



Rotherham United Football Club

Access Statement

REVIEWED OCTOBER 2025

Hello & Welcome

“Welcome to AESSEAL New York Stadium, the home of the Millers.

We can’t wait to welcome you and share our facilities with you. Here at Rotherham United we want to take that extra step in helping ensure you have the most positive matchday experience.

As part of the build of AESSEAL New York Stadium, Rotherham United made a huge effort to ensure that the stadium is as friendly and accessible as possible for our disabled supporters.

The information in this guide is designed to be informative and in no way exhaustive. Should you need to contact a member of staff regarding your visit to AESSEAL New York Stadium.”

Tony Stewart OBE

Chairman



Our Pledge to Equality, Diversity & Inclusion

As defined by the Equality Act 2010, a disabled person is an individual who “has a physical or mental impairment which has a substantial and long-term adverse effect on his or her ability to carry out normal day to day activities.”

To ensure the club treats all fairly and to enable us to support with the circumstances an individual has, we require all applicants to provide proof of eligibility. Understanding more about the specific requirements an individual needs and/or desires, will allow us to accommodate everything possible to enhance supporter experience.

Rotherham United Football Club (RUF) Ltd is a diverse organisation that values difference and recognises that people with different backgrounds, skills, attitudes and experiences bring fresh ideas and perceptions. Rotherham United Football Club (RUF) Ltd take great care to treat each individual as a person in their own right, with equal rights and responsibilities to any other individual, whether they are an adult or a child. We are committed to providing equality of opportunity and anti-discriminatory practice for all players, officials, staff, fans, members of the community, partners and other stakeholders according to their individual needs. Discrimination on the grounds of sex, age, race, religion or belief, marriage or civil partnership, disability, sexual orientation, gender reassignment, pregnancy or maternity, ethnic or national origin or political belief has no place within the Club.



Rotherham United Disabled Supporters Association (RUDSA)

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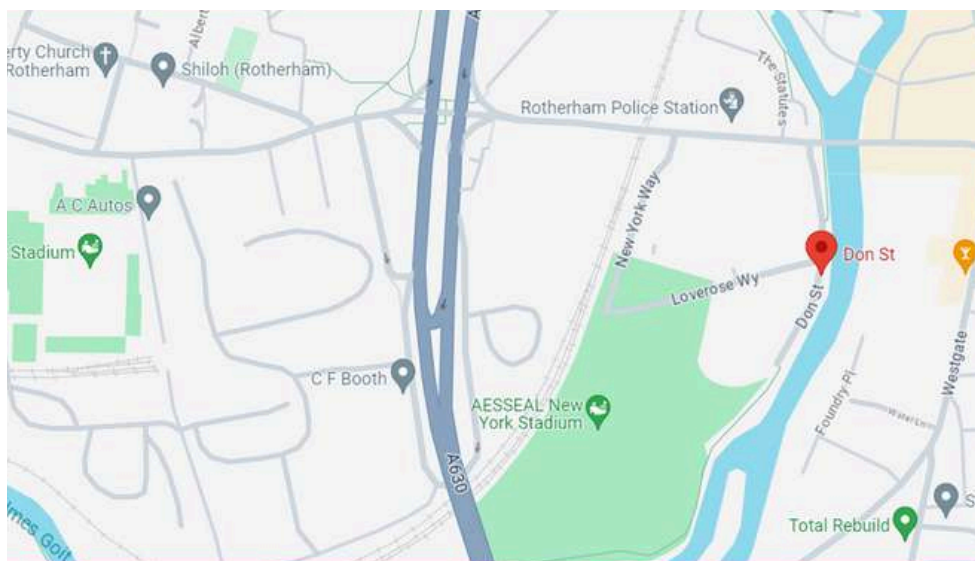
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Where to find us

Located in the centre of Rotherham, and over the road from the historic Millmoor, the AESSEAL New York Stadium plays host to Sky Bet League One side, Rotherham United.

The stadium is extremely accessible from the public transport hubs, with both Rotherham train and bus stations less than a 15-minute walk away.



How to get to us

By Bus

The stadium is close to various bus stops which are all a small walk from the ground.

