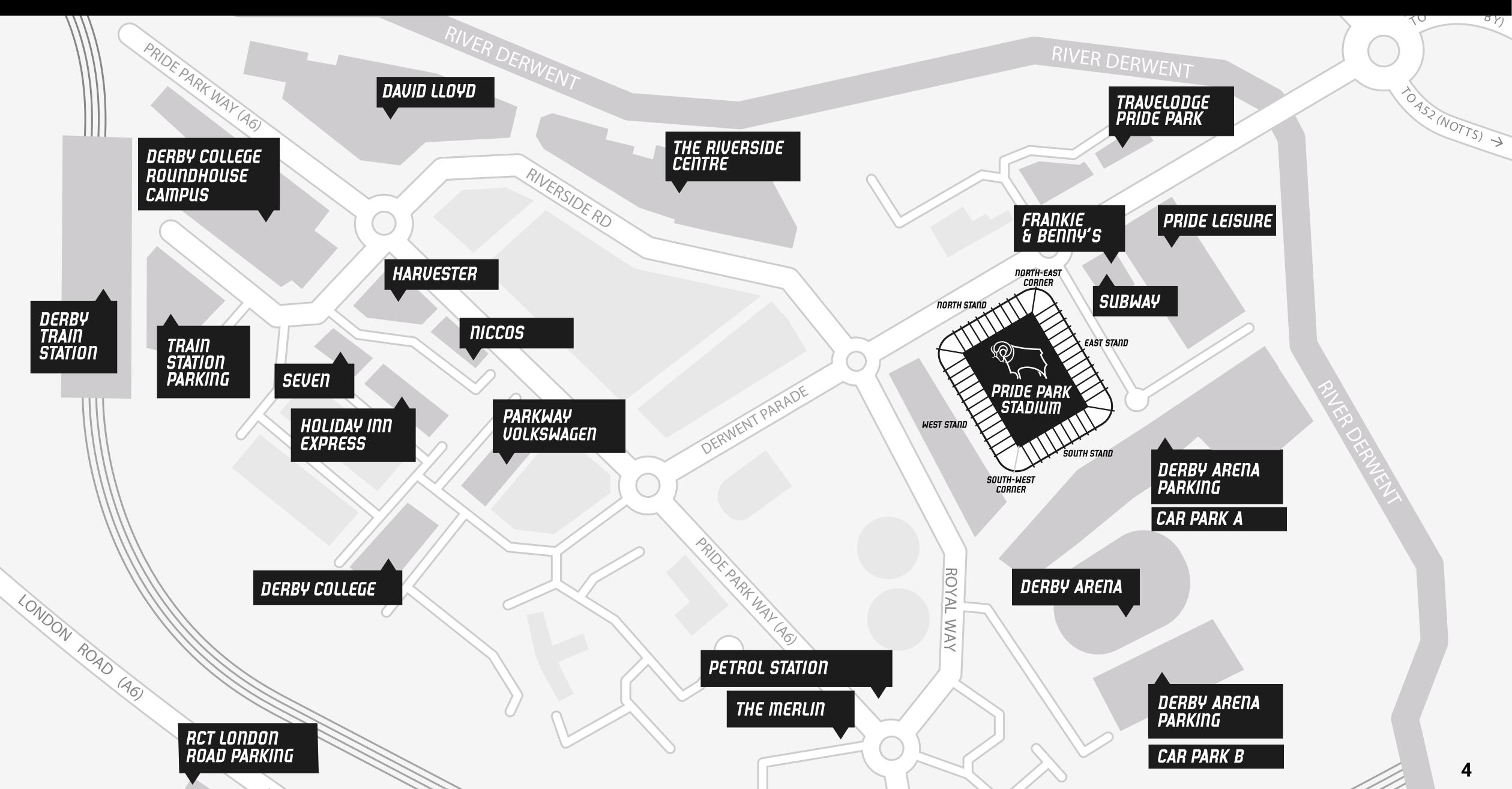
MISSION STATEMENT

Derby County Football Club is led by a set of six core values that together form our 'We Are Derby' identity helping to shape how we interact with our workforce, supporters, and community.

We are proud of who we are and what we do
We are positive, inspired and passionate
We are ambitious and driven
We are prepared, honest and humble
We are the heartbeat of our community
We are the club of opportunity
We are Derby



STADIUM MAP



CUSTOMER SERVICE

The club actively welcomes suggestions and feedback from its supporters which helps it to deliver an improved and more effective service.

If you would like to contact the club with any suggestions or feedback, please contact Derby County's Supporter Liaison Officer (SLO) by emailing slo@dcfc.co.uk.

Reporting Incidents/Concern

We recognise that most supporters come to Pride Park Stadium to watch a football match without experiencing abusive or indecent language and gestures, and unruly behaviour from others.

Swearing in the Family Stand is unacceptable. Discrimination of any kind including shouting, chanting or actions such as racist, sectarian, homophobic, sexist, or anti-disability behaviour, is unacceptable.

If you experience or witness any of the above, please ask one of the matchday stewards to report the incident or your concerns, enabling us to act accordingly.

For more information on how to report an incident or your concerns, please visit our dedicated webpage <u>click here.</u>

Complaints Policy

The club will seek to respond to all complaints within 10 working days of receipt. Thereafter complaints will, if appropriate, be subject to internal investigations.

Complaints should be made either via email to slo@dcfc.co.uk or in writing to:

Supporter Liaison Officer
Pride Park Stadium,
Pride Park
Derby
DE24 8XL

If you are not satisfied with the club's response, you may contact the Independent Football Ombudsman (IFO). However, the IFO has no authority to deal with any complaints until you have contacted the club.

Independent Football Ombudsman
Premier House
1-5 Argyle Way
Stevenage
Hertfordshire

SG1 2AD

To view our full Complaints Policy please click here

Matchday Text Service

On a home matchday at Pride Park Stadium, you can report incidents or concerns directly to Derby County Match Control. Start your text with **DCFC**, then type your message and send to **88440**. Please include as much information as possible, including the Stand, Row, and Seat details of where the incident or your concern occurred.



