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FIRST TIME VISITORS' GUIDE TO THE VALLEY 2021/22



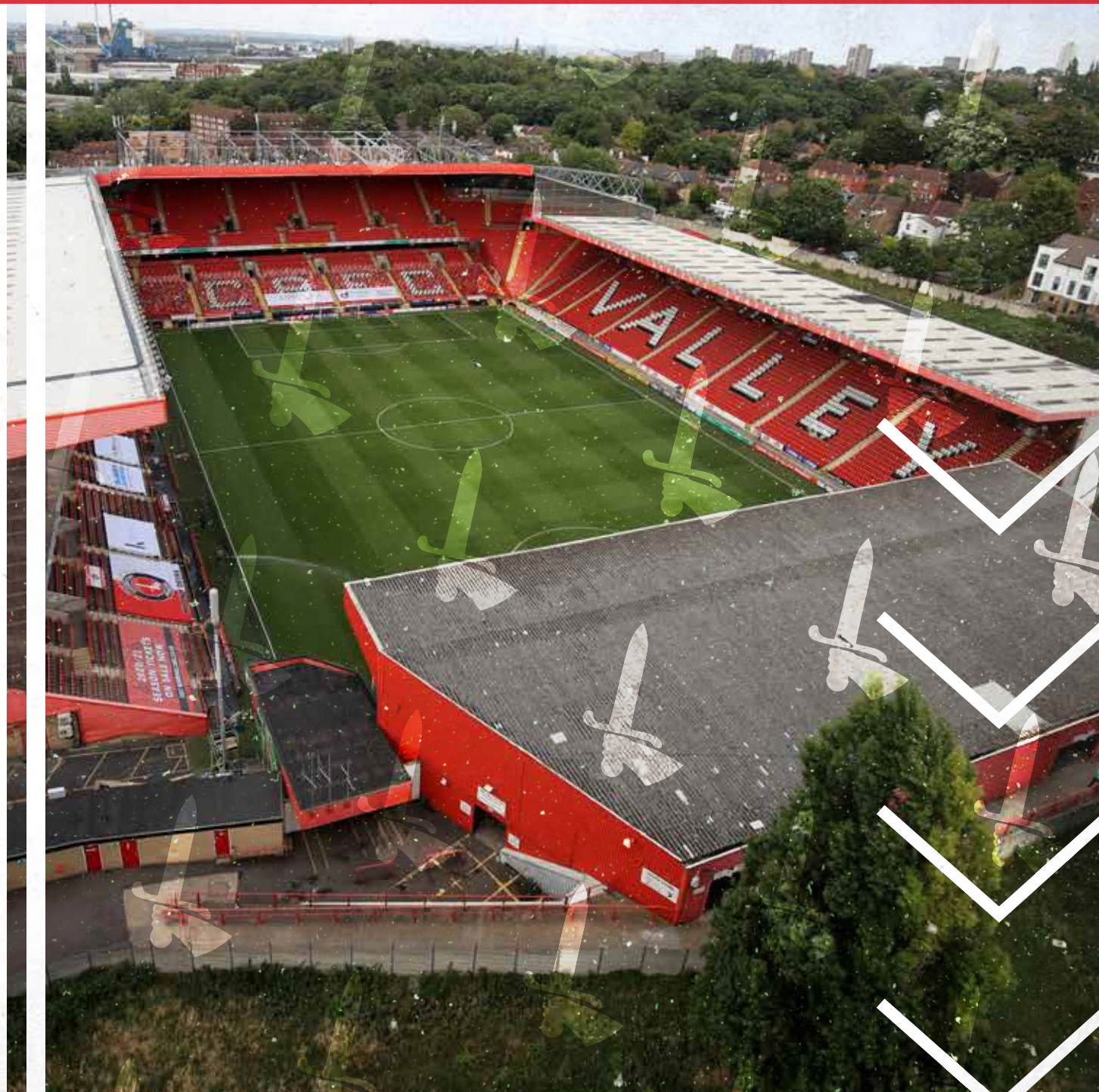
THANK YOU FOR CHOOSING TO JOIN US AT THE VALLEY

Never been to The Valley before? We've created our first-time visitors' guide for everyone who is preparing for their first ever trip to SE7.

Giving details on everything from match tickets and the stadium itself to The Charlton Athletic Museum and cash-point information, we hope that our guide will have the answers to all of your questions.

We conclude the guide with details on how - once in your seat - you can keep up to date with everything Charlton on your social media channels.

COME ON YOU REDS!



TICKETS

The club's home matches are classified as either Addicks Silver or Addicks Gold, with Gold representing higher-profile games, such as local derbies. There are three ways to purchase seats for fixtures at The Valley.

