VISITING SUPPORTERS GUIDE

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Sunderland AFC

WELCOME

Thank you for visiting the Stadium of Light.

On behalf of everyone at Sunderland Association Football Club, I look forward to welcoming you to our wonderful city. This guide is designed to help you make the most of your visit, offering information on travel to and from the stadium, the away area, and available refreshments. We hope you find this guide helpful and wish you a safe and memorable trip to the Stadium of Light.

David Bruce
Chief Business Officer,
Sunderland AFC

TRAVEL TO THE STADIUM OF LIGHT

From the airport

Newcastle International Airport is roughly a 40-minute drive away. The metro is also available from there to the Stadium of Light and takes approximately 45 minutes.

Find out more

By bus

Buses are frequent, and numbers E2, 2, 3, 4, 9, 12, 13, 15, 16, 23, 24 and 56 all stop nearby. The city's main bus station, Park Lane Interchange, is within walking distance of the stadium.

By train/metro

Sunderland is the nearest main line station, located 10-15 minutes walk away in the city centre. For journey planning and other rail information, visit National Rail.

The Tyne and Wear Metro serves the stadium via both Stadium of Light and St Peter's stations. After matches, supporters travelling towards South Hylton must board at St Peter's, while those heading northbound towards Newcastle must use Stadium of Light station. Visit Nexus for more information on Metro, including journey planning.

A 'Take the Kids for Free' offer is in place, which is permanent, all day every day, all year round.

Find out more

By Taxi

Station Taxis - 0191 555 5555
City Taxis - 0191 511 0111
Steels Taxis - 0191 565 3555

Taxis can drop off outside the stadium main entrance for hospitality up to one hour before kick off or outside the Black Cat House Fanatics store any time prior to kick off. An Uber service is available across the city also, please download the Uber app for details.