MATCHDAY TRAUEL

For information on matchday travel options and directions, please visit our dedicated web page by clicking here.

Useful Links

Travel Information/Updates

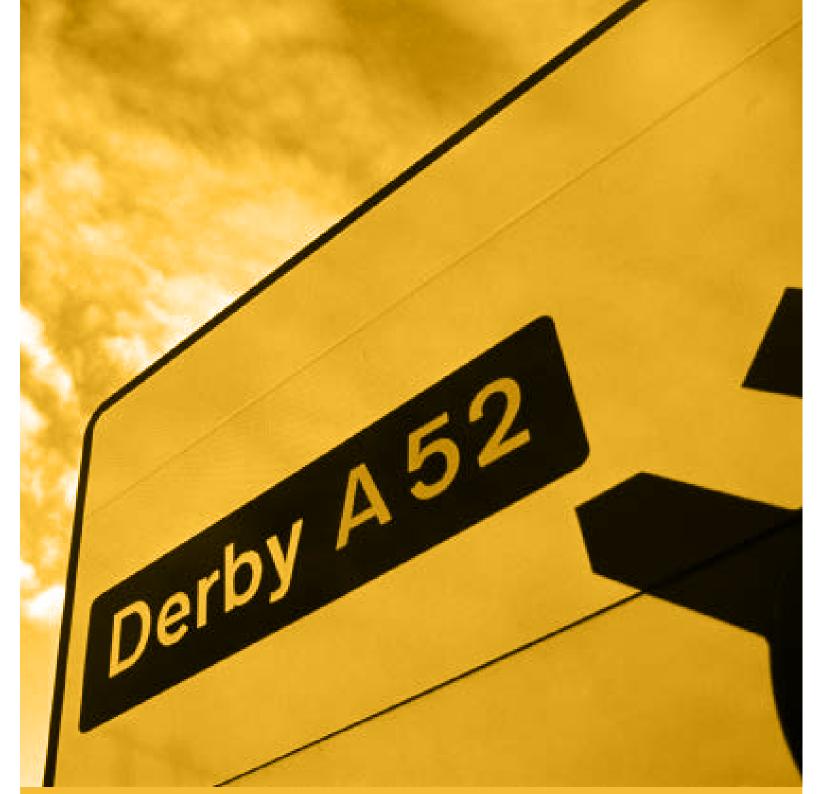
Travel Information for Derby (visitderby.co.uk)

<u>Derby traffic conditions - incidents & roadworks</u> (traffic-update.co.uk)

City Maps

https://www.google.co.uk/maps





WHICH STAND SHOULD I CHOOSE?

West Stand

offers the highest price tickets in both upper and lower tiers directly above and adjacent to the players tunnel and team dugouts and is generally regarded as one of the more reserved stands.

SOUTH-WEST CORNER

offers mid-price tickets in upper tier only and can get a little noisy with some of the supporters' choice of language and behaviour not considered suitable for everyone.

TOYOTA TOYOTA TOYOTA

LOWER TIER

SOUTH STAND-

offers the lowest price tickets in both upper and lower tiers and is regarded as being the most animated with some of the supporters' choice of language and behaviour not considered suitable for everyone.

← north stand

offers the lowest price tickets in both upper and lower tiers and popular with families. This stand is generally regarded as one of the more reserved stands.

LOWER TI

† EAST STAND

UPPER TIER Offers mid-price tickets

offers mid-price tickets in both upper and lower tiers and is our dedicated family area.

Seats within the lower tier are subject to inclement weather



offers the highest price tickets in both upper and lower tiers, directly opposite the hospitality facilities and can get a little noisy, especially in the sections adjacent to the South-East Corner, which is segregated and only available to away supporters.

HOW TO BUY A TICKET/HOSPITALITY



ONLINE (SUBJECT TO £1 PER TICKET BOOKING FEE)

- Tickets can be purchased online 24-hrs a day, seven days a week and up to TWO hours before kick-off on matchday.
- Visit dcfc.co.uk and click 'TICKETS & HOSPITALITY' then, under the 'TICKETS' section, click 'HOME TICKETS'.
- Use your email address and password to log into the system. If you have not purchased a ticket before, you will have to register for a Fan ID.
- If there is an issue, click the 'forgot password' link on the login page. If the issue persists, email Ticket.Office@dcfc.co.uk.
- Tickets can be collected from the Pride Park Stadium Ticket Office, which is open Monday to Saturday 10am-4pm. and at least **THREE** hours before kick-off and up to half-time on matchday or posted up to **72-hrs** before matchday (subject to £2 per transaction postage fee) or delivered via the 'print at home' option.



PHONE (SUBJECT TO £1 PER TICKET BOOKING FEE)

- Tickets can be purchased by phone Monday to Saturday 10am-4pm and up to ONE hour before kick-off on matchday.
- Ensure your contact details are readily available including Fan ID, Full Name, Full Address, and Date of Birth before calling 0871 472 1884* and selecting Option 1.
- Tickets can be collected from the Pride Park Stadium Ticket Office, which is open Monday to Saturday 10am-4pm and at least THREE hours before kick-off and up to half-time on matchday or posted up to 72-hrs before matchday (subject to £2 per transaction postage fee).



IN PERSON (no Booking FEE)

• Tickets can be purchased in person from the Pride Park Stadium Ticket Office, which is open Monday to Saturday 10am-4pm and at least **THREE** hours before kick-off and up to half-time on matchday.

