PRESTON NORTH END FC
AWAY SUPPORTERS GUIDE

PRESTON NORTH END FC
WELCOME TO DEEPDALE

GETTING TO KNOW US

Welcome to Deepdale – the home of Preston North End Football Club, also known as the Lilywhites!

This guide has been designed to provide all visiting supporters with the relevant information required ahead of visiting Deepdale.

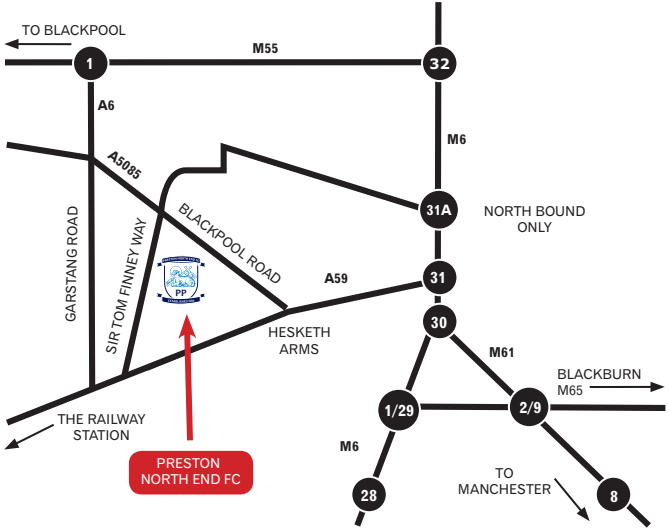
At Preston North End, we welcome supporters from all communities and aim to provide an enjoyable and memorable matchday experience for all attending Deepdale.

In December 2018 the club were awarded with 'Away Day of the Year' at the annual Football Supporter's Federation awards, and later in the season we picked up the EFL's 'Away Fan Experience' award for the Championship, with both awards recognising the club's overall attitude towards visiting fans at Deepdale.

We hope that you find the information enclosed useful and if you require any further information, please do not hesitate to contact the club. Contact details can be found in this guide.

We look forward to seeing you at Deepdale soon.

PRESTON NORTH END FC
GETTING TO DEEPDALE



DEEPDALE BY CAR

From M6 J31, follow A59 (s/p Preston A59). After 1.0 mile, take the second exit off the mini roundabout adjacent to the Hesketh Arms (s/p Ring Road, Blackpool A583, Football Ground) onto Blackpool Road A5085. Carry straight on for 1.2 miles through four sets of traffic lights, then take a left before the lights (s/p Town Centre, Football Ground) into Parkside.

BY TRAIN

Preston railway station is located in the city centre and is situated approximately two miles away from Deepdale.

On foot from the station: Come out of the side exit of the station and turn left in front of the Fishergate Centre, passing The Railway pub. Turn right at the T-junction. The road forks left and becomes Corporation Street, which you should ignore. Instead walk straight down Fishergate - the main shopping thoroughfare - after 0.75 miles the road becomes Church Street - with the Parish church on your right-hand side. Carry on until you reach the junction with the A6. Cross over the road, the prison will be on your right-hand-side and a pay-and-display car park (formerly the County Arms public house) on the left. Turn left so the pay and display car park is now on your right - this is Deepdale Road. The stadium is on the right-hand side after 0.75 miles.

Taxis are also available from outside the station which will cost approximately £5.

BY BUS

Both the number 19 and 19A heading to Royal Preston Hospital stop outside Deepdale. This is an approximate ten minute bus ride from Preston Bus Station. Please check www.prestonbus.co.uk for service times.

