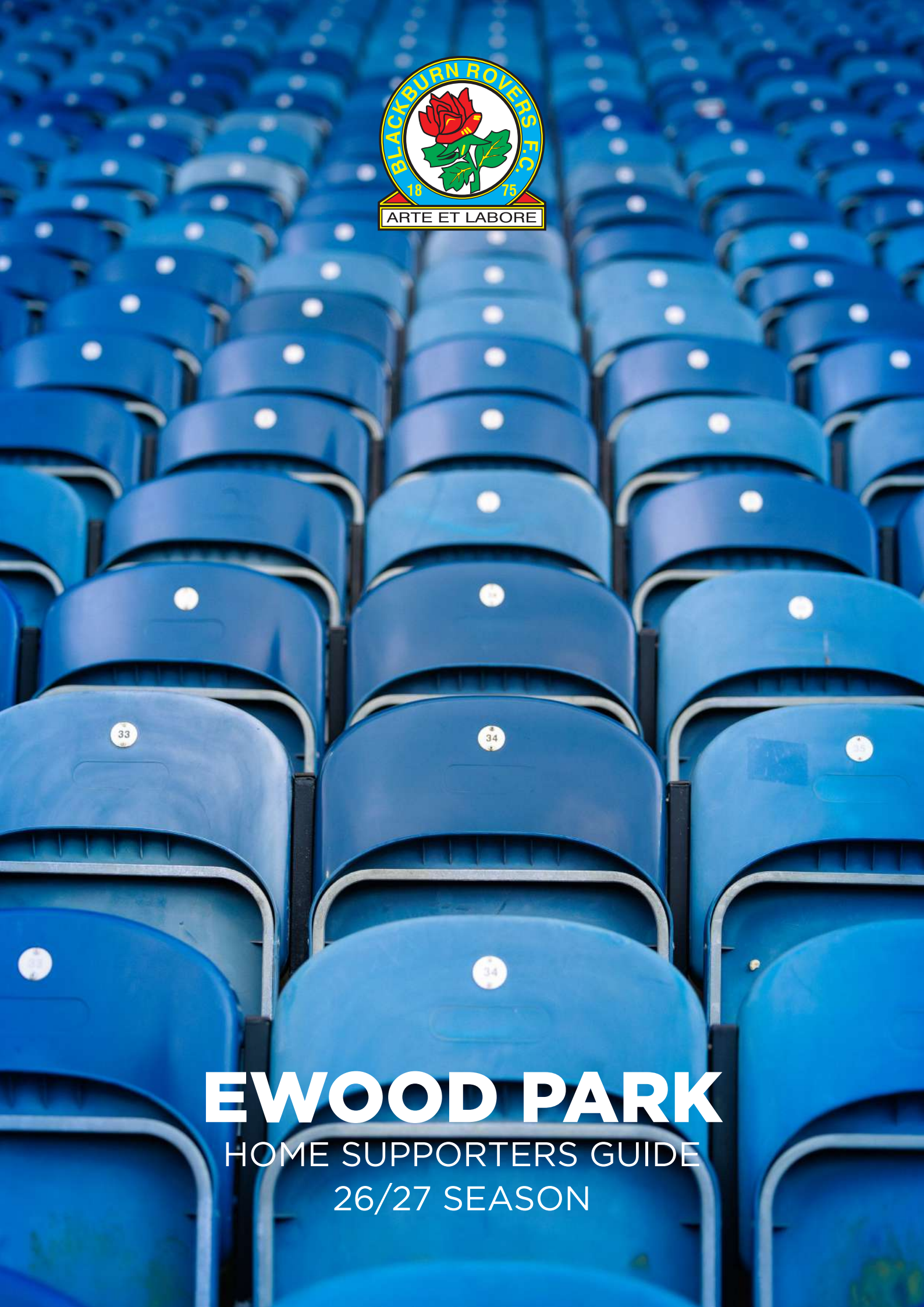


EWOOD PARK

HOME SUPPORTERS GUIDE

26/27 SEASON

WELCOME TO BLACKBURN ROVERS FOOTBALL CLUB!

Thank you for visiting us at Ewood Park!

Ewood Park has been our home since 1890, and we're proud of its rich history and the community that surrounds it.

We're a family-focused club and are delighted to have earned the gold Family Excellence Award for the fifth season running. We're committed to building on this success and continuing to enhance our matchday experience in the years ahead.

This Supporter's Guide has been created to help you make the most of your visit to Ewood Park. Our aim is to ensure you enjoy your time with us and experience everything the stadium has to offer.

Club Contact Details:
Telephone: 01254 372001
Customer Services: enquiries@rovers.co.uk
Official Website: www.rovers.co.uk

