

AWAY END

STRANDED FAN REPORT 2025/26

Published May 2026



WHY I BUILT THIS

“

When Rushden & Diamonds folded, even our stadium was demolished. Losing a club leaves a gap in its fanbase and community.

Away End's mission is to help sustain lower league football by making more games accessible and celebrating its travelling fans.

IN-PERSON CONNECTION

Real, shared experiences, face-to-face. The matchday journey is often more important than the 90 minutes.

DIVERSITY OF PLACE

Away travel exposes you to the diverse people, history, and culture of the country.

FOOTBALL FINANCE

Ticket sales are a lifeline for lower-league clubs. The easier it is for fans to travel, the more sustainable the clubs become.



WHAT IS AWAY END?

GUIDES & PASSPORT

For every EFL and National League club.

TRAVEL PLANNER

Find the cheapest, easiest, most sustainable route to the game

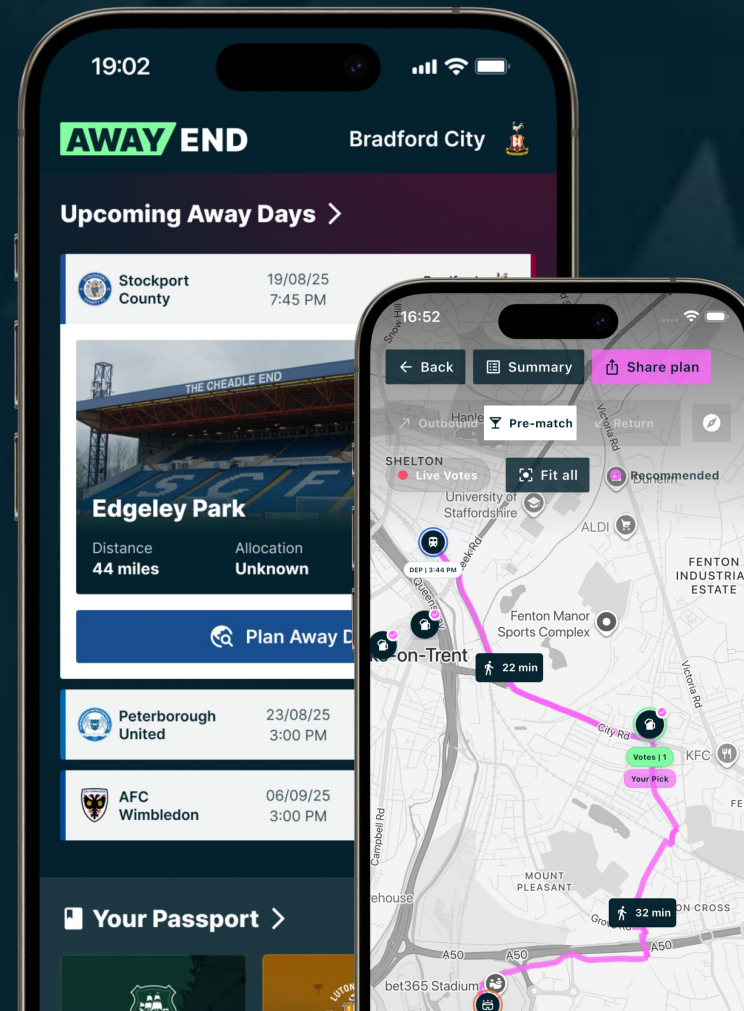
PUB VOTING

Vote on pre-match pubs ahead of time.

ATTENDANCE DATA

Consolidated away fan attendance data.

AWAY END



FAN RESEARCH

We investigate and share findings on every aspect of the fan experience, especially for away fans.

FAN RESEARCH HUB

THE STRANDED FAN REPORT

New findings show away fans are still getting stranded after games—costing money, adding emissions, and hurting the matchday experience.

Forbes **Mirror**

- Midweek away fans are 30x more likely to be stranded than weekend travellers.
- A 45–90 minute train extension would solve over 40% of stranded trips.
- Overnight costs add up to an estimated £50m a season for fans.
- Smarter scheduling and trains could avoid ~23,000 tonnes CO2e.

