



FAN GUIDE

YOUR GUIDE TO THE VALLEY STADIUM



CLUB HISTORY

One of the longest established football clubs in the Midlands

The Reds have been established since 1891, starting out as Redditch Town in the Birmingham Combination League and being crowned first winners of the Worcestershire Senior Cup in 1894.

In 1971, United was added to the name and in November of that year, the club reached the first round of the FA Cup for the first time in their history.

A record crowd of 4,500 rammed into the Valley Stadium to see the Reds draw 1-1 with Division Four side Peterborough United before losing 6-0 in the replay.

In 1979 Redditch United were founder members of the Alliance Premier League at the start of the 1979/80 but struggled against the likes of Barnet and Yeovil Town in what would evolve into the Football Conference.

The future is bright for The Reds with over 1000 people using the 3G surface every week and educating over 90 full time students onsite.



HOW TO FIND US

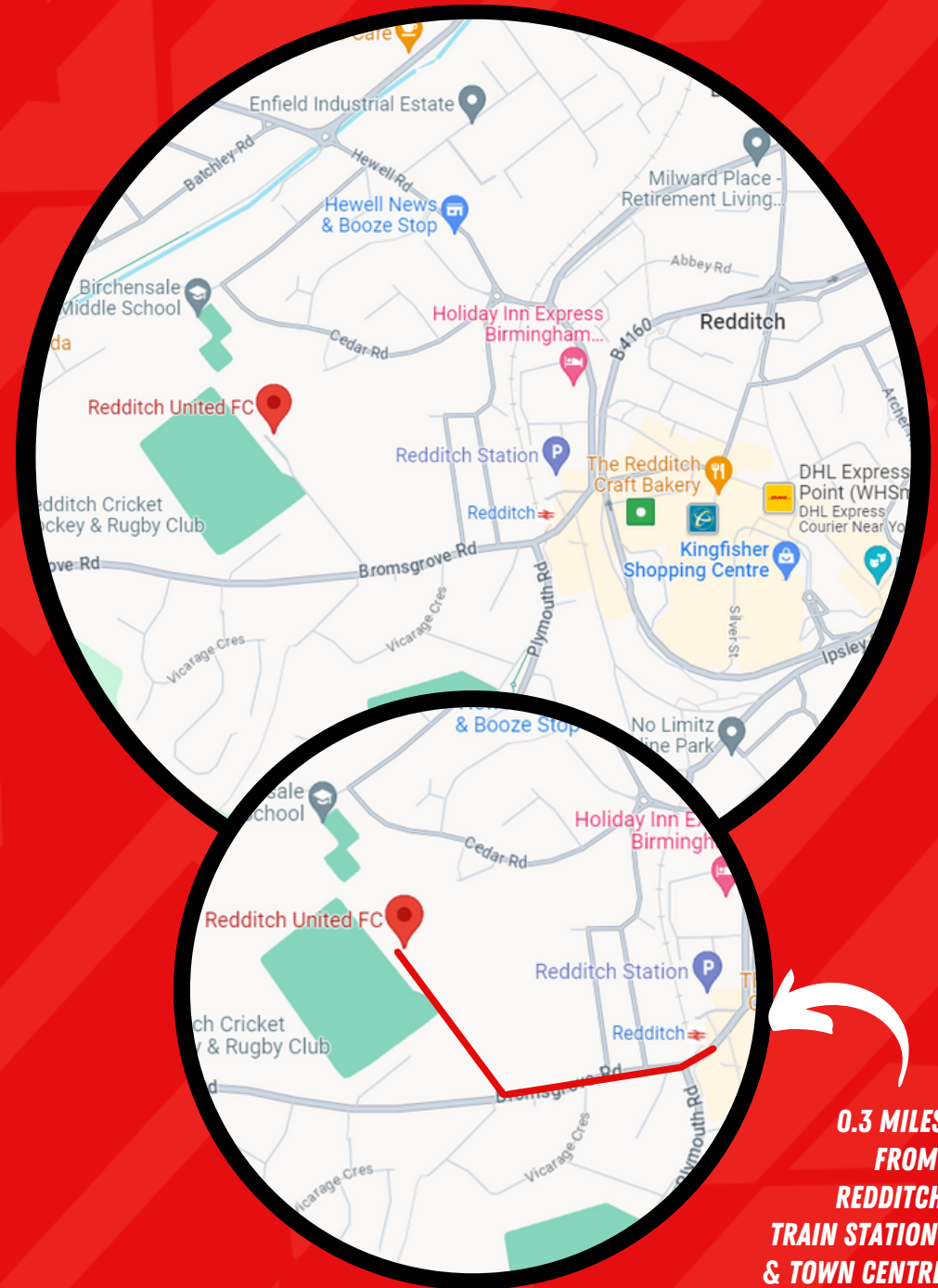
Address: Redditch United Football Club, The Valley Stadium, Bromsgrove Road, Redditch, Worcestershire, B97 4AU

