



FIRST TIME FAN GUIDE

2025/2026



WELCOME TO THE MORNFLAKE STADIUM

On behalf of everyone at Crewe Alexandra Football Club, we look forward to welcoming you to The Mornflake Stadium.

This guide aims to enhance your matchday experience by providing useful information, including directions to and from the stadium, ticketing details, and what you can expect on matchday.



STADIUM INFORMATION

Crewe Alexandra Football Club, Mornflake Stadium, Gresty Road, Crewe, Cheshire, CW2 6EB

www.crewealex.net

CONTACT

Main office

01270 213014

info@crewealex.net

Ticket Office & Club Shop

01270 252610

tickets@crewealex.net

shop@crewealex.net

ESSENTIAL STADIUM STATS

Total Capacity: 10,101

Bouhey Stand (Main Stand): 6,761

The KPI Recruiting Stand (Gresty Road Stand): 996

Andrew Connolly Financial Planning Stand (Family Stand): 650

The Whitby Morrison Ice Cream Van Stand (Away end): 1,694

Record Attendance at Mornflake Stadium: 10,103 v Manchester

United, League Cup 3rd round. 25th October 2006.

Record Attendance at Gresty Road: 20,000 v Tottenham Hotspur,

FA Cup 4th Rd, 30 January 1960.

Pitch Size: 100yd X 73yrd.





GETTING TO THE MORNFLAKE STADIUM

Crewe Alexandra has put together a detailed guide to ensure your journey to The Mornflake Stadium is smooth and hassle-free on matchdays.

TRAVELLING BY TRAIN

The stadium is only a five-minute walk from Crewe train station, which offers excellent connections across the country.

Upon arriving at the train station, you will be able to see the stadium.

Exit the station by turning left from the main entrance, then walk down the road and take the second left onto Gresty Road.

The stadium is just a short walk ahead.

TRAVELLING BY CAR

- You can reach Crewe Alexandra via two junctions on the M6, but it is recommended to exit at junction 16 for easier access.
- After exiting the M6, follow signs for Crewe along the A500.
- At the first roundabout, take the second exit to continue on the A500.
- At the second roundabout, take the first exit to remain on the A500, and at the third roundabout, take the third exit onto the B5071 (Jack Mills Way).
- Continue on the B5071 (Jack Mills Way) and at the final roundabout, take the second exit onto Gresty Road.
- Proceed along Gresty Road, passing the Mornflake factory on your left and the YMCA on your right, until you arrive at The Mornflake Stadium.

If you require the postcode for Sat Nav, it is CW2 6EB.

MATCHDAY PARKING

There is a 564 space pay and display car park at the ground opposite the Boughey stand, which is £5 to park.

There are a number of small short and long stay car parks within 10-15 minute walk of the stadium, these include Hope Street Car Park, Pedley Street Car Park, Wood Street Car Park and Edleston Road Car Park. Further details can be found [here](#).

TRAVELLING BY BUS

There are number of stops near to the ground with bus services running to Crewe Alexandra Football Club approximately every 30 minutes. For more details on services running to and from The Mornflake Stadium please click [here](#).

CYCLING

Cycle racks are available to use on our main car park behind the Boughey Stand.

TRAVELLING BY TAXI

The nearest taxi rank to the football club can be found at Crewe train station, a five minute walk away. Listed below are some contact details for local taxi firms.

A Star Taxis - 01270 895044

3D's R Uss - 01270 505999

TakeMe Taxis - 01270 211222





WHAT TO DO AT THE MORNFLAKE STADIUM

INFORMATION POINT:

Upon your arrival to the Mornflake Stadium our friendly and welcoming stewards will be available at various points around the stadium to help or assist with any queries. Alternatively our supporter liaison officer will be available in the club shop from 9am or is reachable at slo@crewealex.net.

TICKET OFFICE:

Our match day ticket office is located at the front of the stadium underneath the South Stand on Gresty Road. The ticket office opens at 9am and our friendly team can assist with sales and queries right through up until kick off.

CLUB SHOP:

The Alexandra Store, located on the corner of the South Stand opens from 9am - Kick off and reopens after the game for 30 minutes. The Alexandra Store stocks all those match day essentials from replica shirts, club scarves and pin badges plus a wide range of pocket money items!

Gresty the Lion also makes a special 30 min appearance at 2pm.

GAMING BUS:

Located outside the club shop, on the corner of the Main Stand, you will find our gaming bus - You won't be able to miss it! The gaming bus is fully equipped with TV's and PS5's to keep juniors entertained before the game. Also when possible, players who aren't involved in the match day squad will be available to sign autographs along with Gresty the lion.

