WELCOME TO THE DEN!

This guide is packed full of information to help Millwall supporters get the most out of their visit to The Den.

The club prides itself on offering an outstanding matchday experience and this guide has plenty of detail around what goes on during the build-up to kick-off as well as information on buying merchandise, booking hospitality as well as simply getting to The Den, plus so much more.

The Lions were named EFL Family Club of the Year for 2017 and our mission is to ensure that fans of all ages and backgrounds, particularly families, enjoy matchdays and visits during other times. If you have any feedback about your experience please contact us by email on questions@millwallplc.com.
How to get to The Den by Rail

Millwall Football Club is located in close proximity to several different stations.

In terms of overground rail, South Bermondsey station is the nearest at approximately five minutes' walk away with regular trains from London Bridge stopping there.

Surrey Quays overground station is about a 20-minute walk away while walking from New Cross or New Cross Gate overground stations will take around 30 minutes.

The nearest underground station is Canada Water, which is on the Jubilee Line, and is roughly 20 minutes' walk to the ground.

Visit www.tfl.gov.uk to plan your journey.
TRAVELLING BY BUS

A range of different bus services can get you close to the ground.

The 21, 53 and 172 will get you to Old Kent Road, the P12 to Ilderton Road, the 1 and 1381 to Rotherhithe New Road and the 47, 188 and 225 to Surrey Quays.

Visit www.tfl.gov.uk to plan your journey.
TRAVELLING BY CAR

It is recommended that away fans get to the ground either by official supporter coach or by rail to South Bermondsey station. Unfortunately the club has no car parking facilities for supporters so getting to The Den by public transport is advisable.

Directions to the area if travelling by road, however, are as follows:

From the North
Follow City signs from the A1/M1, then signs for Shoreditch and Whitechapel. Follow Ring Road signs for Dover, cross over Tower Bridge and after one mile take the first exit at the roundabout onto the A2. From Elephant & Castle take the A2 (New Kent Road) into Old Kent Road and turn left after four miles at The Gem Bar into Ilderton Road to Zampa Road, SE16 3LN.

From the South
Take the A20 and A21 following signs to London. At New Cross follow signs for Surrey Quays into Kender Street, turn left into Old Kent Road then right at the turning signposted “car pound” into Ilderton Road. Zampa Road (SE16 3LN) is the seventh turning on the right.

From the East
Take the A2 to New Cross (then as south).

From the West
From the M4 and M3 follow the South Circular (A205) and then follow signs for Clapham, City (A3), then Camberwell to New Cross and then as from the South.
All you need to know about buying and collecting tickets for Millwall matches at The Den.

There are three easy ways to purchase tickets:
- Online at www.millwalltickets.com (Booking fees apply)
- By phone on 0844 826 2004*
- In person at the Millwall Ticket Office

The Ticket Office is open between 9.30am-5pm during the week and from 10am-kick-off on home matchday Saturdays.

Ticket Prices

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Zampa's Family Stand
To book Family Stand tickets please call 0844 826 2004* - option 2. Tickets for the Family Stand are not available online.

Collecting Tickets
If you need to collect your tickets on a matchday then please visit the Tickets For Collection windows located to the right of main reception. The club advises supporters who need to collect tickets to do so as far in advance of kick-off on matchday as possible to help avoid lengthy queues.

Buying Tickets on Matchday
Unless advertised otherwise, or sold out, tickets for all fixtures are available on matchday right up to kick-off.
The main Ticket Office, located to the left of main reception, is open for sales in the build-up to kick-off, as is the South Stand Ticket Office, which is next to SE16 Bar behind the Cold Blow Lane end.

Disabled Supporters
Please scroll to page seven of this guide.

Group Bookings
Please scroll to page eight of this guide.

*Calls to this number cost 7p per minute from your BT landline. Calls from other networks may vary and from mobiles will be considerably more. Booking fees apply.
DISABLED SUPPORTERS

Parking Access

There are 10 car park spaces for home supporters and five car park spaces for away supporters in the vicinity of the stadium. Wheelchair supporters have priority for these spaces. Contact the Disabled Liaison Officer for details of availability as prior booking is essential. Only telephone bookings are accepted.