The most prominent bus services are X1, X2 and X3. These services are all operated by First Bus.

The buses operated by First are all low floor vehicles designed for easy access, making it quicker and simpler for wheelchair users or people with pushchairs.

When your low floor bus arrives at the bus stop you can ask the driver to lower the step and/or ramp to allow you to board. Please ask the driver for assistance if you require any help.

Supporters are reminded buses can get very busy on matchdays. We would suggest arriving at least an hour before kick-off. Disabled supporters are encouraged to join our RUDSA room in The Goal Zone.

Further information can be found on the First Bus website, including a facility to plan your journey to AESSEAL New York Stadium ([Bus accessibility | First Bus](#))

You can view the bus timetables here - [Timetables | First Bus](#)



How to get to us

By Train

Rotherham Central train station is a short 10-minute walk or accessible by taxi from the station. You can view live train times at [Real Time Live Trains Board | National Rail](#) or you can call 0800 200 6060.

Rotherham train station accessible facilities are:

- Induction loop
- Lowered tills
- Ticket collection available if bought online
- Accessible ticket machines
- Step free access to station and all platforms
- Ramp for train access
- Seating area
- Wheelchairs available
- Accessible taxis
- Accessible parking
- Accessible car park equipment
- Baby changing



Please note, there are no accessible toilets at Rotherham Central train station.

You can view full information about the station at [Rotherham Central Station | National Rail](#)

How to get to us

By Car

From the South:

- M1 Junction 33, take 3rd exit signed A630 Rotherham
- 1st Roundabout (Junction with A631) at roundabout take 1st exit
- 2nd Roundabout - A630 (Canklow Roundabout) take 2nd exit
- 3rd Roundabout - A630 (Ickles Roundabout) take 2nd exit
- After the first set of traffic lights move into the right-hand filter lane and you will then come back on yourself and take the first left by the traffic lights onto Main Street
- Turn right onto Don Street after the council offices, and AESSEAL New York Stadium is your second right

From the North:

- M1 Junction 35 leave motorway, take 1st exit signed A629 (Upper Wortley Road)
- 1st Roundabout - take 2nd exit (A629)
- 2nd Roundabout - take 2nd exit (A629)
- 3rd Roundabout (College Rd / B&Q Roundabout) take the 4th exit
- After the first set of traffic lights take the first exit onto Main Street
- Turn right onto Don Street after the council offices, and the AESSEAL New York Stadium is your second right



Accessible Parking

The AESSEAL New York Stadium has 20 specific accessible parking spaces close to the ground which is sold on a season ticket basis. Rotherham United supporters can be added to our waiting list for these spaces by emailing supporterservices@rotherhamunited.net or calling 01709 827768.

Alternatively, we have designated drop-off points outside the Northwest or Northeast corner of the stadium for supporters to use. Please find an interactive map of local Rotherham car parks including the number of accessible parking spaces in each [HERE](#).

We have six accessible parking spaces located in our South car park for away supporters charged at £7 on a first come first served basis by calling the Red and White Shop on 01709 827768. This gives step-free access to the away end via a ramp.



Travelling Supporter Coaches

Away coaches are instructed to park in a designated format going up New York Way; however, coaches are parked as they arrive so can leave supporters with a walk to the away end of the stadium.

Coaches drop off in the South Stand Car Park which is directly behind the section in the stadium for away supporters. There is a slight hill to walk up before being met with flat tarmac in a maximum of a 50m walk.

If organisers contact the club in advance, then arrangements can be made with the safety team that allows for drivers to use designated drop-off / pick-up points for their disabled supporters.

This allows accessible coaches to be parked closest to the away end ensuring the walk is only around 50m instead of up to 250m.*

Please contact the club's Head of Supporter Services, Grace Scott, on:
gracescott@rotherhamunited.net or via the Red and White Shop by calling 01709 827768.

*approximately



Accessing the Stadium

The entirety of AESSEAL New York Stadium is accessible. The perimeter of the ground is flat tarmac with a slight ramp from the South Stand Car Park to the immediate circumference of the stadium where you would access the turnstiles. Each set of turnstiles has a specific entrance for wheelchair users. Please ask a steward for assistance on the day.