By Car:

1. From the Redditch town centre, head north on Alcester Street towards Market Place.
2. At the roundabout, take the 2nd exit onto Unicorn Hill (A441).
3. Continue on the A441, passing through several roundabouts and following signs for Birmingham/Bromsgrove.
4. After approximately 1.5 miles, turn left onto Bromsgrove Road (A448).
5. Continue on Bromsgrove Road for about 0.4 miles, and you will see the Valley Stadium on your left. There is a car park at the stadium for visitors.

By Public Transport: You can reach Redditch United Football Club by train and then a short walk from the Redditch train station.

1. Take a train to Redditch Station on the Birmingham New Street Station Line.
2. From Redditch Station, head west on Unicorn Hill onto Bromsgrove Road.
3. Walk for approximately 0.3 miles (10 minutes), and you will arrive at The Valley Stadium on your right.



WHERE TO PARK

Redditch United Car Park

Redditch United have their own, large car park with disabled parking bays available. It's £3 per car.

The car park is regularly full 45 minutes before kick off, however there are two other large car parks within 0.4 miles of the stadium.

Redditch Train Station Car Park

62 Unicorn Hill, Redditch B97 4RA

Redditch train station have their own pay and display car park a short walk (10 mins) from the ground.

Car Park 1 *Kingfisher* *Redditch*

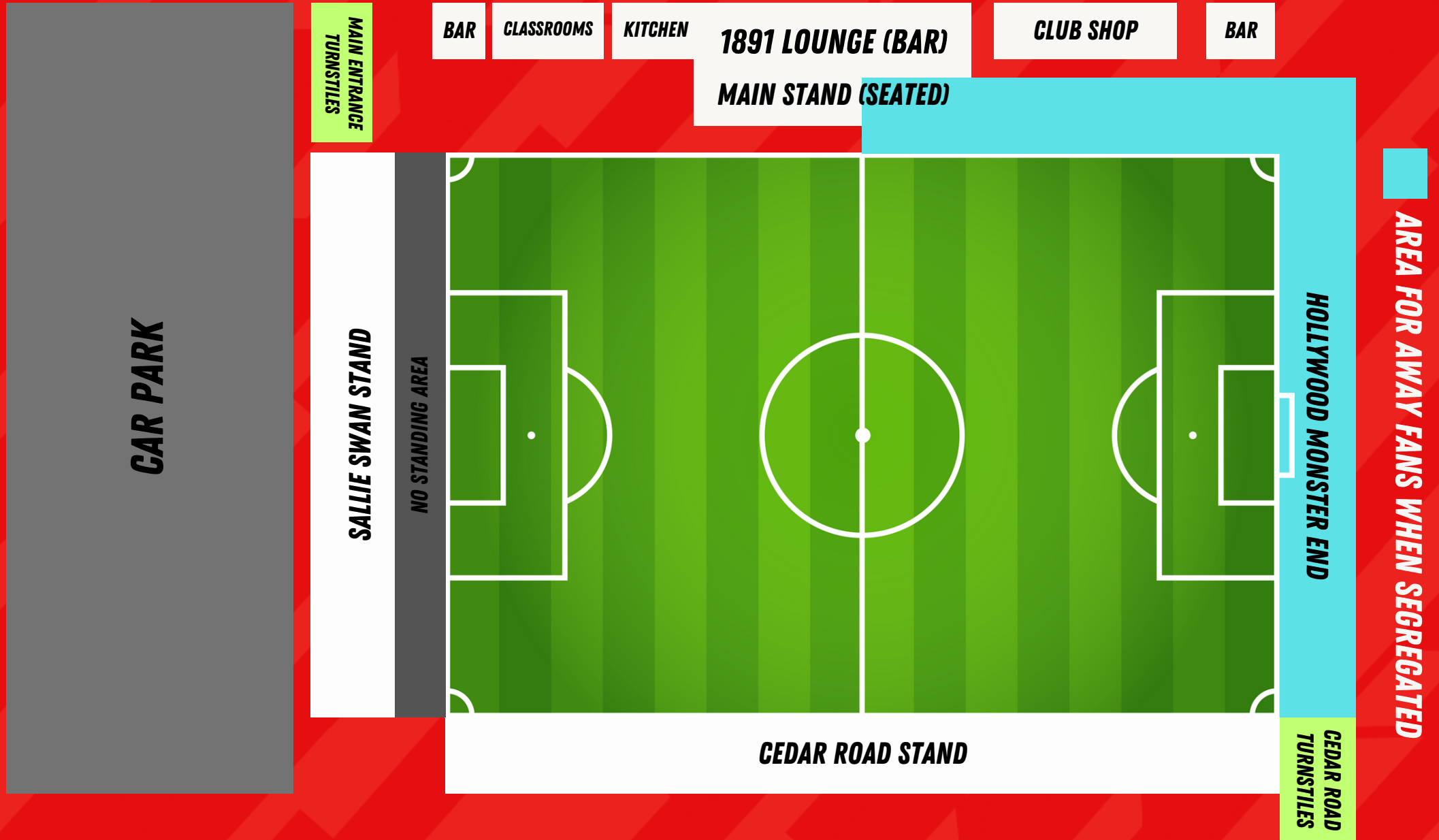
16 Plymouth Rd, Redditch B97

Car Park 1 is a large multi storey car park attached to the Kingfisher Shopping Centre.

Parking is FREE after 6pm



STADIUM MAP



SEGREGATION

When segregation is enforced at The Valley, the away fans have to enter the ground via the Cedar Road turnstiles. Away fans will have use of the Hollywood Monster end and half of the main stand, which is seated and covered. There is a bar at that end which sells cold drinks (soft and alcoholic), as well as hot food.

Tickets can be purchased at the turnstiles via cash or card, however, we recommend purchasing a discounted ticket in advance via our website (www.redditchunited.co.uk).

Flags are welcome, but must not cover any advertising boards.

Dogs are welcome – they must be on a lead and are not permitted into the main building.



