



# MATCHDAY GUIDE

## 2025/26



# WELCOME TO OXFORD UNITED'S MATCHDAY EXPERIENCE!

We're thrilled to have you join us at the Kassam Stadium for what promises to be an unforgettable matchday! Whether you're a lifelong supporter or visiting for the first time, our vibrant atmosphere, passionate fans, and exciting football create a truly unique experience. From the moment you arrive, you'll feel the energy that makes an Oxford United matchday so special. Let's unite in support of the U's and make some noise together!

Oxford United Men's Team plays in the EFL Sky Bet Championship, with home matches at the Kassam Stadium. After earning promotion via the League One Play-Offs in 2023/24, the Club successfully retained its Championship status in their first season back at this level in 25 years last season..

Enjoy the game!



# WHO WE ARE

Founded in 1893 as Headington FC, the Club's name was changed in 1960 to appeal to the whole city and further increase national recognition.

Oxford United Men's Team plays their football at the Kassam Stadium in the EFL Sky Bet Championship having been promoted through the Play-Offs from League One in the 2023/24 Season.



# YOUR MATCHDAY

	<b>12:30pm</b> Kick-Off	<b>3:00pm</b> Kick-Off	<b>7:45pm</b> Kick-Off
<b>Club Shop Opens</b>	9:30am	11:00am	10:00am
<b>Turnstiles Open</b>	11:00am	1:30pm	6:30pm
<b>Teams Announced</b>	11:30am	2:00pm	6:45pm
<b>Teams out for warm up</b>	11:45am	2:15pm	7:00pm
<b>Teams enter the pitch</b>	12:25pm	2:55pm	7:40pm
<b>Half-Time, Entertainment &amp; Birthday Messages</b>	1:15pm	3:45pm	8:30pm
<b>Second Half Begins</b>	1:30pm	4:00pm	8:45pm
<b>Full Time</b>	2:15pm	4:45pm	9:30pm

# HOW TO BUY



## ONLINE

[OUFCTickets.co.uk](http://OUFCTickets.co.uk)



## PHONE

Contact the Ticket Office at  
**01865 337533**



## STADIUM

Visit the Ticket Office in  
person during office hours



## TICKET OFFICE OPENING TIMES

					Non-Matchday	Home Matchday	
<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>	<b>Saturday</b>	<b>Sunday</b>
10:00am-5:00pm	10:00am-5:00pm	CLOSED	10:00am-5:00pm	10:00am-5:00pm	CLOSED	Open three hours before KO	CLOSED

## OLLY & OLIVIA

Meet our furry mascots ahead of kick-off as they walk around the stadium meeting fans



## MATCHDAY SLO TEAM

At every home game, our Matchday Supporter Liaison Officers are located next to the Ticket Office. They're on hand to meet supporters, provide information, answer questions, and help you get the most out of your matchday at Oxford United.



# PRE-MATCH ACTIVITIES



**MEET YOUR HEROES**  
Cheer on the players as they arrive at the stadium before the game near the Ticket Office

**10-MINUTE TAKEOVER**  
Cast your vote for your favourite song on the official Club app and hear it played during warm-ups at the game!



# OLLY'S DEN

Our Juniors' Matchday Fan Zone, Olly's Den, supported by BAXI, has recently opened.

Located in the Exhibition Bar behind the South Stand, Olly's Den will open pre-match for every home matchday.

Olly's Den features a gaming zone with PS5 consoles, table football, a skills competition area to test out your footballing ability and a photo backdrop where supporters can get a quick snap with Olly and Olivia before kick-off.

All of these activities run alongside the current Supporter Services stand, where you can find all your matchday information.





## SENSORY ROOM

We have a bespoke Sensory Room based in the Family Section, for young fans who may need to take a little time out on a matchday with our fully trained helpers.

Wherever you are in the stadium, just speak to a steward in your stand if you would like to use the Sensory Room.



## REFRESHMENTS

At the stadium there are concessions inside each concourse selling hot and cold food and drinks. There are also outlets in the car park, usually located by the south-west and south-east corners of the ground. Note these operate cashless payment.



## FIRST TIME FANS

First time visiting an Oxford United game?

Please fill out this form [HERE](#) to request a 'First Time Fan' pack and make your first visit extra special. We'll verify your details and contact you with information on where to collect your pack on matchday.



