

# Stadium Support Services Launches Game Day Retail

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[Stadium Support Services](#) has announced the launch of Game Day Retail, a new division focused on helping sports clubs, venues and live event operators maximise matchday revenue through bespoke retail, bar and fan infrastructure solutions.

Built on over 20 years of experience operating within live sporting environments, Game Day Retail has been created to help clubs make better use of underutilised space while improving supporter experience and increasing commercial opportunities across matchdays and events.

The division will provide bespoke modular retail units, bars, ticketing and operational infrastructure designed specifically for the unique demands of stadium and venue environments. Solutions are available on a hire, lease or purchase basis, offering clubs greater flexibility around budgets, timelines and long-term planning.

Game Day Retail has already begun working on a number of live opportunities across football, rugby and cricket, supporting clubs in creating practical, revenue-generating spaces that can adapt to changing operational requirements throughout the season.

Neil Radford, Account Manager at Stadium Support Services, said: “There’s a huge opportunity for clubs to make more of their spaces and improve how supporters experience matchdays. Game Day Retail is about helping venues unlock additional revenue opportunities through bespoke solutions that are practical, flexible and designed specifically for sporting environments.”

The launch forms part of Stadium Support Services’ continued expansion across the sports sector, building on longstanding relationships with clubs and venues across the UK.

Scott Hudson, Managing Director at Stadium Support Services, added: “We understand the operational challenges clubs face because we’ve worked within live sports venues for many years. Game Day Retail allows us to bring together that operational understanding with practical infrastructure solutions that genuinely improve both supporter experience and commercial performance.”

The launch of Game Day Retail further strengthens Stadium Support Services’ position as a trusted delivery partner across the sports industry, supporting venues with infrastructure, facilities and revenue-focused projects nationwide.