The stadium has rest points outside the KCM Recycling North Stand and the Ben Bennett Family East Stand.

If supporters are visiting AESSEAL New York Stadium for the first time and want to have a familiarisation walk around, then please contact the club's Head of Supporter Services.

The walk arounds will be available on non-match days and will need to be booked in at a time to suit both parties.

Seating Options

The stadium has six raised wheelchair user platforms (with at least one in each of the four stands) each consisting of at least seven combined wheelchair bays and companion seats.

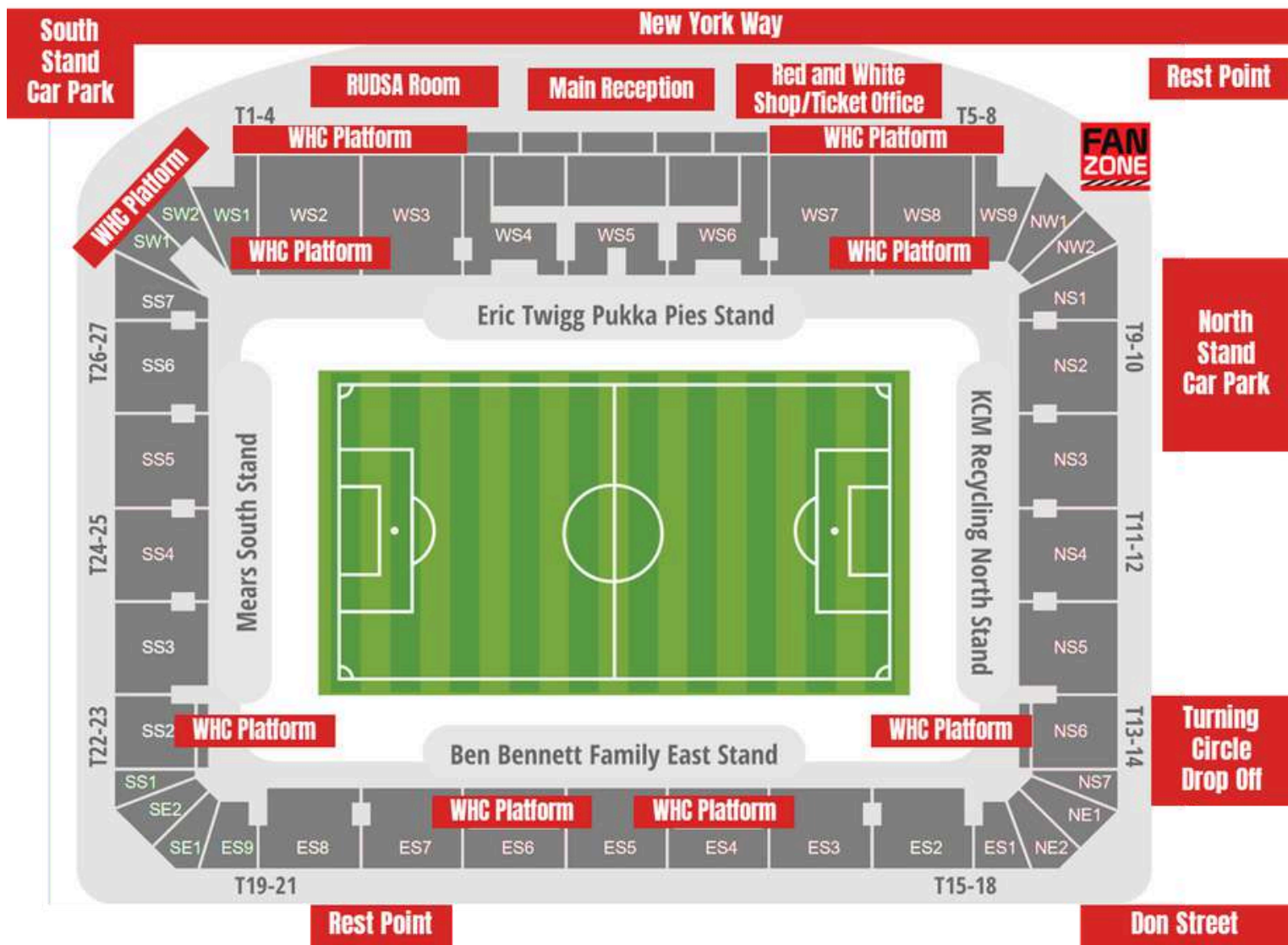
In addition, there are three higher level platforms all of which are easily accessible by elevator which take our total number of wheelchair bays and companion seats up to 113 for the stadium.