Follow us on Social Media

Stadium Address:
Ewood Park,
Nuttall Street,
Blackburn,
Lancashire,
BB2 4JF



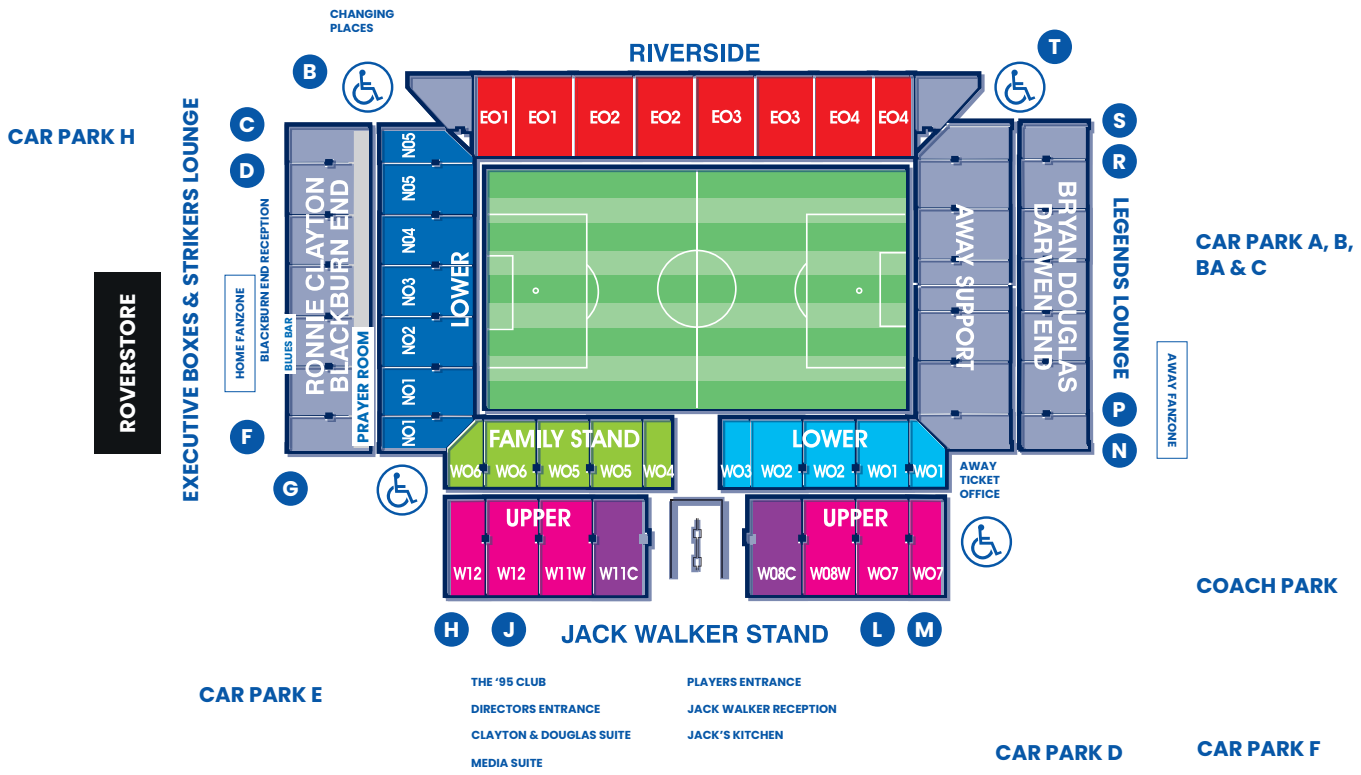
MATCHDAY TICKETING

Purchasing Tickets
Matchday tickets are on sale approximately 4 weeks prior to the game being played. You can purchase tickets online at www.rovers.co.uk/tickets.

If you have any queries in regard to ticketing, please call the Ticket Office T:01254 372000 or email: ticketoffice@rovers.co.uk. Paper tickets can be ordered at the Ticket Office.

Collecting Tickets
Pre-purchased tickets can be collected from the Ticket Office. The Ticket Office is located in the Blackburn End, and our team will be available to assist you with any enquiries. Tickets bought online are digital or print at home only.

Programmes
All programmes are available digitally and free of charge. They can be accessed via our website by visiting www.rovers.co.uk/fans/digital-matchday-supplement.



GETTING TO EWOOD PARK

By Car
If you're planning on travelling to Ewood Park by car, these are our recommended routes:

From the North
- Leave the M6 at Junction 30 and join the M61. At the first exit join the M65 and head East to Blackburn.
- Ewood Park is well signposted on the M65. Leave at Junction 4 and take the 4th exit onto Earcroft Way.
- Use the right 2 lanes to turn right onto Blackburn Road/A666 and continue to follow this road.
- Ewood Park will be a mile down the A666, located on your right.

From the South
- Leave the M6 at Junction 29 and join the M65. Head East to Blackburn.
- Ewood Park is well signposted on the M65. Leave at Junction 4 and take the 4th exit onto Earcroft Way.
- Use the right 2 lanes to turn right onto Blackburn Road/A666 and continue to follow this road.
- Ewood Park will be a mile down the A666, located on your right.



From the West

- From the M6/M62 or M60, join the M61. Leave the M61 for the M65 and head East to Blackburn.
- Ewood Park is well signposted on the M65. Leave at Junction 4 and take the 4th exit onto Earcroft Way.
- Use the right 2 lanes to turn right onto Blackburn Road/A666 and continue to follow this road.
- Ewood Park will be a mile down the A666, located on your right.

From the East

- Travelling from Yorkshire, either on the B6234, the A56 Haslingden bypass or the Skipton Road, join the M65 and head West. Leave the M65 at Junction 4 and head towards Blackburn on the A666. Ewood Park is about a mile from the motorway on the right hand side.
- From the M62, leave at Junction 18 for the end of the motorway which becomes the A56. Join the M65 at Junction 8 and head West bound towards Blackburn. Leave the M65 at junction 4, and take the 2nd exit onto Earcroft Way.
- Use the right 2 lanes to turn right onto Blackburn Road/A666 and continue to follow this road.
- Ewood Park will be a mile down the A666, located on your right.