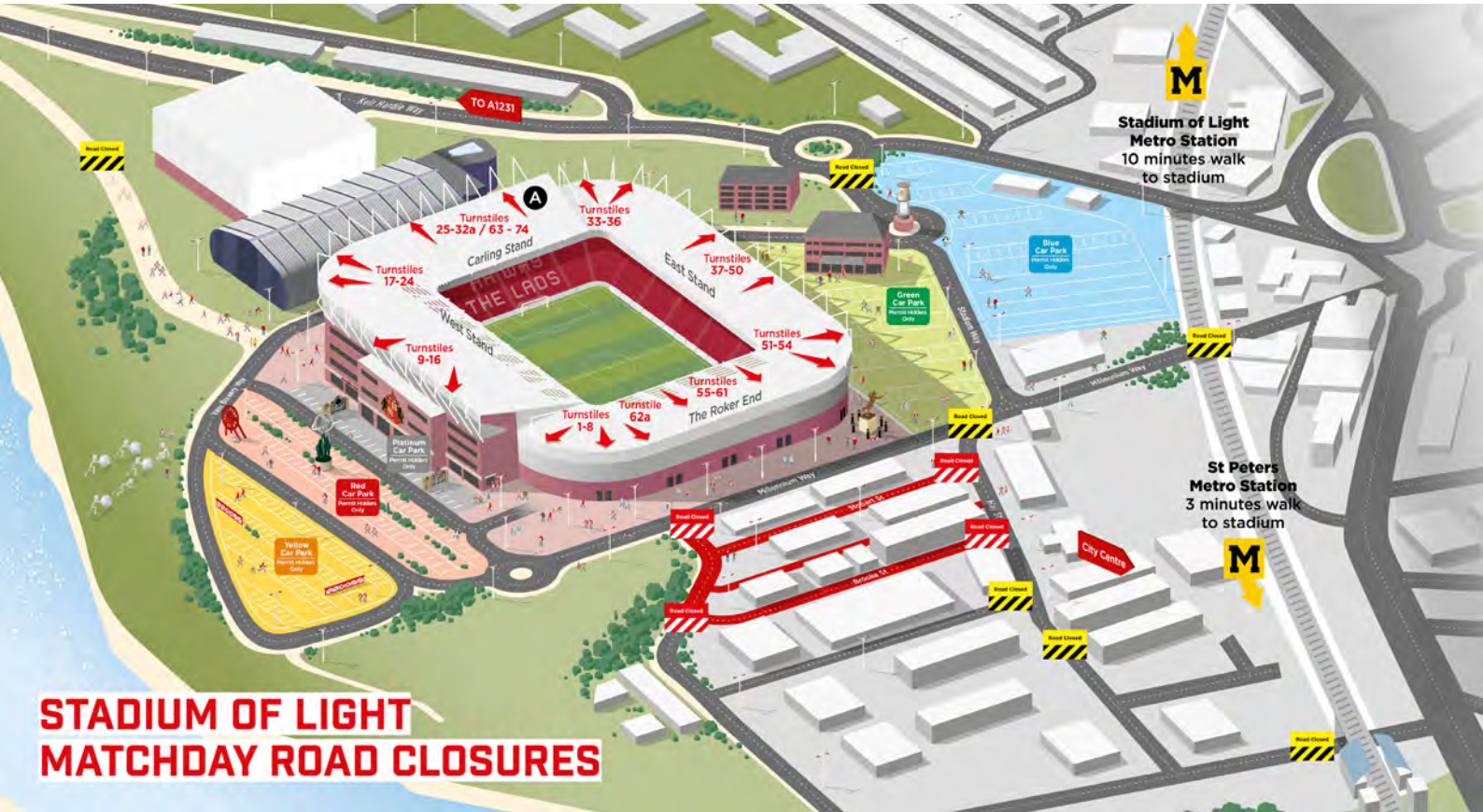
By Car

The postcode for the stadium is SR5 1SU. Entering this postcode into a sat-nav will direct you to the main entrance to the ground. The stadium is easily accessible from both the A19 and A1 via Wessington Way (A1231).

Via the A19, north or south:
Exit the A19 via the Hylton Grange interchange onto the Wessington Way (A1231). Continuing going on this road through three roundabouts, passing the Northern Spire bridge on your right. Keep going along Wessington Way (A1290) and exit the traffic lights via Queen's Road (A1290). Continue down Keir Hardie Way (A1290) and the stadium will be on your right.

Alternative routes via the A19 (northbound):
Leave the A19 at Seaton and follow the A1018 from there to Sunderland city centre. Head onto the Monkwearmouth bridge (A1018) and turn left at the second set of traffic lights onto Millennium way. Continue on and the stadium will be on your left.

Via the A1
Southbound - Leave the A1 (M) at junction 62 onto the A690. Continue down this road before merging onto the A19. Leave the A19 at the Hylton Grange interchange onto Wessington Way.
Northbound - Leave the A1 at junction 80 and continue down the A19 until you reach the Hylton Grange interchange – leave onto Wessington Way.



Sunderland AFC

INFORMATION FOR DISABLED SUPPORTERS TRAVELLING

Car Parking at the Stadium of Light

There are 8 parking bays reserved for disabled away supporters visiting the Stadium of Light for every fixture. Parking bays are allocated on a first served basis. All bays will be sent to your club to allocate.

If you require parking for the fixture you are attending, please contact your own clubs Disability Liaison Officer.

76 Yards Entrance

All visiting fans that require support with accessing the stadium can use a lift in the 76 Yards to access the away end when they arrive.

Please visit the 76 Yards entrance and request to use the lift to level 3 with the stewards, you will be able to access the lift to visit the away end from there. Once arriving at level 3, there will be a team of stewards available to welcome you and help direct you to the correct seating area/wheelchair platform to watch the game.

FANZONE – BEACON OF LIGHT

The Foundation of Light hosts the official Sunderland AFC Fanzone in their Beacon of Light building on matchdays. Located next to the Stadium of Light, the fanzone area provides a welcoming pre-match build-up for all supporters ahead of their arrival at the Stadium of Light.