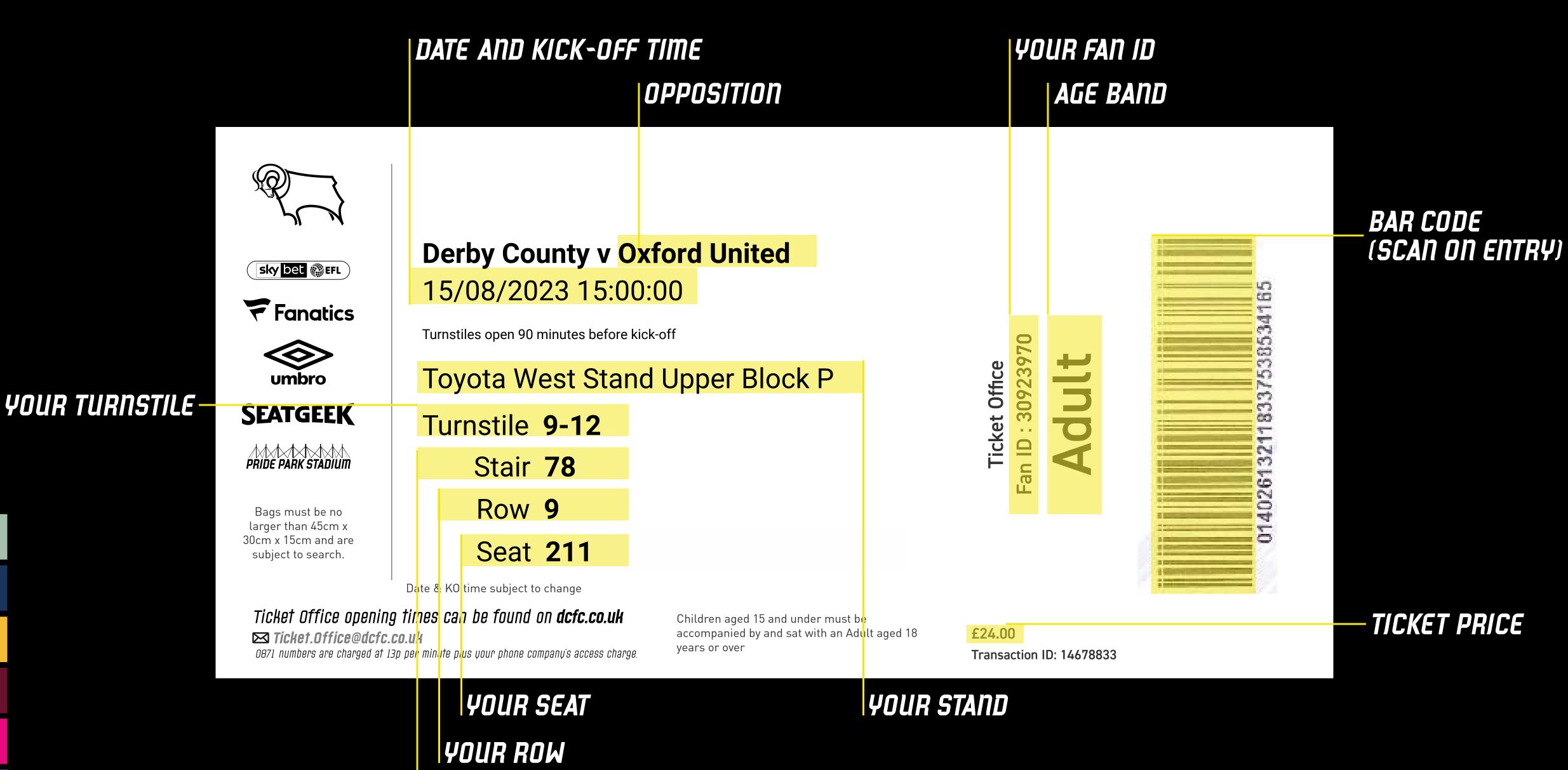


HOSPITALITY

• For seasonal or matchday hospitality packages please, call 0871 472 1884 (option 3) or email hospitality@dcfc.co.uk.

YOUR MATCH TICKET EXPLAINED

YOUR STAIRWELL



YOUR PRINT AT HOME MATCH TICKET EXPLAINED

THIS TICKET MUST BE PRINTED PRIOR TO THE MATCH AND WILL NOT WORK ON A MOBILE DEVICE.

DATE AND KICK-OFF TIMEAGE BAND/TICKET PRICE
YOUR BLOCK
YOUR STAIRWELL
YOUR STAIRWELL
YOUR ROW-



FOLD LINE
OPPOSITION

QR CODE
(SCAN ON ENTRY)

YOUR FAN ID

FOLD LINE

SEASON TICKETS AND AWAY TICKET MEMBERSHIP

Season Tickets

If you have purchased or renewed a seat on a seasonal basis, you will receive a pre-loaded Season Ticket Card automatically providing you with turnstile access for every home league match during the season.

Away Ticket Membership

Away Ticket Membership holders receive priority for purchasing away league match tickets during the following 48-hour 'windows' after the match has been announced:

Window 1: 2023/24 Away Ticket Members who attended **15** or more Away League Matches during the 2022/23 season.

Window 2: 2023/24 Away Ticket Members who attended **10** or more Away League Matches during the 2022/23 season.

Window 3: 2023/24 Away Ticket Members who attended **5** or more Away League Matches during the 2022/23 season.

Window 4: Remaining 2023/24 Away Ticket Membership Holders

Window 5: 2023/24 Season Ticket Holders.

Window 6: General Sale

Important

2022/23 season attendance is only registered for away league match tickets purchased from Derby County Ticket Office. Only one ticket can be issued per Fan ID (subject to availability).

Disabled Supporters - please visit our Disabled Supporter 'FAQs, which can be found on our dedicated Disabled Supporter Information Page.

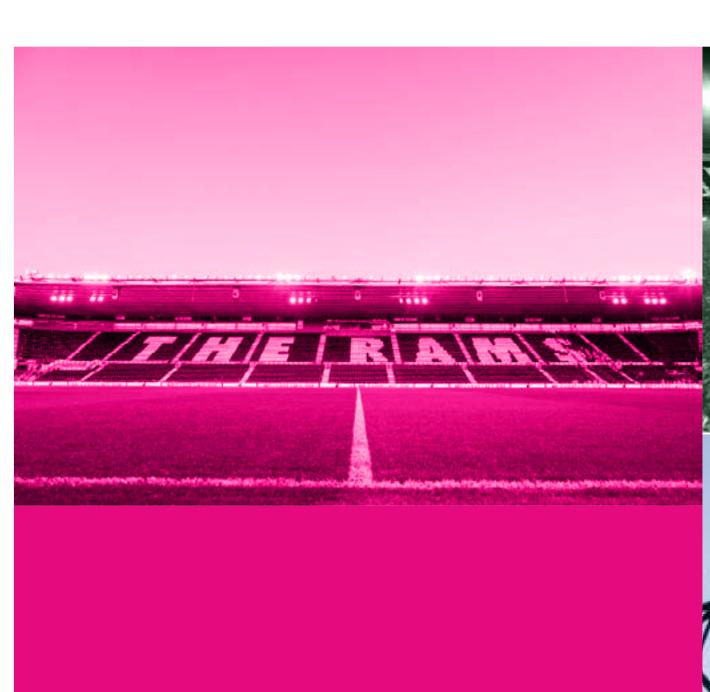


DISABILITY AND ACCESS INFORMATION

We are committed to provide the best matchday experience possible to all disabled supporters attending Pride Park Stadium and hope that it is enjoyable and hassle-free day.