IN PERSON

The club's ticket office is available to visit at the following times: Monday 1pm-5pm, Tuesday 9.30am-5pm, Friday 9.30am-5pm. On weekend matchdays, the Ticket Office will be open from 10am.

Two hours before a fixture kicks off, matchday prices are introduced and that sees adult, over 65s and under 21s tickets increase by £3.

BY PHONE

The ticket office's phone lines are in operation Monday 1pm-5pm, Tuesday, Wednesday and Friday 9.30am-5pm.

Calls to 03330 14 44 44 are priced at standard rate. There is an administration charge of £2.50 per transaction for purchases made over the phone.

ONLINE

Tickets for home matches that have been purchased online can be printed at home at supporters' own convenience.

Simply bring the self-printed ticket to the turnstile and scan accordingly to gain entry to The Valley.

Tickets can be purchased via **booking.cafc.co.uk**



Alternatively, fans can choose to print their own ticket at home or have a mobile ticket sent to their phone. This can be scanned on your device at the turnstile to allow for a more seamless and digital matchday experience.

All purchases made online are subject to a £1.50 booking fee. This applies per transaction, rather than per ticket.

Fixtures will go on sale four weeks before the date it is due to be played. They usually remain on sale right up until kick-off on the day of the game, depending on availability.

AWAY FANS

Our ticket office provide an allocation of tickets to our opponents ahead of every match at The Valley. Away fans wishing to purchase seats in the away end should contact their own club's ticket office to purchase them. The only time Charlton will sell tickets to away fans will be on the day of the game, if they remain on sale.

Still have questions? You can contact our ticket office on **03330 14 44 44** or by emailing **tickets@cafc.co.uk**

GETTING TO THE VALLEY

BY CAR

The Valley's postcode is **SE7 8BL**. A lot of the roads around The Valley have parking restrictions and those driving to the ground are, therefore, advised to plan their journeys in advance.

BY TRAIN

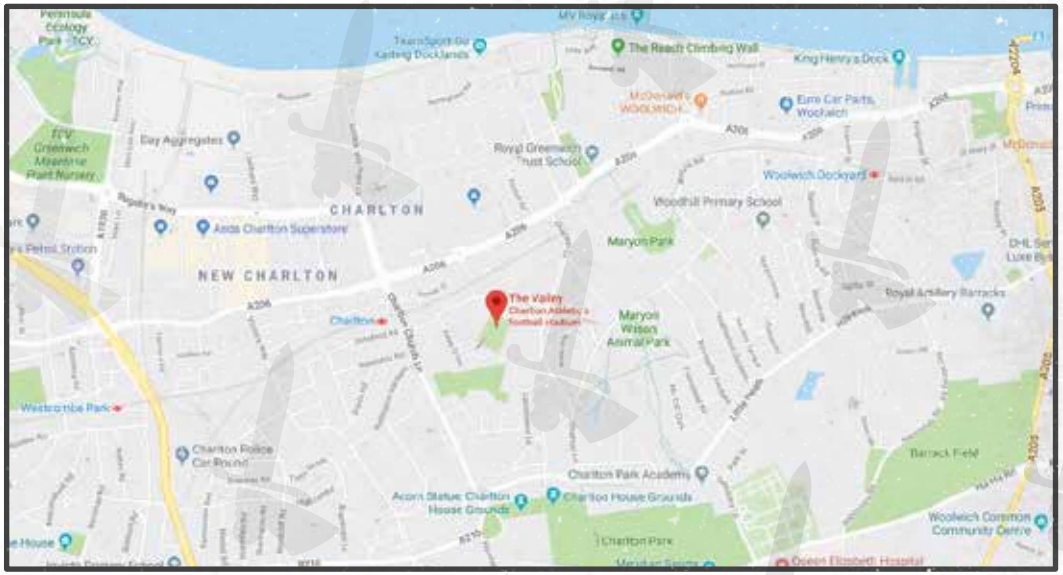
Charlton station is the nearest train station to The Valley and is just a three-minute walk away. Charlton station is served by trains travelling from London Cannon Street, London Charing Cross, Dartford and Gillingham.
We advise fans travelling by train to plan their journey in advance.

