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Albion in the
Community

THE ALBION



MATCHDAY
EXPERIENCE

PROJECT



albioninthecommunity.org.uk



THE MATCHDAY EXPERIENCE PROJECT

Cheering your favourite football team on at their home stadium is something all fans enjoy. You can't beat the atmosphere at a big game, and it is amazing to be so close to the action.

Unfortunately at the moment not all our fans can attend games together. We know how much supporters miss visiting the American Express Community Stadium and how much the players miss having them all there. The support fans provide makes a big difference to the team.

Hopefully, we'll all be able to visit the Amex Stadium together again soon.

We've produced our Matchday Experience Project to help get you thinking about how great it will be when you can all return to the Amex – and to show you more about all the areas of the stadium and club which help makes matchdays at the Amex such an unforgettable experience.

Welcome to Albion in the Community's Matchday Experience Project!

Over the following pages, you will experience a day in the life of a match-going Brighton & Hove Albion supporter. You will embark upon a journey taking you to watch the Albion at the American Express Community Stadium, home of the Seagulls, and back home in time for your tea.

Along the way, you will tackle a variety of activities relating to the matchday experience at the Amex Stadium. Each activity is designed to be both challenging and fun, helping you to develop your skills in a range of subjects including numeracy, literacy, geography and art and design.

Your Matchday Experience Project will be split into seven parts as you take on different challenges over the course of your day, including:

- **Preparing for the match.**
- **Travelling to Falmer.**
- **Walking to the Amex Stadium.**
- **Taking your seat.**
- **Exploring the Amex facilities.**
- **Watching the game.**
- **Buying post-match refreshments.**

We hope you enjoy your Matchday Experience Project and wish you good luck in completing all of the challenges.

Up the Albion!



PREPARING FOR THE MATCH



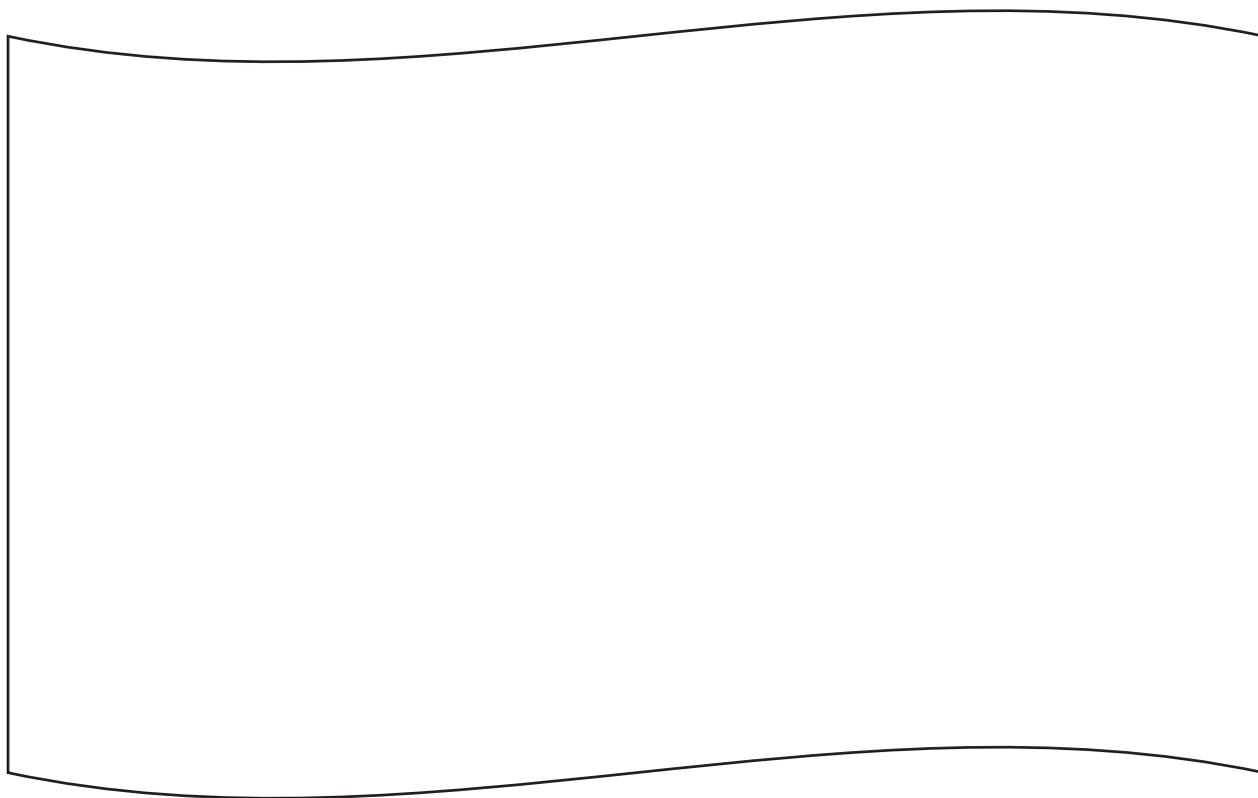
Finally, the day you have been waiting for - matchday at the Amex Stadium!