The club operates a ticketing policy that recognises that disabled supporters may need assistance to fully enjoy the matchday experience and offers a variety of reasonable adjustments (subject to availability and qualification).

For more information, please visit our dedicated <u>Disabled</u> <u>Supporter Information Page</u>; this webpage includes our Access Statement, Disability Ticketing Policy, and access guides for away grounds too.







IMPORTANT INFORMATION FOR ALL VISITORS TO PRIDE PARK STADIUM

Visitors to Pride Park Stadium must behave in accordance with the EFL Ground Regulations and Derby County Football Club's conditions of issuing Season Tickets, Away Ticket Membership, and Home and Away Match Tickets (links directly below).

Ground Regulations

Ticketing Terms & Conditions

Traffic Exclusion Zone/Resident Parking Zones

In the interest of pedestrian safety, a traffic exclusion zone is imposed around Pride Park Stadium on matchdays. It is in operation from 90 minutes prior to kick off and up to 60 minutes after the final whistle with precise timing dependent upon traffic and pedestrian movement on Derwent Parade and Royal Way.

Resident parking zones are in operation on matchdays with parking fines issued if contravened. The club advises supporters, where possible, to use official car parks.

Please refer to the map below for more information.



Matchday First Aid Medical Provision

There are two St John Ambulance medical rooms located at Pride Park Stadium on matchdays. These are in the Northwest corner of the lower concourse and in the Southwest corner of the lower concourse. Matchday stewards are first aid trained and senior matchday stewards are trained in how to use a defibrillator which is located within the Security Office adjacent to the Toyota West Stand Main Entrance.

Medication

Please email **slo@dcfc.co.uk** or call **01332 667528** if you need to bring essential medication into Pride Park Stadium.

Cashless

Apart from external catering vendors, Pride Park Stadium is a cashless environment accepting only contactless, debit card and credit card means of payment.

Bag Policy

Bags are subject to search and must be no larger than **45cm x 30cm x 15cm**. There is no on-site storage facility for oversize bags.

Supporters are prohibited from bringing refreshments into Pride Park Stadium. However, if a supporter has specific dietary or sustenance requirements because of a medical condition, please contact us by calling **0871 472 1884** in advance of attending the game.

Additionally, supporters must be a minimum of 18 years old to purchase and/or consume alcohol in Pride Park Stadium. Photo ID may be requested to determine proof of age.

Flag Policy

Obviously, the club wants an exciting atmosphere at Pride Park Stadium and encourages all supporters to bring flags and banners, however these must adhere to our guidelines.

The club reserves the right to refuse flags or banners to be displayed, particularly if:

- The content is considered offensive, discriminatory, defamatory or inflammatory
- Any part of the flag or banner could potentially be used as a weapon or compromises public safety
- Any item above the area of 600mm x1000mm must be flame retardant and carry a fire safety certificate provided in advance of matchday
- The flagpole should be no bigger than 7mm in diameter and 1000mm in length
- The flagpole material should be plastic and rounded covered at each end

- Flags and banners should be presented to a matchday steward prior to entry where they will be inspected for compliance with the guidelines
- The club reserves the right to confiscate any flags or banners not approved



ENTERING THE STADIUM

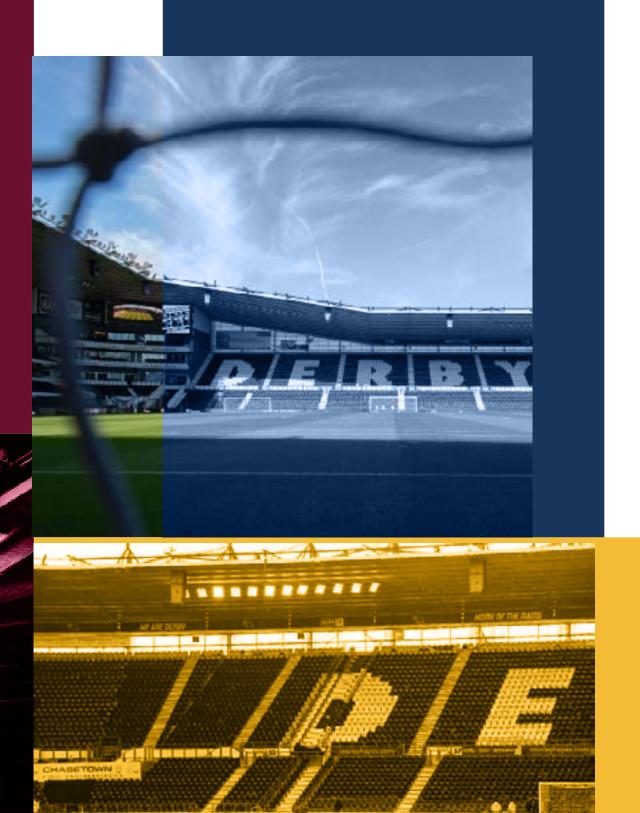
To ensure that you are able to enter Pride Park Stadium without any issues, it is important that you attempt to access the stadium using the correct turnstile; the turnstile that you should be using will be displayed clearly on your match ticket/Season Ticket card. Match Ticket/Season Ticket Cards must be used at the correct turnstile (accessible entrances are available in all four stands to those disabled supporters that require to use one and are clearly signed).

