

STEVENAGE FOOTBALL CLUB

FIRST TIME GUIDE

2018 / 19



#WEARESTEVENAGE

WELCOME

TO THE LAMEX

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A BRIEF HISTORY

OF STEVENAGE FC



Stevenage Football Club has continued to make waves in the world of football since its formation in 1976.

The club was formed as "Stevenage Borough" following the bankruptcy of Stevenage Athletic and after spending the first decade and a half of the club's history moving up and down the Isthmian League's, promotion to the Football Conference was finally confirmed in 1994.

Despite winning the league just two seasons later, inadequate ground facilities meant promotion was denied. 14 years later, justice was finally served as a record breaking Conference title winning campaign saw the club become a Football League side for the first time in the club's history.

Promotion to League One soon followed where the club spent three seasons in the third tier of English Football before re-joining League Two, where the club have become established promotion-chasers ever since.

League championships, trophies, FA Cup shocks – these are all just part and parcel of being at this club which, unlike more traditional names, is busy creating history rather than living off it. Here are a few of our recent highlights:

- Won the first ever competitive final at the new Wembley Stadium, winning the 2007 FA Trophy Final in front of 53,000 fans.
- Had two more Wembley appearances since, taking home the FA Trophy again in 2009.
- Won the Blue Square Premier as Champions in 2010, earning promotion to the EFL for the first time in our history.
- Winning a second successive promotion by triumphing 1-0 in the League Two Play-off Final at Old Trafford in 2011.
- Reached the Fourth Round of the FA Cup in 2011 after beating Premier League Newcastle United 3-1 at The Lamex Stadium.
- Reached the FA Cup Fifth Round in 2012, taking Spurs to a replay at White Hart Lane.
- Reached the League One play-offs in 2012.
- Reached the FA Cup Fourth Round in 2014, hosting Everton at The Lamex Stadium whilst also taking the Toffees to extra time at Goodison Park in the Capital One Cup.

TICKETS

HOW TO BUY

Stevenage FC offer five ways to purchase your tickets.

🖱️ **Online** at borotickets.co.uk

☎️ **By telephone** - call us on 01438 223223 and our staff will be happy to assist you.

🛒 In person from the **Club Shop**, open **Thursday & Friday (10am - 7pm)**, and Tuesday & Saturday home Matchdays (12pm - Kick-Off). The shop is also open 15 minutes after the final whistle.