Want the full report? Drop your email and we'll send it.

you@example.com

GET THE REPORT

BREAKDOWN OF STRANDED STATUS BY KICK OFF



BREAKDOWN OF STRANDED STATUS BY AWAY



PLEDGEBALL
PROTECT WHERE WE PLAY

A COLD NIGHT IN CARDIFF



V




Full-Time


Bus & walk to
Cardiff Central


Train to
Gloucester

~9:45 PM

 1hr Wait

10:47 PM

 30m Wait

11:33 PM


Bus & walk to
Birmingham New St


Bus to Birmingham
Bearwood

4:09 AM

 45m Wait

1:50 AM

 1hr Wait


Train to
Sheffield


Train to
Barnsley


Home

 1.5hr Wait

6:03 AM

 15m Wait

7:35 AM

8:03 AM

AWAY END

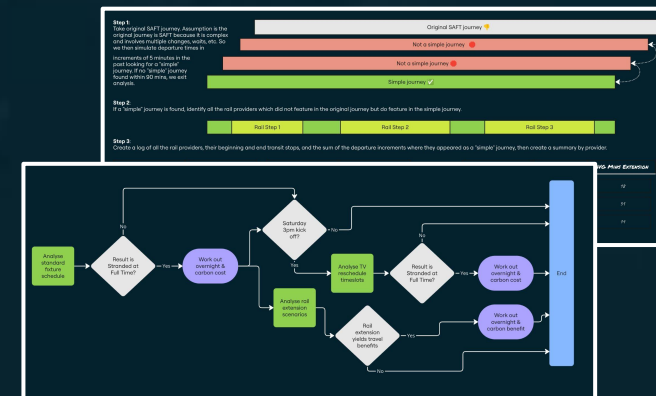
Barnsley fans away at Cardiff, Tuesday 27 January 2026, 7:45pm kick-off. Fastest public transport route home as shown by Google Maps. In practice, fans would see this in advance and drive or stay at home.

