



BURTON ALBION V IPSWICH TOWN

SATURDAY 14 AUGUST 2021, KICK OFF 15:00

Information in this guide is as at 13 August 2021 and is correct to the best of our knowledge. Any updated information on this fixture including ticketing and possible covid protocols will be published on the club website (www.itfc.co.uk), twitter (@IpswichTown and @itfchelp) and facebook (www.facebook.com/officialitfc).

Burton Covid Code of Conduct

The Burton Covid Code of Conduct can be found via the following link:

<https://www.burtonalbionfc.co.uk/tickets/ticket-information/>

Please read this prior to attending the fixture.

Burton Albion recommends that all supporters over 11 years of age bring a face cover to wear, and they recommend their use in all indoor areas unless otherwise exempt. Government guidelines state that members of the public are expected to wear face coverings in any crowded and enclosed spaces where there is close contact with others.

We have been advised by Burton that no proof of vaccination or negative lateral flow test will be required. Note, however, that the Code of Conduct recommends that if you are not fully vaccinated, you voluntarily take a lateral flow test before attending the game.

Burton Albion also ask that fans scan in on the track and trace.

INFORMATION FOR TOWN FANS

Our first away trip of the Sky Bet League One campaign takes us to Burton Albion on Saturday 14 August 2021. The following guide has been produced for Town fans making the trip to the Pirelli Stadium.

This is based on the Brewers' visiting fans guide (2019/20 season) to the Pirelli Stadium plus additional information specific to this game.

For any further information, please contact Elizabeth Edwards, Supporter Liaison Officer on slo@itfc.co.uk or (+44) (0) 7968 876504 or on Twitter at @ITFC_SLO.

Burton Albion information for visiting fans

Address: The Pirelli Stadium, Princess Way, Burton upon Trent, DE13 0AR

Website: <https://www.burtonalbionfc.co.uk/>

Phone number: 01283 565938

Email: bafc@burtonalbionfc.co.uk

Twitter: @burtonalbionfc

Supporter Liaison Officer/Disabled Supporter Liaison Officer: Jodie Carter,
office@burtonalbionfc.co.uk

Burton Albion are currently working on an updated away fans' guide, to include all Covid-related information and requirements, and also to update other elements. Once completed this will be available via the following link:

<https://www.burtonalbionfc.co.uk/fans/away-fans/>

In the meantime, you can still find the 2019-20 away guide here:

https://www.burtonalbionfc.co.uk/siteassets/image/documents/bafc-2019_20-away-fans-guide-.pdf

Other Information on the Burton Albion website includes:

Travel and parking :

<https://www.burtonalbionfc.co.uk/club/visit-us/>

Disabled fans information:

<https://www.burtonalbionfc.co.uk/fans/disabled-supporters/>

www.footballgroundguide.com provides some information via the following link:

<https://footballgroundguide.com/leagues/england/league-one/pirelli-stadium-burton-albion.html>

We have picked out the key information for Town fans below, and added other material based on our experience of going to the Pirelli Stadium and information that is specific to our fans.

Specific information for Town fans:

Ticket news

Note this fixture is sold out.

Travelling to Burton Albion

Supporters Coach

Coaches will leave from outside Planet Blue at 09:30. Please ensure you are at Portman Road at least 15 minutes before this.

Note that all official coaches are non-smoking and the consumption of alcohol on board is strictly forbidden. ITFC recommend that all supporters under 16 are accompanied by an adult.

Car

Note: There is now a new stretch of A14 from Huntingdon to Cambridge, beginning a few miles south of the previous A1/A14 junctions. The signage is clear, but, if you haven't updated your SatNav, then do pay attention! In particular, heading west from Cambridge, you now keep right to stay on the A14. Heading east off the A1, the junction to join the A14 is several miles to the south of the previous road. The new road adds several miles but is much quicker and less prone to hold-ups.

The Sat Nav postcode is DE13 0AR for the stadium. The Pirelli Stadium is located just off the A38.

The most direct driving route is via the A14 to the Catthorpe Interchange where you join the M1 northbound. Exit the M1 at junction 24 and join the A50 towards Stoke and Uttoxeter. Keep on the A50 to the junction with the A38. Head south on the A38, signposted Burton and Birmingham. At the first turning for Burton take the exit to the A5121 and drive along the Derby Road. Pass McDonald's and the Pirelli factory on your right and a BP garage and cash & carry on your left until you reach a roundabout. Turn right at the roundabout into Princess Way. The entrance to the ground (and the club car park) is 300 yards on your right.

If there are problems with the M1 or the western end of the A14 an alternative route is via the A1. From the A1 take the A606 via Oakham to Melton Mowbray, then join the A6006 to the start of the A50 (at Kegworth, which is next to the junction with the M1), then finally turning onto the A38 to Burton.

The A14 / M1 / A50 journey time is likely to be three to three-and-a-half hours but you should allow at least another hour for traffic.