Road Closures/Traffic Information

We try to work closely with Blackburn Council to avoid disruption to your travel, however, unfortunately, this cannot always be achieved. For a live map of the roadworks in the Blackburn area, visit blackburn.gov.uk/road-works-road-closures-and-incidents. Alternatively, Lancashire Telegraph also provide a live traffic and travel news report covering roadworks, updating traffic and disruptions to public transport. To view this, lancashiretelegraph.co.uk/li/traffic.in.Blackburn. Radio Lancashire also provides up to date traffic information on 95.5-104.5 fm.

By Bus

The buses serving Ewood Park are:

No. 1 (Bolton – Darwen – Blackburn)
No. 2 (Chorley – Blackburn)

The buses arrive at their designated stops around Ewood Park every 10 minutes. For their timetables, visit transdevbus.co.uk/blackburn/services.

If you require any further information about the bus services in Blackburn, head to the Transdev Bus website transdevbus.co.uk, email customer.services@transdevbus.co.uk or call 01422 553 576.

By Train

Blackburn Station is approximately a mile and a half away from Ewood Park. Mill Hill Station is approximately one mile away from the ground. There are direct trains from Manchester Victoria, Salford Crescent and Preston. To view train times, head to the National Rail website: nationalrail.co.uk

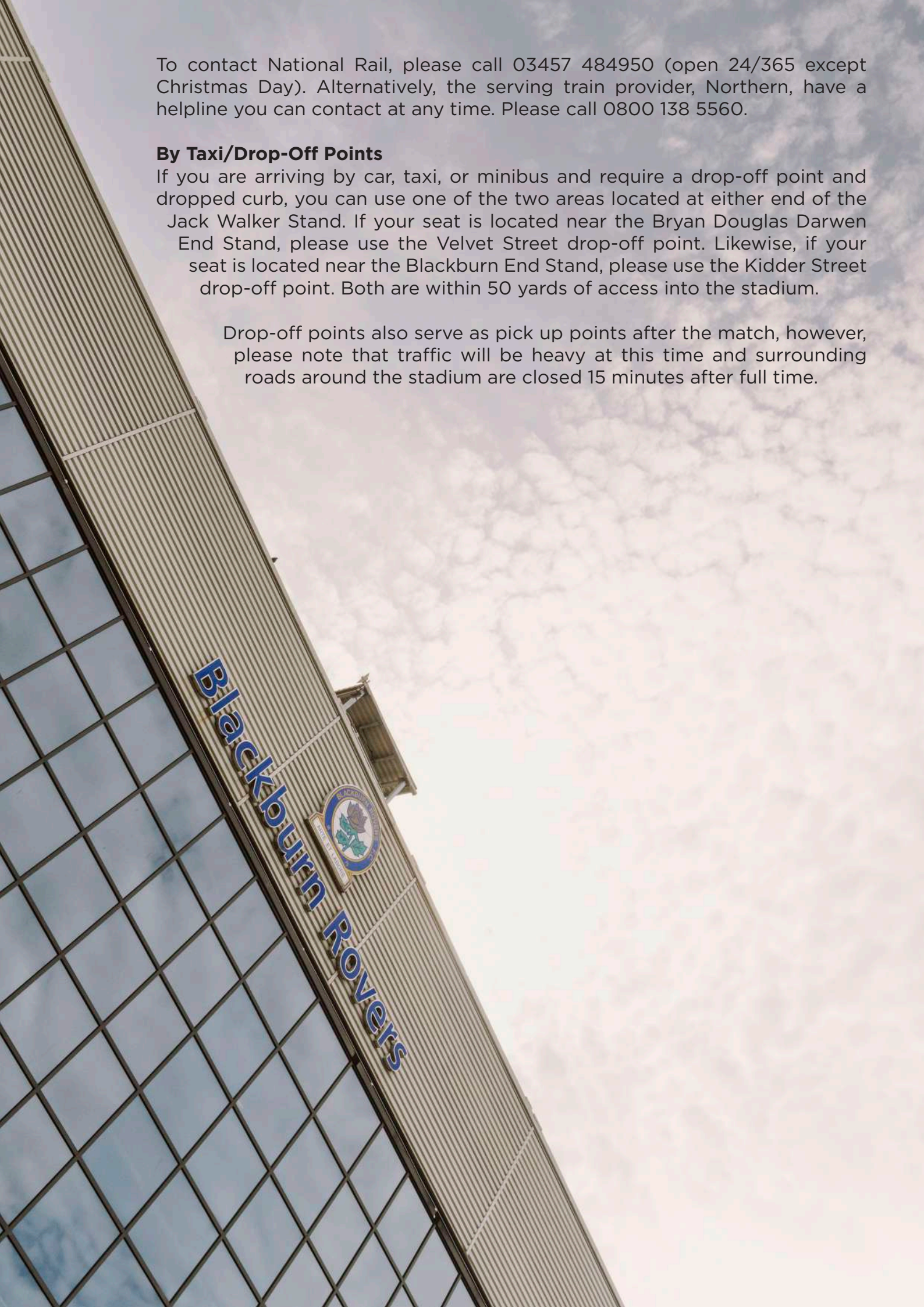
Ewood Park is a 10 minute walk away from Mill Hill Station and a 20 minute walk from Blackburn Station.

To contact National Rail, please call 03457 484950 (open 24/365 except Christmas Day). Alternatively, the serving train provider, Northern, have a helpline you can contact at any time. Please call 0800 138 5560.

By Taxi/Drop-Off Points

If you are arriving by car, taxi, or minibus and require a drop-off point and dropped curb, you can use one of the two areas located at either end of the Jack Walker Stand. If your seat is located near the Bryan Douglas Darwen End Stand, please use the Velvet Street drop-off point. Likewise, if your seat is located near the Blackburn End Stand, please use the Kidder Street drop-off point. Both are within 50 yards of access into the stadium.

