Welcome

This guide is packed full of information to help visiting 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.
TRAVELLING

BY TRAIN

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

There are a range of different bus services that can get you in close proximity close to the ground.

The 21, 53 and 172 will get you to Old Kent Road, the P12 to Elderton Road, the 1 and 138 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

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

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 park” 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
MATCHDAY TICKETING

Purchasing and collection details...

Your club will advertise ticket sales ahead of the match against Millwall at The Den across their usual online and print channels. Prices and purchasing details will be included.

If you purchase your ticket(s) in advance but need to collect them on matchday at The Den then you can do so at the North Stand Ticket Office from 1.30pm for a Saturday game and 6pm ahead of a midweek fixture.

Millwall accept cash and credit/debit card payments if purchasing on the day, which is subject to availability. If your club’s allocation of tickets is sold out then this will be announced as far in advance of the fixture as possible.

Entry To/Exit From the stadium:

Away supporters can get to their seats via turnstiles D31-D36 outside the North Stand.

There is a dedicated pathway between the away stand to and from South Bermondsey train station, which allows for prompt and secure entry to/exit from the stadium before and after the game.
FAMILY
FUN ZONE

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 arts and crafts, drawing competitions, a bouncy castle, other inflatable games and so much more, including appearances from players.

MATCHDAY
PROGRAMME

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!
THE BUILD UP TO KICK-OFF

The following times apply for a Saturday matchday kicking-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
BEHAVIOUR GUIDELINES

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.