FAMILY LOUNGE:

Our Family Lounge, located in the East Stand is open every match day from 2pm. The Family Lounge is equipped with gaming consoles, games and activities to keep younger ones occupied before the match plus an additional refreshment counter with family friendly facilities is available.

RAILWAYMEN SUPPORTERS BAR & LOUNGE:

The supporters bar is located at the back of the North Stand and opens to home supporters from 12pm*. The bar stocks a wide range of soft and alcoholic drinks.





YOUR MATCH DAY

12.30pm
Kick Off

3pm
Kick Off

7.45pm
Kick Off

9am

9am

9am

The Alexandra Store & Ticket
Office opens

10.30am

12pm

6pm

Hospitality Lounges open

11am

12pm

6pm

Gaming Bus opens

11am

12pm

5pm

The Railwaymen Bar & Lounge
opens

11.30am

2pm

7pm

Gresty the Lion visits The
Alexandra Store

11.45am

2.10pm

6.45pm

Team News Announced

11.45am

2.15pm

7pm

Player Warm Ups

12.30pm

3pm

7.45pm

Kick Off!!



BOOKING YOUR TICKET

Online

www.eticketing.co.uk/crewealex

The easiest way to purchase your match ticket is through our online ticketing platform. You can select your seats from our interactive seating plan and opt for postal delivery, email delivery or in store collection.

Phone

01270 252610

If you prefer to give us a call our friendly team are on hand to take telephone bookings during our office opening hours.

In person

During the week our ticket office operates from the ticket counter at the back of The Alexandra Store where our team are available assist with ticket purchases and queries.

Match Day Ticket Sales

Our Match Day Ticket Office can be found at the front of the Mornflake Stadium on Gresty Road where cash and card payment are accepted.