RAMS TU

HOME OF THE RAMS

RE-ADMITTANCE

There is no re-admittance to the stadium if you leave prior to the end of the fixture. We do however make allowances for smoking within a specific cordoned area. For further information please contact our stewarding team who can direct you accordingly.



NEED HELP OR ASSISTANCE

If you need assistance in finding your way around Pride Park Stadium there are a number of outlets of information available to you.

Firstly, our stewarding team are strategically located in their high visibility uniforms on hand to give assistance with any questions which you may have, they have a high knowledge of local amenities and stadium access; if they do not know a piece of information, they will endeavour to find someone that does.

Our designated Matchday Supporter Liaison Officers will also be on hand to deal with any of your queries too; look for their blue 'Fans First' jacket!



COUNTDOWN TO KICK-OFF

Every matchday is different and games can be played on any day of the week with different Kick-off times. Timings depend on many factors including time of Kick-off, date and fixture.

The following timings illustrate the typical activities and timings for a Saturday home matchday with a Kick-off 3pm:

6 HOURS TO KICK-OFF: DCFC MEGASTORE OPENS

V

5 HOURS TO KICK-OFF: TICKET OFFICE PRESENTED BY SEATGEEK OPENS

4.5 HOURS TO KICK-OFF: TOYOTA WEST STAND MAIN RECEPTION OPENS

V

1.5 HOURS TO KICK-OFF: TURNSTILES OPEN AND PRE-MATCH ENTERTAINMENT STARTS

1 HOUR TO KICK-OFF: TEAM NEWS ANNOUNCED

50 MINUTES TO KICK-OFF: PLAYERS' PRE-MATCH WARM-UP STARTS

7 MINUTES TO KICK-OFF: TEAM EMERGE FROM TUNNEL

KICK-OFF: LATE TURNSTILES NOW IN OPERATION (ONE PER STAND)

REFRESHMENTS

ON THE CONCOURSE

Our concourse catering provides a variety of refreshments, with food options such as pies, and children's meal deals, alongside various options for soft, hot and alcoholic drinks prior to kick-off and at half-time. However, supporters are not permitted to take alcoholic beverages out of the concourse in view of the pitch.

HOSPITALITY

Enjoy the season in style with a Hospitality Package at Pride Park Stadium. Ranging from an unlimited Chef's buffet table in our Captain's Club, to a five course a la carte fine dining experience in the much sought-after Clough Taylor Lounge. For more information on our seasonal or matchday hospitality packages please, call **0871 472 1884** (option 3) or email **hospitality@dcfc.co.uk.**



CLUB SHOP

In Person

- Open 7 days a week at Pride Park Stadium:
- Monday to Saturday from 9am-5pm

Sunday 10am-4pm

(with Bank Holidays operating on our Sunday hours)



Online

You can purchase online at dcfcmegastore.com, 24 hours a day, 7 days a week

(Please note the online service is separate from the store).

- Currently there is no click and collect option available in store.
- All orders that require an exchange or refund must be sent back to the online store.
 (Click the Help Tab" under Customer Service on our website for instructions on how to do this).

The club's home kit is worn by the First Team for one season, unless otherwise stated. The away kit, goalkeeping and third kits will operate for one to two seasons; will be changed according to announcements made at the time of launch and displayed on the club's website and club shop.

Returns Policy

In addition to your statutory rights, items can be returned or exchanged within 30 days of purchase for a full refund or exchange of equivalent value, provided the item is still in its original condition and accompanied by an itemised receipt.

Personalised items are exempt from our returns policy and cannot be exchanged or refunded. Your statutory rights are not affected by our returns policy.

Please note that items purchased online cannot be returned to store. Please visit **dcfcmegastore.co.uk** for more information.

For refunds, please allow 5-10 working days for the amount to appear in your bank account. This time frame is dictated by your bank or card issuer and is outside of our control. Your refund will be credited to the same card with which you made your original purchase.

To visit the DCFC Megastore online please go to dcfcmegastore.com





FAMILY EXPERIENCE

Derby County Football Club prides itself on providing a fun day out for all families when they visit Pride Park Stadium and the club has been awarded the EFL's Family Excellence Award in each of the past seven seasons, as well as achieving the prestigious gold standard accolade for its work in engaging families on matchdays on two occasions.

The Family Seating Area at Pride Park Stadium has designated blocks in the Northeast Corner, with upper and lower tier seating available.

Families can also purchase an exclusive Rammie's Kids Meal in this area too.