TAXIS

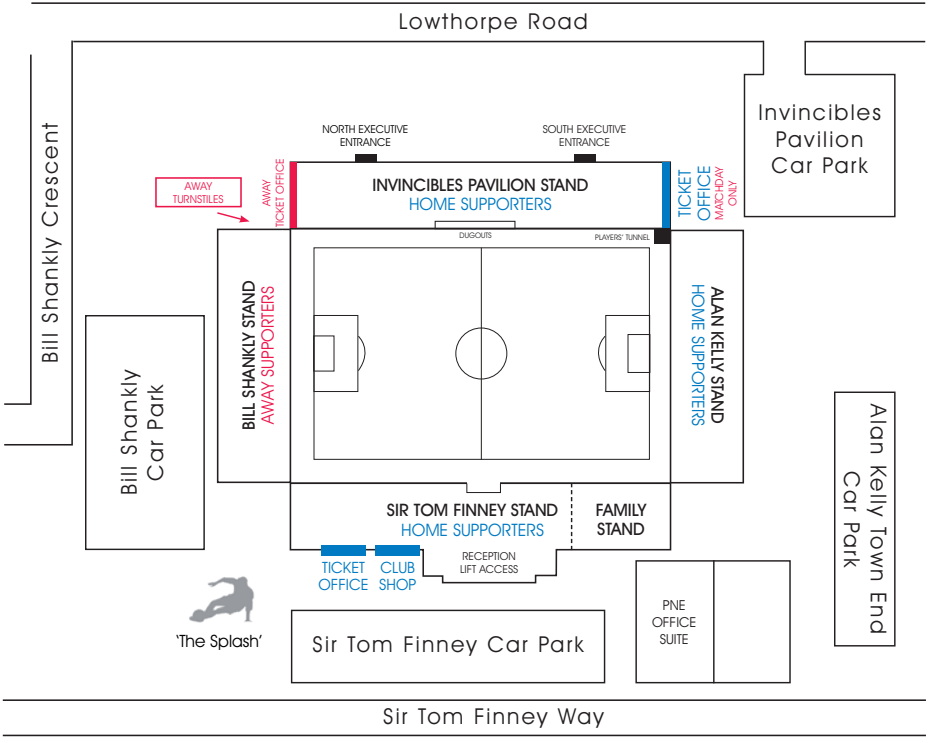
Below is the contact numbers of some taxi firms based in Preston.

Millers Citax	01772 884000	AAA taxis	01772 555999
New City VIP taxis	01772 824000	Eagle taxis	01772 200300

PRESTON NORTH END FC
STADIUM GUIDE

BEFORE THE GAME

It is recommended to arrive at the stadium at least an hour before kick-off. This will allow sufficient time to purchase/collect your tickets if required, safely enter the stadium and browse the snacks and refreshments available from the kiosks. Should this be your first time at Deepdale, stewards will be on hand both inside and outside the ground to assist you in finding your seat.



PRESTON NORTH END FC
TICKETS

All visiting supporters are located in the Bill Shankly Kop which is behind the goal. An allocation of tickets will be sent to your club to sell via your club's ticket office in advance of the fixture. For any concession tickets sold, concessionary age may be challenged at the turnstile, so it is advisable to bring the relevant identification with you.

Any unsold tickets returned to Preston North End may be released for sale on matchday; a decision on sales on the day will be made on the day before the fixture date in consultation with the visiting club and Lancashire Police.

Should tickets be available on the day, these can be purchased from our away ticket office which is situated outside the Bill Shankly Kop.

Both cash and card payments are accepted from the away ticket office. If your tickets are to be collected from Deepdale, these will also be available to collect from the away ticket office. The away ticket office opens two hours before kick-off.

Please note we will not refund or replace any visiting supporters' tickets. All ticket enquiries must be taken up with your club.

PRESTON NORTH END FC
YOUR TICKET EXPLAINED

BARCODE
This barcode is used to gain entry to the stadium. Scan the barcode face up on the reader to enter. Please ensure the barcode is not damaged or defaced as this may affect your entry.

FIXTURE DETAILS
Opponent, date and kick-off time.

STAND
The stand you will watch the game from.

AGE BAND
This is the age category of the ticket sold.

PRICE
All tickets are marked with the relevant price. This price may change for cup fixtures.

TURNSTILES
Please look for the correct turnstile number for entry to the stadium.

SEAT DETAILS
These are your unique seat details. Row one is at the front with row 39 being at the back. You can find the blocks on our seating plan.

PRESTON NORTH END FC
HOSPITALITY

Considering booking hospitality for your trip to Deepdale? Then look no further! We have two exclusive hospitality packages which are extended to visiting supporters.

SIR TOM FINNEY LOUNGE

- A mug of soup and freshly baked bread
- One course, two choice menu served pre-match
- Pre-match lounge seating and bar facility
- Seating in the BIII Shankly Kop
- Half-time refreshment voucher
- Complimentary matchday programme and team sheet

Prices: Adult £90, senior (over 65) £83, juniors (11 to 18) £69 and U11s £5.