The ground has accessible toilet facilities in each stand with our dedicated Changing Places facility located in the Eric Twigg Pukka Pies West Stand.

The club does allow supporters to bring assistance dogs into the stadium but asks that the supporter contacts the club's Disability Liaison Officer in advance to make the appropriate arrangements and inform our safety team.

For further information of our ticketing arrangements and our disabled supporter services can be obtained from our Disability Liaison Officer, by contacting 07391 401147 or by email to gracescott@rotherhamunited.net.

Stadium Map



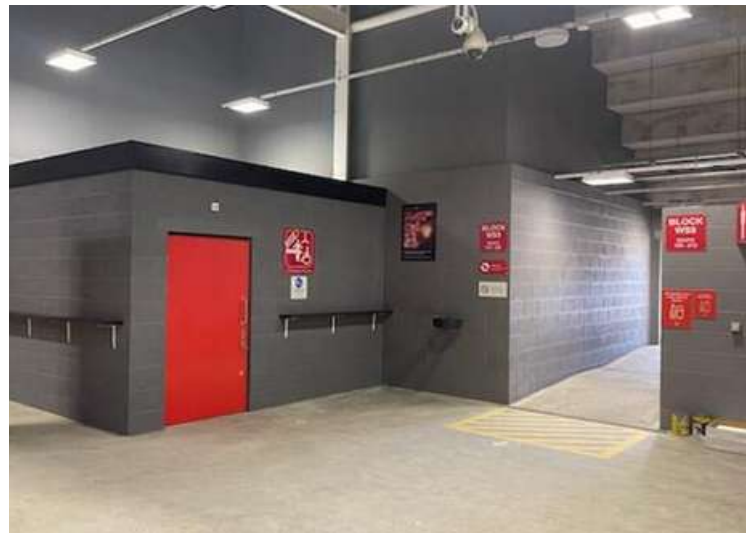
Changing Places

With the support of Rotherham Council, who secured £50,000 from the Government's Changing Places Fund to help build a purpose-built space, the Millers are able to offer a space including essential equipment, such as a hoist, height adjustable changing table, and height adjustable sink which will help people living with learning disabilities, motor neurone disease, multiple sclerosis, cerebral palsy and other conditions.

Making AESSEAL New York Stadium a comfortable and welcoming environment in which everyone can come and enjoy their football has always been of paramount importance to us and in conjunction with the Rotherham United Disabled Supporters' Association, we have been able to take on useful feedback from our own fans and as a result, deliver a whole host of new practices and suggestions.

If you are planning to attend AESSEAL New York Stadium and believe you would make use of this facility so wish to be seated near it, we would recommend purchasing a ticket in WS6, WS7, WS8 or WS9.

To access the facility, please ask your nearest steward who will escort you to the facility and open so you are able to freely use.



Our Red and White Shop

Retail and Ticketing

Our opening times are:

Monday: 9am-5pm

Tuesday: 9am-5pm

Wednesday: 9am-5pm

Thursday: 9am-5pm

Friday: 9am-5pm

Saturday: (non-matchdays) 9am-1pm

Saturday: (matchdays) 9am-30 minutes after kick off

Sunday: CLOSED



Please note that for any midweek fixtures the Red and White Shop and ticket office will be open from 9am-30 minutes after kick off

Tickets are available to purchase over the phone by calling us on 01709 827760.

Entry to The Red and White Shop is aided by powered automated doors. Once entered in the shop, the floor is level with a clear route to the till point without obstacle.

The counter height is low for easier transactions and communication prior to purchase and a member of staff will be located on the shop floor for any browsing advice and support.