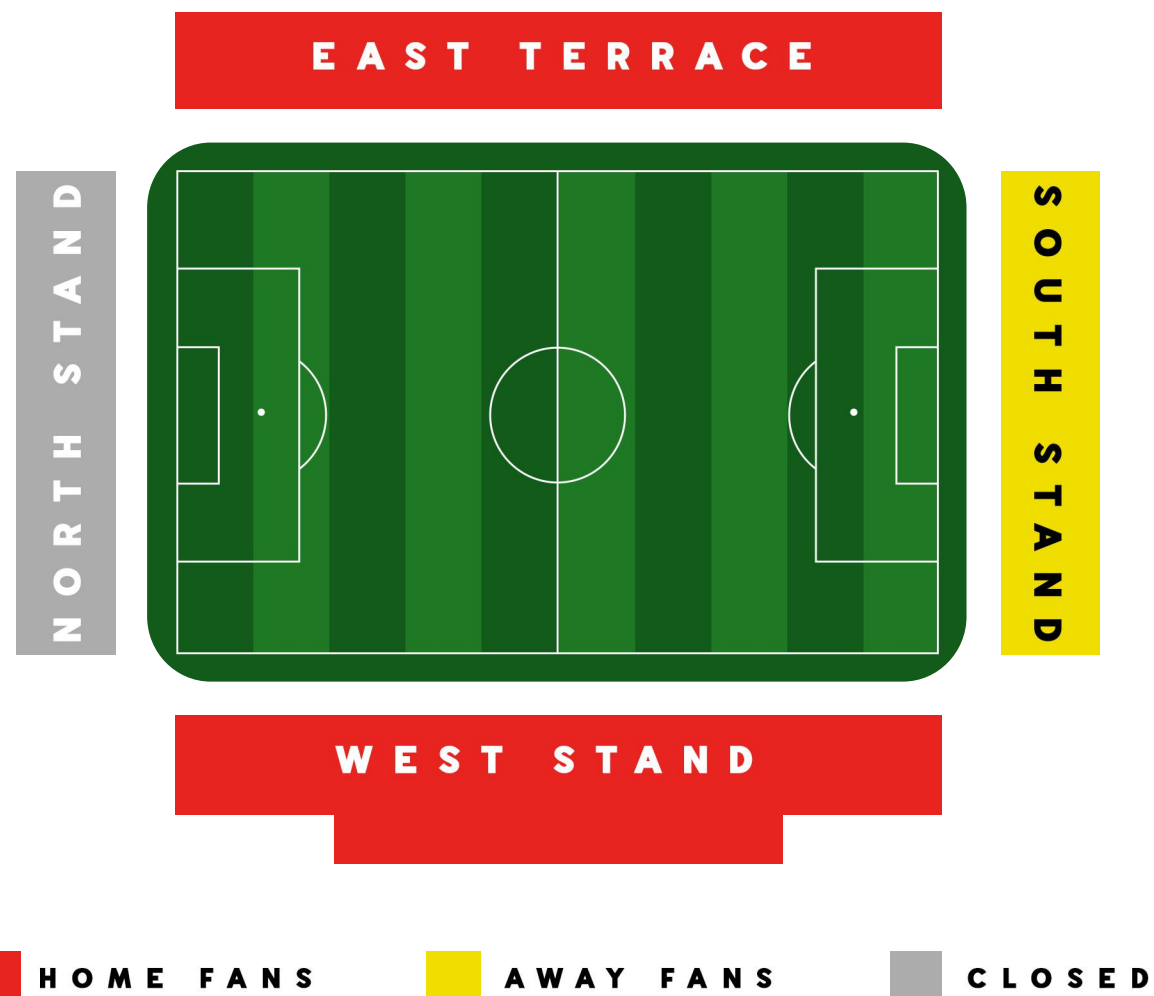
📄 From the **Ticket Office** on the day of a game. Open from midday for a Saturday home match and from 5pm for a midweek home match. This is also where tickets bought online can be collected.

🚪 On the **turnstiles** on the day of the game.



TICKETS

WHICH STAND?



East Terrace

The best atmosphere at The Lamex comes from the East Terrace, which is a standing only stand. Our most vocal fans who lead the singing, dancing and banging on the drums are housed in the centre of this, but standing anywhere on the terrace guarantees a unique experience.

West Stand

Our West Stand is an all seater stand that holds 2,000 fans, as well as housing our hospitality areas, press boxes and the tunnel leading to the changing rooms. These seats offer a great view and are perfect to bring your youngsters along for the first time.

South Stand

Our 1,500 capacity South Stand is the newest stand at the stadium, and is allocated to visiting fans. With the opposition usually kicking towards this end in the second half, it creates a great atmosphere between the two sets of fans.

North Stand

The North Stand is currently under construction. At the beginning of the 2017/2018 season, Stevenage fans raised over £600,000 in crowdfunding to be used to build a new, state-of-the-art North Stand on Broadhall Way.

TICKETS

PRICES

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	WEST STAND	EAST TERRACE	SOUTH STAND (away fans only)
ADULTS	£22	£15	£22
CONCESSIONS*	£20	£15	£20
UNDER 18s	£15	£10	£15
UNDER 12s	£10	£5	£10
FAMILY OF 3 (1 Adult, 2 U12s)	£30	N/A	N/A
FAMILY OF 4 (2 Adults, 2 U12s)	£45	N/A	N/A
*Concessions: 60s & over, members armed or emergency services with valid ID, students with valid ID & ambulant disabled persons.			

PARKING & TRAVEL

DIRECTIONS TO THE GROUND



Car

Directions are signposted from Junction 7 on the A1(M). Please use the underpass to cross the A602. Do not cross the dual carriageway.

