

## **LIBERTY STADIUM**

**Stadium Address: Liberty Stadium, Landore, Swansea, SA1 2FA Capacity: 20,995**

**Opening Year: 2005**

### **GETTING HERE:**

**By Executive Coach Travel.** Swansea City has partnered with on-demand Coach service Zeelo to provide Swans fans with a new innovative way to travel to and from the Liberty Stadium on a matchday for the remainder of the 2017-18 season. Coaches will be able to travel from 13 locations across South West Wales. To book your coach, visit <https://zeelo.co/t/swansea-city>.

**By Car.** Postcode: SA1 2FA The Liberty Stadium is located next to the Morfa Retail Park. Exit M4 via Junction 45 and take the A4067 South towards the City Centre for approximately 3 miles.

**By Bicycle.** There are 15 bicycle bays located externally at the South-East corner of the Liberty Stadium. Visitors wishing to use these are required to provide their own secure bike locks.

**By Train.** Swansea Train Station (High Street) is located 1.4 miles from the stadium and is approximately a 20-minute walk. A taxi rank is located directly outside and the average fare would cost approximately £7 - but prices may vary. In addition to this, there is a bus service across the road from the train station and the 4/4A bus runs directly to the Liberty Stadium. The fares are £2.80 (single journey) or £4.90 (return journey).

### **PARKING OPTIONS**

**Park and Ride** Felindre and Ride is located off Junction 46 of the M4. The cost of which is £10 a vehicle. The Park and Ride opens two hours prior to kick off and closes up to 2 hours after final whistle.

**Park and Walk** Post code: SA1 2JT Landore Park and Walk is a 3 minute walk to the stadium and can be purchased on the day at £6 per vehicle, subject to availability. The Park and Walk sites open two hours prior to kick off and close up to 2 hours after the final whistle. Visitors are advised that some of this car park's surface will be gravel.

### **NEED TO KNOW (A-Z)**

**Accessible Facilities** Swansea City AFC is proud of the service it delivers to supporters with disabilities. Our up-to-date Access Statement provides a comprehensive and in-depth overview of the facilities and services we offer. However, if you have any further questions, then please contact Swansea City's Disabled Liaison Officer Andrew Williams via e-mail [accessibility@swanseacityfc.co.uk](mailto:accessibility@swanseacityfc.co.uk) or Swansea City's Customer Service and Equality Manager, Lucy Norman ([lucynorman@swanseacityfc.co.uk](mailto:lucynorman@swanseacityfc.co.uk))

**Baby Changing Facilities** Swansea City welcomes children of any age and to this end, baby changing facilities are provided within the disabled toilets and are clearly signposted from within the concourses.

**CASH POINTS** The nearest cash machine is located in the Harvester restaurant but a small fee will apply. Otherwise Morrisons Supermarket is a short 2 minute walk at the Morfa Retail Park and no fees will apply for use of their cash machine.

**CATERING** Sample a wide variety of food and drink from burgers, hot dogs and chips, as well as a selection of pies exclusive to the Liberty Stadium. Lager, beer, cider, wine, hot drinks and soft drinks are also on

offer while vegetarian options, such as a veggie pie, are available along with kids meal deals for junior fans. Accepted payments are contactless cards, card (chip and pin) or cash. However, two mobile catering trailers located outside the stadium are cash only.

**CLUB SHOP** With a range of Swansea City AFC memorabilia in stock, our club shop team are on hand before and after home matches to offer you their assistance. Along with offering our new kit in all sizes, we have plenty of club collectables on display, with everything from DVDs, scarves, badges, mugs and even birthday cards to give to your loved ones.

The club shop is open from 10am until kick off on matchdays and until an hour after the fulltime whistle.

**CROESO STAND** Experience a home away from home in the Liberty Stadium's Croeso Stand. "Croeso" meaning 'Welcome' in Welsh and otherwise known as the North Stand, there is an allocation for up to 2,000 fans with excellent views of the pitch, generous concourses and good catering facilities.