Away fans with a disability will have to enter the ground via the main entrance down Sallie Swan Street. We have multiple disabled parking bays which we can reserve if you make us aware in advance.

The ground is disability-friendly with a lift to the 1891 Lounge (inside bar) and there is disabled seating available in the main stand.



The Hollywood Monster end

CEDAR ROAD TURNSTILES

The Cedar Road turnstiles are the turnstiles used for away fans when segregation is enforced at The Valley. The alleyway entrance is located between house numbers 108-110.

The turnstiles accept both cash and card payments, however, we recommend purchasing in advance for a discounted price and to ensure a quicker entry for all.

Please be respectful of our neighbours when you're entering and exiting the ground, thank you.



If you require disability access, please do not use this entrance. Please enter via the main turnstiles down Sallie Swan Street.

The alleyway entrance is between house numbers:

108-110

CEDAR ROAD

B97 6HN



Entrance to Cedar Road turnstiles

HOW TO BUY TICKETS

You can buy tickets both online in advance via our website, or via the turnstiles (cash or card accepted).

We recommend purchasing in advance as tickets are discounted by £1.

We occasionally have special offers on selected games, so make sure you check our website.

U14's must be accompanied by an adult.

Ticket Prices

- £12 Adults (£11 online)
- £9 Concessions (£8 online)
- £5 14-18 or student w/ID (£4 online)
- £2 5-13 (must be accompanied by an adult)
- Free Under 5's

 **Online Tickets**



FOOD & DRINK

We have a total of 3 bars at The Valley Stadium -

- 1891 Lounge - the main bar inside the main building stocking a variety of alcoholic & soft drinks
- Outside bar near the main turnstiles - stocking a variety of alcoholic & soft drinks
- Outside bar in the Hollywood Monster end - stocking a variety of alcoholic & soft drinks and selected hot foods

The Reds Cafe -

- Hot food
- Hot drinks and soft drinks
- Sweets & chocolate

Check the following page for our full menu.



REDS CAFE MENU

We occasionally have special food items on a matchday (loaded fries, nachos ect) so keep an eye on our social channels for match specific offers.

Take a look at our Reds Cafe menu below...



THE REDS CAFE

BREAKFAST MENU... (UNTIL 12PM)

- £4.00 BACON BAP
- £4.00 SAUSAGE BAP
- £4.50 BACON & SAUSAGE BAP

MENU...