Rammie and Ewie's activity zone

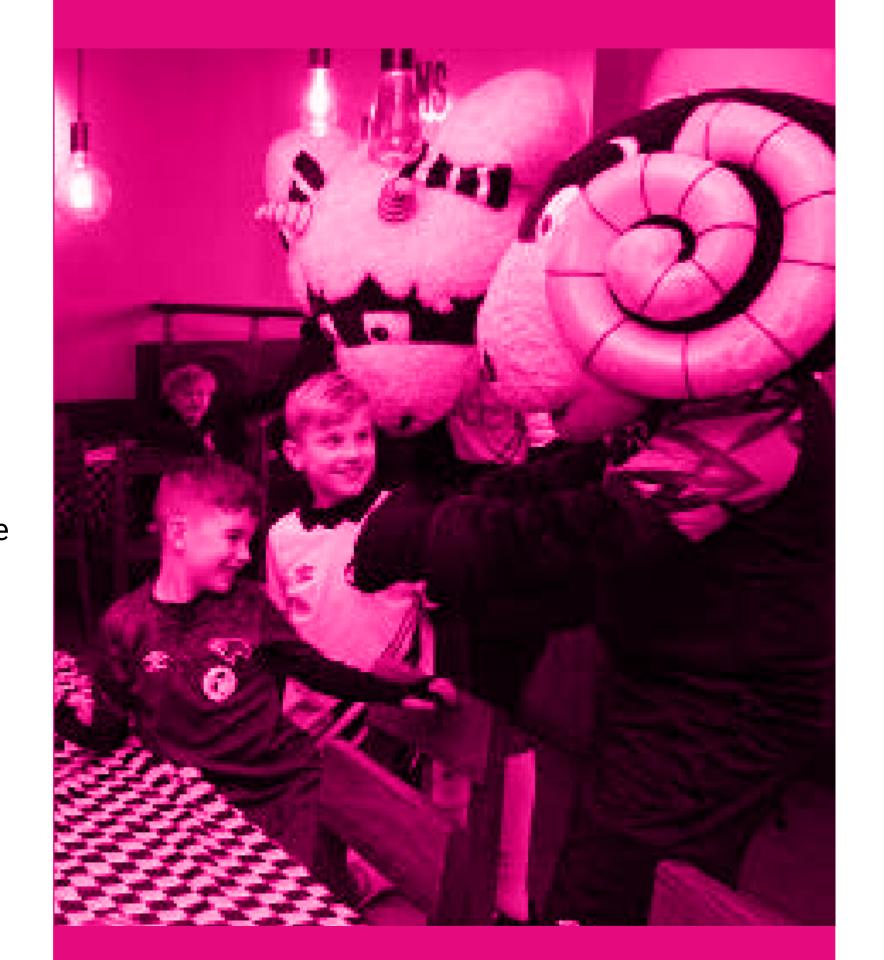
Last season, we introduced a brand-new free fan engagement initiative, designed with families in mind labelled as Rammie and Ewie's Activity Zone. The Family Fun Zone gives families an interactive and enjoyable safe space to take their youngsters and keep them entertained before every home weekend game. Rammie and Ewie's Activity Zone is hosted in Harrison's Hub at the Community Corner, which is in the Northwest Corner of Pride Park Stadium.

Youngsters can take part in a selection of exciting, family-friendly activities ahead of kick-off. We have colouring and crafts competitions, face-painting*, foosball, ping-pong table, games, meet and greet opportunities with Club Mascots Rammie and Ewie and the Pride Park Tuck Shop (small change required).

The Activity Zone is open from 1.30pm until 2.45pm for a 3pm kick-off.

If interested, you must book in advance via the club's official website or by <u>clicking here</u>. We kindly ask that fans make one booking per family.

To find out more information, please <u>click here.</u>



MATCHDAY EXPERIENCES

Rammie's special guest package

Rammie's Special Guest packages can be purchased for children aged 4-11 (age at time of matchday) and the package includes the following.

- 4 complimentary match tickets (one to be used for child taking part in the experience)
- A kick about on the pitch with Rammie.
- Photo opportunities with Rammie and players.
- Half time penalty shoot-out with Rammie.
- Pitch side viewing area for parents/guests.

For more information, please contact the Derby County Community Trust Team on **community@dcct.co.uk** or click here.

Mini Squad

Mini Squad is an exclusive and very special opportunity where your grassroots club have the chance to walk out of the tunnel at kick off and take part in the pre-match player handshake on the pitch, minutes before the match! Our package is for grassroots football teams, and it includes the following:

- Pre-match photograph for the team and managers
- 50 tickets match tickets in the North Stand area of the stadium
- 11 match day programmes for all of the Mini Squad to keep as a memento of the day
- 11 places for children (age 6-12 years only) to be part of the Mini Squad and walk out with the home side.
- Photographs of the experience to be sent to the lead

For further information on this exciting package, please email sarah.poplar@dcfc.co.uk.

Guard of Honour package

Fancy welcoming the players onto the pitch, at kick off, waving black and white flags in your team kit? Well now you can!

Our package is for grassroots clubs, and it includes the following:

- Pre-match photo for the team and managers
- 40 match tickets in the North Stand
- 20 Guard of Honour places (age 6-15 years)
- Photographs of the experience to be sent to the lead contact electronically 1-2 weeks after the game.

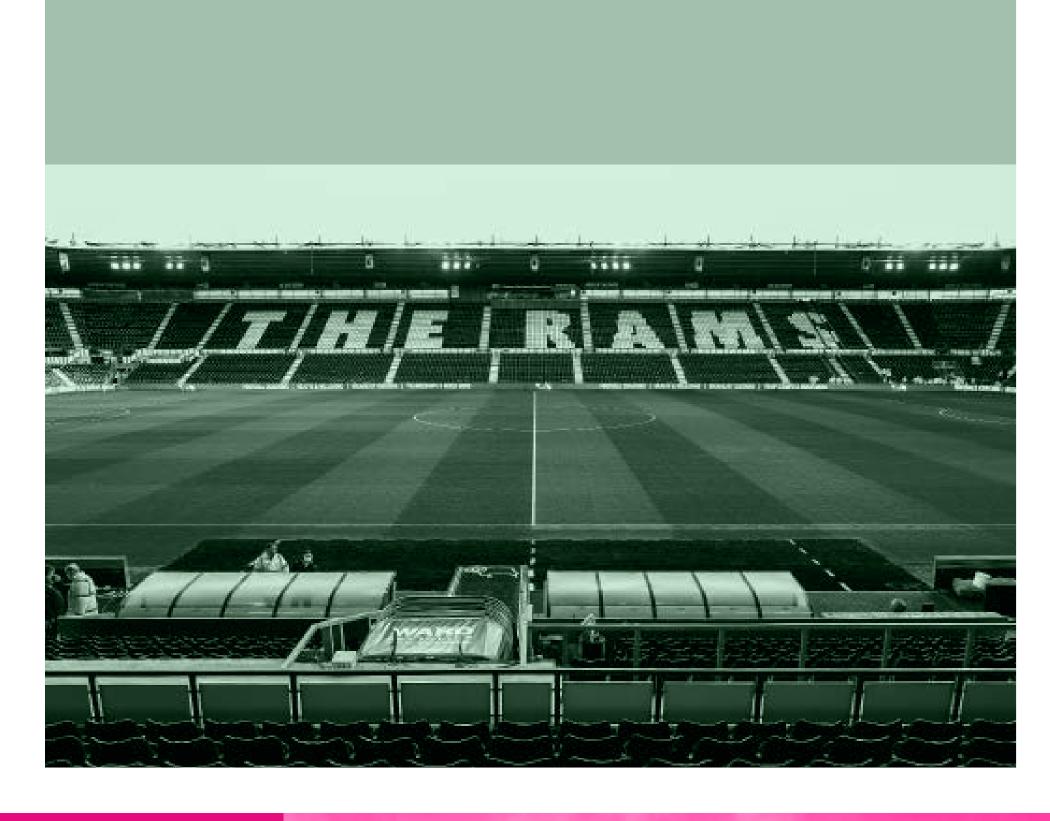
For further information on this exciting package, please email sarah.poplar@dcfc.co.uk.