Free matchday car parking for 500 cars is available to fans at Fairlands Valley car park, to the north of the ground.

Broadhall Way
Stevenage
Hertfordshire
SG2 8RH



Bus

Our matchday Shuttle service with Arriva now operates in a loop from Stevenage bus station and Stevenage railway station to The Lamex. It costs just **£1** and is available to all fans.



Train

Stevenage train station is on the East Coast mainline, and runs from Peterborough (50 mins) to London Kings' Cross (25 mins). Virgin East Coast services also stop at Stevenage, from Leeds, York, Newcastle & Edinburgh.

To walk from Stevenage train station to the Lamex Stadium, cross over the bridge towards the Gordon Craig theatre. Walk through the tunnel and continue before turning right at the bus station. Then continue through the town before going under the underpass at ASDA.

From ASDA, continue walking on the pavement down the dual carriageway, past McDonalds and the Roaring Meg retail park.

The Lamex Stadium is then viewable on the corner of the roundabout. Please use the underpasses on Broadhall Way to complete your journey.



FAMILY EXPERIENCE

PRE - MATCH

Kids' Zone

We have a brand new Kids' Zone as a regular part of our matchday experience, located just outside the Stevenage FC Foundation building to the right of the Ticket Office and Club Shop.

From 1pm-2:45pm every week we have interactive games, face-painting and the opportunity to meet and greet players from the First Team squad. The Kids' Zone is also the place where you can collect & update your Junior Fan Passport.

Boro Busker

This season, every single home game we have live music playing outside the stadium in the form of a Boro Busker! We will be inviting a different local artist each week to entertain supporters by the Ticket Office from 1:30pm, to help build up the atmosphere prior to kick-off.



FAMILY EXPERIENCE

FUN STUFF



Astute Half-Time Family Challenge

Our half-time entertainment includes the Astute Half-time Family Challenge, where families compete to earn fantastic prizes, including an all inclusive holiday worth **£5000**.

Junior Fan Passport

New to 2018/19, we have brand new Junior Fan Passports for all our young supporters to enjoy and update with each and every visit to the Lamex Stadium.

This is the chance for our youngest supporters to show off their support for Stevenage by collecting club crest stickers of each of our opponents at each home fixture throughout the season!

Player Post

Send letters to your favourite players via our Player Post Box, located just outside the Kids' Zone/Foundation Offices. We will ensure that all messages reach the intended recipient so don't forget to leave your contact details so we can get back in touch!



FAMILY EXPERIENCE

First Time Fans

Bringing an U12 for the First Time? Please let us know so we can reward your little one with a special First Time Fan badge, plus a "First Time Certificate", hand-signed by the Manager!

Family Zone

Situated closest to the main West Stand turnstiles, our Family Zone is the ideal space to bring your youngsters along. With toilets and a tea bar are only a short distance away, plus a great view of the whole pitch, the Family Zone is the perfect place to enjoy the game with your family.



FOOD & DRINK

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THE BROADHALL SUITE

Looking for somewhere to eat or drink on a matchday?

The Broadhall Suite is our friendly bar which caters for fans before and after games on every matchday.

Opening at midday on a Saturday and 6pm for an evening game, you are sure to get a warm welcome from our friendly staff.

As well as being open to the public on matchdays, the Broadhall Suite is available to hire for both evening and daytime events or meetings.

Winners' Hour

Keep an eye out for our Winners' Hour promotions, new to this season. On selected matchdays we offer **£2 pint pre-match, which drops to £1 a pint post-match, should Stevenage pick up three points.**



FOOD & DRINK

HOSPITALITY



Whether it's a special occasion, a visit with a client or just a treat for you and your family a day out at The Lamex Stadium can provide the ultimate match day experience.

Executive Box

An Executive Box is the perfect way to enjoy League Two football at The Lamex. Our superbly appointed executive suites are each designed to accommodate 10 guests in comfort with a pre-match meal or buffet included in your package as well as reserved VIP seating, half time refreshments, a waitress service from the bar and much more.