**FAMILY ZONE** Enjoy fun and interactive games in the family stand on a matchday as younger fans put their skills to the test on a virtual football game, games consoles and the legendary "Players Challenge". Those wishing to take part must have a South Stand ticket and can arrive 90 minutes prior to kick-off before the zone closes shortly after half time.

**HERE TO HELP** Easily spotted by their 'Here to Help' tabards, Swansea City AFC's customer service hosts are dotted around the stadium and are all committed to making your day as memorable as possible. Armed with useful information, they are readily available to answer queries, give directions, provide information on transport or report any issues - some are even able to sell souvenir scarves and flags on the spot!

**HOSPITALITY** Matchday hospitality is exclusively located in the Liberty Stadium's West Stand, where the entrance for all suites and packages can be found. Appropriate signage is located at the doors to direct guests to their appropriate lounge/level, whilst friendly and dedicated hospitality staff are available for queries or directions.

Reservations must be made in advance and can be booked online, over the phone (01792 616628, 9am-5pm Monday-Friday), or in person at the dedicated office located at the Liberty Stadium (9am-5pm Monday-Friday).

**LATE TURNSTILES** In the event you arrive once the match has commenced, at least one late turnstile will be available for late entry. If this is required, please ask at main reception to be directed appropriately to the relevant turnstile.

**LEFT LUGGAGE** In the interest of safety and security measures, Swansea City AFC is unable to facilitate requests to store luggage or personal belongings.

**MATCHDAY ENTERTAINMENT** Local radio presenter, actor and club chaplain Kevin Johns MBE is Swansea City's pitchside compere, who is on hand approximately 30 minutes before kick-off to give a warm Welsh welcome to the visiting fans in the North Stand and announce the team line-ups. He also provides pre-match entertainment for those supporters who arrive at their seats early ahead of kick-off, engaging the crowd with social games such as 'Kiss Cam'.

The team line-ups will also appear on the Liberty Stadium big screens pre-match. A few minutes prior to kick-off, Kevin will welcome both teams on to the Liberty pitch, before he then returns at half-time

for heart-warming birthday, anniversary and congratulatory announcements, as well as the traditional half-time flyer draw where one lucky fan will win up to £1,000.

**MATCHDAY INCIDENTS** Abuse of any kind is to be reported to a steward directly or at half time or full time if it is difficult. As this may not always be a suitable option, supporters are encouraged to contact the club after the game on 01792 616634 to report a problem, or e-mail [info@swanseaacityfc.co.uk](mailto:info@swanseaacityfc.co.uk) with as much information as possible about the incident, including seat number and description of those involved, which will help the club deal with the problem more effectively.

**MATCHDAY PROGRAMME** Swansea City's matchday programme 'Jack Magazine' is jam-packed with a wealth of entertaining and insightful content to suit every supporter. Priced at £3, Jack Magazine is available from around the Liberty Stadium, the Swans Club Shop and online. It is also available in local shops, such as Slee Stores in Plasmarl, Coggers on Wind Street and Browns Newsagent in Landore.

**PUSHCHAIRS AND PRAMS** Pushchairs and prams are welcome but must be stored at concourse level when taking seats. As these are left at owners own risk, we do advise supporters to take valuables with them and only bring buggies on a match day if it's absolutely necessary.

**ROAD CLOSURES** Stadium car parks will close 15 minutes prior to the scheduled kick off with no vehicles permitted access to the stadium after this point. Post-match, to allow safe passage of supporters on foot, a road closure will also be in effect around the Stadium for up to 40 minutes after the final whistle, during which time no vehicles will be allowed to exit the stadium car parks.