## HALF-TIME ANNOUNCEMENTS

Celebrating a birthday or a special occasion at an upcoming Oxford United match?

Submit a half-time announcement request that we'll read out at your selected game.

Click [HERE](#)

# CLUB SHOP

Fans can visit the Club Shop on matchday to secure their Oxford United merchandise before the game. The store offers a wide range, including replica shirts, scarves, hats, and other great memorabilia for all budgets.

You can browse the online store ahead of your visit at [OUFCShop.co.uk](https://OUFCShop.co.uk)

## HOW TO FIND US

The Club Shop is located opposite the Ozone Leisure Park, directly across the car park from the Kassam Stadium.

Follow signage to Frankie & Benny's and Vue Cinema. Make your way round the corner, the Club Shop can be found 75 meters ahead of you.



## U'S CASH

U's Cash is the Club's loyalty scheme designed to reward our supporters for their merchandise purchases in-store and online.

Season Ticket Holders, Old Gold and Home Members have the opportunity to earn and spend their U's Cash at home games in-store. For more information on U's Cash, please [CLICK HERE](#)

For more information on becoming a United Oxford Home Member, please [CLICK HERE](#)



## MASCOT EXPERIENCES

Looking for that ultimate matchday experience for the young Yellows in your family? How about the opportunity to be a Mascot for the day?

Enjoying a tour of the changing rooms, meeting the players on arrival, warming up on the pitch, and walking out with one of United's stars makes for the perfect experience for the Young U's in your household.

For more information or to book online [CLICK HERE](#)

# GET IN TOUCH

## TICKET OFFICE

 01865 337533

 [ticketoffice@oufc.co.uk](mailto:ticketoffice@oufc.co.uk)

 [OUFCTickets.co.uk](https://OUFCTickets.co.uk)

## CLUB SHOP

 01865 747231

 [OUFCShop.co.uk](https://OUFCShop.co.uk)



## CLUB CONTACTS

Supporter Liaison Officer, Aaron Kightley:  
[akightley@oufc.co.uk](mailto:akightley@oufc.co.uk)

Marketing & Fan Engagement Queries:  
[reply@oufc.co.uk](mailto:reply@oufc.co.uk)

## MATCHDAY FEEDBACK

We want to continue improving our offering and welcome your feedback on your experience at a matchday in OX4. Please help us to continually improve by sending in your thoughts to [feedback@oufc.co.uk](mailto:feedback@oufc.co.uk) following your visit.

# GETTING HERE

## BY CAR

The stadium is off the A4074 and is signposted on all major approach roads to Oxford with the brown “attraction” sign showing a football icon. For Satnavs, use postcode OX4 4XP. The stadium has unreserved spaces for around 2,000 cars at each game. Parking is free of charge and on a first come, first served basis. If the main car parks are full, you will be directed to the overflow carpark which is past the VUE cinema and club shop.

## BY TRAIN AND BUS

The nearest station is Oxford (OXF). If you arrive at Oxford Parkway (OXF), we suggest you take a connecting train to Oxford Station which is approximately five miles from the stadium. From Oxford Station both the City5 and Stagecoach1 bus services run every five minutes from bus stop R2 to Sandy Lane West. The journey takes around 40 minutes and then it is a 15 minute walk to the stadium (see [City 5/Stagecoach 1 Timetable](#)).

From Oxford City Centre the 3A runs every half hour from [bus stop E1](#) near the Westgate shopping centre, and Oxford High Street stop T2. It takes around 35 minutes and stops at Grenoble Road on the south side of the stadium. There are also a number of Football special routes on matchdays from Didcot, Carterton, Kidlington, Bicester and Thame.

To find location-specific services, details of the football special routes, ticket information and to easily plan your journey to the Kassam Stadium, visit Oxford Bus Companies’ Oxford United football services’ page by clicking [HERE](#)

## BY BIKE

Cycling is easier than you think. It is a quick and healthy way to make your journey and saves you a lot of money. Why not avoid the crowds and queues by cycling to the stadium?

The Stadium is accessible by bicycle, making it a great way to get to the stadium, with bike racks available around the stadium.