Before you start your journey to the Amex Stadium, you have a think about the different ways that you can show support for our players.

Challenge: creating a flag

Can you design a flag to help you stand out from the crowd? You should make it as colourful as you can - it doesn't have to be blue and white.

The flag could include: our club badge, your favourite players, encouraging words, your lucky number, seagulls, the beach - anything you like.



TRAVELLING TO FALMER

After deciding that it is too far to walk all the way to the stadium, you decide to take the route of thousands of other fans and travel by train.

Once you and your new flag have made the journey from your house to Brighton Train Station, you need to complete your journey to the match by catching a train to the American Express Community Stadium in the village of Falmer, 3.5 miles away from the city centre.

Challenge: working out train times.

Can you use the train timetable below to work out which train you need to catch to get to the Amex in time for kick-off at 3pm? Answer the challenge questions to make sure you aren't faced with any travel issues.

Brighton to Falmer Saturday				
Time of departure	From	To	Time of arrival	Platform
13.52	Brighton (BTN)	Falmer (FMR)	14.01	6
14.10	Brighton (BTN)	Falmer (FMR)	14.19	6
14.22	Brighton (BTN)	Falmer (FMR)	14.31	6
14.40	Brighton (BTN)	Falmer (FMR)	14.49	5
14.52	Brighton (BTN)	Falmer (FMR)	15.01	6
15.10	Brighton (BTN)	Falmer (FMR)	15.19	5

Falmer to Brighton Saturday				
Time of departure	From	To	Time of arrival	Platform
16.40	Falmer (FMR)	Brighton (BTN)	16.49	1
16.52	Falmer (FMR)	Brighton (BTN)	17.01	1
17.10	Falmer (FMR)	Brighton (BTN)	17.19	1
17.22	Falmer (FMR)	Brighton (BTN)	17.31	1
17.40	Falmer (FMR)	Brighton (BTN)	17.51	1
17.52	Falmer (FMR)	Brighton (BTN)	18.01	1

Single ticket: £2.70

Off-Peak Return ticket: £3.40



TRAVELLING TO FALMER



1. What time is the last train you could catch from Brighton to arrive at the stadium in time for kick off at 3pm (15.00)?
2. How long does it take for each train to travel from Brighton to Falmer?
3. How many trains are there departing Brighton from Platform 6 between 14.00 and 15.00?
4. If you left the stadium at 16.50, what time is the first train you could catch to get back to Brighton?
5. If you had to be back in Brighton for 17.30, what time is the last train you could catch without arriving late?
6. If you arrived on the Falmer platform at 17.24 for a train to Brighton, how long would you have to wait for the next train to Brighton?
7. How much money would you save by purchasing an Off-Peak Return ticket rather than a Single ticket to the Amex and another Single ticket back to Brighton?
8. After checking your ticket you realise that train travel is free for this route on a matchday – result! How much money would you and two friends save compared to what you would usually pay for the route?
9. After considering your options, you decide that you will take the 17.40 train back to Brighton from Falmer. How long will this train take to reach Brighton?
10. How much time would you have spent travelling from Brighton to Falmer and back on your planned route?

WALKING TO THE AMEX STADIUM

As you depart your train at Falmer Station, you start to feel a buzz and sense the anticipation in the air. You look up to see the curved Amex Stadium stretch into the sky with a sea of blue and white fans streaming towards it, as famous Seagulls songs dance around your ears.

As you stop to take in the sights and sounds, you consider how you could describe your thoughts and feelings to your family later on that day.

Challenge: writing an acrostic poem

Can you compose an acrostic poem to describe the atmosphere you would feel as you take the short walk from Falmer Station to the Amex?

To do this, you need to match a word, phrase or sentence with each letter in the word **ALBION** (as shown in the example). Try to use lots of describing words that would help the reader paint a picture in their mind and understand your thoughts, feelings and excitement.

Example:

Amex Stadium on a Saturday.
Letting my flag fly high.
Blue and white everywhere I look.
Imagining a 5-0 victory.
Our players will never give up.
Now let's see what we've got!