If required, where car park spaces are fully taken up, the club will issue drop off letters so that disabled supporters can be driven to the stadium and leave the vehicle whilst in the car park.

The car must then leave the stadium car park to park elsewhere.

Wheelchair Supporters

The designated area for both and supporter in wheelchairs is located in the Barry Kitchener Stand, Lower Tier. This is the main stand. There are 78 wheelchair positions, each with a seat for a personal assistant.

However, there is also an away supporters area with 17 spaces at the front of the Lower North Stand. Whilst this area is at pitch level, and there is the risk of being hit by the ball or getting wet if it rains, there is a good view with seats for personal assistants, and the feedback from away supporters is that the Lower North Stand is the preferred option.

One personal assistant is admitted without charge with the wheelchair user. The personal assistant must obtain the relevant ticket from the Ticket Office, sit with the wheelchair user to provide support and service to them and enable them to access our facilities.

Access to the wheelchair area in the main stand is through Gate W1 or Gate W14. A lift is available to the wheelchair area to the right of Gate W1 and to the left of Gate W14. The access to the lower north away area is through Gate W1. The seating is at pitch level so no lift is required.

Contact the club to obtain tickets as prior booking is advisable.

Toilets

There are three designated toilets at either end of the wheelchair platform of the Lower West Stand. There is also a designated toilet for the Lower North Stand.

Catering

Catering facilities are located on the ground floor and on the Upper Tier in the West Stand. We would advise use of the ground floor facilities that can be accessed by the lift although the facilities do get extremely busy in both the West Stand and Lower North Stand at half-time. For disabled supporters without a personal assistant, designated stewards will usually be available to assist.

Visually Impaired

Visually impaired supporters can purchase tickets for all parts of the stadium so long as they can get to and from their chosen seat without difficulty.

Visually impaired supporters who wish to bring a PA can do so and the PA will be admitted free so long as the seating in the disabled area in the Lower West stand (or the Lower North Stand, if away supporters) is utilised.

We regret that we have no facilities for guide dogs at present.

We are hoping to make available during the season a facility where supporters can use their own headsets to listen to match commentary via the club’s website. However, the club’s own headsets can be obtained from the Ticket Office.

Wheelchair/Ambulant Disabled supporters need to call 020 7740 3470 - Option 1 to book tickets.

Stewards that attend the disabled area are able to assist supporters to their seats but it is best to arrive at least 30 minutes before the start of the match.

Hearing Impaired Supporters

Hearing impaired supporters can purchase tickets for all parts of the stadium. Ticket Office staff can assist with the purchase of tickets for personal callers on or before a matchday. Designated windows have hearing loops fitted. Buying tickets in advance is advisable.

A text phone is situated in the Ticket Office but you need to register with the Ticket Office if you wish to communicate with the club in this way.

Ambulant Disabled Supporters

Ambulant disabled supporters can purchase tickets for all parts of the stadium so long as they can get to and from their seat without difficulty.

Ambulant disabled supporters are also able to purchase tickets in the disabled area if, for example, they would prefer to use the lift to the area in the West Lower stand.

Seating in the disabled area is subject to availability and we recommend tickets are purchased in advance through the Ticket Office.

Away Match Tickets

Disabled supporters requiring tickets for away matches should contact the Ticket Office. On occasions it will be necessary for the supporter to contact the home club to ascertain their procedures. Away matches are for Season Ticket holders and members only and the club will not sell or authorise the sale of tickets to disabled supporters or personal assistants unless they are members of the Millwall Supporters Club or have Season Tickets.

Big match ticket facility (Cup or Play-Offs)

Disabled supporters can contact the Disabled Liaison Officer by telephone for assistance with tickets.

‘Member Only’ Matches

Where our home matches are designated by the club as ‘Member Only’, admission is restricted to members of the Millwall Supporters Club and season ticket holders. This applies to disabled supporters and personal assistants.

Applications to join the Millwall Supporters Club are available online and forms can also be obtained from the Ticket Office.