Parking

The Burton Albion website notes that there is a car park at the stadium for 400 cars. This cost £5 a car last time we visited and is on a first-come-first-served basis - cash is collected on the day by the stewards on the main gate. Note that www.footballgroundguide.com advises that this gets full very early on.

Their website also mentions the Ryknild Industrial Estate. Access to this is from the Derby Road Island by taking the first exit – it is sign posted on match days.

On previous visits the following parking options have also been available – we do not have information as to whether they will still operate nor details of the current cost if they do.

Parking is also available at the Pirelli Factory car park, which is just off the Derby Road - turn at the Beech Inn pub (which also offers parking – see pubs below). The Sat Nav postcode is DE13 0BH.

Eton Park Junior School, Masefield Crescent, Burton Upon Trent, DE14 2SG is also open for match day parking from 1:45pm to 5:15pm.

Disabled Supporters Parking

There are a limited number of away disabled car parking spaces available at the Pirelli Stadium at a cost of £5, payable on arrival. These can be booked in advance by calling 01283 565938.

Booking disabled parking guarantees a space on the main car park. Burton, point out however, that there could still be a walk involved to get from the car park space to the relevant turnstiles. If a wheelchair space is required you can inform the club at the time of booking so that the club can ensure this is allocated - otherwise a normal space on the car park will be issued.

Train

Getting to Burton by train isn't the easiest journey. Timetable websites are suggesting that travel via London will be considerably quicker than cross-country options, at just under 4 hours. Either way, it is looking like an expensive trip, as at the time of drafting this (early August), there are no Saver tickets shown. **Note that all train services are subject to change or cancellation this summer, as staff shortages due to Covid isolation requirements can impact at very short notice. Please check your planned journey shortly before you travel, and be prepared to be flexible over timings.**

The best option looks to be the 0810 from Ipswich to Liverpool Street, then the 1002 from St Pancras to Derby, then the 1138 from Derby to Burton, arriving at 1149. After the game, the 1805 from Burton to Derby connects with the 1832 from Derby to St Pancras, and then the 2102 from Liverpool Street to Ipswich, arriving back at 2225.

Getting to the ground from the station

Burton Railway Station is half a mile west of the town centre and a mile-and-a-half from the Pirelli Stadium. It will take around 30 minutes to walk to the ground directly from the station. As you come out of the station, turn left and go down the hill. Turn right into Derby Road. Keep on this road until you come to the first roundabout by the Derby Turn. Turn left into Princess Way and the entrance to the ground will be 300 yards on the right.

If you don't fancy the walk there is a taxi rank at the station – the fare will be around £6 to the stadium.

There are various buses from the railway station area towards the stadium – google maps indicates routes 1, 6 and V1 (Villager) operate on matchday, every few minutes. Timetables can be found at the following link:

<http://www.trentbarton.co.uk>

Pubs

We have done our best to ensure that the listed pubs will be open and operating without major Covid restrictions. Please understand that some might limit numbers or insist on small groups and table service. Being Burton, there won't be a problem finding a place for a decent beer!

If you have any time on your hands, and you enjoy decent ale, then you are in for a treat. Burton is the historic heart of the brewing industry, and maintains its reputation for great pubs and beers.

Near the town centre, you will find the National Brewery Centre Museum, which also has a bar offering up to half a dozen relatively unusual beers and good food, as well as the kind of shop that will have you filling up your car boot (if you are unfortunate enough to have to drive).

If you only make it to one pub, make it the Weighbridge Inn (Grain Warehouse Yard, Burton upon Trent, DE14 2JJ) which is owned and run by Town fans Richard and Mandy Muir. The Weighbridge Inn is very close to the station tucked away near the Ibis hotel (previously the Travelodge). You will be guaranteed a warm welcome and fantastic real ale including some from the Muirs' own Muirhouse brewery ales.

The nearest pub to the ground is the Beech Inn, around a ten-minute walk, up the A5121 Derby Road (going in the opposite direction to Burton town centre) on the left. You can also park your car there – on our last visit this cost £5. Otherwise there is the Great Northern on Wetmore Road, which serves Burton Bridge Beers.

Many Town fans have previously enjoyed the Burton Town Brewery, about a ten-minute walk from the ground (on your way back to town). Situated in a small industrial unit in Falcon Close (off Hawkins Lane, which itself also runs off the main roundabout by the ground), it is unmissably good, and open pre- and post-match.

Near to the railway station are the Roebuck, the Devonshire, the Last Heretic micropub and the Cooper's Tavern which are all recommended. The Last Heretic opens from 11am and has a large beer garden.

And even after suggesting that lot, many Town fans will tell me that I have forgotten to list their particular favourite. If ever a match was a perfect candidate for an overnight stay, it's this one!

Alcohol is also served within the stadium, with away fans being 'treated' to their own little inside bar/refreshment area.