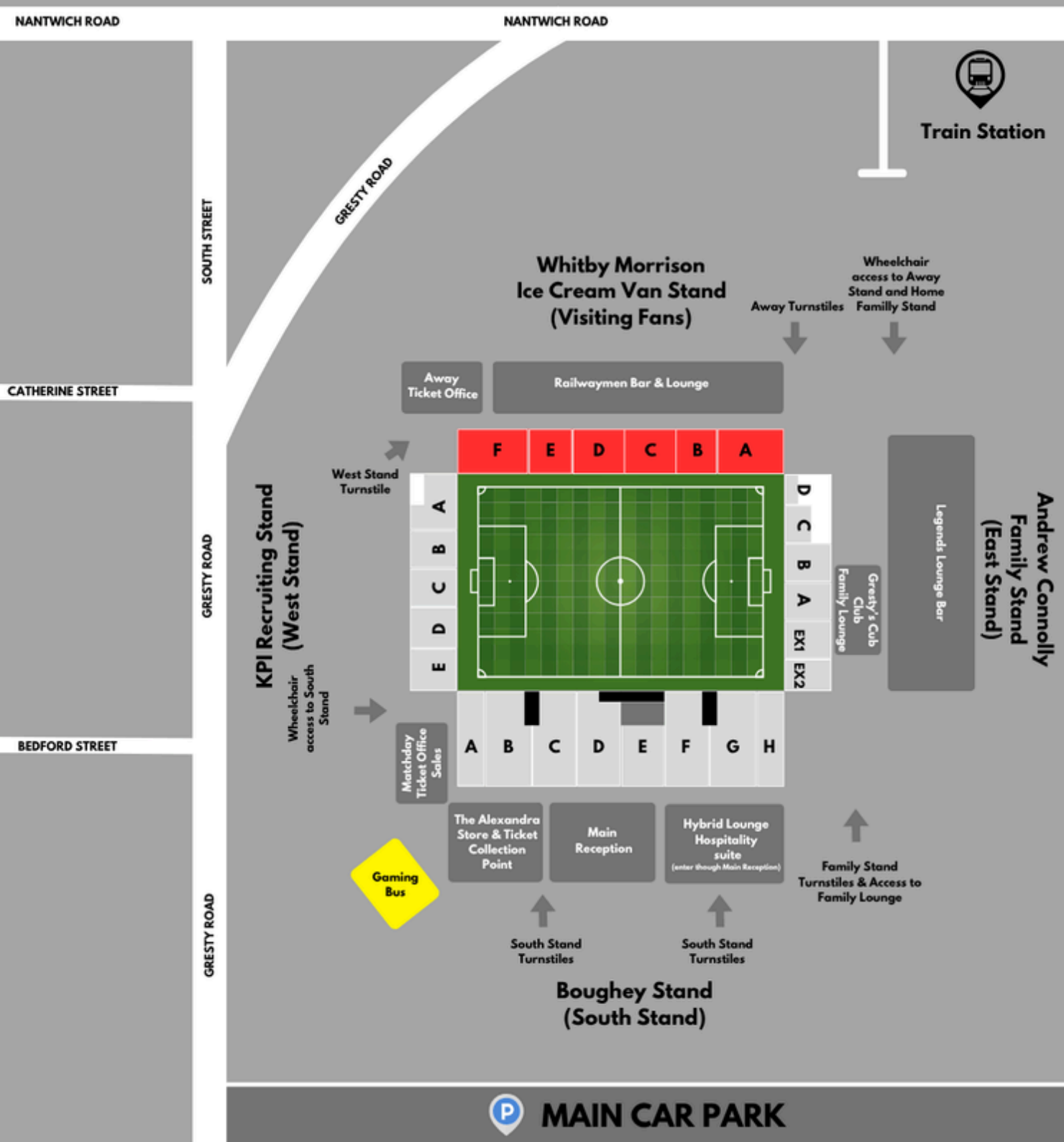
Opening Hours

Monday-Friday - 9am-5pm

Match Day Opening Hours

Saturday Fixtures - 9am-3pm

Evening Fixtures - 9am-7.45pm



TICKET PRICING

Boughey Stand/ Whitby Morrison Ice Cream Van Stand

Adults	£28.00
Seniors (65+)	£22.00
17-19 Year Olds	£22.00
12-16 Year Olds	£13.50
11 Years & Under*	£1.00

Andrew Connolly Family Stand/ KPI Recruiting stand

Adults	£26.00
Seniors (65+)	£20.00
17-19 Year Olds	£20.00
12-16 Year Olds	£11.50
11 Years & Under*	£1.00

*Juniors aged 11 years and under must be accompanied by a responsible adult/ senior



WHERE TO SIT

Boughey Stand

(South Stand)

This is our biggest stand with a seated allocation of 6,761. The South Stand has wheelchair accessible seating at pitch level plus a seated area with headphones for visually impaired supporters. The South Stand is family friendly with a designated family area in block B.

KPI Recruiting Stand

(West Stand)

Also known as the 'Gresty Road End', the stand is located behind the goal and provides the best singing atmosphere on a match day. The stand can accommodate for up to 7 wheelchair users and their carer.

Andrew Connolly Family Stand

(East Stand)

The Andrew Connolly Family Stand is the best place for families to sit when visiting the Mornflake Stadium. Located behind the goal, it has access to our Family Lounge which is open from 2pm through until the final whistle.

All stands are covered but seats within the lower rows are subject to inclement weather.

ACCESSIBILITY INFORMATION

Wheelchair supporters

84 places in total. Home fans are seated in the East, West and South stands at pitch level, we can also accommodate family groups.

Visually impaired supporters:

Arrangements made as required. All positions covered with adjacent seating for carers. Hospital radio provides commentary. Handsets and receivers 3 in home areas and 3 for the away end.

Ambulant disabled supporters:

50 seats available for home and away supporters. Arrangements made as required. Fans are seated at pitch level near the wheelchair area for easy access. All seating is covered and adjacent seating is provided for helpers.

TOILETS & CATERING

14 adapted toilets with alarm cords in the concourse areas behind stands. Catering facilities are in close proximity with low level counters in the new stand. Steward assistance on request.

TICKET PRICING

£22 for disabled supporter + carer.

Please contact our Disabled Liaison Officer, Beverley Dyer for more information,
01270 213014 opt 6 or email tickets@crewealex.net.



MATCHDAY HOSPITALITY

Experience Match Day Hospitality in the Hybrid Lounge

Join us for the ultimate match day experience! Elevate your match day with our exclusive hospitality packages, enjoy:

- A delicious pre-match meal prepared onsite by our chefs at Ridgway Catering.
- Convenience of table service.
- Premium seating with spectacular views of the pitch.
- Complimentary half-time refreshments.
- Post match access to the lounge and bar.

From £62 per person

TO BOOK EMAIL [HOSPITALITY@CREWEALEX.NET](mailto:hospitality@crewealex.net)
OR VISIT WWW.ETICKETING.CO.UK/CREWEALEX



MATCHDAY EXPERIENCES

Make your visit to the Mornflake Stadium extra special with one of our matchday experiences.

Mascots

Mascot packages are the ideal way to give a young Alex fan a day to remember at The Mornflake Stadium.

