



MATCHDAY GUIDE

2026/27





WELCOME TO OXFORD UNITED'S

MATCHDAY EXPERIENCE

Welcome to the Kassam Stadium for what promises to be another unforgettable matchday!

Whether you're a lifelong Oxford United supporter or visiting us for the very first time, you're in for a fantastic experience. Our passionate fans, vibrant atmosphere and exciting football combine to make every matchday at the Kassam Stadium truly special. From the moment you arrive, you'll feel the energy and excitement that make following the U's so unique.

We hope you enjoy everything our matchday has to offer and join us in getting behind the team from the first whistle to the last.

Let's all come together, get behind the U's, and make some noise.

Enjoy the game!

WHO WE ARE



Founded in 1893 as Headington FC, Oxford United has grown into one of the country's most respected football clubs, proudly representing the city of Oxford since adopting its current name in 1960.

The U's have enjoyed many memorable moments throughout their history, including winning the League Cup in 1986 and competing in the top flight of English football. Today, Oxford United continues to build on its proud heritage, bringing together generations of supporters through exciting football, strong community values and an unwavering passion for the game.

Oxford United Men's First Team competes in EFL Sky Bet League One and plays its home matches at the Kassam Stadium, a 12,500-capacity venue in OX4.

YOUR MATCHDAY

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

HOW TO BUY



ONLINE

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

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Saturday	Sunday
10:00am-5:00pm	10:00am-5:00pm	CLOSED	10:00am-5:00pm	10:00am-5:00pm	CLOSED	Open three hours before KO	CLOSED

PRE-MATCH ACTIVITIES



MEET YOUR HEROES

Cheer on the players as they arrive at the stadium before the game near the Ticket Office.



OLLY & OLIVIA

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

PRE-MATCH ACTIVITIES

Welcome to

OLLY'S DEN

Supported by BAXI



OLLY'S DEN

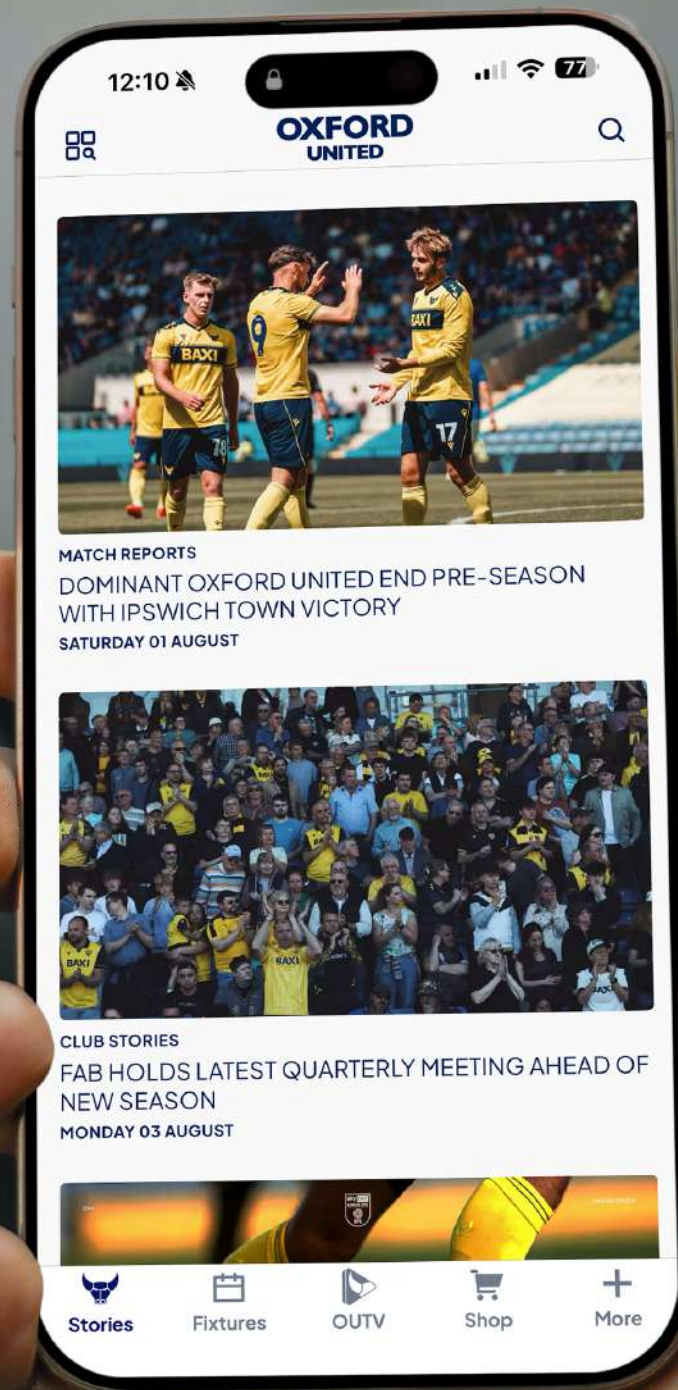
Our Juniors' Matchday Fan Zone, Olly's Den, supported by BAXI, has recently opened in the Exhibition Bar behind the South Stand and will be open pre-match for every home fixture. Young supporters can enjoy PS5 gaming, table football, a football skills competition and a photo backdrop for a quick snap with Olly and Olivia before kick-off.



PLAYER PLAYLIST

Listen out for this season's player playlists during the pre-match warm-up, with Oxford United's stars selecting their favourite tracks to help build the atmosphere before kick-off!

EVERYTHING UNITED, RIGHT IN YOUR POCKET



Stay up to date with everything Oxford United, anytime and anywhere, with the Official Oxford United App.

Available to download now on the App Store and Google Play.

[Download here](#)



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?

Let us know by filling out this form [HERE](#) and a member of our Fan Engagement Team will visit you in your seats ahead of kick-off with a 'First Time Fan' pack to make your first visit extra special.



HALF-TIME MESSAGES

Celebrating a birthday or special occasion at an upcoming Oxford United match? Submit a half-time announcement request that will be displayed on the big screen 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

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

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 AND GUARD OF HONOUR 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

 OUFCTickets.co.uk

CLUB SHOP

 01865 747231

 OUFCShop.co.uk



CLUB CONTACTS

Supporter Liaison Officer, Aaron Kightley:
akightley@oufc.co.uk

Marketing & Fan Engagement Queries:
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 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](#)**

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



CLUB
SHOP
& OVERFLOW
CAR PARK

HAMPTON
BY HILTON

MAIN
ENTRANCE
& EXIT

TO SCIENCE PARK
AND A4074

BUS STOP/DROP OFF POINT

GRENOBLE ROAD

TO B480

HOLIDAY INN
EXPRESS

Y2/Y3 CAR PARKS
ENTRANCE & EXIT



Kassam Stadium,
Grenoble Road, Oxford, OX4 4XP



WE HOPE YOU
ENJOY THE GAME!