We haven't been made aware of any issues with pubs being "home fans only", but would point out that many of the listed pubs are smallish community locals, so may not welcome larger, louder groups of away fans. If you are asked to move on, you will surely find another pub nearby. If you still have problems, then you may be best advised to get into the ground early to exercise your vocal cords and take up your preferred position on the terrace, just like back in the 1980s!

Many thanks to www.footballgroundguide.co.uk for reminding us of the names of several of the pubs listed above – for some strange reason, we couldn't remember them all!

The following link provides more information on real ale pubs in Burton including some of those mentioned above – it includes a list of all the pubs participating in an ale trail this September, so is up to date:

[\(20+\) Burton Ale Trail | Facebook](#)

Need cash?

There are no cash machines inside the Pirelli Stadium. The nearest cash machine is located at the Co-op Food Store almost opposite to the car park entrance.

At the ground

Tickets on the day?

This game is sold out with no tickets on sale on the day of the game.

Away end

Turnstiles open 90 minutes before kick-off.

Town fans will be situated on a standing terrace (East Stand Terrace) as well as in a seated area which is in the corner of the Main Stand.

Disabled Supporters

Disabled supporters who require additional assistance or access when entering the stadium can do so through the side gate, located next to the away turnstiles on the East Stand. You will be greeted by a steward who will arrange to admit you with your match ticket.

Security

Burton advise that they have a strict searching policy and this can cause long queues at the turnstile. They ask that our fans do not bring items that may slow down any searches, including rucksacks and large bags.

The Burton away fans guide lists non-permitted items within the stadium as: bottles or cans, cameras, digital cameras, video equipment; vuvuzelas; large bags; pushchairs; flares and pyrotechnics.

Burton also ask that fans in the terrace co-operate with instructions from stewards – you may be asked to move along to assist in keeping the gangway and entry points clear. Any instructions given will be for the safety and welfare of all supporters.

Programmes

The official matchday programme is The Matchday Brewer. It can be purchased from programme sellers at the Stadium and in the Club Shop.

Accessible Toilets

There are accessible toilets and facilities located in the East Stand for visiting supporters. These are clearly signposted but should you require assistance, please seek out advice from the nearest steward.

Food and Drink facilities

Payments via card are encouraged inside the Pirelli Stadium.

There are bar and refreshment facilities within the away concourses. We understand that these can close 30 minutes before kick-off for maximum capacity games.

They offer a range of pies, burgers, hot dogs and the 'famous' Burton Albion faggots, chips and peas. Confectionery and both alcoholic and soft drinks are also available. All food is cooked and served fresh, so there may be queues at peak times.

The bars also show live Sky Sports football and are open from 13:30.

Serving counters are low level, adequate for wheelchair users.

Smoking

Smoking is not allowed in the stadium. This includes e-cigarettes.

Anti Social Behaviour – Matchday Text Line



Racism or discrimination of any form is not OK, 'Not Today or Any Day' and supporters are reminded that instances of discriminatory or prejudiced behaviour will not be tolerated at any EFL game.

The Burton visiting fans guide states that "Any supporter who persistently uses expletives could face ejection or a ban.'

If you encounter any form of discrimination please approach your nearest steward to report any incident you are involved in or witness.

You can also report any discrimination or anti-social behaviour to Kick it Out using the Kick It Out app which is available to download from the App Store or Google Play, or via: Facebook /kickitoutofficial; Twitter @kickitout; email info@kickitout.org; phone 0800 169 9414.

Staying Overnight?

There are plenty of hotels and guest houses in Burton itself, though they are very busy the weekend we are visiting. The Travelodge next to the station and Weighbridge Inn is now a very basic Ibis Budget hotel, and there is a Holiday Inn Express around a mile away. There are also Premier Inn options, in addition to many local hotel and B&B options. The Hilton at St Georges Park has only very limited availability. If Burton is not showing availability at a price you are prepared to pay, then you could consider staying in Derby, just ten minutes away by train.

Things to do in the area

The Burton Albion visiting fans guide offers some suggestions on things to do within the area. These include:

Within a 10 mile radius:

National Brewery Centre - www.nationalbrewerycentre.co.uk

National Adventure Farm - www.adventurefarm.co.uk

Barton Marina - www.bartonmarina.co.uk

National Memorial Arboretum - www.thenma.org.uk

Rosliston Forestry Centre - www.roslistonforestrycentre.co.uk

Clay Mills Victorian Pumping Station - www.claymills.org.uk

St George's Park (FA National Football Centre) - www.thefa.com/about-football-association/st-georges-park

Mercia Marina - www.merciamarina.co.uk

Within a 10+ mile radius:

Conkers - www.visitconkers.com

Alton Towers - www.altontowers.com

Drayton Manor - www.draytonmanor.co.uk

Lichfield Cathedral - www.lichfield-cathedral.org

Trentham Estate - www.trentham.co.uk