- 3 Match tickets (one for the mascot and two guests)
- Club Alex Hospitality
- £50 Voucher for The Alexandra Store
- Attend the home dressing room to meet players before the game
- Kick about on the pitch
- Opportunity to get player autographs
- Walk out with the team.
- Access to photo's from the day.
- Photo featured on scoreboard.

For pricing and availability please contact Tia, thickson@crewealex.net

Flag Bearers

An opportunity for junior grassroots teams & clubs to become flag bearers, welcoming the players out on to the pitch ahead of the match.

This complimentary package is offered on a first come first serve basis and includes;

- 30 complimentary match tickets for the Family Stand
- 14 Flag bearer places (aged 6-15 years)
- Stadium Tour ahead of the game.

For further details please contact tickets@crewealex.net

Tickets for Grassroots Teams

Registered grassroots teams can apply for up to 30 complimentary tickets to attend the Mornflake Stadium as a team. Teams will be seated in the Family Stand and will have access to the Family Lounge.

Games are offered subject to availability. For more information contact the ticket office, tickets@crewealex.net

Half Time Announcements

If you would like a special mention or shout out at one of our games, email your message to announcements@crewealex.net



STADIUM TOURS

Get behind the scenes at the iconic Mornflake Stadium with our exclusive Ground Tour Experience!

Perfect for fans of all ages, this unforgettable day includes:

A guided tour of Mornflake Stadium

A match ticket to see the action live

A meal voucher to enjoy on the day.

All this for just £45 per person!*

Tours run monthly, so don't miss your chance to see the club like never before.

*Ticket Prices

Adult - £45

Senior Citizen/ 17-19 Years - £39

12-16 Years - £30.50

11 Years & Under - £18

Speak to the Ticket Office today to check availability and book your spot!





FIRST GAME CERTIFICATE

Are you bringing a young Alex fan to their first game at The Mornflake Stadium? If so, you can claim a free First Time Fan Certificate, signed by our friendly furry mascot himself, Gresty the Lion!

To commemorate this special occasion, please email us at tickets@crewealex.net and make sure to include the name of the young supporter and the game they will be attending.

Please note that submissions must be made at least 24 hours before matchday, and the certificates will be ready for collection in the Club Shop.

Available to Juniors aged 11 and under.



MEET GRESTY THE LION

Our lovable, furry superstar, Gresty the Lion, will be prowling around these spots on Matchday:

Gaming Bus: 2pm-2.20pm

The Alexandra Store: 2.20pm-2.30pm

Pitch Side Areas: 2.30pm-2.45pm

Gresty loves a good chinwag, so don't be shy—give him a roar!

Please note: While Gresty the Lion loves meeting his fans, on rare occasions he might need a day off to rest his paws or take care of important lion business. Don't worry—he'll be back pouncing with excitement soon!



GRETTY'S CUB CLUB

FAMILY LOUNGE

Step right up to Gresty's Cub Club, the ultimate pit stop for pint-sized fans and their crew! Nestled snugly behind the East Stand, this lively spot is a matchday paradise packed with giggles and good times. Dive into the land of endless fun with a range of games and consoles to keep the kiddos buzzing, and a colouring station where mini Picassos can let their creativity run wild. Youngsters can even pen letters to Gresty and their football idols, adding a sprinkle of magic to their day. With kid-friendly loos, tea bar for those much-needed refreshment breaks and a warm, inviting vibe, Gresty's Cub Club is your ticket to a family matchday experience that's as unforgettable as a last-minute goal!

LEGENDS LOUNGE

FULLY STOCKED AND LICENCED BAR

Tucked behind the family stand on the first floor, the Lounge is your VIP pass to pitch-perfect views and a cozy atmosphere on game days.

Swing by at 2 PM on Saturdays or 6:30 PM for Tuesday night thrillers, and enjoy the action until the final whistle. With a lineup of alcoholic and soft drinks, you'll never go thirsty! Catch live Sky/BT sports and relive Crewe Alex's glory moments before kickoff.

Plus, it's a family haven, complete with a baby changing area for your little legends!



THE ALEX

MATCH DAY CATERING

Our food and beverage kiosks provide an extensive selection of hot food, snacks, and drinks that cater to every family member.

You can buy food and drinks from various kiosks situated throughout the stadium, starting from the moment the turnstiles open until.

Alongside our concourse bars, we also have a fully stocked accessible kiosk located at pitch level, which is conveniently positioned beneath the south stand between sections B and C.

Please note that some tea bars operate on a limited menu.

Prices and products are accurate at the time of publication.