**STADIUM ANNOUNCEMENTS** Supporters can request birthday, anniversary or celebratory announcements for the big screens by contacting the club in advance of the day of the game. Due to the limited availability, we advise supporters to contact us ahead of the match to ensure we are able to grant the request. Requests can be made by email to [info@swanseaacityfc.co.uk](mailto:info@swanseaacityfc.co.uk) or by contacting the Swansea City office on 01792 616600 (calls are charged at a local rate). For each announcement there is a small fee of £5 which is donated to the Swansea City Community Trust. Card or cash payments are accepted.

**STADIUM TOURS** Away from a matchday, visitors can explore behind the scenes at the Liberty Stadium with a tour that will include the players' tunnel, home dressing room, the stadium's police station and holding cells, the CCTV control room, hospitality and banqueting areas, television studio and stadium club shop. For further information or to book a stadium tour, contact us via e-mail at [tours@liberty-stadium.com](mailto:tours@liberty-stadium.com) or by telephone on 01792 616402.

**TOILETS** The nearest external toilets at the Liberty Stadium are available in the Jack Zone when is available to match ticket holders. Entry into the Jack Zone is free of charge, although there may be a wait for entry at peak times. Hereafter, the nearest public toilets are located near Starbucks at the Morfa Retail Park.

**STADIUM REGULATIONS (a-z)** Please find below some important information to ensure a safe and enjoyable matchday which serves only as a quick reference guide.

**ALCOHOL CONSUMPTION** Supporters are reminded that alcohol cannot be taken into the bowl area and/or consumed whilst watching the match and will result in arrest and/or ejection from the Ground for which the Club may impose a ban for one or more matches.

**NO SMOKING** Premier League stadia are smoke-free and smoking or the use of electronic cigarettes is not permitted inside the Ground. Please be advised that if exiting the stadium to smoke, re-admittance is not permitted.

**PROHIBITED ITEMS** Supporters are reminded that knives, fireworks, smoke canisters, air-horns, flares, weapons, dangerous or hazardous items, laser devices, bottles, glass vessels, cans, poles and any article that might be used as a weapon or compromise public safety are strictly prohibited and may result in either entry refusal or ejection.

**SUPPORTER CONDUCT** The use of threatening behaviour, foul or abusive language, including racial, homophobic or discriminatory abuse, is strictly forbidden and will result in arrest and/or ejection from the Ground for which the Club may impose a ban for one or more matches.

**GET IN TOUCH** If you have a specific query in advance of your visit, or would like to get in touch about your matchday experience, then we welcome any and all comments, suggestions, questions and compliments either on 01792 616600 or e-mail [info@swanseacityfc.co.uk](mailto:info@swanseacityfc.co.uk)

**Staying on?**

**Swansea is Wales' Waterfront City. It sits on the sandy five mile stretch of Swansea Bay beach and is a great base for exploring the best of South-West Wales. We've handpicked a number of great hotels, eateries and things to do which we're sure you'll love - without having to break the bank!**

**Sleep:**

**Premier Inn Waterfront** High quality affordable accommodation Address: The Waterfront Development Langdon Road, Swansea

**De Vere Village Hotel** Leisure Hotel located in Swansea Marina Address: Langdon Rd Swansea SA1 8QY

**Marriot Hotel** AA-recognised Waterfront Hotel Address: Maritime Quarter, Swansea SA1 3SS

**Eat:**

**Pizzeria Vesuvio** Conveniently located authentic Italian restaurant Address: 200-201 Neath Road, Swansea, SA1 2JT

**Las Iguanas** Latin American inspired casual dining Address: Unit A & B Castle Quarter Castle Lane, Swansea, SA1 2AH

**Grape & Olive** Award-winning food with superb 360° views Address: Meridian Tower, Trawler Road, Swansea, SA1 1JW

**Explore:**

**The LC** Waterpark & Leisure Complex Address: Oystermouth Road, Swansea, SA1 3ST

**Swansea Market** Sample local delicacies at Wales' largest indoor market Address: Oxford Street Swansea, SA1 3PQ

**National Waterfront Museum** Learn about Welsh industry history Address: Oystermouth Road, Swansea, SA1 3RD