Features to include:

- Adjectives.
- Alliteration.
- Examples of the five senses.
- Exclamation and question marks.

A

L

B

I

O

N

TAKING YOUR SEAT

Once you reach the Amex Stadium, you need to find your way to your seat. The Amex Stadium has four stands which follow the directions on a compass – North, East, South and West. Each stand is divided into blocks, which are then sorted with letter and number codes. For this match, you will be sitting in Block E1G – this means your seat is in the East Stand, on Level 1 and has the letter code G.

Challenge: calculating seat co-ordinates

Use the seat map below to find your block, once you have found it, put a tick in block E1G.

Each block of seats is also given a pricing zone, as some blocks have cheaper ticket prices than others. Can you see which zone E1G is in?



Can you use the seating plan on the following page to work out the names of the season ticket holders that will be sat at the following seats?

Seat code	Name of fan								
A1		C7		E9		G6		I4	
B10		D8		F2		H5		J3	

TAKING YOUR SEAT

Seating plan - East Stand Block E1G

10	Steve	Barry	Derek	Tom	Matt	Jenny	Elaine			
9			Su	James	Jim	Mark	Elaine	Ian	Vicky	Chris
8			Claire	Lauren		Pat		Greg		
7	Rob	Sasha	Abbie	Paul						
6			Nigel	Adrian			Sandy	Ryan	Harry	Martin
5	Jason	Angie	Han	Ali	Marie	Kev	Tim	Nats	Katie	
4			Josh	Jack	Daniel	Neil			Rich	Gaz
3	Darcey	Arthur	George	Emily				Sarah	Colin	Delia
2				Olly	Oscar	Pam	Roger			
1	Dougie	Judy	Brad	Ken	Pete					
	A	B	C	D	E	F	G	H	I	J

 Season ticket holder seats (cost: £25)

 Available seats for general sale (cost: £30)



TAKING YOUR SEAT

Use the seating plan to answer these questions:

1. How many seats are there altogether in Block E1G?
2. What percentage (%) of these seats are already allocated to season ticket holders?
3. How many seats are still available in Block E1G for fans to purchase on matchday?
4. Which rows have the most seats still available to purchase?
5. Which row generates the most income from season ticket sales?
6. How much income has been generated from the season ticket sales in Row 8 of Block E1G?
7. If five fans wanted to purchase tickets in Block E1G at the general sale price, how much income would this generate?
8. If you wanted to book four seats together in a row, which rows could you choose from?
9. If the available tickets in Row 9 were half-price, how much would they cost altogether?
10. If Pat wanted his son to sit next to him, which two seats could he choose from?
11. Your seat is at the end of a row, with no one in front or behind you. Where is your seat in E1G?

EXPLORING THE AMEX FACILITIES

As you wait for kick off, you can't help but enjoy the view from your seat. You notice features that have been put in place to either improve the experience or comfort of supporters, generate money for the club or look after the supporters or stadium itself.

Challenge: evaluating stadium features

The table below explains the purpose of 12 different stadium features that you notice. Can you match each feature with the right definition by taking a feature from the list and writing it in the box to the left? Be sure to cross the features out as you go as shown in the example.

List of features

- | | | |
|---------------------------------------|--------------------------------------|--|
| A Floodlights. | E Supporter lifts. | I Food stalls on the concourse. |
| B Leather covers on all seats. | F Multiple toilet facilities. | J Under-soil heating system. |
| C Recycling bins. | G Hospitality suites. | K Club stewards. |
| D Roofs on each stand. | H Grass heaters. | L Plasma TV screens. |

Feature	Definition	Feature	Definition
H	1 Provide the pitch with warmth and sunlight to help the grass grow during the winter months.	7	Trained club staff dressed in bright coats who help to keep supporters safe and secure during the match.
	2 Help to keep toilet queues short during half-time so supporters have less time to wait.	8	Shelter seats to protect supporters from getting cold and wet if the weather is poor.
	3 Melts snow and ice on the pitch so matches can still be played when the weather is cold.	9	Allow supporters to watch replays of goals and important moments while in the stadium.
	4 Light up the pitch so that both players and supporters have good visibility during matches.	10	Help supporters, including those with a disability, to reach their seats before and after a match.
	5 Provide a high level of comfort to supporters as they sit and watch the match.	11	Viewing areas that provide an enhanced matchday experience, with well-positioned seats and a tasty pre-match meal.
	6 Sell food and drink items for supporters to stay refreshed at half-time as well as before and after the match.	12	Encourage supporters to dispose of their plastic and paper waste separately, decreasing the club's waste levels.

EXPLORING THE AMEX FACILITIES



Which features do you think are most important to include in a modern football stadium?