Drop-off points also serve as pick up points after the match, however, please note that traffic will be heavy at this time and surrounding roads around the stadium are closed 15 minutes after full time.



ARRIVAL AT THE STADIUM

Parking
There are 2 official car parks:

Car Park H (Blackburn End): Seasonal £250* | Accessible Seasonal £200* | Matchday £15
Car Park B (Darwen End): Seasonal £250* | Accessible Seasonal £200* | Matchday £15

Car parking can be booked via the app once the game is on sale. Supporters are advised to pre-book in advance.

SCAN THE QR CODE TO BOOK PARKING

*Does not include cup matches

Coach and minibus parking is available at Ewood Park on the Coach Park.

Coach £35 Minibus £30 - it is recommended that this is booked in advance.

For any parking enquiries, or to book accessible parking, please contact the Ticket Office on 01254 372000 or email ticketoffice@rovers.co.uk. Spaces are subject to availability. Car park gates will be closed shortly before the final whistle on a matchday to allow the crowd to safely clear the stadium vicinity.

The gates will re-open as soon as it is deemed safe to do so.

Residents Parking
Ewood Park is situated in a residential area of Blackburn and we would ask that all supporters respect the surrounding areas. Parking is available at Ewood Park and also at various sites around the vicinity of the stadium. Please do not park on pavements, verges or residentially designated areas. Your cooperation is much appreciated.

Road Closures Post-Match
Please be aware that a block is put on movement of traffic after full time for 15 minutes.

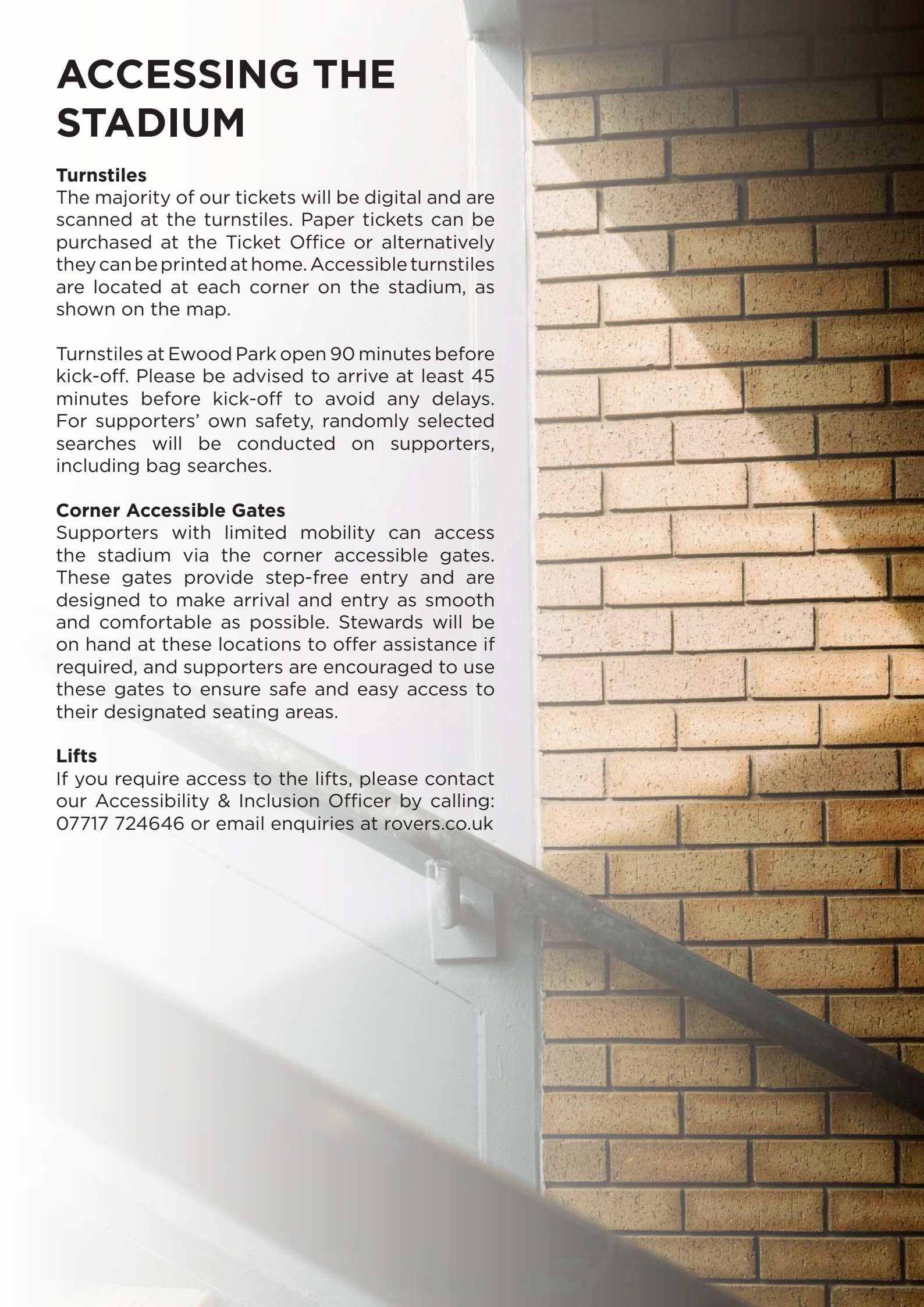
ACCESSING THE STADIUM

Turnstiles
The majority of our tickets will be digital and are scanned at the turnstiles. Paper tickets can be purchased at the Ticket Office or alternatively they can be printed at home. Accessible turnstiles are located at each corner on the stadium, as shown on the map.