STRANDED = HOME LATER THAN 2AM BY PUBLIC TRANSPORT

Across Premier League, Championship, League One, and League Two

Using Google Maps Directions API

Each with estimated carbon emissions

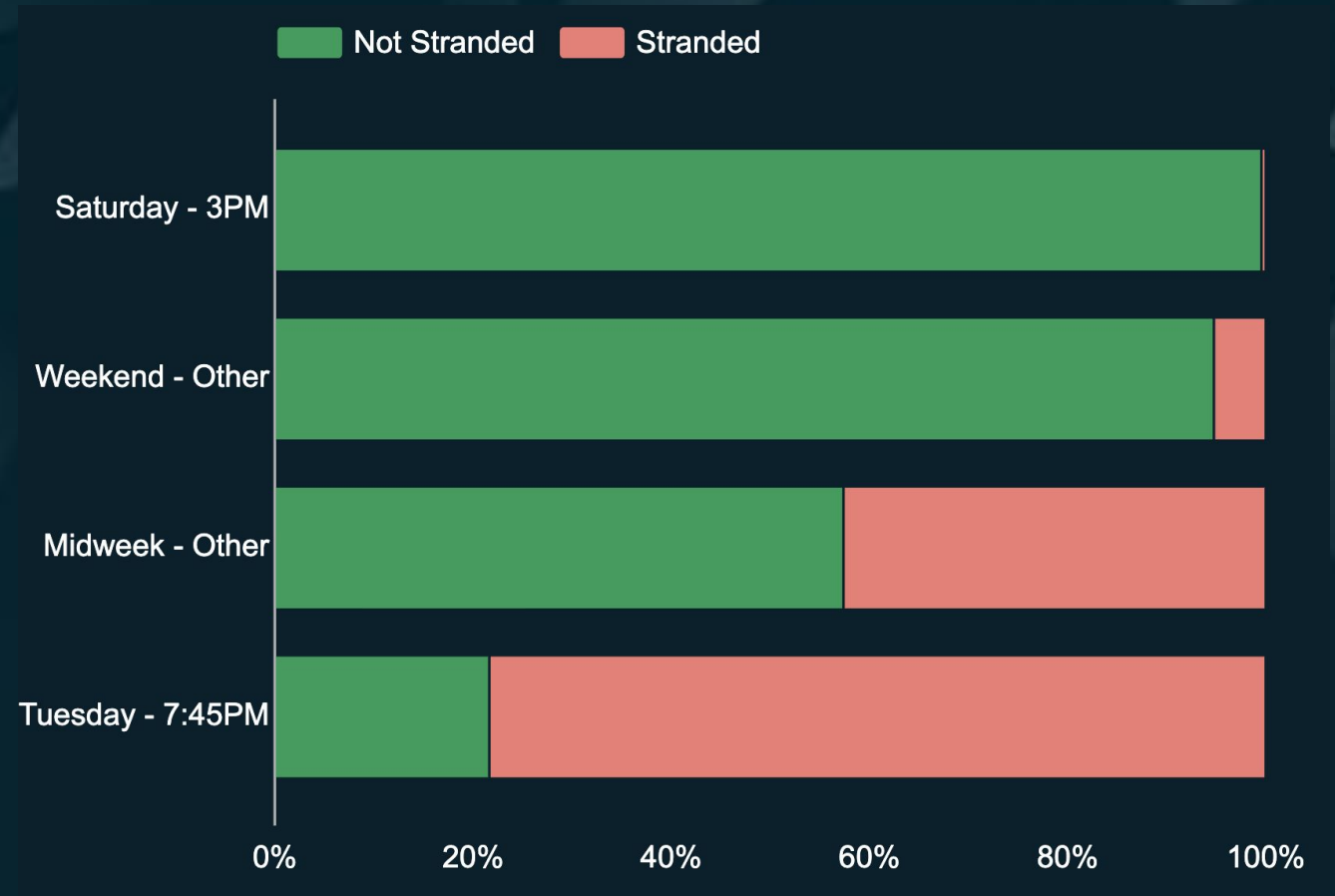


SCALE OF THE PROBLEM

8 IN 10 TUESDAY-NIGHT AWAY FANS CAN'T GET HOME

1 IN 5 AWAY FANS

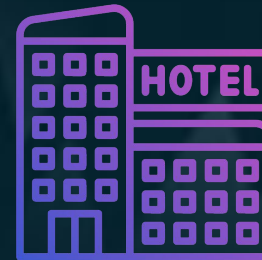
stranded at full-time by public transport across the top 4 leagues in 2025/26



SCALE OF THE PROBLEM

TWO ALTERNATIVE OUTCOMES PER SEASON, EFL ONLY

Either fans stay overnight...



£25m - £64m

Overnight stay + food.

...or they drive instead.



9k - 23k tCO2e

Net carbon impact of fans switching from public transport to driving

AWAY END

The two figures are alternatives, not a total. EFL only, where away attendance data exists, so both understate the full picture. Ranges reflect the spread in away attendances; carbon assumes a mix of car types and does not yet account for car sharing.

WHO GETS HIT HARDEST?