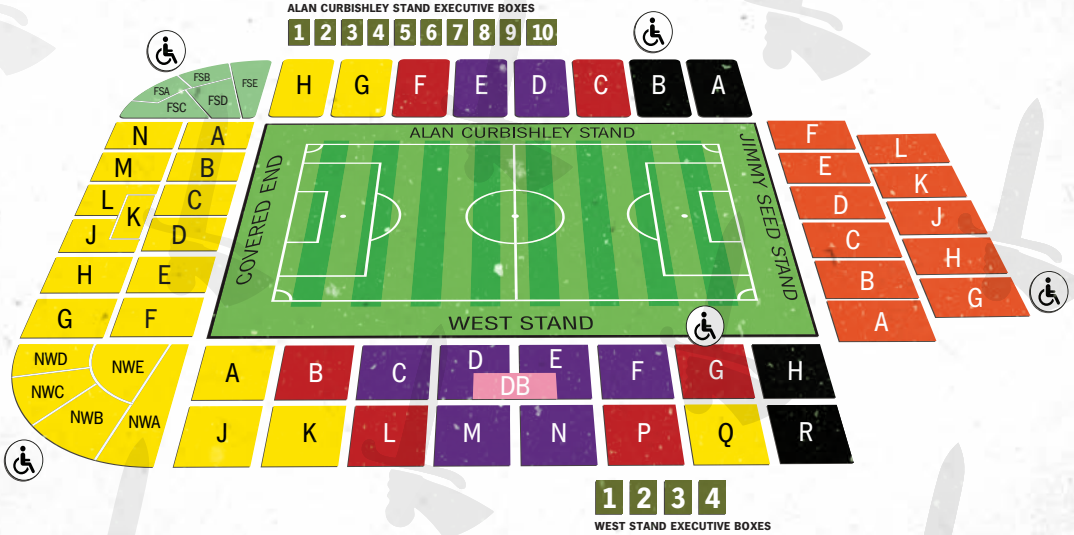
BY TUBE

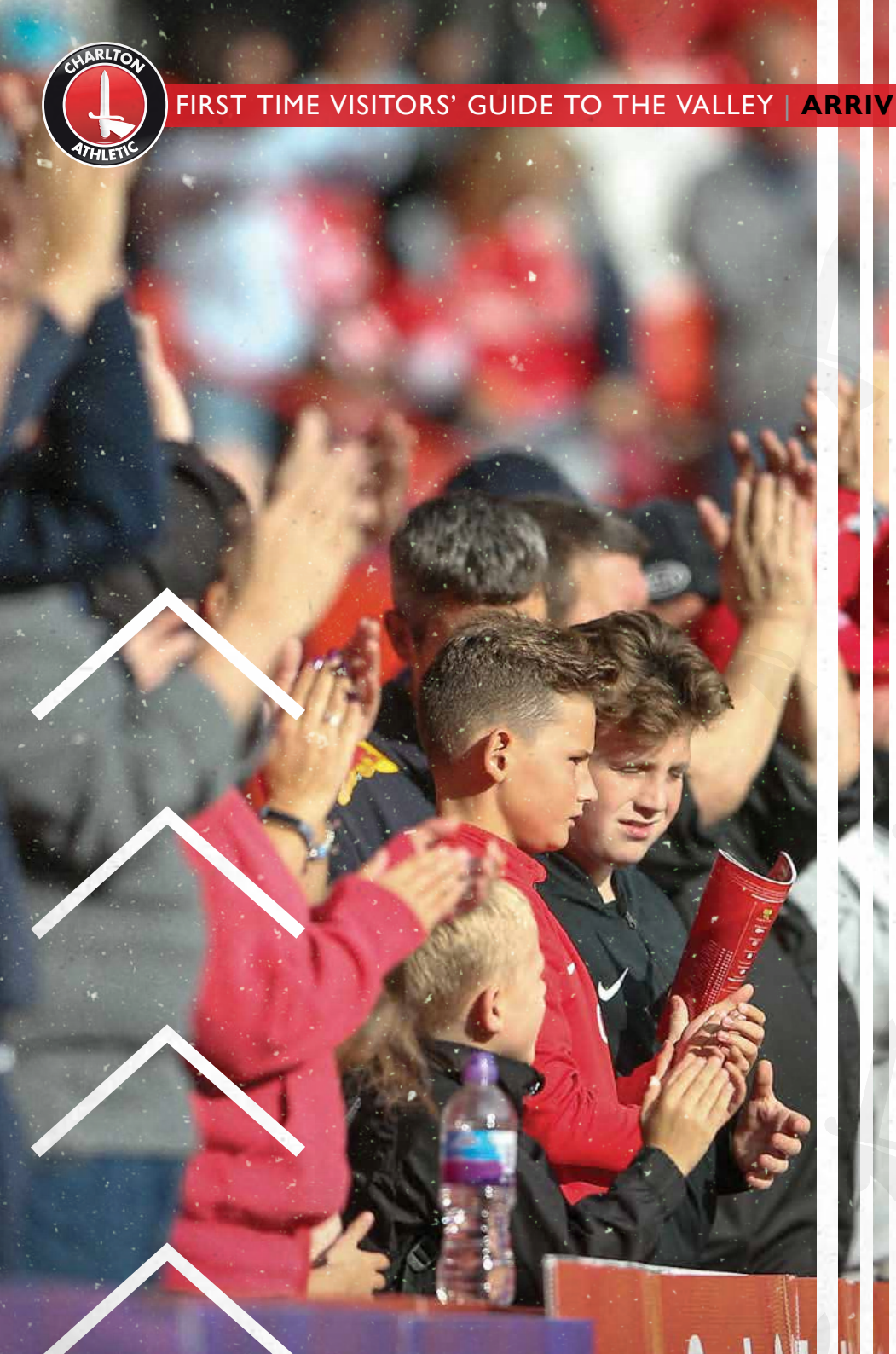
North Greenwich is the closest tube station to The Valley. Located right outside of the O2 Arena, North Greenwich is served by the Jubilee Line and also has a large bus stop.