STADIUM TOURS

Ever wondered what it is like to make the journey out of Derby County's home changing room and down the tunnel at Pride Park Stadium?

We are pleased to offer you the chance to do exactly that plus a whole lot more with our exclusive Pride Park Stadium tours. Each tour lasts approximately one hour and gives you a look behind the scenes at the home of the Rams.

For more information click here.







MATCHDAY PROGRAMME

Matchday programmes are available to purchase at the ground or online by <u>clicking here.</u>

MATCHDAY ANNOUNCEMENTS

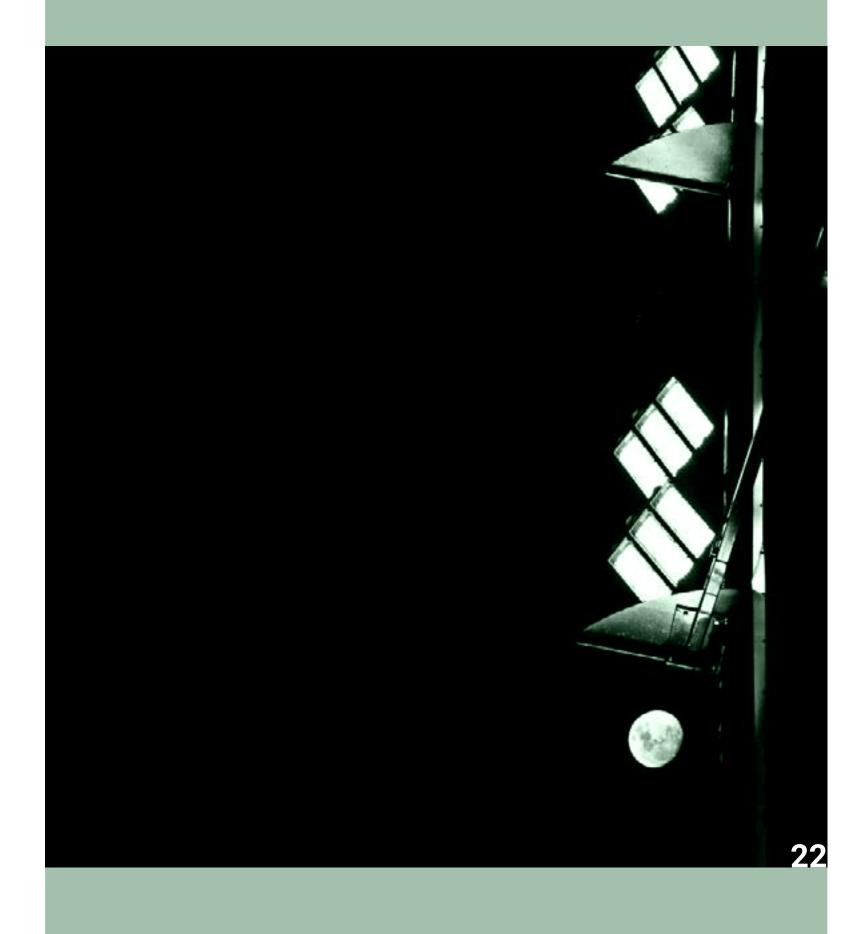
If you are celebrating a special occasion at Pride Park Stadium and wish to have a 'shout out' that will be displayed on our 'big screen' and announced through our PA system, please email ticket.office@dcfc.co.uk.

FAN CERTIFICATES

If you are a first -time fan between the age of 2-16 years and would like a personalised Derby County First Time Fan Certificate, please email **slo@dcfc.co.uk** we will arrange for the certificate to be sent to you.

RAMS REMEMBER

Rams Remember' offers fans the chance to remember and celebrate the lives of friends, family and fellow supporters who have sadly passed away at designated home matches throughout the season. Also, engraved memorial bricks can be purchased from Wathall's, who are the preferred partner of Derby County Football Club. For more information, please click here.



KEEPING UP TO DATE WITH THE LATEST INFORMATION

Ram's fans can keep up to date with all the latest news, behind the scenes content, live match updates, ticket information and much more at the club by following us on social media.



TOP TIPS

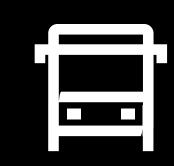


Sign up to receive our pre-match emails and follow us on social media to get all the latest news and build-up ahead of kick-off.

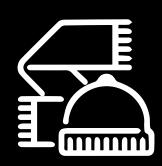


Make sure you have everything you need ready to enjoy the game, including your ticket, checking the weather, and planning your route!

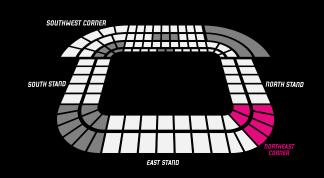
Please note that Pride Park Stadium is a cashless stadium.



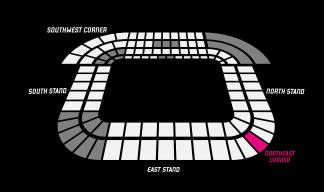
Traffic can get busy around the stadium so make sure you arrive within plenty of time.



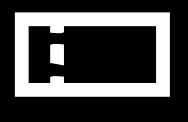
Wrap up warm if the game is during the winter months; it can get rather cold in the concourses and at your seats!



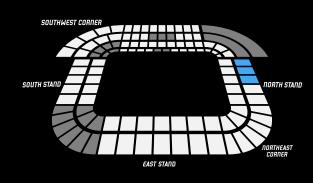
The DCFC Megastore is in the North-East corner of the stadium.