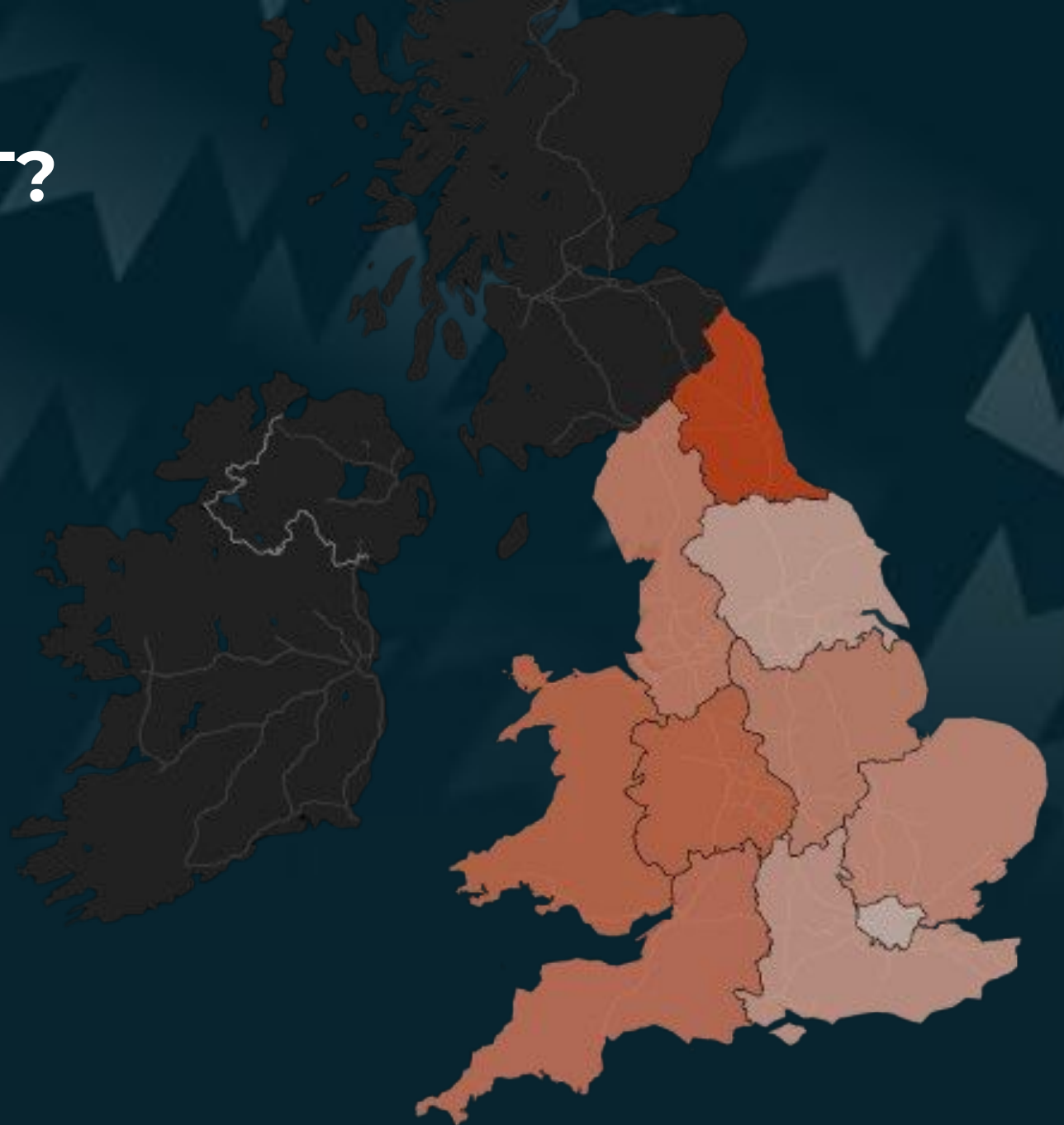
BY AWAY FANS' HOME REGION

WORST AFFECTED

North East
West Midlands
Wales
South West

LEAST AFFECTED

London
Yorkshire / Humber
South East



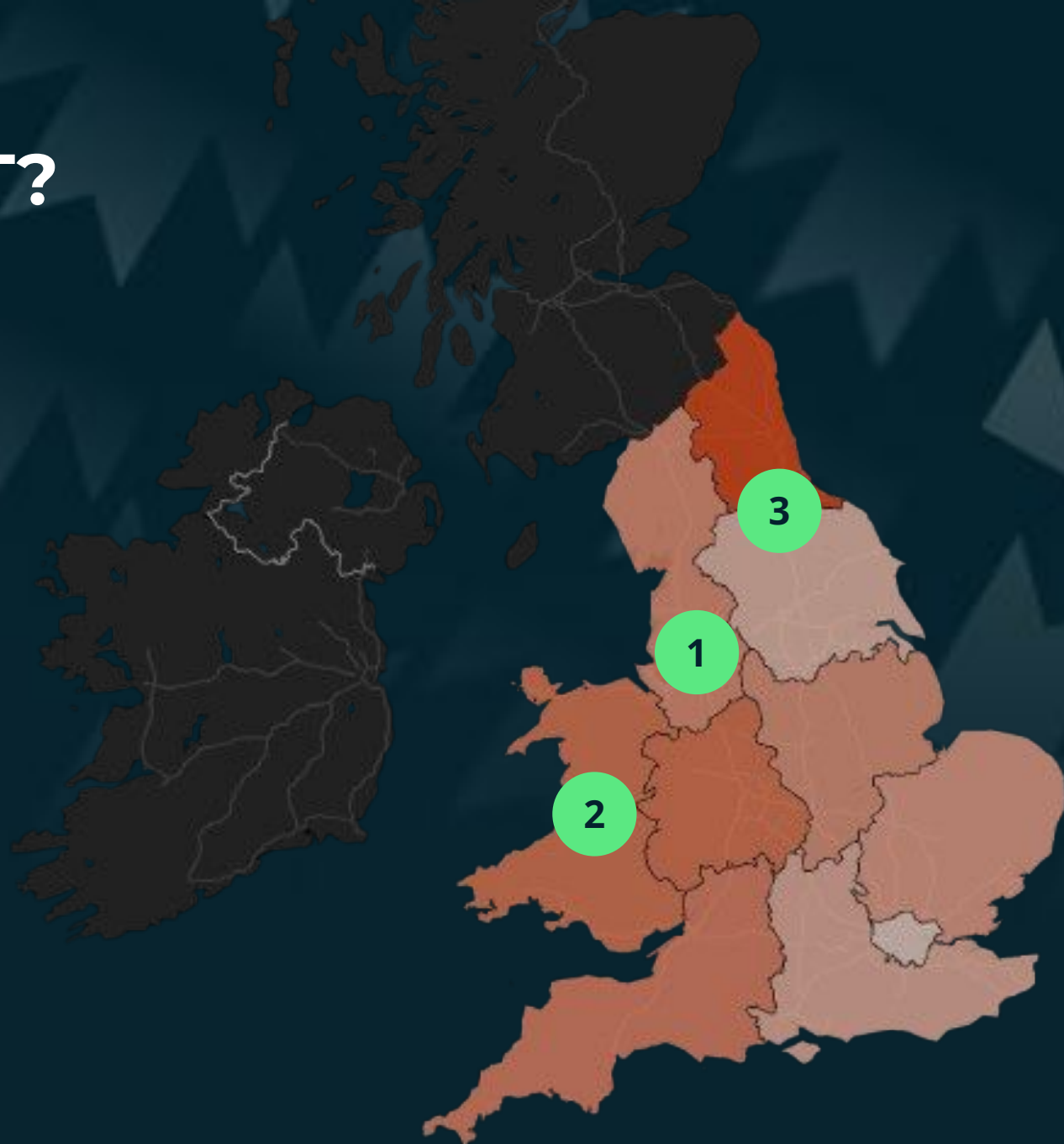
WHO GETS HIT HARDEST?

STRANDED RATE PER MILE

- 1 North West to North West
- 2 Wales to Wales
- 3 North East to Yorkshire / Humber

Adjusted for distance, short journeys within the North of England are the hardest to make by public transport, consistent with our 2024 research.

Wales to Wales reflects just two fixtures, both Swansea v Wrexham.



WHO GETS HIT HARDEST?

ONLY TWO PREMIER LEAGUE CLUBS MAKE THE TOP 10

	Away Team	League	Stranded % ▾
1.	Middlesbrough	Championship	43%
2.	Ipswich	Championship	39%
3.	Coventry	Championship	39%
4.	Swansea	Championship	35%
5.	Stoke City	Championship	30%
6.	Plymouth	League One	30%
7.	Wrexham	Championship	30%
8.	Manchester City	Premier League	26%
9.	Liverpool	Premier League	26%
10.	Preston	Championship	26%

League	Stranded % ▾
Championship	25%
League One	17%
Premier League	16%
League Two	15%

Most clubs on the list are geographically peripheral.