THE GREAT'S ROOM

- A one course, 'Heathcote signature dish' served pre-match.
- Pre-match lounge seating and bar facility
- Seating in the BIII Shankly Kop
- Complimentary matchday programme and team sheet
- Free to enter match competition
- Half-time refreshment voucher

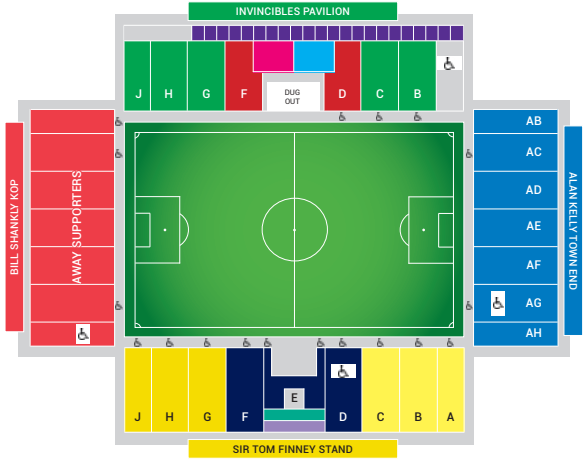
Prices: Adult £80, senior (over 65) £73, juniors (11 to 18) £59 and U11s £5.

FOR MORE INFORMATION, PLEASE CALL THE CLUB'S COMMERCIAL DEPARTMENT ON 0344 856 1960 OR EMAIL COMMERCIAL@PNE.COM.

MACDONALD TICKLED TROUT HOTEL

Looking to extend your stay in Preston? Preston North End partner with the Macdonald Tickled Trout Hotel, which is conveniently located just off the M6 and a ten minute drive from Deepdale. Visit their website to check availability www.macdonaldhotels.co.uk/our-hotels/macdonald-tickled-trout-hotel/

PRESTON NORTH END FC
DISABLED SUPPORTERS



At Preston North End we offer a range of facilities and provisions for all disabled supporters. The Bill Shankly Kop provides both elevated and pitch level viewing areas for wheelchair users. The pitch level bays are located in blocks L and Q with 18 spaces available to purchase. There are three spaces available on the elevated platform which is situated in block K. Please note these may be away from your main allocation.

Ambulant disabled supporters are eligible to sit anywhere within the given allocation, providing this is safe and accessible to do so. We do recommend that ambulant disabled supporters with walking difficulties/difficulties climbing stairs sit on the front couple of rows for safety purposes.

There is no limit on the number of ambulant disabled and carer tickets available from your allocation.

All disabled supporters will pay according to their age band, with the carer ticket provided complimentary if required. Disabled and carer tickets must be booked via your club's ticket office.

Disabled supporters who require pitch level entry should enter Deepdale via NX07 which is the disabled access door at the Bill Shankly Kop. Please make yourself known to a steward upon arrival who will be more than happy to assist.

There are two accessible toilets in the visitors section which are fitted with radar locks. Deepdale also has a Changing Places facility in the Invincibles Pavilion (home stand), which can be used by visiting supporters if required.

We also offer a waiter service on request for disabled supporters who cannot access the kiosk facilities. Kiosk staff issue supporters with an order form, the items and quantities are selected and then the kiosk staff will deliver the products to their seat. This service is available just after kick-off.

For visually impaired supporters, we have two wireless receivers available which provide live match commentary from Hospital Radio.

These must be booked no later than 5pm on the day before the fixture via our Disability Liaison Officer, Hannah Woodburn. Hannah can be contacted on 0344 856 1966 or at slo@pne.com.

PRESTON NORTH END FC
PARKING

Stadium parking is priced at £15 per vehicle and sold in advance of the fixture date, subject to availability.

Please enquire with the Preston North End ticket office for availability; 0344 856 1966 or ticketoffice@pne.com.

ACCESSIBLE PARKING

The Bill Shankly Kop car park has four disabled parking bays for visiting supporters, available to book in advance of the fixture date. These are priced as above and sold subject to availability. Please enquire with the Preston North End ticket office for availability.

DROP OFF POINTS

There are two drop off points outside the Sir Tom Finney Stand and Invincibles Pavilion, which can be utilised by both home and away supporters when required.

EXTERNAL PARKING

Parking on Moor Park car park is available on a first-com-first-served basis for £7. This is situated across from the stadium on Sir Tom Finney Way.

PRESTON NORTH END FC GROUND REGULATIONS

Deepdale is a smoke-free stadium and smoking is not permitted inside the ground. This includes 'e-cigarettes' and any other smoke emitting devices of a similar nature.