BY BUS

London Buses **472, 486, 161, 177, 180** and 380 stop near to The Valley. Some of these can be boarded from North Greenwich tube station, which is around a 10-minute journey from The Valley.







ARRIVING

TICKET COLLECTIONS

Tickets being collected within two hours of kick-off should be picked up from the Covered End Ticket Office, which is located at the rear of the Covered End in Harvey Gardens.

CASH POINT

While there is a cash machine located on the side of the Valley Superstore, the stadium itself is becoming cashless. This means that no cash will be accepted for any transactions in the stadium and we would advise people to make sure that they bring a payment card with them. There are also cashpoints located outside of Charlton train station on either side of the road.

CHARLTON ATHLETIC MUSEUM

The Charlton Athletic Museum – located in The Valley's Covered End – is open 11:00AM-1:00PM on all Saturday home matchdays and gives you the opportunity to learn about the club's illustrious history. Entry is free, though supporters are welcome to make a voluntary donation to the museum.

TURNSTILES

The Valley's turnstiles open 90 minutes before the match is due to start – 1:30PM for a 3:00PM kick-off and 6:15PM for a 7:45PM kick-off. We would recommend that you take your seats early, so that you can enjoy all of our pre-match build-up.

FANS' BAR

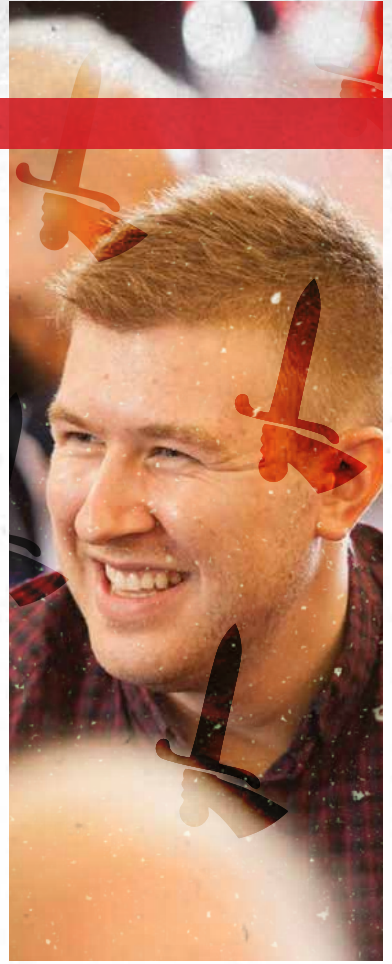
Open on every home matchday to all season ticket holders and Charlton supporters with match tickets, the Fans' Bar is a free lounge where fans can relax before and after games at The Valley.

A warm, bustling retreat, the Fans' Bar is located in the Covered End and can cater for over 500 supporters at any one time.

The bar is accessible at half-time to fans sitting in the Covered End Upper, offers great views of The Valley's pitch and is a fantastic place for supporters to grab a drink and some food with their fellow fans.

Opening three hours prior to kick-off, the Fans' Bar also shows live games on its big screens, both before and after the Addicks' match has taken place.

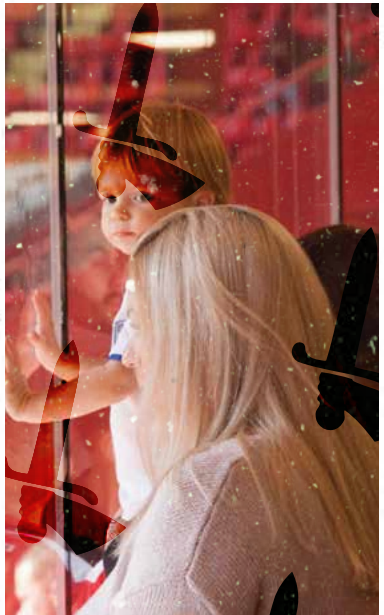














INFORMATION FOR DISABLED SUPPORTERS

TICKETS

Tickets for fixtures at The Valley are sold to disabled supporters under the same terms and conditions as all Charlton Athletic fans. They are always priced at the relevant age category, which – if required – also includes a complimentary ticket for a personal assistant or carer. When booking tickets, disabled supporters will need to state their requirements. For example, if they require a headset, lift pass or parking space.