Turnstiles at Ewood Park open 90 minutes before kick-off. Please be advised to arrive at least 45 minutes before kick-off to avoid any delays. For supporters' own safety, randomly selected searches will be conducted on supporters, including bag searches.

Corner Accessible Gates
Supporters with limited mobility can access the stadium via the corner accessible gates. These gates provide step-free entry and are designed to make arrival and entry as smooth and comfortable as possible. Stewards will be on hand at these locations to offer assistance if required, and supporters are encouraged to use these gates to ensure safe and easy access to their designated seating areas.

Lifts
If you require access to the lifts, please contact our Accessibility & Inclusion Officer by calling: 07717 724646 or email enquiries at rovers.co.uk



REFRESHMENTS & FOOD

Matchday Food
There are dedicated kiosks on the concourses and in the Fan Zone to enhance the supporter's experience by offering products such as pies, burgers, hotdogs, fries, hot beverages, and a selection of alcoholic and soft drinks.

Blues
Blues is open for home supporters on matchdays. Season Ticket Holders, Members and their pre-booked guests are entitled to guaranteed access on all matchdays until 1 hour before kick-off. Operating on a first-come, first-served basis until capacity is reached. Visit rovers.co.uk/fans/blues for more information.

On matchdays, we open 3 hours prior to kick-off, closing a minimum of one hour after the final whistle for midweek fixtures and a minimum of two hours for weekend games. This gives supporters time to catch up after the game, while allowing the traffic from the ground to ease.

Food & Drink Policy
Blackburn Rovers have established a clear food and beverage policy for matchdays. In keeping with football traditions, supporters are permitted to bring their own flasks and home-prepared foods into the stadium. However, entry with fast food or beverages purchased from external restaurants, takeaways, pubs, and retail outlets is prohibited across all concourses, restaurants, lounges, and facilities within the stadium. Blackburn Rovers aims to clearly communicate this policy to all customers by displaying signage at all entry points and turnstiles.

Allergens
If you have any food allergies or intolerances, please speak to a member of our catering team before ordering or purchasing any food or drink. Our menu changes regularly, so we recommend checking with a team member, even if you've dined with us before.

If you have any questions or queries regarding the Food Policy or allergens, please contact us via enquiries@rovers.co.uk.

Payments
We are a cashless stadium, and only accept payment via card. This is to help us serve you as quickly and efficiently as possible. We do also accept Apple Pay and Google Pay.

MATCHDAY HOSPITALITY

The club offers a variety of hospitality options to cater to everyone's needs. Executive Boxes provide a private domain within Ewood Park, offering superb views of the pitch. Guests can choose between a one-course or four-course meal option. There are a variety of hospitality lounges to choose from, each unique in their own way to enhance your experience.

For enquiries and bookings, please visit rovers.co.uk/hospitality.

Clayton & Douglas
Named in honour of the legends Ronnie Clayton and Bryan Douglas, this lounge presents the finest hospitality offering at Ewood Park. Situated above the tunnel, you are guaranteed to have the best view in the house! For more information visit www.rovers.co.uk/hospitality/packages/clayton-and-douglas/.

The Red Rose
Experience luxury in The Red Rose Suite which offers you incredible views of Ewood Park, unwind and indulge in our corporate hospitality suite. Find out more here www.rovers.co.uk/hospitality/packages/the-red-rose.

The 95 Club
The '95 Club is ideal for enjoying the matchday experience with your friends and family. Located in the largest hospitality lounge in Ewood Park, the atmosphere will be warm and welcoming ready for the match ahead. Visit www.rovers.co.uk/hospitality/packages/the-95-club to see the package inclusions.

Jack's Kitchen
Jack's Kitchen offers hot food option with drink. The ideal spot to savour the pre-match excitement for just £20 on top of your match ticket. In a relaxed atmosphere, enjoy pre-match and post-match access, with a hot food option and pint/wine/non-alcoholic drink. This is an optional upgrade on top of your match ticket.

ENTERTAINMENT AND ACTIVITIES

Matchday Food
Fan Zone
Situated at the Blackburn End, The FanZone offers a host of activities: Blues, our Fan Zone stage which features a variety of entertainment/performers, an outdoor bar serving both alcoholic and non-alcoholic drinks, along with a variety of street food. This will change each matchday, so be sure to head down to see what you can find and soak up the atmosphere.

Family Stand

The Games Room
Within the Family Stand, we have a Games Room where children can enjoy playing EA Sports on various consoles. This works on a first come first served basis, so that as many young supporters as possible can enjoy the facilities, children can challenge each other to a game in a supervised safe space (we ask that all children are always accompanied by an adult).

The Games Room facility opens 90 minutes before kick-off (when turnstiles open).

Activity Walls
How tall are you compared to your favourite Rovers player? Where in the world do all of our supporters come from? Can you colour in Rover the Dog and bring him to life? On every wall around the concourse, there are photo opportunities and puzzles to interact with, giving you the chance to grab a great selfie or keep the youngest members of your party entertained, with the majority of features set at a height so that they can be enjoyed by all.

Rover the Dog
Rover the Dog is one of the most popular faces at Ewood Park, and certainly the cuddliest! He makes sure he visits the Family Stand at every home fixture, spending as much time as he can making friends with our youngest supporters. You never know where he might pop up next, so keep your eye out for the giant friendly dog in his full Blackburn Rovers kit!