Wrights Pies

Meat & Potato	£4.90
Steak & Ale	£4.90
Chicken Balti	£4.90
Cheese & Onion Pastry	£4.70
Sausage Roll	£4.70

Cold Drinks

Pepsi Max	£2.60
Fanta Zero	£2.60
7 Up Free	£2.60
Capri Sun	£2.60
Oasis Summer Fruit Zero	£2.60
Water	£1.90

Rollover

Hot Dog	£5.00
Vegan Hot Dog	£5.00
Burger	£5.00
Cheese Burger	£5.50
Chicken Burger	£5.00
Chicken Nuggets (6)	£5.00

Confectionary & Crisps

Twix	£1.30
Mars	£1.30
Twirl	£1.30
Snickers	£1.30
Kitkat	£1.30
Yorkie	£1.30
Skittles	£1.30
Walkers Ready Salted	£1.30
Walkers Salt & Vinegar	£1.30
Walkers Cheese & Onion	£1.30
Walkers Quavers	£1.30

Hot Drinks

Cappuccino	£3.00
Coffee	£3.00
Tea	£2.60
Hot Chocolate	£3.00
Beefy Drink	£2.60

Alcohol*



Heineken	£4.70
Cruzcampo	£4.70
Neck oil	£4.70
Inch's Cider	£4.70
Guinness	£5.00
Wine (White,Red) 187ml	£5.00

***Available from selected bars.**



THE ALEXANDRA STORE

The Alexandra Store is the only place to buy all your official club merchandise. The store has a great range of all the latest crested products, from our new kits and training wear supplied by our kit manufactures Puma, to fashion and junior wear along with a vast range of accessories and novelty items, making everything you need to support your club in one destination.

The Alexandra Store is located underneath the South Stand at the front of the Mornflake Stadium. Our online store is accessible around the clock, offering both delivery and click and collect options.



Opening Times

Weekdays
Monday to Friday
9am-5pm

Contact

Phone: 01270 213014 opt2
Email: shop@crewealex.net
Website: www.thealexandrastore.co.uk

Matchdays
Saturday matches - 9am-3pm*
Midweek matches -9am-7.45pm*

*Reopen for 30 minutes after the final whistle



SCAN HERE



INSIDE CREWE MAGAZINE

Crewe Alexandra are delighted to announce the launch of our official monthly magazine, Inside Crewe.

Replacing the matchday programme, **Inside Crewe** will bring you completely exclusive interviews, in-depth features and unrivalled access to give readers a deeper understanding of the people and the practices which make our club so special.

With a strong focus on our famous academy and behind-the-scenes insights into all areas of Crewe Alexandra, the high-quality magazine will deliver a new dimension of supporter experience not available anywhere else.

The magazine can be purchased at £6 and is available both online and in-store. Additionally, on match days, it is available at various locations around the stadium, including the ticket office and tea bars.

We are also happy to provide the opportunity to subscribe to Inside Crewe, which includes FREE postage to your home.



SAFEGUARDING

Safeguarding Contacts

Senior Safeguarding Manager

Debbie Treadell
dtreadell@crewealex.net

Designated Safeguarding Officer & Player Care Manager

Emma Keyte
ekeyte@crewealex.net

Matchday Safeguarding Officer

Beverley Dyer
bdyer@crewealex.net
07733 077611

At Crewe Alexandra Football Club, we believe that it is always unacceptable for any child or any adults at risk, to experience abuse of any kind. We recognise our responsibility as a Football Club on matchdays to safeguard everyone's welfare by a commitment to safe practice to protect everyone attending the Club.

All Crewe Alexandra staff, volunteers and fans have a responsibility to ensure the safety and welfare of children and adults at risk, by taking appropriate steps to ensure that suspicions and allegations of abuse / poor practice are taken seriously, reported immediately and appropriately.

If you have any safeguarding concerns at Crewe Alexandra, please email our dedicated safeguarding team, safeguarding@crewealex.net, or speak to a member of staff.

To view our full safeguarding policy please visit www.crewealex.net/safeguarding/policies-and-procedures



KEEP UP TO DATE

Ways to follow Crewe Alexandra Football Club

All Crewe Alexandra information can be found at www.crewealex.net. This is the central place for all team news, ticket and supporter information. Below is a range of other ways to keep up to date with what's happening at the Mornflake Stadium



www.crewealex.net



www.facebook.com/crewealexofficial



x.com/crewealexfc



youtube.com/crewealexandrafc



ENJOY THE GAME!

We hope that you have an enjoyable time at The Mornflake Stadium and don't forget to let us know about all about your day!

Please email your feedback to feedback@crewealex.net