Please note that applications for membership can take up to 14 days to be processed.

Emergency Procedures

In the event of an emergency, the action to be taken will be given out over the tannoy and shown on the big screen. Please follow instructions given by stewards in the area.

Ticket Office

If you require assistance to obtain a Season Ticket, membership, regular match ticket or have any other query please contact the Ticket Office on 020 7740 3470 or email ticketadmin@millwallplc.com.
Coming to The Den as part of a large group?

Since its introduction back in 2014 Millwall Group Tickets have provided discounted tickets and matchday experiences to over 4,000 customers and this season we look forward to bring yet more fans to The Den.

Our current packages mean you can watch Millwall for just £20 per person with added options available to further enhance your matchday experience. Whether you are a junior sports club, school, corporate organisation, stag group, tour party of anything else, we can tailor packages to suit you!

Get together with 10 or more people and take advantage of one of our special Group Ticket discounts to ensure a perfect day out for you and your group.

Junior Football Clubs and Schools
Education and sport play a huge part in inspiring children to lead a healthy and active lifestyle. As a community-based club, Millwall are keen to encourage local children to participate in sport by providing positive role models, coaching to improve skills plus schemes to provide cashback to local football clubs and schools. Millwall Group Tickets are a great way to get juniors to enjoy and engage in sport.

Millwall Cashback has moved into its third full season and offers a fantastic way to fundraise for your football club or school football team whilst providing fun and social activities for youngsters.

Tour and Supporter Groups
If you are visiting the UK from overseas, or alternatively if you are a group within the UK looking for an affordable but memorable day out, we have a number of packages to help make your visit unforgettable.

Businesses
Millwall Group Tickets offer a unique way of incentivising and rewarding employees, it provides excellent team building opportunities and also a unique way of entertaining large groups of corporate clients.

Other Groups
We can also arrange packages for birthdays, stag and hen parties or any other group not listed above.

Get in touch
Please contact the ticket office team by phone on 0844 826 2004 (option 1) or via email at grouptickets@millwallplc.com and we will be happy to look at bespoke packages to suit your needs.
MATCHDAY ACTIVITIES

More than just the game…

There is plenty going on at The Den for supporters to enjoy in the build-up to kick-off. Round by SE16 Bar, located behind the Cold Blow Lane Stand, and new for 2017/18, we’ll be having DJs playing live sets and also local bands and musicians entertaining supporters in that area.

For young supporters and parents our Family Fun Zone, open between 1-2pm on Saturday matchdays in the Lions Centre, is the place to go for home and away fans. Activities in there range from face painting, arts and crafts, drawing competitions, a bouncy castle, other inflatable games and so much more, including appearances from players.
EAT & DRINK

Lots to enjoy inside and out…

There is a variety and food and drink kiosks open in the concourses before kick-off and during half-time. They include Frank's Original New York Street, Frank’s Hot Dogs, Henry’s Chicken and the Carlsberg Ice Bars, between them serving burgers, pies, chicken, pastries, chips, beer, soft drinks, confectionary items and more.

Outside the stadium you can enjoy a drink in SE16 Bar, which is located round the back of the Cold Blow Lane Stand. If you are a season ticket holder or member you can gain entry to ‘Arry’s Bar, also round the south side of the stadium, which opens from midday on a Saturday matchday and 5pm for a mid-week evening game.
THE BUILD-UP TO KICK-OFF

The following times apply for a Saturday matchday kick-off at 3pm. Certain times and events will change for evening games.

10am - Ticket Office and Lions Store open
12noon - Executive Lounge opens
1pm - Family Fun Zone opens
1.30pm - Turnstiles open
1.30pm - DJ/band begin music
2.15pm - Players begin their warm-up
2.45pm - Players leave the pitch from their warm-up
2.55pm - Both teams, the officials and mascots emerge from the tunnel
3pm - Game kicks-off
Watch The Lions in style...

Millwall offer a range of different hospitality packages to make your matchday extra special.