Rover's Kennel
Why not write to Rover the Dog? Rover loves reading your messages about the team and how much you have enjoyed meeting him, so get out your pen and paper, write him your thoughts and pop it in his postbox!



Flag Bearers
Have you ever wondered who those children are that get to carry out flags onto the pitch before the game? If you sit in the Family Stand, it could be you! If the experience hasn't been booked in advance by a local school or voluntary group, we will be choosing supporters at random from this stand at selected home fixtures, and they'll be given the opportunity to experience our matchday activities as the players come out of the tunnel to the roar of Ewood Park. The earlier you get into your seat, the better the chance you have of being picked out of the crowd to enjoy this amazing experience! For more information, please contact enquiries at rovers.co.uk

Child Priority Lane
Competing with adults for a place in the concourse catering queue can seem daunting experience for some of our smallest followers, so we have set up a child priority lane at the kiosk closest to the Blackburn End goal. Clearly marked as a child's lane, it also features a bright yellow step, so that they can climb closer to the counter and get a better view of what's on offer while communicating more easily with the friendly staff.



FACILITIES IN THE STADIUM

Sensory Room
Football can be exciting but overwhelming for some supporters, so we offer a Sensory Room - a calm, controlled space to help neurodivergent children stay regulated while enjoying the match. It features adjusted lighting, reduced noise, and sensory-friendly seating.

The Sensory Room is located in the Strikers Lounge and accessed via Blackburn End Reception. It opens 90 minutes before kick-off and is available to all ticket holders. Children must be accompanied by an adult, and adults may only enter with a child.

Toilets
Toilets are available throughout the stadium, and are located in the concourse and hospitality areas including Blues.

Changing Places
There is a Changing Places facility located at the Blackburn End of the stadium, near to the Fan Zone. The facility is accessible during office hours and on matchdays with entry via a Radar Key. Anyone who requires the use outside these times should contact the Security Department by calling 01254 508261.

Baby Changing Facilities
Baby changing facilities are located in accessible toilets in the lower tier concourses and within hospitality suites. If you require these facilities, please speak to a steward who will advise you of the nearest facility

Pram Storage
Any supporters wishing to bring a pram to Ewood Park can arrange to have it stored until the final whistle. Please speak to a steward on arrival.

Please note that BRFC are not responsible for any property that is left during the match.

DISABLED SUPPORTERS

If you require extra help on a matchday, or need step free access around the stadium, please take a look at our Access Statement by scanning the QR code below.

SAFETY & SECURITY

Bag Policy
In line with Ground Regulations and as part of our bag policy at Ewood Park, supporters are only permitted to bring one small bag into the stadium and it must not be bigger than A4 size. All items and bags carried by supporters and staff will be carefully inspected when entering the stadium. Any matchday merchandise you buy from the Roverstore will be supplied in a Blackburn Rovers plastic bag and can be brought into the stadium.

Ewood Park Emergency Procedure
In the event of an emergency, a public address announcement will be made, preceded by a loud chime sound. For deaf or hard of hearing supporters, the message will also appear on the big screen. Follow the directions of the stewards, police officers, and club officials. If you are in the lower tier, remain in your seat until a steward assists you, and listen carefully or watch the displayed message. Comply immediately with any instructions that affect your location.

Stewards, police officers, and club officials will direct you to safe areas, which may involve exiting through doors or gates to the street or moving onto the playing area. If you are in the upper tier, make your way to the safe holding or refuge areas located on the stairwells at each end of the stand.

Minimum Age for Entry
In line with safeguarding standards, Blackburn Rovers has a minimum age requirement for entry. All children under the age of 14 years must be accompanied by a responsible adult.



#ONEROVERS

Blackburn Rovers is a welcoming venue and an inclusive organisation and does not tolerate discrimination in any form. Please be reminded that Ground Regulations apply to all who enter and particular notice is drawn to:

- Ground Regulation 10 which states racial, homophobic or discriminatory abuse, chanting and/or harassment is strictly forbidden and will result in arrest and/or ejection from the Ground. The Club may impose a ban for one or more matches.

- Ground Regulation 11 which states the following is an offence under the Football(Offences) Act 1991 (as amended) "11.2 – the chanting of anything of an indecent or discriminatory nature."

Conviction may result in a Banning Order being made. If you hear or are made aware of anything of a discriminatory nature, please report it immediately to a steward/Police Officer or a Club Official if it is safe to do so; or text 07340 294474, email discrimination@rovers.co.uk or use the Kick It Out App, available to download via the Apple Store or Google Play.

Blackburn Rovers reserves the right to impose sanctions which may include a ban on any person who breaches Ground Regulations or whose actions are considered to be discriminatory or inflammatory.

Smoking Policy
Ewood Park is a non-smoking/vaping venue. A limited smoking facility is provided at half time.

Safeguarding
Safeguarding is everyone's concern.

Blackburn Rovers FC has an ongoing commitment to ensuring the welfare of children, young people and adults at risk, and everyone is expected to share that commitment. For further information or to report a concern, please refer to the Safeguarding Matters and Complaints Procedure by visiting rovers.co.uk/help-info/safeguarding.

Departing the Stadium
As Ewood Park is situated in a residential area, we ask you to respect our neighbours and their homes. Please dispose of your rubbish in the bins provided, use the toilets provided in the stadium and be mindful of minimising noise and disruption. Please note that traffic will be heavy when departing, and surrounding roads around the stadium are closed 15 minutes after full time.

