



MATCHDAY GUIDE

2024/25



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!

In this Matchday Guide, you'll find everything you need to enhance your experience in OX4. From stadium facilities and accessibility information to pre-match festivities and post-match activities, we've got you covered.

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

	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	11:30am	2:00pm	6:45pm
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



MEET YOUR HEROES

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

PRE-MATCH ACTIVITIES



OLLY & OLIVIA

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



MATCHDAY SELFIES

Post your matchday selfies using #OUFCMatchday to X on gameday to be included on our big screen ahead of kick-off



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 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

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, email: community@oufc.co.uk

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 (OXP), 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



Kassam Stadium,
Grenoble Road, Oxford, OX4 4XP



WE HOPE YOU
ENJOY THE GAME!