Tickets can be booked by calling the ticket office on **03330 14 44 44**, by visiting the Ticke Office in person or by emailing **tickets@cafc.co.uk**

REQUESTING A FREE PERSONAL ASSISTANT/ ESSENTIAL COMPANION TICKET

At Charlton Athletic we recognise that in order for some of our supporters to take advantage of all that we have to offer, they may need support from another person. To apply for a free personal assistant/essential companion ticket, you need to send a copy of your letter from the Department of Work and Pensions (DWP) that confirms you receive medium to high rate disability allowance to **Charlton Athletic Ticket Office, The Valley, Floyd Road, London, SE7 8BL**. Alternatively, you can email copies of it to **tickets@cafc.co.uk**

TEMPORARY MOBILITY RESTRICTIONS

Supporters suffering from temporary mobility restrictions (e.g a broken leg) that may affect access to the stadium or seating areas, should contact the Disabled Liaison Officer prior to the game to arrange alternative seating (subject to availability).

AMBULANT SUPPORTERS

Disabled supporters not requiring wheelchair access can sit anywhere in the ground with their PA/carer (subject to qualification), providing they are able to access the area, subject to safety requirements of the ground.

WHEELCHAIR USERS

Wheelchair users are accommodated at the front of the West Stand Lower, behind blocks A and B in the East Stand and behind the North East (Family Stand) and North West Quadrants, which allow the PA/carer to sit alongside them. We have lift access for those sitting in the Family Stand or North West Quadrants.

PARKING

Supporters with mobility issues can book a parking space for matches once they have gone on general sale. If they cannot attend for any reason, fans need to inform the Disabled Liaison Officer (DLO) within 24 hours of the game or they may lose their space for the next game. Spaces can be booked by emailing **disability.parking@cafc.co.uk**

PUBLIC TRANSPORT

All Transport For London (TFL) buses are now wheelchair accessible, as is Charlton Train Station and The Valley's nearest tube station, North Greenwich. Buses can be boarded from North Greenwich to The Valley.

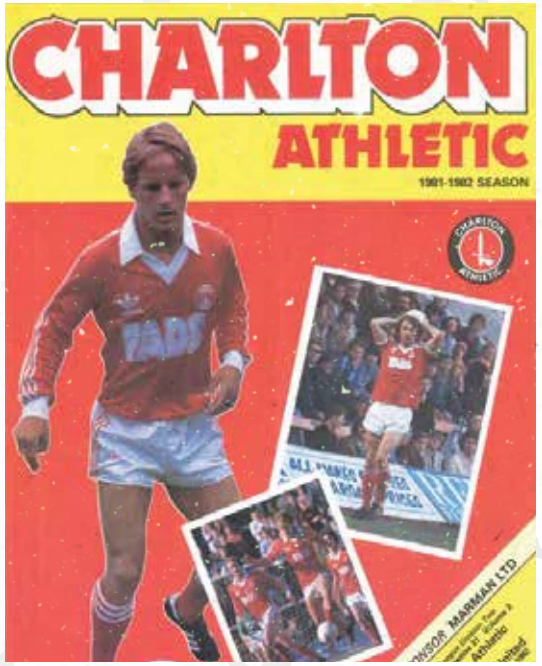
VALLEY REVIEW

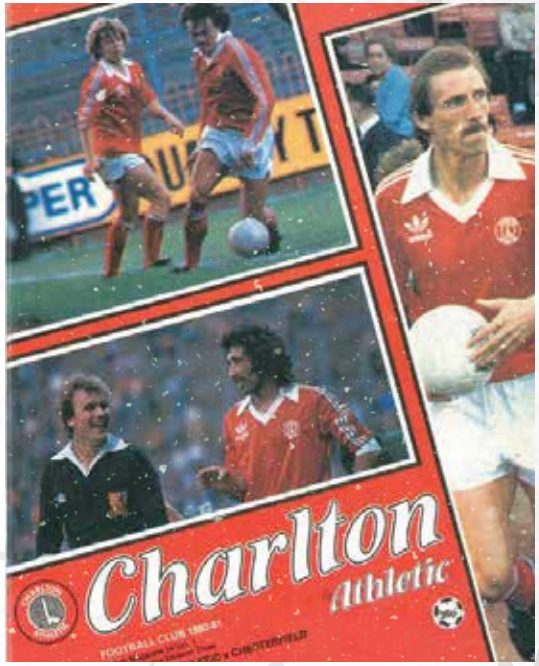
Boasting exclusive interviews and content every home matchday, Valley Review – the club's official programme – is an essential part of many Addicks' matchdays.