On matchday, our accessible ticket office window (with a low counter) is open outside for ticket purchasing and queries.

Ticketing

We offer a concession price to any supporter who qualifies for high-rate Disability Living Allowance (DLA) or enhanced Personal Independent Payment (PIP). Proof will need to be shown at the time when you are purchasing your tickets.

If you are a home supporter, we will register you on the system and update your account for that season to reflect your entitlement to the concessionary ticket price.

Away supporters will purchase their tickets from their club in advance and if purchasing on the day can display the relevant proof of requirement to access our concession rate.

If you qualify for the higher rate DLA or enhanced (PIP) then you would also be entitled to a free carer should you require one. These tickets can be secured alongside purchase of the concession.

By detailing any requirements or desires you may have at the time of purchase to our Supporter Service Assistants, we can advise on accessibility, suitability of areas and any further information you may require.



Pricing

Non-Platinum fixtures

KCM Recycling North Stand	Pre Match	Match day
Adult	£28	£30
Concession	£20	£22
Juvenile	£11	£12
Junior	£9	£10
Eric Twigg Pukka Pies West Stand	Pre Match	Match day
Adult	£30	£32
Concession	£22	£24
Juvenile	£12	£13
Junior	£10	£11
Ben Bennett Family Stand (East)	Pre Match	Match day
Adult	£30	£32
Concession	£22	£24
Juvenile	£12	£13
Junior	£10	£11
Under 8	£5	£5
Mears South Stand (Away Supporters)	Pre Match	Match day
Adult	£28	£30
Concession	£22	£24
Juvenile	£11	£12
Junior	£9	£10

*All tickets are subject to the price increase on matchday.

To avoid any unnecessary queuing on the day or at ticket office we suggest supporters buy in advance of a matchday.

Pricing

Platinum fixtures

KCM Recycling North Stand	Pre Match	Match day
Adult	£30	£32
Concession	£22	£24
Juvenile	£12	£13
Junior	£10	£11
Eric Twigg Pukka Pies West Stand	Pre Match	Match day
Adult	£32	£34
Concession	£24	£26
Juvenile	£13	£14
Junior	£11	£12
Ben Bennett Family Stand (East)	Pre Match	Match day
Adult	£32	£34
Concession	£24	£26
Juvenile	£13	£14
Junior	£11	£12
Under 8	£6	£6
Mears South Stand (Away Supporters)	Pre Match	Match day
Adult	£30	£32
Concession	£24	£26
Juvenile	£12	£13
Junior	£10	£11

*All tickets are subject to the price increase on matchday.

To avoid any unnecessary queuing on the day or at ticket office we suggest supporters buy in advance of a matchday.

Food and Drink

There are several food outlets located inside the concourses of the stadium, including everybody's favourite, the Pukka Pie, along with plenty of other hot and cold refreshments. The club have also recently launched the well-received Fan Village on the forecourt of the stadium.

Wheelchair users on raised platforms can utilise the order from your seat service to order food and beverages. A member of our catering team will come and ask for your order during the first half and return with your order as soon as possible.

Ambulant Supporters will have to navigate stairs but will find a level surface with easy access on the concourse but please be aware that the concourses are often very busy.

Should Away Disabled Supporters who are wheelchair users wish to access a Kiosk or meet friends or family on the Away fans concourse then Stewards will assist upon request.

We have at least one food and drink kiosk on every concourse with extra dedicated beer stations placed ad hoc on concourses to help with queue management.



Corporate Events

All of our hospitality areas are accessible via lift and step-free access and have wheelchair bay options available to our guests. Our Hospitality team appreciate as much information as possible on any accessibility requirements or desires to make any adjustments to ensure an enjoyable visit with us.

Executive Boxes

Our 8 smaller hospitality boxes allow us to offer you a little something extra, whether that be an additional breakout space at your company conference or a private area for a meeting.

The beautifully decorated rooms provide an intimate space perfect for generating those additional ideas. They're positioned well with easy access to all suites and can be added onto any package or hired individually. They all come with a TV screen ready for your presentations and branding.