Benington Suite

Alternatively you can enjoy a pre-match meal or buffet in comfortable surroundings of the Benington Suite.

Interested? Call Clive Abrey on 01438 223223 or email clivea@stevenagefc.com

FOOD & DRINK

INSIDE THE GROUND

Tea Bars

Our tea bar catering has played a key role in helping us to provide the best possible family experience at the Lamex Stadium.

Our tea bars are located in each corner of the stadium and serve a wide variety of food and drink, hot and cold, throughout the game.

1/4 Burger	£3.50	Chips	£2.50
1/4 Cheeseburger	£4.00	Chocolate Bars	£1.00
1/2 Burger	£4.50	Crisps	£1.00
1/2 Cheeseburger	£5.00	Fruity Pot Jelly	£1.00
Boro Burger	£5.50	Fruity Pot Fruit	£1.00
Veggie Burger	£3.50		
Chicken Burger	£3.50	Bottled Water	£1.00
Hot Dog	£3.50	Fruit Juice	£1.00
Hot Dog with Cheese	£4.00	Tea	£1.50
Bacon Roll	£3.50	Coffee	£1.50
		Hot Chocolate	£1.50
Pies	£3.00	Bovril	£1.50
Beef & Veg Pasty	£3.00	Soup	£1.50
Sausage Roll	£2.50	Cappuccino	£2.00
		Bottled Soft Drinks	£2.00

MATCHDAY

TIME GUIDE

3pm 7.45pm
KO KO

- 12pm 6pm Club Shop & Ticket Office open
- 12pm 6pm The Broadhall Suite opens
- 1:00 6:15 Players start arriving
- 1:30 -- Kids' Zone opens
- 1:30 12pm Turnstiles open
- 1:45 -- Boro Busker starts performing
- 2:00 6:45 Team line-up is announced
- 2:00 6:45 First Team players in Kids' Zone
- 2:15 7:00 Players start warm-up
- 2:45 7:30 Players head for changing room
- 2:55 7:40 Teams emerge onto pitch

3pm 7.45pm
KO KO

- 3pm 7:45pm Kick-off
- 3:45 8:30 Half-time
- 3:50 8:35 Astute Family Challenge
- 4:45 9:30 Full-time



CLUB SHOP

IN STORE AND ONLINE

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The Stevenage FC Club Shop is your #1 place for merchandise & tickets all year long.

Located between the players entrance and ticket office outside the West Stand at the Lamex Stadium, the Club Shop is now fully stocked with our new Macron Playing Kit & Training Wear range.

Opening Hours:

Monday : Closed

Tuesday : Closed - See home match day hours*

Wednesday : Closed

Thursday : 10am-7pm

Friday : 10am-7pm

Saturday : Closed - See home match day hours*

Sunday : Closed

*Home match day hours:

Tuesday: 12pm – Kick Off + 15 Minutes After Full Time

Saturday: 12pm – Kick Off + 15 Minutes After Full Time



THE PROGRAMME

PRINT & DIGITAL



New season, new look...

Make sure you pick up your new look #WeAreStevenage programme at each home league game this season, full of exclusive interviews, content and much more.

Designed and printed by Curtis Sport, this new 48 page edition is on sale from the club shop, ticket office and around the stadium for three pounds on Matchdays.

Also this season, Stevenage FC have introduced the first free, interactive, digital Matchday Programme in the EFL.

The 22 page programme is completely free of charge, and can be viewed in the build-up to the game.

SOCIAL MEDIA

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STAY CONNECTED



Twitter

Check out our official twitter feed for all the latest information and exclusive news, plus minute-by-minute updates on match days.



Facebook

Check in at the Lamex Stadium to show your friends where you are and 'Like' the club's official Facebook fan page for exclusive news.



Instagram

Follow [stevenagefcofficial](#) for daily updates and exclusive behind-the-scenes content from training through to match day.



YouTube

Find the Stevenage Football Club Official Youtube site and watch exclusive videos from the first team, match highlights and club news.





Stevenage Football Club

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