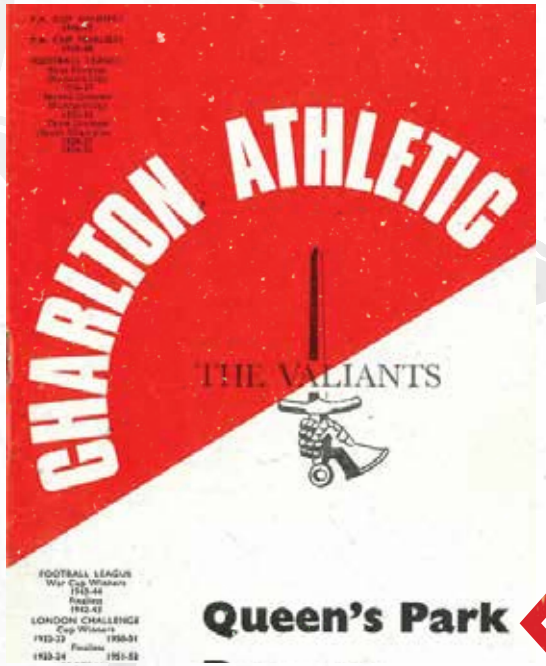
VR includes a one-on-one interview with a member of the club's first-team squad in every edition, as well as possessing many more features that cater for supporters both young and old.

Valley Review is available to purchase in and around The Valley as well as in the Valley Superstore, which is located in the North-West corner of the stadium.

We also offer a programme subscription service, where we will send each issue of Valley Review to your home or a preferred address via first-class post.







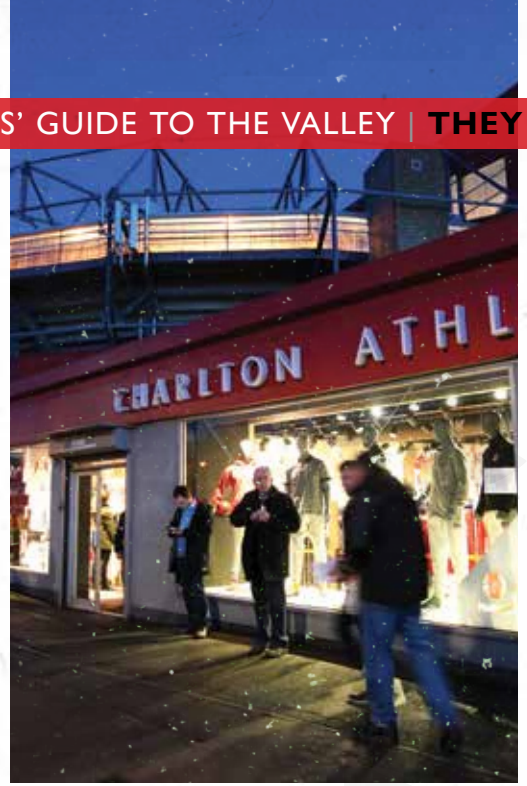


WANT A MESSAGE PRINTED IN VALLEY REVIEW?

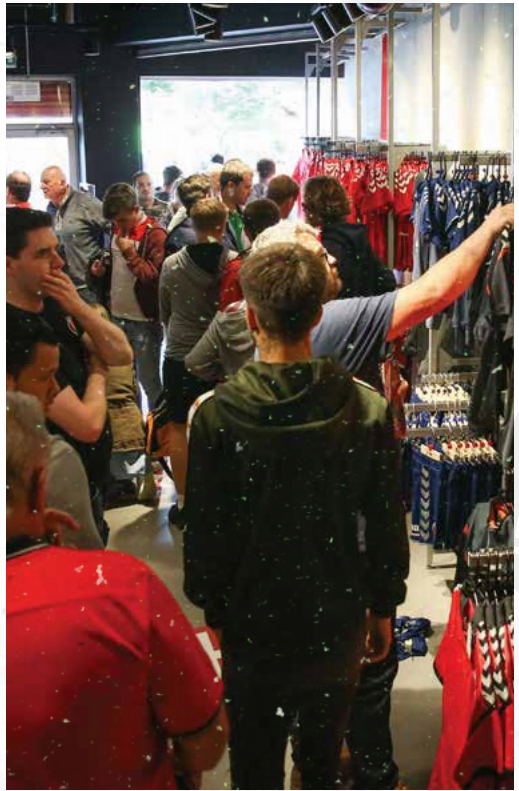
If you want a message for a loved one or a friend printed in an upcoming edition of Valley Review – whether that be a birthday, good luck message or whatever - make sure you email it to **valley.review@cafc.co.uk** at least 72 hours before the game!

If your message is printed in Valley Review, it will also be read out over The Valley's PA system at half-time.









