


Case Study: Safety, Security and Service for Away Fans at Brighton & Hove Albion's new AMEX Stadium

Professor Steve Frosdick





“The American Express Community Stadium is at the forefront of stadium design in terms of safety and customer comfort. Although it is not the cheapest stadium ever built it does boast modern features including turnstile design, high quality concourse food offers and a superior finish in all public areas.”

Richard Hebberd
Head of Operations at the AMEX Stadium

Brighton & Hove Albion v Southampton

Monday 2 January 2012



Stadium opened 2011
Capacity 22,500
Attendance 20,773
Away Fans 2,422

A blue-tinted photograph of a large crowd in a stadium. The word "SAFETY" is overlaid in large, bold, blue letters. The stadium has a large, curved roof structure. Various advertisements are visible on the stadium walls, including "PERFORMANCE AND ACTIONS", "www.seagullslotto.co.uk", "5 TAXI 20 40 60", "seagulls.co.uk", "SMS", "PAUL PROPERTIES LTD", "Cartridge World", and "It's not just for red carpet moments".

SAFETY

Primary Access Control

- **Ticket barcodes**
- **Scanners at turnstiles**
- **Checks by stewards**
- **Tripod turnstiles**
- **Electronic counting**



Seats 872-899



Secondary Access Control

Friendly and
efficient




State of the art control room with a superb view of the whole stadium






Pre-match Protective netting



Clear Seat Rows and Numbers

A photograph of a large crowd of fans in a stadium, viewed from behind. The fans are standing, and the text overlay indicates they are away fans who stood throughout the match. The stadium seating is blue, and the pitch is visible in the background.

**The away fans stood
throughout the match**

A photograph of a crowd of people standing in a stadium aisle. In the background, a steward wearing a yellow high-visibility vest is visible. The text is overlaid on a semi-transparent grey box in the center of the image.

**.... but the stewards
worked hard and kept
the gangways clear**

With one exception ...



A large crowd is seated in a stadium, filling the stands. The stadium has a large, modern roof structure. The word "SECURITY" is overlaid in large, bold, blue letters with a yellow outline. The background is a light blue gradient.

SECURITY

Security Personnel

- **The club have their own security stewards to first respond to incidents**
- **The stewarding style is friendly ... but firm if needed**
- **Ejections are made at the discretion of the Stand Manager**
- **The police presence is very low key**
- **Police intervene only if requested**

Pitch Perimeter Protection

- Low perimeter walls with low gates
- Stewards monitoring the crowd
- Stewards on standby in the corners



Security Incident

Homophobic chanting is a problem for the home club because of Brighton's reputation as a gay city.

Whilst some chanting is accepted as 'banter', there are other chants which cross the line of acceptability.

During the first half, the stewards became aware of a small group of away fans whose homophobic chanting was persistent and offensive. They kept observations and identified the ringleader. The Stand Manager took the decision to eject the offender from the stadium.

This is always a difficult decision but homophobic chanting is 'hate crime' and should not be ignored. The ejection was done by trained security stewards. Significantly, there was then no further homophobic chanting for the rest of the match.

Regrettably, other members of the ejected fan's group objected and there was some disorder on the concourse at half time. Several stewards were assaulted and the police had to move in to restore order.

“Away fans are treated exactly the same as the home fans here at the AMEX Stadium”

Alan Hoad
Away Stand Manager



CUSTOMER SERVICE

Friendly Welcome



**Staff are
trained to
smile and be
helpful**



**Even the
cleaner is
happy!**



**Uplighting in the
away colours**

Dressing the Away Concourse

**Club legends on
the big screen**



Quality Refreshments



HOTDOG & PINT £6.50
SAVE £1.50
IF YOU CHOOSE A SOFT DRINK OR HOT DRINK INSTEAD

HOT FOOD
HOMEMADE STEAK & ALE PIE £3.50
HOMEMADE CHICKEN & HAM PIE £3.50
HOMEMADE VEGETARIAN PIE £3.50
HOTDOG £3.50
BEEFBURGER £4.00
CHEESEBURGER £4.20
VEGETARIAN BURGER £4.00
KIDS MEAL £3.50
MINI PIE, MINI HOTDOG OR MINI BURGER WITH FRUIT SHOOT, DRED THINS OR FRUIT BAG & A TOY