BANNERS AND FLAGS

- Contact must be made with our ground safety department in advance of the fixture if a banner or flag is being brought to Deepdale;
- All banners and flags must have a fire safety certificate;
- Banners and flags of discriminatory, political or commercial nature will not be permitted;
- Banners and flags must not cover any signage or advertising, or obstruct the view of other supporters;
- We will always accommodate banners and flags as best we can and will generally be located in an unoccupied area. In the event of a sell-out, there will be no suitable place to locate banners and flags.

DRUMS AND MUSICAL INSTRUMENTS

- Contact must be made with the ground safety department before any instruments are allowed into the ground;
- Generally, instruments must be played from the front row only. The ground safety department will advise accordingly.

PRESTON NORTH END FC
WHAT TO DO AT DEEPDALE

SIR TOM FINNEY STATUE – THE 'SPLASH'

Preston North End's most famous player, Sir Tom Finney, unveiled his signature 'Splash' statue in 2004 which was inspired from a photograph taken at a waterlogged Stamford Bridge in a match versus Chelsea in 1956. Around the statue are a number of special bricks forming the 'Walk of Fame', with the bricks occupying a combination of supporters and ex-PNE players' names. The Splash is certainly a feature to acknowledge when visiting Deepdale.

THE DICK, KERR LADIES MONUMENT

Friday 22nd December 2017, saw the unveiling of a monument to remember the fantastic efforts and achievements of the Dick, Kerr Ladies, here at Deepdale. The Dick, Kerr Ladies were one of the first ladies football teams in England and one, if not, the most successful team of all-time, playing from 1917 until 1965. You will find this monument overlooking the Sir Tom Finney splash statue on the wall just around the left hand corner to the Sir Tom Finney Stand ticket office and club store.

PRESTON NORTH END OFFICIAL CLUB STORE

Our official club retail store is located at the Sir Tom Finney Stand next to the main ticket office and is the place to go for all memorabilia, keep sakes and to have a look at our official club merchandise.

THE ONE AND ONLY MATCHDAY PROGRAMME

Our matchday programme can be purchased from around the ground for just £3 for all league matches. (Prices for cup and friendly matches may vary). Our programme includes exclusive features and interviews and also provides an in-depth look into North End's opposition. The programme also includes entertainment for junior supporters.

MATCHDAY SUPPORTER LIAISON OFFICERS

Keep a look out for our Matchday Supporter Liaison Officers around the ground, who will assist as best they can with any queries you may have or to have a quick chat about all things PNE! Should this be your first time at Deepdale, stewards will also be on hand assist you in finding your way.

PRESTON NORTH END FC
AROUND THE GROUND

DEEPDALE RETAIL PARK

Deepdale Retail Park is an approximate ten minute walk from the stadium and has various food and shopping outlets to occupy your time, should you be arriving early. Matchday parking is not permitted on the retail park and vehicles are left at the owner's risk.

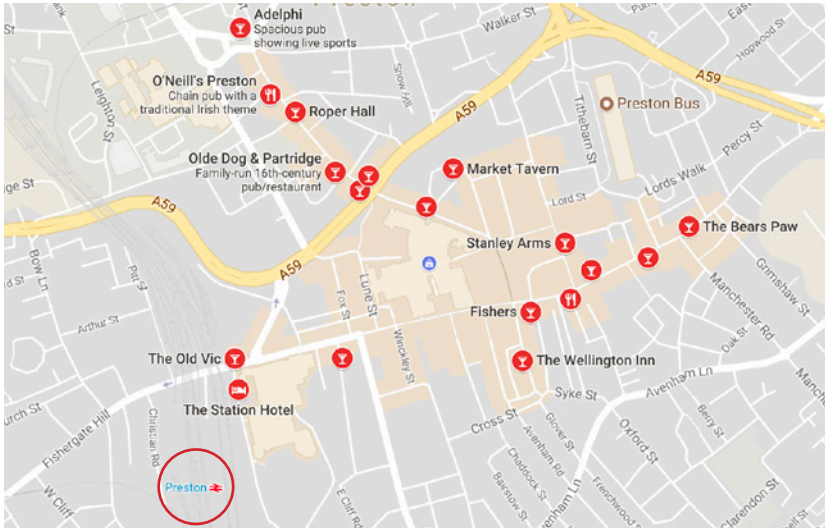
SAINSBURY'S

Sainsbury's is just over the road from Deepdale, no more than a five minute walk and two minutes drive away. Sainsbury's also has a café, a petrol station and a garage should you need to fill up before your journey home. Matchday parking is not permitted on Sainsbury's and vehicles are left at the owner's risk.