THE VALLEY SUPERSTORE

The Valley Superstore is the only place where fans can stock up on official Charlton Athletic merchandise.

From our bespoke replica kits to training wear, hats and scarves and small gifts, the Valley Superstore sells a variety of products that suit all price ranges.

THE VALLEY SUPERSTORE'S OPENING HOURS:

Monday - Friday: 9:00AM - 5:00PM

Non-Matchday Saturday: 10:00AM - 4:00PM

Matchday Saturday: 10:00AM until kick-off and then 1 hour after the game

Sunday: Closed

Supporters can also purchase items online 24 hours a day, seven days a week by visiting **www.clubshop.cafc.co.uk**

Have a question for the Valley Superstore?
EMAIL: clubshop@cafc.co.uk

FAMILY STAND

If you are coming as a family to The Valley and have young children with you, we would recommend that you take in the action from our dedicated Family Stand.

LOCATION

Built in 2001, The Valley's Family Stand is located in the North-East quadrant of the stadium and affords a great view of the pitch. The Family Stand is populated with Addicks young and old. Please contact our ticket office for more information.

FOOD & DRINK

The Family Stand's food kiosks are located at the top of the stand as you come in. Here, you can purchase hot and cold food and drink.

Alternatively, upon entrance to the Family Stand, head down the stairs immediately in front of you and then turn right to use the Covered End Lower concourse.

TOILETS

The nearest toilets for supporters sitting in the Family Stand are on the Covered End Lower concourse. As you enter the stadium through the Family Stand's turnstiles, head down the stairs and then both male and female toilets are on the right-hand side.

FLAG BEARING

Every match, we select 18 young fans to be flag bearers to welcome the team on to the pitch. If you are sitting in the Family Stand, look out for our official mascots. You'll need to be waving at them when they go around the stand to look for flag bearers. If selected, you will be escorted to and from your seat to make sure you are safe and sound. Please view The Valley's Family Guide on **www.cafc.co.uk** for more information on the Family Stand.















FAMILY ACTIVITY ZONE

Our **FREE** Family Activity Zone runs every Saturday matchday between **1:15PM - 2:30PM** (for a 3pm kick-off)and is a great way for young fans and families to begin their matchdays.

Located in the West Stand car park and Valley Central (opposite the club shop), there are lots of activities that take place to keep youngsters occupied, including FIFA battles on the PlayStation, face painting, pool, table tennis, visits from the mascots and a first-team player, an inflatable to test your football accuracy skills and many other fun activities.

You can secure your child's place for free and find out more information about the Family Activity Zone by emailing **familyactivityzone@cafc.co.uk**

THE CONCOURSE

Fans can enter the ground an hour and a half before kick-off and, once inside The Valley, supporters can stock up on refreshments in SE7's concourses.

Serving a variety of hot and cold food and drinks, items can be purchased by using electronic methods, which includes mobile payments.

COMBO MEAL

A number of 'combo deals' are available for supporters to take advantage of in every stand at The Valley.

Fans can purchase a range of hot drinks, snacks and food, with each stand boasting its own individual items that are displayed above each concourse kiosk

SUGAR SMART

The club teamed up with Charlton Athletic Community Trust (CACT) and its Caterers DNC in January 2017 to show its support for the Royal Borough of Greenwich's Sugar Smart Scheme.

Sugar Smart is an initiative started by Jamie Oliver to increase awareness of the dangers of the overconsumption of sugar.

In Greenwich, 28% of year-six school children are considered to be obese, 6.7% severely obese and 15% overweight. This means that, in Greenwich, half of all children are considered to be overweight by the time they start secondary school.

The Sugar Smart Greenwich scheme seeks to change this and create environments that allows people to make healthier, lower sugar choices. The club, CACT and DNC have pledged to remove sugar from its hot drinks stands on matchdays, leaving sweeteners for those who wish to add it to their tea or coffee.

Further pledges include:

- Displaying information on sugar content of drinks in The Valley concourse and actively promoting drinking water to help fans make healthier choices
- Promoting Sugar Smart messages widely among fans and working with suppliers to encourage them to do the same
- Developing and promoting healthier meal options for the start of the season



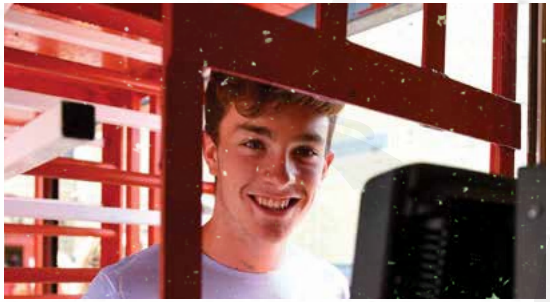


















MATCHDAY TIMETABLE

(Based on a 3pm kick-off)