The ATM is located on the outside of the North-East corner of the stadium.



If you are collecting tickets our ticket collection point for home supporters is located just outside the Ticket Office on the West side of the stadium; we would advise that you to arrive at least 45 minutes prior to kick-off, as you will most likely have to queue.



For all ticket access issues, please go to the North Stand Access windows. Located to the left of Harrison's Hub.



There are plenty of food & drink options inside the concourses and around the ground, look out for the kids' meal deals if you're a family attending.



Unfortunately, cameras and any device that are capable of streaming video content is prohibited from the stadium.



The warm-up normally begins 45 minutes before kick-off - don't miss the teams being put through their paces!



Take your seats at least 10 minutes before kickoff so you can enjoy the atmosphere as the crowd welcome the teams to the pitch.



Enjoy the game, but if you do have any issues or concerns alert your nearest steward who will be happy to help.

RAMSTU

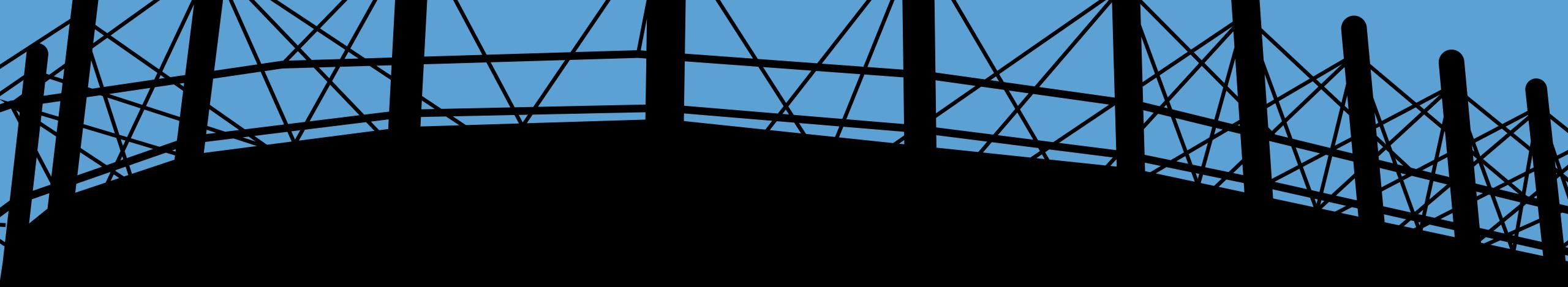
RamsTV provides fans with comprehensive coverage of Derby County Football Club through unrivalled matchday coverage, behind the scenes access, in-depth features, promotional campaigns and episodical content.

RamsTV's streams and video content can be viewed across the club's website, official app, YouTube channel and social media platforms.









DID YOU KNOW?

- Derby County is one of the 12 founder members of the Football League.
- Derby is the only club to have staged England matches at three different home grounds.
- The highest home attendance was 41,826 against Tottenham Hotspur in 1969.
- Derby's biggest win was 12-0 in the UEFA Cup in 1976 against Irish team Finn Harps
- The biggest attendance to see a Derby game was 120.000 at Real Madrid in the European Cup (Champions League)

- The first foreign player to play for the club was Tewfik Abdullah, nicknamed 'Toothpick'
- Derby's first player to score in the World Cup Finals was Mark Wright during Italia 90
- The Preston Vs Derby match in 2020 was the first ever league game to be played in the month of July
- Youngest player: Mason Bennett, 15 years 99 days Vs Middlesbrough, 22 October 2011.
- Oldest player: Peter Shilton, 42 years 164 days Vs Watford, 29 February 1992.

CLUB CONTACTS

Supporter Liaison Officer/Disability Access Officer

Emma Drury DDL: 01332 667544

Email: slo@dcfc.co.uk

Ticket office

Telephone: 0871 472 1884 (Option 1) **Email:** ticket.office@dcfc.co.uk

Hospitality

Telephone: 0871 472 1884 (Option 3)

Email: hospitality@dcfc.co.uk

DCFCMegastore

Telephone: 0333 011 0452

Email: dcfcmegastore@fanaticsretailgroup.com

Lost Property

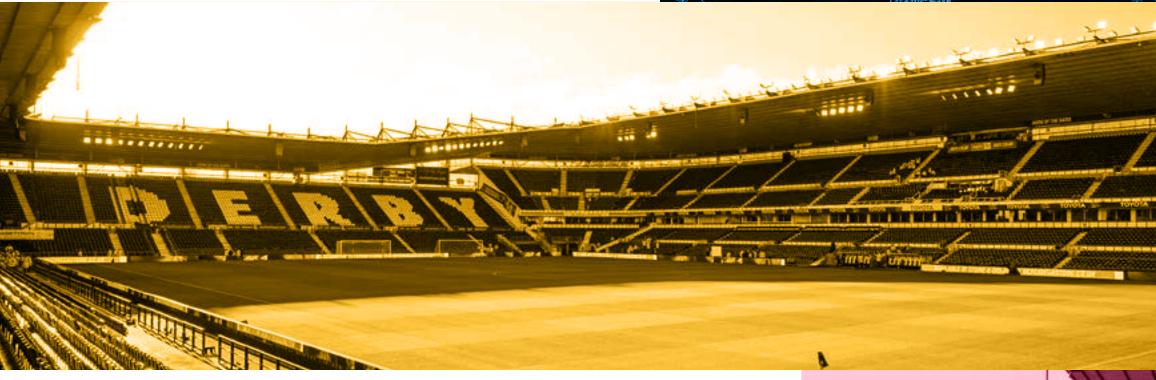
If you have lost a personal item whilst at Pride Park Stadium, please email security@dcfc.co.uk

RamsTV Streaming Support

Email: derbytvsupport@streamamg.com

*Important: 0871 numbers are charged at 13p per minute plus your phone company's access charge.







ENJOY YOUR USIT

We hope you enjoy your time at Pride Park Stadium. We are very passionate about delivering the best possible matchday experience for all supporters and would love to hear about your visit.

Please fill in our Matchday Experience Feedback Form using the QR code below.