The Fanzone is accessible to fans of both teams and opens two and a half hours before kick-off for every home league match at the Stadium of Light.

ACTIVITIES IN THE FANZONE

- Free football matches – take part and drop in
- Food and drink available at Yard Nine Café
- EAFC 25 on the Xboxes
- Visits from Samson and Delilah
- Countdown to kick-off and team news
- Music from Dance Revolution Radio
- Branch Liaison Council - Matchday mental health hub
- Dedicated themes for individual match days

THE AWAY SECTION IN THE NORTH STAND

Arrival

The away section at the Stadium of Light is located in the North Stand. Visiting supporters can access the stadium using turnstiles 69-74. Turnstiles open 90 minutes before kick off for every game.

Food & Drink

There are two food and drink courtyards within the away end concourse for visiting supporters. Refreshments are available to purchase from the turnstiles opening, during half time and for thirty minutes after full time.

Please note that the Stadium of Light is a cashless stadium, all purchases are card only.

No Smoking

There is a no smoking policy at and around the Stadium of Light. This includes the stadium vicinity, including all car parks.

No readmittance

We operate a strict no readmission policy and there will be no opportunity to leave and re-enter the stadium.

STADIUM OF LIGHT SECURITY

Turnstile Entry

Turnstiles for visiting supporters open 90 minutes before kick off for all games at the Stadium of Light.

Away End turnstiles are numbers 69-74, located in the North Stand.

If any supporter needs lift access to get to the away end, please visit the 76 Yards entrance.

What can I bring into the Stadium of Light

ALLOWED

- Small compact cameras
- Small bags (Smaller than A4)
- Small fold-up umbrellas
- Merchandise purchased in club store
- Non-offensive Flags or Banners smaller than 2mx1m*
- Essential Childcare Items
- Essential Health-related Items

NOT ALLOWED

- Alcohol & Canned drinks
- Laptops or Tablets
- Large Cameras
- Air Horns
- Drinking Glasses
- Glass Bottles
- Sports Bottles & Flasks
- Video Recording Equipment
- Buggies & Prams
- Large Umbrella
- Knives or Weapons
- Large Bins
- Fireworks or Flares
- Tools
- Poles or Sticks
- Smoke Gas Canisters
- Offensive Flags or Banners larger than 2mx1m*
- Musical Instruments
- Plastic Bottles

***All flags must not include poles and must meet fire regulations**

Lost Property

If you unfortunately lose any items at the Stadium of Light during your visit, please email lost.property@safc.com with full details of the item, your seat location and contact details of how to reply to you.

Reporting an Incident

Sunderland AFC is committed to ensuring the Stadium of Light is a safe and welcoming place for all.

In order to effectively tackle discriminatory and anti-social behaviour, we offer an anonymous matchday reporting service for supporters.

If you witness any acts of hate, discrimination or any other type of abusive behaviour, simply text 60060.

Start your text with 'SAFC', followed by the details of the incident and a member of our team will receive this immediately.

You will subsequently receive an automated reply and should continue to use 'SAFC' at the start of all subsequent texts.

Alternatively, you can also report a concern by contacting our EDI Lead or by reaching out to Kick It Out.

Advanced Search Policy

For selected away fixtures, there may be in an advanced search at the away turnstiles in place.

If the fixture you are attending has an advanced search in place, this will be clearly communicated with your club and promoted a few weeks before the fixture on your own clubs website.

For the advanced search the following items cannot be brought into the stadium.

- Coins
- Vapes
- Power banks
- Flares
- Smoke Canisters
- Umbrellas

Please note that all coins collected will be donated to a charity of your own clubs choice following the fixture.

For vapes, power banks, umbrellas and any other larger items a collection procedure is in place. You can leave your item with our steward team before entry, you will be provided with a collection ticket and can return to the same area to collect your item(s) from the steward team after the game.

