

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 Hebbard
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



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 wide-angle photograph of a football stadium during a match. The foreground is filled with a dense crowd of fans, many of whom are standing. In the center, a semi-transparent grey box contains blue text. The background shows the green pitch, a goal, and the stands filled with spectators under a bright sky.

**The away fans stood
throughout the match**

A photograph of a crowd of people in a stadium, viewed from behind. In the center background, a person in a bright yellow high-visibility vest stands near a blue barrier. The foreground shows the backs of several people, including one in a dark jacket and a red and white striped turtleneck. The ground is marked with white lines and letters like 'K', 'T', and 'M'.

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

With one exception ...



A large stadium filled with spectators, with the word "SECURITY" overlaid in large blue letters. The stadium is packed with people, and the field is visible in the foreground. The word "SECURITY" is written in a bold, blue, sans-serif font with a slight drop shadow, centered across the middle of the image. The background shows the stadium's seating tiers, advertising banners, and the roof structure.

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!**



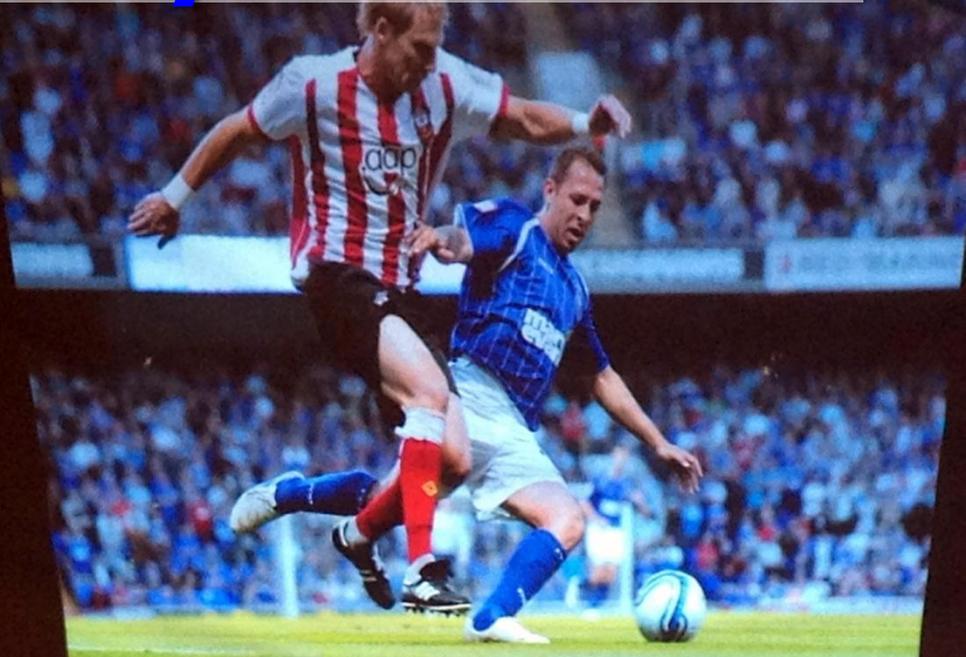
**Uplighting in the
away colours**

Refreshments

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, DREGO TWINS 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

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
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CRISPS £1.00

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





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**