Our Hospitality Boxes provide the most comfortable and luxurious way to watch games at The Den and you can also dine with our ever-popular VIP Matchday Experience package or in Kitchener’s Restaurant.

If you’re marking a special occasion you can also upgrade to a Celebration Package, perfect for a family member’s birthday.

Get in touch with our commercial department by email to commercialsales@millwallplc.com or over the phone on 020 7740 0501 for information on all our matchday hospitality packages.
For all your official merchandise needs…

The Lions Store, Millwall’s official club shop, is located on Zampa Road to the left of the main gates to the stadium.

The store underwent a complete refurbishment in 2014 and stocks a wide range of merchandise, including home and away shirts, leisure wear, training wear and plenty more.

New items are regularly added to the shelves so it’s well worth paying the Lions Store a visit each and every time you’re at The Den.

Regular opening hours, unless otherwise advertised, are as follows:

Monday-Friday - 9am-5pm
Saturday (non-matchdays)/Sunday - Closed

Matchday opening hours:
Saturday (3pm kick-offs) - 10am-3pm
Midweek (7.45pm kick-offs) - 9am-7.45pm

Buy Online
Visit mfcshop.co.uk to browse all official club merchandise and make the most of our delivery service.

Contact
Any questions? You can get in touch with staff at the Lions Store by emailing lionsstore@millwallplc.com
Ever imagined what The Den looks like from the inside? Well now you can see for yourself!

With the option of a Stadium Tour, Legends Tour or Group Tour you can enjoy a great day out with friends and family in London. You will enjoy special access to behind-the-scenes areas on a unique tour of the historic home of Millwall Football Club.

Your tour starts on the iconic Millwall Bus, you will then make your way around the stadium stopping at all areas from the Directors’ box/lounge, press box/lounge, players’ tunnel, home dressing room and, of course, the dugouts and pitchside. Your tour will be led by our professional Millwall tour guide who will provide you with the full history of the club, matches and players as well as other interesting facts and anecdotes.

All tour guests are advised to register with the Tour Guide at the Millwall Routemaster bus, located in front of The Barry Kitchener Stand, at least 15 minutes prior to the tour starting.

The Stadium Tour
This is our most popular tour and runs the most frequently. Lasting between 60 and 90 minutes, the Stadium Tour will give you behind-the-scenes access to all the key areas at the club. This is a great family day out.

Prices are as follows:
Adults £12, Over 60s £6, Under 16s £6

Season Ticket Holders/Members: Adults £10, Over 60s £5, Under 16s £5
Legends Tours

Accompanying our professional Millwall tour guide will be a former great of the club. You will hear fantastic stories of their time at Millwall as they lead you around The Den taking in behind-the-scenes areas at the club.

Following the Tour there will be a Q&A and signing session where you will receive a limited edition signed picture. This is a special addition to the package, with the whole Legends Tour experience lasting between 90 and 120 minutes.

Prices are as follows: Adults £22, Over 60s £12, Under 16s £12

Season Ticket Holders/Members: Adults £20, Over 60s £10, Under 16s £10

Group Bookings

If you are a party of 15 people or more then you can benefit from a discounted rate with Group Bookings. For enquiries and pricing please contact The Ticket Office via email on tours@millwallplc.com

Gift Voucher

Money can buy a lot of things, but the experience of a tour around The Den is something to be cherished by any die-hard Millwall fan. Gift vouchers allow the recipient to choose their own date and time to visit the stadium. Vouchers last for 12 months from the date of purchase. Vouchers can be purchased for either the Stadium Tour or the Legends Tour and cost the same with no hidden extras.

Please note that tours will be running at restricted dates/times.

There are three ways to book your Stadium Tour tickets:

1. Online at www.millwalltickets.com
2. By phoning the Call Centre on 0844 826 2004* (option 2)
3. In person at the Ticket Office

The Ticket Office is open from 9.30am - 5pm Monday to Friday.

*Calls to this number cost 7p per minute from your BT landline. Calls from other networks may vary and from mobiles will be considerably more. Booking fees apply.
JUNIOR LIONS

Make sure you’re part of our award-winning membership scheme…

Becoming a Junior Lion for 2017/18 comes with more benefits than ever before with a long list of partners offering superb discounts and opportunities to young Millwall supporters.