SNACKS
CHOCOLATE BARS £1.00
HANGING BAGS £2.50
CRISPS £1.00

COLD DRINKS
HARVEYS REAL ALE £3.60
FOSTERS £3.60
KRONENBURG £3.80
STRONGBOW £3.80
RED WINE £3.80
WHITE WINE £3.80
ROSE WINE £3.80
SOFT DRINKS £2.00
BOTTLED WATER £1.50

THE TERMS OF OUR PREMISES LICENCE RESTRICT ALCOHOL SALES ON WEDNESDAYS TO THE FOLLOWING PERIODS:
18.00

BURGER & PINT £7.00
SAVE £1.50

HOTDOG & PINT £6.50
SAVE £1.50

HOTDOG & PINT £6.50
SAVE £1.50

HOTDOG & PINT £6.50
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CHEESEBURGER £4.20
VEGETARIAN BURGER £4.00
KIDS MEAL £3.50
MINI PIE, MINI HOTDOG OR MINI BURGER WITH FRUIT SHOOT, DRED THINS OR FRUIT BAG & A TOY

HOT DRINKS
TEA £1.80
WHITE COFFEE £1.80
BLACK COFFEE £1.80
HOT CHOCOLATE £1.80
BOVRIL £1.80

COLD DRINKS
HARVEYS REAL ALE £3.60
FOSTERS £3.60
KRONENBURG £3.80
STRONGBOW £3.80
RED WINE £3.80
WHITE WINE £3.80
ROSE WINE £3.80
SOFT DRINKS £2.00
BOTTLED WATER £1.50

SNACKS
CHOCOLATE BARS £1.00
HANGING BAGS £2.50
CRISPS £1.00





Friendly Service

You can pay by cash, credit or debit card and get a receipt

Even a Guest Beer for the Away Fans!




Excellent Disabled Viewing

**A great view
– even when
the fans in
front are
standing up**

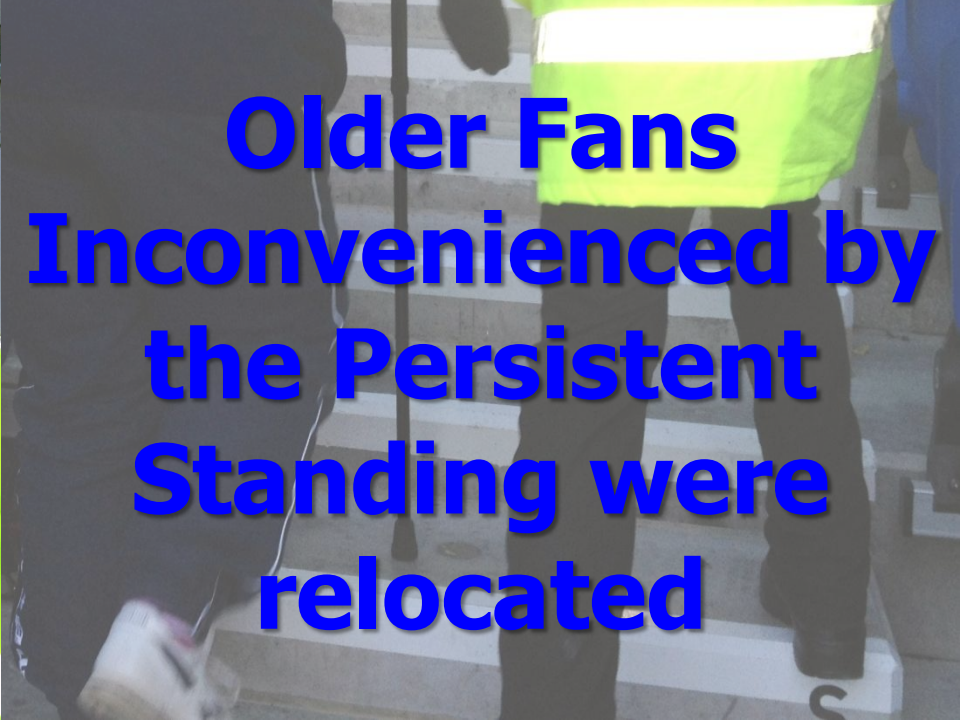




**Wide, comfortable,
padded seats with
plenty of leg room**



**Good viewing
distance and
'C' values**



**Older Fans
Inconvenienced by
the Persistent
Standing were
relocated**