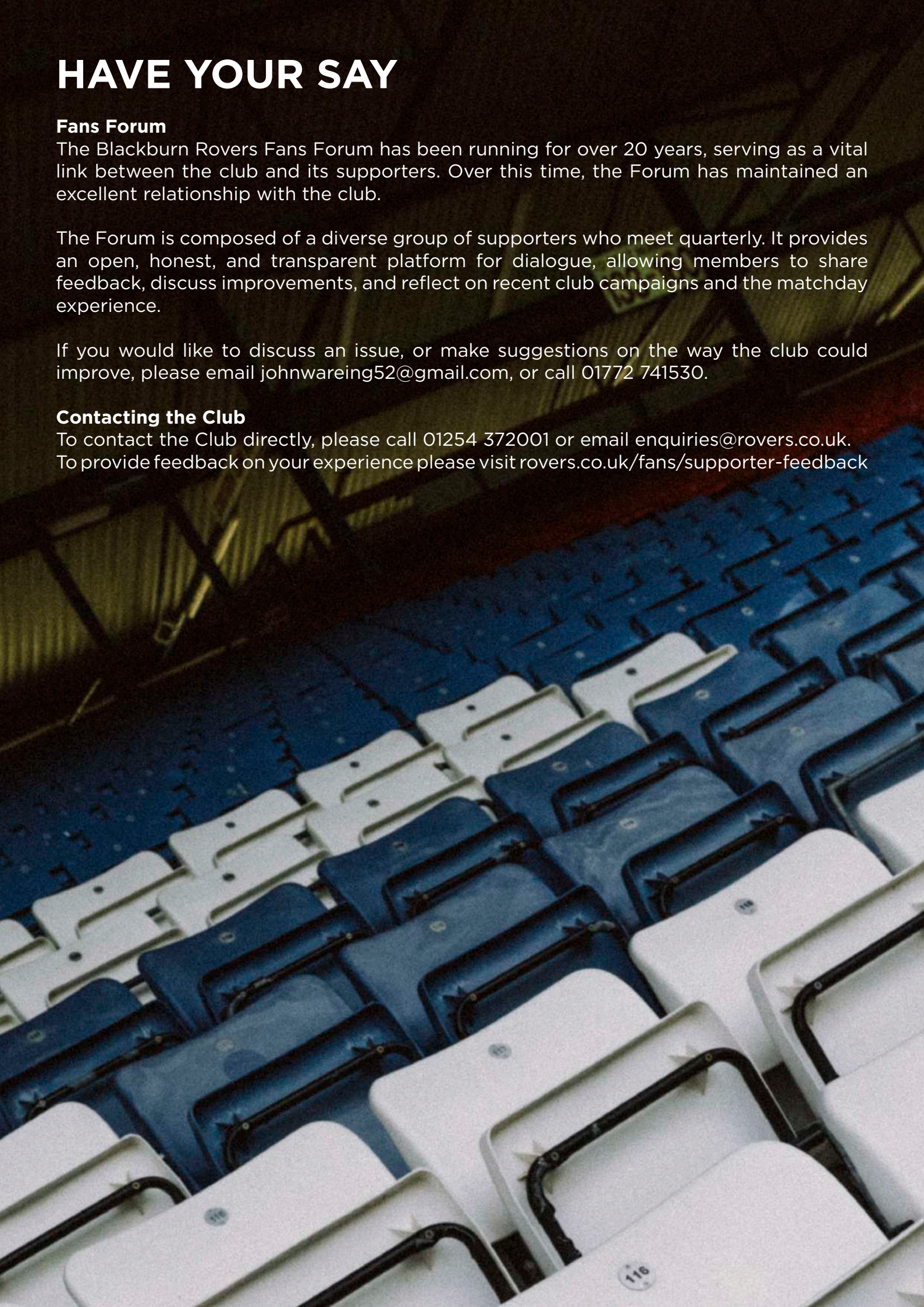
HAVE YOUR SAY

Fans Forum
The Blackburn Rovers Fans Forum has been running for over 20 years, serving as a vital link between the club and its supporters. Over this time, the Forum has maintained an excellent relationship with the club.

The Forum is composed of a diverse group of supporters who meet quarterly. It provides an open, honest, and transparent platform for dialogue, allowing members to share feedback, discuss improvements, and reflect on recent club campaigns and the matchday experience.

If you would like to discuss an issue, or make suggestions on the way the club could improve, please email johnwareing52@gmail.com, or call 01772 741530.

Contacting the Club
To contact the Club directly, please call 01254 372001 or email enquiries@rovers.co.uk.
To provide feedback on your experience please visit rovers.co.uk/fans/supporter-feedback



MAKE THE MOST OF YOUR EXPERIENCE

Roverstore
The Roverstore, located at the Blackburn End of the stadium, offers the latest home, away, and third kits as well as Blackburn Rovers merchandise. Visit their website at roverstore.co.uk to view the available products and special offers.

Opening times:
Tuesday – Friday: 10am – 4pm (open for evening games, but close after kick-off)
Saturday (Matchday): 10am until kick-off then another 30 minutes after the game
Saturday (Non-matchday): 10am – 3pm
Sunday: Closed (except matchdays)

The Roverstore provides a quiet period for supporters with autism and other sensory conditions every Thursday from 10-11am. However, this may not always be possible if other events are taking place at that time.

Stadium Tours
Venture behind the scenes on a match day tour of one of England's finest football stadiums. Step through the tunnel, glimpse the Media Suite where players and managers are interviewed, and even pose for a photo with the Premier League trophy. Private tours are also available for booking. To find out more, please visit rovers.co.uk/tickets/stadium-tours

Memberships*
Our membership packages offer exclusive benefits, including discounts, a membership pack, and access to club merchandise sales and competitions. These make the perfect gift for devoted Rovers fans. For more details, visit rovers.co.uk/tickets/memberships.