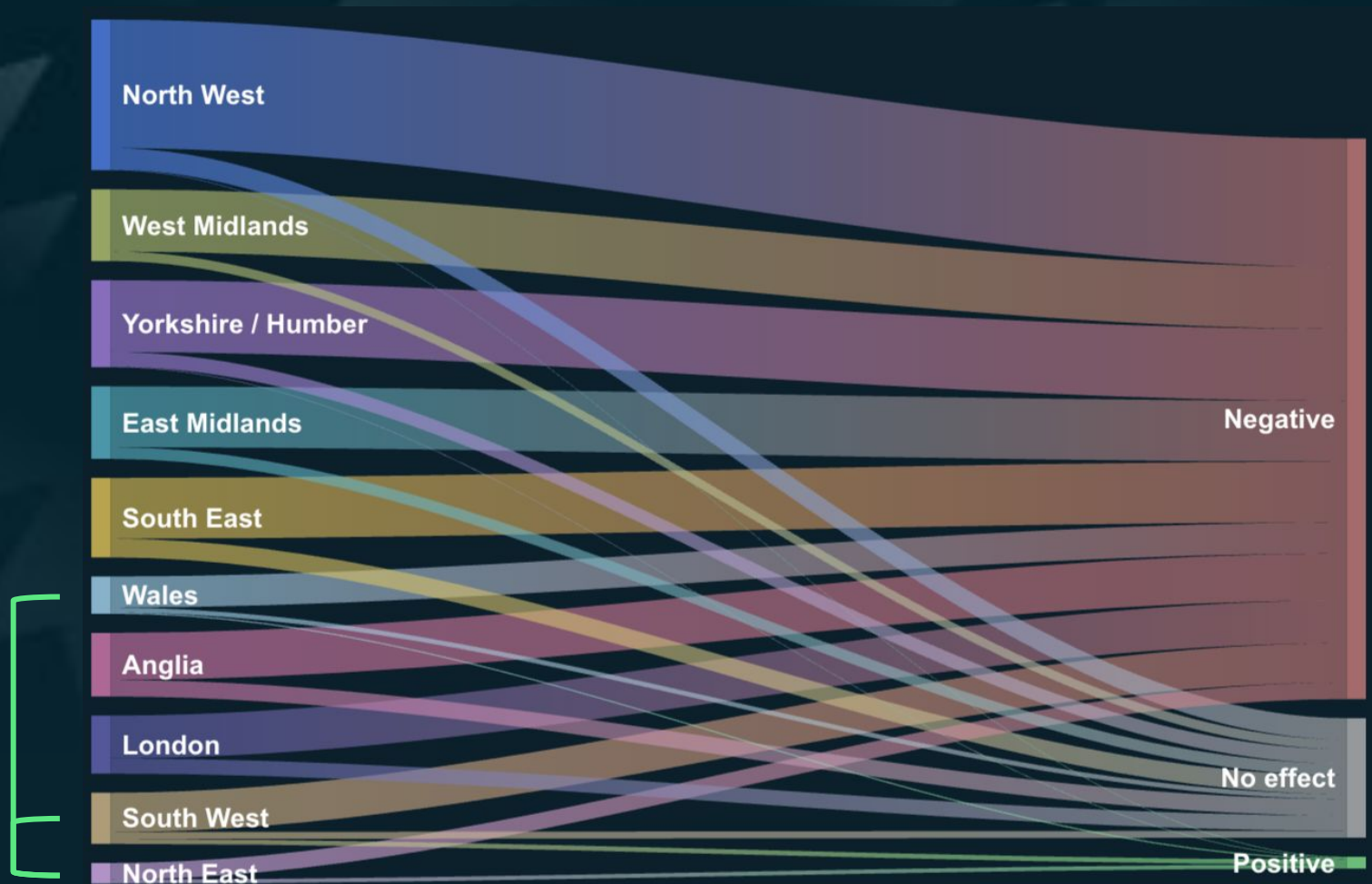
Manchester City and Liverpool are the exception. Our working hypothesis is that their fans face more evening TV kick-offs, which we will test in future work.

WHAT MAKES IT WORSE?

STRANDED OUTCOMES FROM TV SCHEDULING

We moved each Saturday 3pm fixture into typical TV slots. For most fixtures, a TV slot makes it harder for fans to get home.