A seasonal Junior Lions membership costs just £10 for fans up to 12, entitling those who sign up to benefits including:

- £2 off matchday tickets*
- Free entry to U23 home League games played at The Den
- Invitation to an exclusive Christmas party
- Invitation to a Club Open Day
- Birthday and Christmas Cards
- The opportunity to be a ballboy/ballgirl**

Junior Lions who turn seven during the season will also receive a free home shirt as a special birthday gift from the club!

For further information about the long list of benefits available to Junior Lions from partners of the membership scheme please visit www.millwallfc.co.uk.

Membership is on a seasonal basis and you can join at any point during the campaign in one of three ways:

- Online at www.millwalltickets.com
- By calling the Ticket Office on 0844 826 2004*
- In person/by post to the Ticket Office

*Calls to this number will cost 7p per minute from your BT landline. Calls from other networks may vary and from mobiles will be considerably more.
ZAMPA’S FAMILY STAND

THE place for families on matchday…

Millwall’s award-winning Family Stand is located in the upper tier of the Dockers Stand, offering a superb view of all Millwall matches.

Zampa’s Family Stand has its own designated entrance, concourse and food kiosk selling delicious meal deals.

There is also free fruit available for youngsters and plenty to keep families entertained in the build-up to kick-off with a replica dugout, games room, face painter and appearances from Millwall players plus mascots Zampa and Bolina. Fans can also make the most of items on the confectionery and merchandise stalls.

Zampa’s Family Stand was a huge contributory factor in Millwall winning the EFL’s Family Club of the Year award for 2017 so be sure to see what all the fuss is about for yourself!

To book Family Stand tickets please call 0844 826 2004* - option 2.
Tickets for the Family Stand are not available online.

*Calls to this number will cost 7p per minute from your BT landlines. Calls from other networks may vary and from mobiles will be considerably more. Booking fees apply.
MASCOT PACKAGES

Give a young supporter the experience of a lifetime with our popular Matchday Mascot experience.

This is a wonderful opportunity for a junior supporter to walk onto the hallowed turf holding hands with one of their heroes. This special experience makes a unique gift for a member of your family, whether to celebrate a birthday or to mark another occasion.

• Joining in the pre-match warm-up
• Leading the team onto the pitch before kick-off
• A photograph with the team captains and match officials
• Meeting all of the players in the dressing room
• Three matchday programmes
• A personal acknowledgement and photograph in the matchday programme
• A signed Millwall football
• A full Millwall home kit
• An announcement on the big screen
• A mascot trophy
• Two adult and one junior ticket for the game (Junior ticket for the mascot taking part)

Get in touch with our commercial department by email to commercialsales@millwallplc.com or over the phone on 020 7740 0501 for information on all our mascot packages.
Join the conversation!

Keep up-to-date with all the latest Millwall news, including match updates and coverage, by following the club on various social media platforms.

@MillwallFC

Millwall Football Club: Official

/MillwallFC

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Don’t miss out!

Millwall’s matchday programme is available around the ground for £3 in the build-up to kick-off.

Its 84 pages are packed with exclusive interviews, special features, match galleries, Junior Lions games and quizzes, historical content and so much more.

Pick up a copy to see for yourself!
Millwall wishes to make The Den a safe and inviting environment for supporters of all ages and backgrounds.

The club has a zero tolerance policy for any anti-social behaviour and strictly enforces anti-discriminatory measures.

Individuals who fail to comply with regulations, which are displayed clearly around the ground, could be subject to club bans and potential arrest by the police.

If you see and/or hear anti-social behaviour and foul, abusive, homophobic or racist language, please inform the nearest steward or police officer, or text a block and row number in confidence to 07765 465 749.
Millwall Football Club
The Den
Zampa Road
London
SE16 3LN

Website: www.millwallfc.co.uk

Contact our main switchboard on 020 7232 1222
or email questions@millwallplc.com.