Level 2 - New York Suite (Silver Lounge, Boardroom, Guest Lounge)

The iconic New York Suite boasts an entire wall of floor to ceiling windows showcasing the pitch and Rotherham skyline.

The suite can host a whole range of event types for up to 500 delegates. The suite itself contains no pillars so offers complete unimpeded views to all guests, and has the flexibility and ease of being divided into three smaller sections which are perfect for individual events or for additional breakout space for workshop groups.

Level 1 - 1925 Suite (Brooklyn, Central Park, Manhattan)

One of AESSEAL New York Stadium's biggest suites is versatile, capable of stunning transformations depending on the event. The suite is incredibly adaptable with the flexibility to split into three sections. It can support hosting conferences up to 500 delegates as well as a breadth of other event styles that are able to support large scale event deliveries. Accessible via lifts and stairs to the first floor, the 1925 Suite is perfect for large-scale gatherings.



Matchday Programmes

We are proud to be continuing to uphold an age-old football tradition by producing a traditional paper version of our matchday programme which this season features a unique cover depicting a current Rotherham United player in illustrated form, atop a New York-inspired backdrop.

We recognise that the matchday programme is a staple of many of our supporters' matchday routines and we are proud to say that The New York Way will continue to be produced.

For £3, Millers fans will be able to enjoy 60 pages containing all our regular content and features with match-by-match columns from Chairman Tony Stewart and first team boss, alongside new Q & A pages with the players.

These can be purchased from the Red and White Shop or from one of our dedicated programme sellers travelling around AESSEAL New York Stadium on a matchday. Payment can be made in either cash or card.



Pre-match Facilities

Random Acts of Kindness

Look out on matchdays for our Random Act of Kindness when we offer random supporters free behind the scenes access with Rotherham United. Some examples of our random acts include offering supporters the chance to watch the warmup in the company of our coaching staff at pitch level, meeting the manager prior to the game and on the spot free tickets and prizes.

Commentary for blind/partially sighted supporters

The club provide commentary for blind or partially sighted supporters. The headsets are required to be booked 24 hours in advance of the fixture by emailing dlo@rotherhamunited.net. A deposit of £10 will be required for the head set on the day of the match. They can be collected from the main reception, where they are to be returned post-match. We can organise these sets to be collected/returned from a location more suitable, we just ask that supporters contact our DLO beforehand to organise this.

Disabled Supporters' Room

Join our Disabled Supporters Association on the ground floor of our Community Trust on the West side of the Stadium where you can enjoy a hot drink, biscuit and a chat ahead of the match.

Use of the room means that we can provide home and away disabled supporters with a warm and comfortable environment in which to enjoy the build-up to matches at AESSEAL New York Stadium and will be open two hours before kick off.



There are several food and drink outlets around the perimeter and approaches to the stadium. Some are privately owned with the club taking no responsibility for those services.

The Goal Zone

Rotherham United Community Trust open the doors to the Goal Zone Centre for every home matchday at AESSEAL New York Stadium. The facility is free to enter to supporters with pre-match entertainment provided for kids who are arriving early for the game. The centre, which is situated next to the Players' Entrance in the main West Stand, includes an Xbox console, pool table, air hockey, table football and indoor games for young fans to enjoy before the main event of watching the Millers.

The centre is open matchdays one hour before kick-off (children attending must be accompanied by an adult).

Miller Bear

Our mascot is Miller Bear, and you will find him in the northwest corner of the ground during the game, and around the outside of the stadium pre-match. You can follow our resident mascot Miller Bear on X too here [@MillerBear99](https://twitter.com/MillerBear99)

Sensory Bags

The club provide sensory bags for supporters who may require them. The sensory bags are required to be booked 24 hours in advance of the fixture by emailing dlo@rotherhamunited.net. Once booked, they can be collected from the main reception on the day of the match.



Stewarding and Safety

The safety and welfare of all supporters and guests is our main priority at Rotherham United, all our Security and Stewarding staff are provided by our official Stewarding Partner, IPM Group.

We have several specialist staff members that undertake specific duties such as Disability Liaison, Safety, Fire Marshall, Safeguarding etc.