Use the information in your features table to come up with a top ten, before justifying your answers in the questions below.

1	6
_____	_____
2	7
_____	_____
3	8
_____	_____
4	9
_____	_____
5	10
_____	_____

1. Why did you put your top feature in the number one position?
2. Which two features would help the club to generate money?
3. Which feature would cost the club the most money to have?
4. Why do you think this is?
5. Which feature would supporters miss the most if it was not there?
6. Why would they miss this feature the most?



WATCHING THE GAME

Once the game kicks off, your eyes stayed glued to the pitch as you take in the match. At half-time, you notice people sat right at the top of the West Stand, and realise that they must be part of the broadcasting team which commentates on the match for television and radio.

Commentary describes the action on the pitch and the feeling in the stadium to people who are not watching the match, helping them to paint a picture in the minds and so they feel like they are sat in the Amex Stadium stands themselves.

Challenge: commentating on a goal

In this challenge, you will write a piece of commentary to describe Alireza Jahanbakhsh's amazing bicycle kick goal scored against Chelsea.

On the following page you will find that the goal has been broken down into six camera shots. Once you have thought about how you can describe each part of the goal, you should write your commentary on the lines in the boxes below each camera shot.

Use the top tips below to help you plan what you are going to say:

Top tips for writing commentary:

- Use adverbs to describe how things are happening – for example: quickly, powerfully, bravely etc.
- Use adjectives and simile to describe what you can see or what the players/fans are thinking; e.g. bright yellow, high as a bird, unbelievable.
- Describe your feelings about the goal and what it means to the players and fans; e.g. what a goal, the Amex crowd goes wild.

You may also want to use some words and phrases from the bank below to help you describe each part of your commentary...

1. "Corner kick" / "Score is 1-0 to Chelsea" / "Players look for space"
2. "Alireza Jahanbakhsh" / "Bicycle kick" / "Chelsea defenders watch on"
3. "Eyes shut" / "Mid-air" / "Connects with boot"
4. "Goal for the Albion" / "Jahanbakhsh emotional" / "Looks up to the sky"
5. "Players crowd Jahanbakhsh" / "Chelsea 'keeper throws ball upfield" / "Score is now 1-1"
6. "Jahanbakhsh kisses badge" / "Crowd celebrate" / "His first goal of the season"

WATCHING THE GAME













BUYING POST-MATCH REFRESHMENTS

After a thrilling game and amazing matchday experience, you leave your seat and filter down the steps towards the concourse, where you see thousands of Seagulls supporters singing famous Albion songs. However, before you make your way towards Falmer Station to catch the train home, you decide to join the queue of people investigate the mouth-watering smell of hot food coming from the concourse food kiosks.

Challenge: solving money problems

Can you use the concourse menu below to purchase some food for the journey home, then solve the accompanying challenge questions?

Meal items			Snacks		Drinks	
Burger	Pie	Hot dog	Packet of crisps	Chocolate bar	Bottle of water	Bottle of soft drink
						
£4.50	£4.30	£4.30	£1.50	£1.50	£1.90	£2.30

- How much would it cost to buy a bottle of water and a snack?
- If you buy two of the same item with a £5 note and get £1.20 change, which items did you buy?
- What would be the difference in cost between buying two burgers compared with two pies?
- if you bought the most expensive meal item, snack and drink available, which item combination could you have?
 - If you paid for these three items with a £10 note, how much change would you receive?

ANSWERS

TRAVELLING TO FALMER

1. 14.40
2. 9 minutes
3. 3 trains
4. 16.52
5. 17.10
6. 16 minutes
7. £2
8. £10.20
9. 11 minutes
10. 20 minutes

TAKING YOUR SEAT (PART 1)

- A1 – Dougie
- B10 – Barry
- C7 – Abbie
- D8 – Lauren
- E9 – Jim
- F2 – Pam
- G6 – Sandy
- H5 – Nats
- I4 – Rich
- J3 – Delia

TAKING YOUR SEAT (PART 2)

1. 100 seats
2. 60%
3. 40 seats
4. Row 2 and Row 7
5. Row 5
6. £100
7. £150
8. Row 1 or Row 7
9. £30
10. E8 or G8
11. J1

EXPLORING THE AMEX FACILITIES

1. H
2. F
3. J
4. A
5. B
6. I
7. K
8. D
9. L
10. E
11. G
12. C

BUYING POST-MATCH REFRESHMENTS

1. £3.40
2. Bottles of water
3. 40p
4. a) Burger, crisps or a chocolate bar and a bottle of soft drink.
b) £1.70



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