CASH MACHINES

There are free to use cash machines located at Sainsbury's and at the Spar on Blackpool Road, both within walking distance of the stadium.

PRESTON NORTH END FC
PUBS



For those travelling by train, there are plenty of pubs within the town centre within walking distance of the station. The map below highlights some of the pubs within the vicinity of Preston Station, some of which include: Old Vic, Station Hotel, Adelphi, Roper Hall and Yates'. For some fixtures, pubs may be allocated as designated away pubs. Follow our official police Twitter account **@PNEPolice** for updates and advise ahead of the fixture.

PRESTON NORTH END FC
CONCOURSE

BETTING OPPORTUNITIES

Unibet provide the in-stadium cash betting service at all games at Deepdale. Offering a wide variety of betting markets and exclusive in-stadia promotions, Unibet has a number of payout options for winning customers.

There are three payout options for customers who win their in-stadia bet:

1. **Online:** Customers can visit the Unibet website and have the winnings instantly deposited into the customer's online account.
2. **Future Game:** Customers can present their winning coupon at any betting kiosk at any future home fixture at Deepdale to collect in cash.
3. **Bank Transfer:** customers can follow the link on the reverse of their coupon to have their winnings transferred directly in to their bank account. Funds can takes up to 3 working days to clear using this method.

PRESTON NORTH END FC
REFRESHMENTS

REFRESHMENTS

Our caterers provide a range of refreshments which are available to purchase on the concourse before the match and at half-time. Please see the menus on this page which highlight the food and drink offerings available. All items are sold subject to product availability. (Please note, some fixtures may be declared alcohol free, the visiting club will be advised accordingly should this be actioned).

DRINKS

Soft drinks*	£2.30
Bottled water	£2
Fruit Shoots	£1.50
Hot drinks*	£2.20
Fosters bottles	£3.90
Bulmers bottles	£3.90
John Smith's can	£3.60
White and red wine mini bottles	£4.10

SNACKS

Chocolate bar	£1.30
Crisps*	£1.20
Sweet/chocolate bags*	£2.80

MEAL DEALS

Pie and Alcohol Deal £12
Two beers and two pies
(excludes Cottage Pie)

Pie and Drink Deal £10
Two hot or soft drinks and two pies
(excludes alcohol and Cottage Pie)

Snack Deal £3.30
And soft or hot drink and a chocolate bar
(excludes alcohol)

FOOD

Pies*	£3.20
Cottage Pie	£3.50
Big Al's burger	£3.50
Big Al's Cheese burger	£4
Big Al's Hotdog	£3.50

**A varied selection of these items will be available*

PRESTON NORTH END FC
A BIT ABOUT US...

Established in 1880, we are proudly one of the founder members of the EFL and the first team to ever achieve the double, winning the league and the FA Cup in the first league season in 1889. This memorable season also saw North End go unbeaten in the league and the FA Cup, giving us the famous title 'The Invincibles'.

In recent years, North End were crowned third division champions in 1996 and second division champions in 2000. After nine Play-Off attempts across the second, third and fourth tiers, the Lilywhites promotion at Wembley in 2015 back into the Championship.

Several notable players have played for Preston North End over the years, including England legend Sir Tom Finney, Scottish defender and future Liverpool legend, Bill Shankly and the club's record appearance maker and Republic of Ireland international goalkeeper, Alan Kelly Senior.

Alex Neil is currently the manager looking to guide the Lilywhites to the Premier League for the first time in the club's history. Having previously managed Hamilton Academical and Norwich City, the latter of whom he gained promotion to the Premier League with in 2015. Alex in now in his third season as manager of the club, having signed a new contract in April 2019.

PRESTON NORTH END FC
CONTACT US

DEPARTMENT	NUMBER	EMAIL ADDRESS
Ticket Office	0344 856 1966	ticketoffice@pne.com
Club Shop	0344 856 1965	pnefcclubshop@justsport-group.com
Main Office	0344 856 1964	enquiries@pne.com
Commercial	0344 856 1960	commercial@pne.com
Community	01772 693309	community@pne.com
Ground Safety	0344 856 1964	safety@pne.com
Media	0344 856 1964	media@pne.com
Supporter and Disability Liaison Officer	0344 856 1966	slo@pne.com

Please note, all 03 numbers are local rate numbers and are included in inclusive minutes on mobile contracts.