Security on matchdays is a prime focus for the club and all supporters will undergo checks / searches before entry into the stadium in accordance with the Safety of Sports Ground Regulations.

All Rotherham United and Rotherham United Community Trust staff are more than happy to help with any queries that should arise on matchday.

Our Safety and Deputy Safety Officers are in constant communication with the police to identify any risk factors going into a fixture and to organise required police presence.

Rotherham United have a host of volunteers who will be on hand to help with any matchday queries. The Millers 'Here to Help' volunteers will be stationed around AESSEAL New York Stadium to help with any questions you may have.

Ideal for supporters who are attending a match for the first time, the 'Here to Help' team will be visible at the main approach to the stadium from New York Way and Don Street and will endeavour to help as much as possible with any queries you may have.



Safeguarding

Unaccompanied Children: The age limit for unsupervised children is 14. Children under 14 must not come to the stadium without a supervising adult. They will be refused entry; this may cause the child unnecessary distress.

Babes in Arms: Stadium visitors are advised that a football stadium is not a suitable environment for a child under 2 years of age. If you are considering bringing a baby to a matchday please contact the supporter services team so that we can help plan your visit appropriately.

Emergencies: You should think about having a plan in the event of an emergency during the match. How would you cope with an emergency situation? Would you all be safe in the crowd trying to get quickly out of the stadium all at once? If you had to get out quickly how would you do that safely and together? Where is your nearest emergency escape and alternative route? Where would you meet up outside the ground if you get separated?

If you have a concern about a child or adult at risk then contact the Safeguarding Team at any time on: safeguarding@rotherhamunited.net

During a match please do not hesitate to report a concern to one of our stewards who will put a call out to the Matchday Safeguarding Officer for immediate support.

Children, young people and adults at risk should never experience abuse of any kind.

We have a responsibility to promote the welfare of all children, young people and vulnerable adults to keep them safe and to run in a way that protects them.

Senior Safeguarding Manager
Paul Douglas, Chief Operating Officer
pdouglas@rotherhamunited.net
01709 827762

Designated Safeguarding Officer
(reporting to the Senior Safeguarding Manager)
Julie Shore, Club Safeguarding Lead
jshore@rotherhamunited.net
07921472271

Safeguarding Email
safeguarding@rotherhamunited.net

Matchday Timeline

Please see a guide to timings on a matchday at the AESSEAL New York Stadium below:

9AM

Red and White Shop & Ticket Office opens

From two hours before kick-off

Pop-Up Red and White Shop opens

Fan Zone opens

Youth Hub opens

Disabled Supporters Association room opens

An hour and a half before kick-off

Turnstiles Open

Rotherham United Disabled Supporter Association Room Opens

An hour before kick-off

Teams are announced

Car Park access closes until re-opening after the match

MILLERS KICK OFF!



Key Contacts

Rotherham United Football Club
AESSEAL New York Stadium
New York Way
S60 1AH

Supporter queries: supporterservices@rotherhamunited.net

Any other queries: office@rotherhamunited.net

Main club switchboard: 01709 827760

Below are the extension numbers you will hear when calling the main switchboard:

Dial:

- 1 - Ticket Office
- 2 - Red & White Shop
- 3 - Commercial department
- 4 - Conference & Banqueting
- 5 - Academy & Safeguarding
- 6 - Community Sports Trust
- 7 - Media
- 8 - Finance
- 9 - Stadium Manager
- 0 - Any other enquiries

Direct Department Contacts:

Ticket Office and Club Shop: 01709 827768

Commercial Office: 01709 827769

Academy Office/Safeguarding: 01709 827766

Finance: 01709 827775

Press/Media: 01709 827772

Banqueting/Conference Events: 01709 827780

Rotherham United Football Club
AESSEAL New York Stadium
New York Way
S60 1AH

Paul Douglas, Chief Operating Officer
pdouglas@rotherhamunited.net

Grace Scott, Head of Supporter Services
gracescott@rotherhamunited.net

Julie Shore, Club Safeguarding Lead
jshore@rotherhamunited.net

**FOREVER TOGETHER.
FOREVER PROUD.**