CONTACT US

Our staff are on hand to help make your visit to the Stadium of Light an enjoyable experience. If you have any questions about your trip in advance, please contact the club on ASK SAFC - Sunderland AFC.

Visit asksafc.com

If you wish to speak to our Supporter Liaison Officer ahead of your visit, please contact Chris Waters on chris.waters@safc.com

Come for the match.

Making the most of your visit

Whether you're visiting for the day, or staying overnight, Sunderland is easy to explore. The city centre, coastline and Stadium of Light are all close together, with plenty of places to eat, drink and spend time before and after kick-off.

From quick pre-match food and traditional pubs to coastal walks and evening entertainment, there's something to suit every visit.

Many visiting supporters come for the football - and discover there's more to Sunderland.

Sheepfold Stables

Seaburn Beach

Stay for more.

In this guide you'll find things to do in Sunderland, matchday routes to help you find your way around on the day, and options for a longer stay too.

For inspiration, itineraries, maps, offers and up-to-date information during your stay, visit **mysunderland.co.uk/visiting-fans** and download **The Sunderland App.**

City of Sunderland Surprises

Come for the footy.

Matchday routes - city centre

Starting your matchday in the city centre puts you within easy walking distance of shops, museums, pubs and the stadium.

Mackie's Corner and the surrounding streets are a popular starting point, with cafés and great independent food spots nearby. Sunderland Museum and Winter Gardens is a short walk away and offers an insight into the city's shipbuilding and industrial heritage.

The Engine Room

Mexico 70

Stay for the food.

For pre-match drinks, there are several traditional pubs and bars around Keel Square and High Street West. From here, supporters can follow the Keel Crossing footbridge directly to the Stadium of Light.

If you have time before kick-off, Sheepfolds Stables is located on the route to the ground and offers street food, local drinks and a lively matchday atmosphere.

City of Sunderland Surprises

Come for the roar.

Matchday routes - Roker

Roker is a popular starting point for visiting supporters, offering seafront views and a relaxed pre-match atmosphere.

Cafés and bars along Roker seafront and in Roker Park are ideal for breakfast, coffee or an early drink. A walk along Roker Beach or out towards the lighthouse is a great way to spend time before the match, weather permitting.

Several pubs in Roker and along the route towards the stadium are well used by football supporters on matchdays.

Roker Marina

Roker Pier

Stay for our shore.

The Fans Museum, located between Roker and the stadium, is also open to away fans and serves drinks alongside displays of football memorabilia.

The walk from Roker to the Stadium of Light takes around 15–20 minutes. Alternatively, the Metro runs regularly from Seaburn and Roker areas to the Stadium of Light station. There are also frequent bus services connecting the coast and city.

City of Sunderland Surprises

Come for the sport.

Matchday routes - Seaburn

Seaburn offers a lively seafront setting with a wide range of places to eat and drink and views over sandy beaches.

STACK Seaburn is a popular hub for food, coffee and drinks throughout the day and into the night, while the promenade provides an easy coastal walk towards Roker. From here, supporters can continue on foot to the stadium or use the Metro if time is limited.

Seaburn Beach

STACK Sunderland

Stay for the STACK.

The Beacon of Light Fanzone, located next to the Stadium of Light, opens two and a half hours before kick-off and is open to supporters of both teams. It offers food, drink and pre-match entertainment in a family-friendly environment.

City of Sunderland Surprises

Come for the goals.