- £5.00 6OZ BEEF BURGER
- £5.50 6OZ CHEESE BURGER
- £6.00 6OZ CHEESE & BACON BURGER
- £5.00 VEGGIE (V) BURGER
- £4.00 HOT DOG
- £4.50 SAUSAGE & CHIPS
- £5.00 CHICKEN STRIPS & CHIPS
- £2.75 CHIPS
- £3.25 CHIPS & CURRY SAUCE

DRINKS...

- £1.50 SOFT DRINKS (CANS)
PEPSI MAX, TANGO, LEMONADE,
SIMPLE FRUITS
- £1.00 WATER
- £2.30 IMPACT ISOTONIC WATER
LEMON & LIME | PINEAPPLE & STRAWBERRY
- £2.30 IMPACT ENERGY BURST
ENERGY | MIXED BERRY
- HOT DRINKS
- £2.00 TEA, COFFEE, HOT CHOCOLATE
- £2.50 BOVRIL

SNACKS...

- £1.00 CRISPS & CHOCOLATE BARS
- £1.50 SWEETS

IMPACT

PERFORMANCE



CLUB SHOP & PROGRAMMES

Our club shop is stocked with a variety of Redditch United branded merchandise with something for everyone.

Types of merchandise –

- Home & Away shirts
- Training wear
- Casual t-shirts
- Coats, jumpers and gilets
- Hats, scarves and snoods
- Pin badges
- Mugs and glasses

Programmes

Printed programmes are available for each game and are sold via the turnstiles and club shop.

They are £3 each and provide exclusive information that isn't found online such as interviews with the Chairman, manager and more.

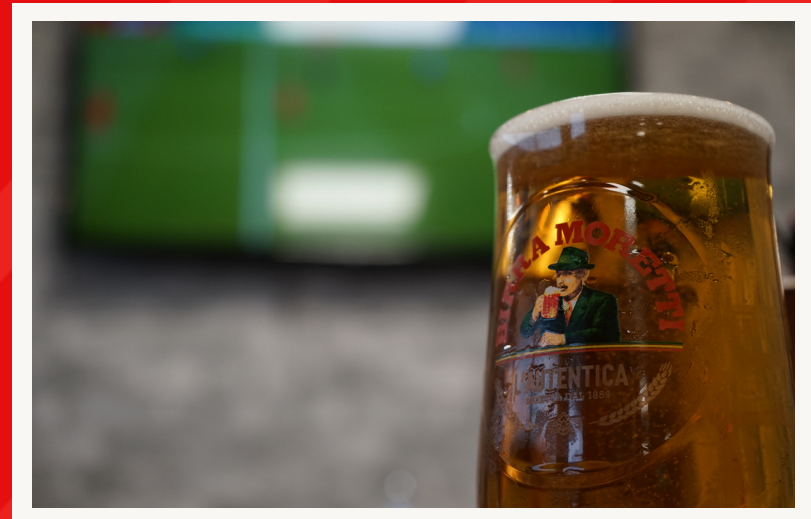


HOSPITALITY

If you're looking for a different matchday experience, why not try our highly rated hospitality?

Enjoy a two, or three-course meal that is cooked by our in-house chef within the privacy of our boardroom. Take advantage of our hostess service to skip the queues on drink orders and watch the game from the best seats in the house via our padded seats on the balcony.

To enquire about availability and pricing, please email commercial@redditchunited.co.uk.



WHERE TO STAY

If you're looking to make a night of it and stay over in Redditch, we have partnered with The Abbey Hotel Golf & Spa to offer all fans **DISCOUNTS** on their stay.

The 4* hotel is just 2.4 miles from The Valley Stadium nestled in a 175 acre estate boasting an 18-hole golf course, spa, gym and luxury rooms.

HOW TO USE DISCOUNT:

Select "**Rate Access/Corporate Code**" whilst booking your room and use the following code for a discount:

REDSTAFFBB



<https://www.theabbeyhotel.co.uk/>



KEEP UP TO DATE



WWW.REDDITCHUNITED.CO.UK



REDDITCH UNITED FC



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TikTok

@REDDITCHUNITEDFC

CONTACT US



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COMMUNITY: COMMUNITY@REDDITCHUNITED.CO.UK

MEDIA: MEDIA@REDDITCHUNITED.CO.UK