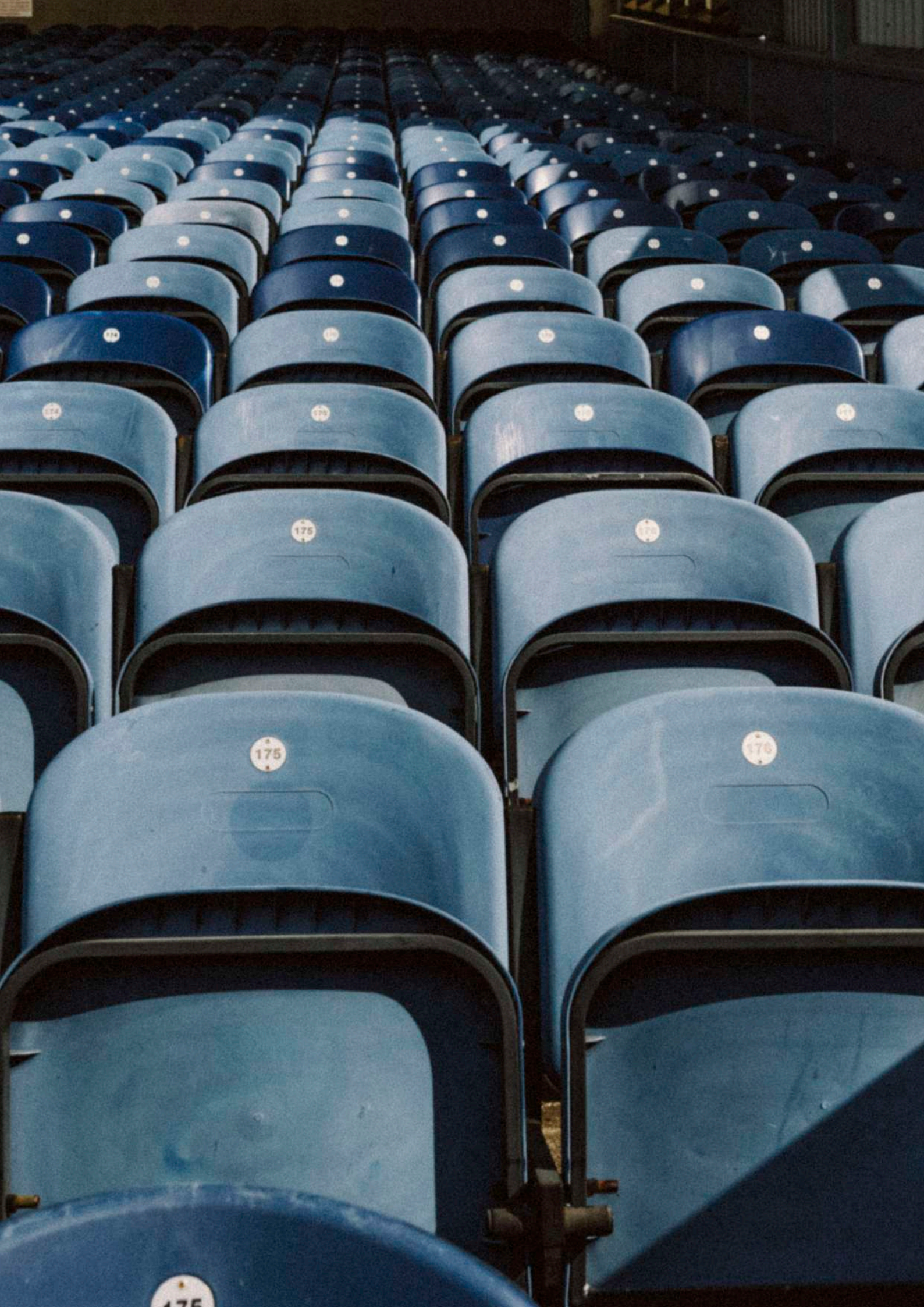
Mascots
Do you know a young Blackburn Rovers fan who would love the chance to lead the team onto the pitch at Ewood Park as a matchday mascot? This is a dream opportunity for many Rovers supporters. As a mascot, you'll receive the latest team kit, tickets for your family, be featured in the digital match programme, and enjoy much more. To learn how to become a Rovers mascot, visit rovers.co.uk/kids/matchday-mascots.

COMMUNITY TRUST

The Blackburn Rovers Community Trust is a charitable organisation dedicated to providing the local community with high-quality programmes in grassroots football, education, inclusion initiatives, and awareness projects. These offerings aim to encourage off-field participation, success, and enjoyment. Throughout the year, the Trust hosts multiple events to help address disparities in health, education, aspirations, and opportunities. To learn more about the Community Trust's activities or to get involved in their events, visit their website at rovers.co.uk/community.

Women's Team

Blackburn Rovers Women play their fixtures in the FA Women's National League. Supporters will have the opportunity to cheer on the team at Charnock Richard FC, Euxton Villa FC and on selected occasions, Ewood Park throughout the campaign.
To view the full fixture list please visit-
https://www.rovers.co.uk/club/women/fixtures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Have a great time at Ewood Park! Enjoy the match, and we hope to see you again soon!

If you would like to contact the club, please use the following:

Stadium Address:
Ewood Park,
Nuttall Street,
Blackburn,
Lancashire,
BB2 4JF

Club Contact Details:
Telephone: 01254 372001
Customer Services: enquiries@rovers.co.uk
Official Website: www.rovers.co.uk
Follow us on Social Media @rovers