The exception: lunchtime kick-offs can help fans from peripheral regions who would be stranded at 3pm.

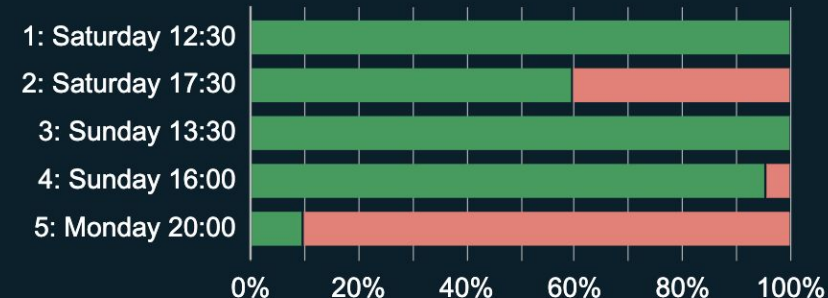


WHAT MAKES IT WORSE?

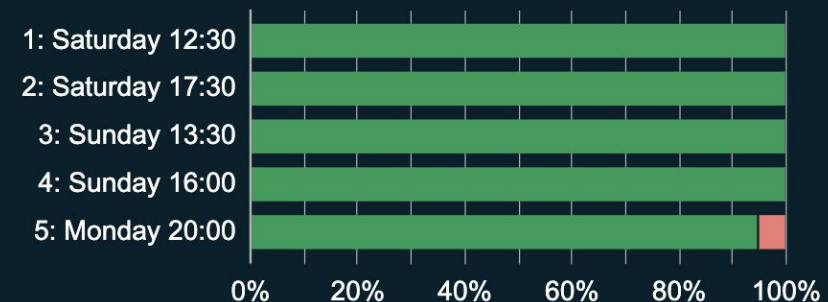
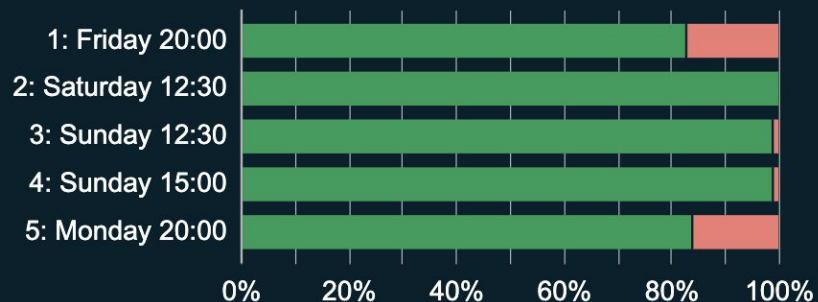
EXCEPT... IT DEPENDS ON DISTANCE