Things to do in Sunderland

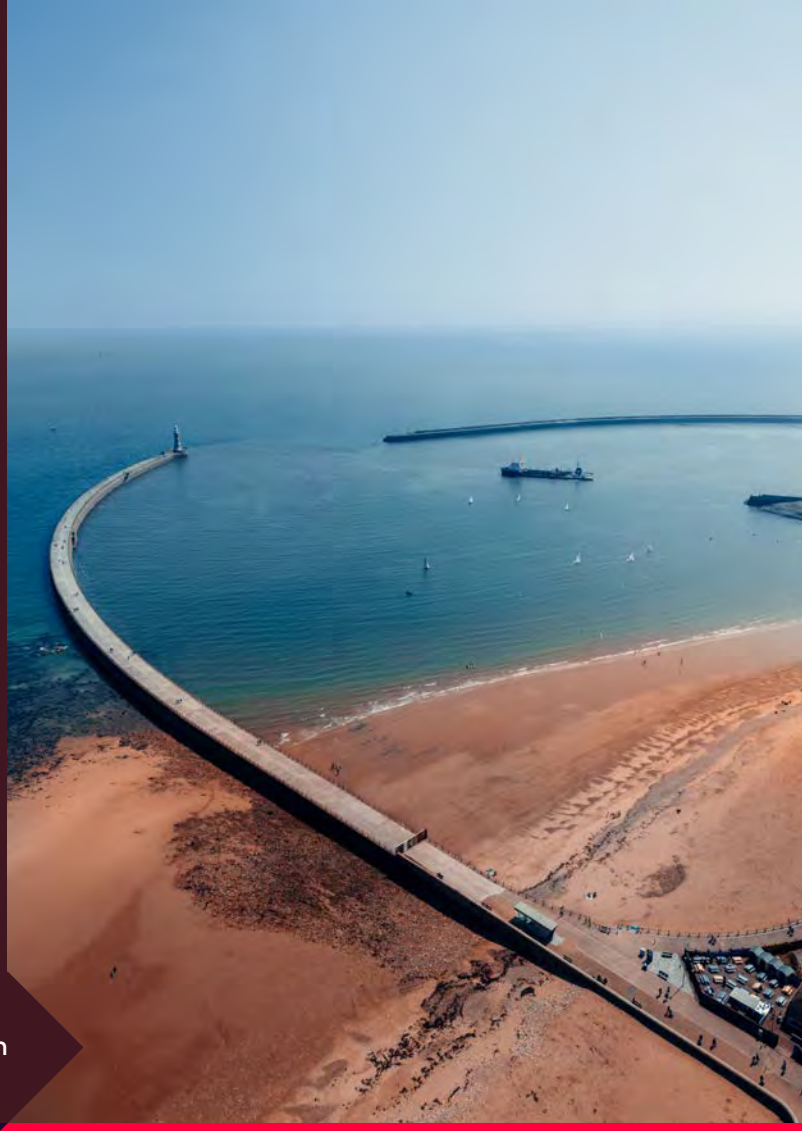
If you are spending more time in the city, Sunderland offers a wide range of things to see and do beyond matchday.

Coast and outdoors

Beaches, promenades and coastal walks at Roker and Seaburn are ideal for stretching your legs before or after the game.

History and heritage

Landmarks, museums and historic sites like Penshaw Monument, Hylton Castle and Washington Old Hall - tell the story of Sunderland's past and present.



Roker Beach

The Fire Station

Stay for the gigs.

Culture and entertainment

We're a music city, and we're famous for our live music. From theatre and music to comedy gigs, exhibitions and events, Sunderland's cultural venues offer plenty to enjoy day and night.

For more ideas, themed itineraries and what's on during your visit, head to **mysunderland.co.uk/visiting-fans**

City of Sunderland Surprises

Come for the Stadium of Light.

Stay a little longer

If you're staying overnight, or even longer, Sunderland is easy to enjoy without travelling far. Evening shows, live music, events, restaurants and coastal walks are all within easy reach of the city centre and stadium.

Plan ahead, arrive early or stay over to make more of your visit.

Stadium of Light

Holiday Inn

Stay for the night.

For live recommendations, full itineraries, where to stay, maps and nearby suggestions, visit **mysunderland.co.uk/visiting-fans** and download **The Sunderland App.**

City of Sunderland **Surprises**