10:00AM: The Valley Superstore opens

12:00PM: The Covered End Fans' Bar opens

1:15PM: Family Activity Zone opens

1:30PM: The Valley's turnstiles open

2:00PM: Team news! Both teams' line-ups for the match are confirmed and revealed on social media

2:20PM: Both teams take to the pitch to go through their pre-match, warm-up routines, and the line-ups are read out on The Valley's PA system

2:45PM: The Family Stand's selected flag bearers head to the front of the East Stand to rouse the crowd ahead of kick-off.
The warm-ups come to an end

2:55PM: The teams, match officials and mascots head out of The Valley's tunnel ahead of kick-off

3:00PM: Kick-off! The first-half action gets underway

3:45PM: Half-time! The first-half comes to an end, giving supporters a chance to go to the toilet and get something to eat. The Valley Gold Crossbar Challenge takes place in front of the Covered End and the half-time messages and scores are read out.

4:00PM: Kick-off! The second half begins

4:50PM: Full-time! The match comes to an end and, hopefully, we are celebrating a win! Remember, you can relax in the Fans' Bar while the crowds disperse

CLOSE TO THE VALLEY

O2 ARENA



Since re-opening as the O2 Arena in 2007, the formerly known 'Millennium Dome' has become one of the country's most popular concert venues.

No fewer than 60 million people have visited the O2 in the last decade, with some of the biggest names in music and comedy gracing its main stage.

THAMES BARRIER



Just over half a mile from The Valley, the imposing-looking Thames Barrier was constructed in 1984 and is one of the largest moveable flood barriers in the world. Spanning 520 metres across the Thames at Woolwich Reach, the Thames Barrier has 10 steel gates that are tested every month and visitors to it are able to view a working scaled model in action.

GREENWICH & GREENWICH PARK



Just a couple of miles from The Valley, Greenwich - the home of time - is packed full of history, local culture and stunning views of London.

Greenwich Market, the National Maritime Museum, the Cutty Sark and the Old Royal Naval College are just a few things that this wonderful part of south London has to offer.

As well as this, Greenwich Park, one of the Royal parks of London, is located between Blackheath and Greenwich itself and offers stunning views of capital's skyline and the Naval College.

CENTRAL LONDON 20 MINS



Hop on a train at Charlton station - just a three-minute walk from The Valley - and you can be in central London in under 20 minutes.
Once you arrive, London is your oyster…

The centre of the capital is also reachable from Charlton by bus, the 53 from Charlton Village and 188 from North Greenwich station, while the Jubilee Line can also be boarded from North Greenwich.















VALLEY FACTS









Founded in 1905, Charlton Athletic did not move to The Valley until 1919 when the club found an abandoned sand and chalk pit in SE7. Lacking the money to fully develop the site, a large group of volunteer supporters dug out a flat area for the pitch at the bottom of the chalk pit and used the excavated material to build up makeshift stands.

In February 1938, an FA Cup tie against Aston Villa saw The Valley set its record attendance of 75,031. Apart from Wembley Stadium and Stamford Bridge, no London football ground has ever eclipsed this.

Charlton were forced to move away from The Valley between 1985 and 1992 and had to groundshare with Crystal Palace and West Ham United. Supporters formed a political party to help get the club back to SE7 and, after a seven-year exile, the Addicks returned to The Valley in December 1992, winning the first match back 1-0 against Portsmouth.

Upon returning to The Valley. the stadium's capacity stood at just 8,337. This was expanded by the completion of the new East Stand in 1994 and extended further by the construction of the two-tiered West Stand a few years later; The Valley's main stand. In 2002, The Valley's capacity reached what it is today, 27,111, following the redevelopment of the North Stand or 'Covered End' as it is known by supporters.

GET INVOLVED WITH THE ADDICKS' ONLINE COMMUNITY!

TWITTER @CAFCofficial

Revealing team news an hour before kick-off, our official Twitter account provides minute-by-minute updates of every game, as well as all of the post-match reaction on video, in pictures and in written pieces.

Remember to post your own pictures, videos and predictions using #cafc, and make sure you tag us in!

FACEBOOK @officialCAFC

'Like' our official Facebook page for news of everything Charlton, whether that be highlights, ticket news, the academy and more. On a matchday, commenting on our Facebook posts is a great way for fans to interact with one another.

INSTAGRAM @cafcofficial

Keeping you up to date through a number of picture-led posts, make sure you like our photos if they get your approval. Posting your own snaps? Tag us in!



When you arrive at The Valley, you can go behind the scenes and interact with fellow Charlton supporters on your social media accounts

Have any feedback about your time at The Valley? Please email it to:

fans@cafc.co.uk


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SEE YOU AT THE VALLEY!
CONSULTING