OVER 100KM



UNDER 100KM

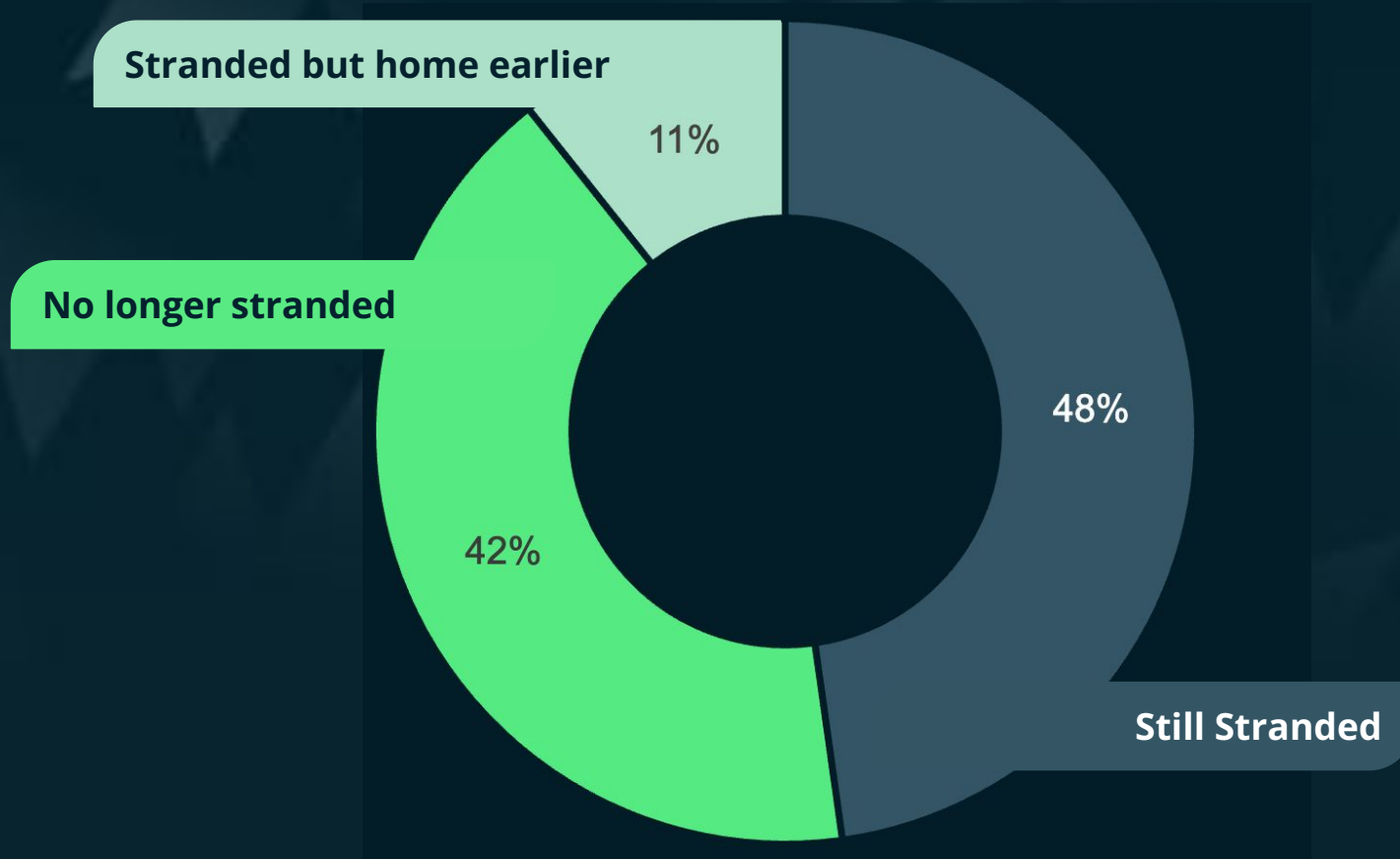


AWAY END

Share of fans stranded by kick-off slot. Friday and Monday 8pm kick-offs strand almost every fan travelling over 100km; under 100km, most fans can still get home.

WHAT ARE THE FIXES?

IF PUBLIC TRANSPORT RAN UP TO 90 MINUTES LATER



	Provider	Cited # ▾	Avg Mins Extended
1.	Avanti West Coast	48	49
2.	CrossCountry	28	40
3.	E M R	28	49
4.	Northern	26	49
5.	GWR	21	40
6.	Transport for London	20	60
7.	LNER	14	44
8.	TransPennine Express	13	47
9.	West Midlands Trains	11	35
10.	Transport for Wales	8	56

WHAT ARE THE FIXES?

THREE STAKEHOLDERS

1 Broadcasters

1. Avoid scheduling **Friday night or Monday night** fixtures, except where fans are travelling less than 100 km.
2. Consider higher weighting for clubs in **marginal regions for lunchtime** kick offs.

2 Clubs & Football Authorities

1. Consider higher **weighting for clubs in closer proximity** when selecting midweek fixtures.
2. Invest in **sustainable travel alternatives** for fans of marginal clubs.

3 Transport Providers

1. Higher investment in **transport infrastructure within regions**, especially in Northern England.
2. Rail providers, particularly on major routes, to provide **extended services on significant matchdays**.



PROTECTING LOWER-LEAGUE FOOTBALL

Its clubs. Its culture. The tradition of away travel.

So it can be passed down for generations to come.

awayend.co.uk · contact@awayend.co.uk