## DISABLED SUPPORTERS

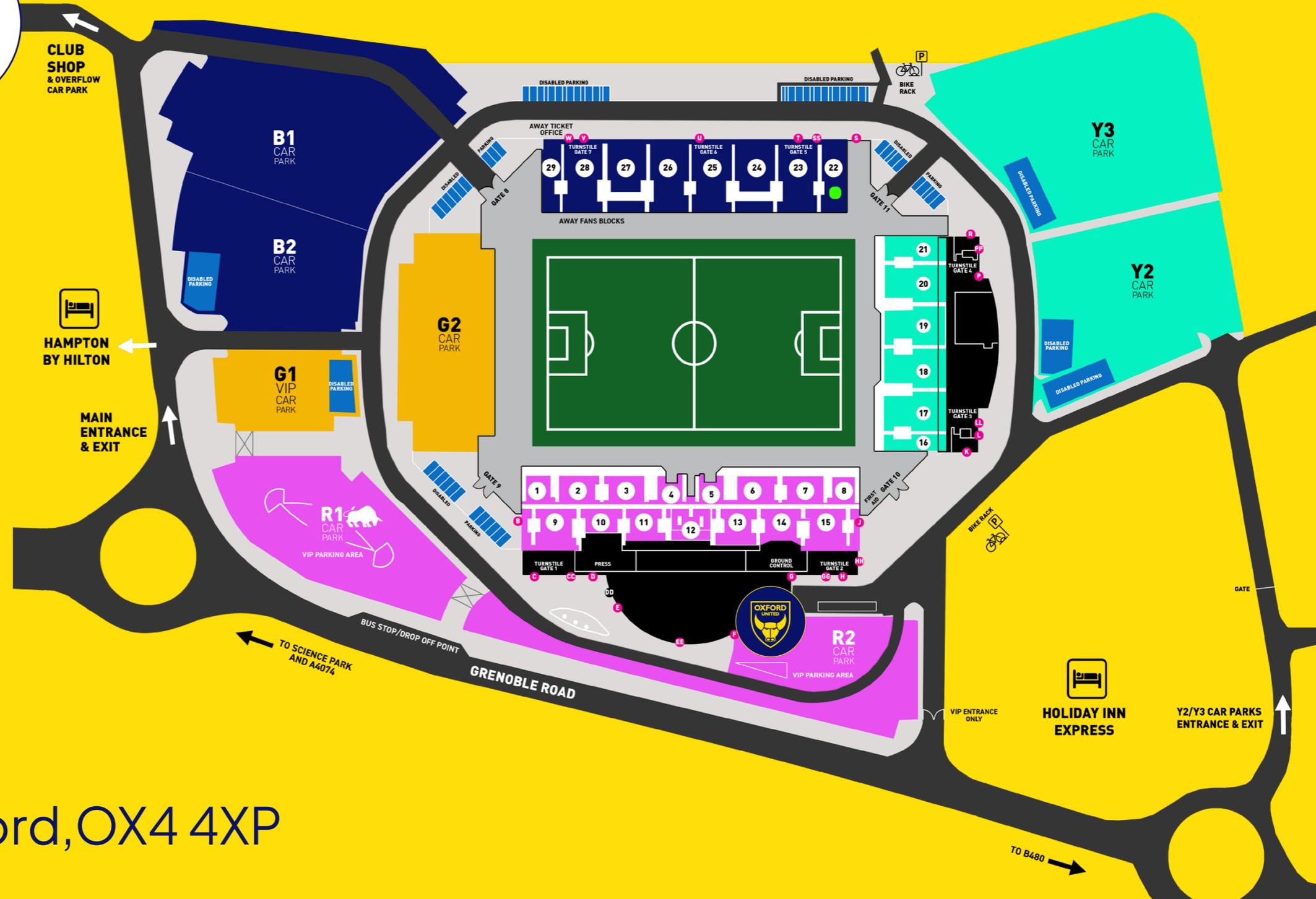
There are specific marked bays for disabled supporters near each stand on a first-come, first-served basis.

For further information for supporters with disabilities call **01865 337533**.



# KEY

- Planet IT North Stand
- East Stand
- South Stand
- Stadium Exits
- Family Stand/  
Sensory Room
- Club Shop
- Ticket Office



**Kassam Stadium,**  
Grenoble Road, Oxford, OX4 4XP



WE HOPE YOU  
ENJOY THE GAME!