



SUPPORTER CHARTER



2022



WELCOME

At West Ham United, we value and appreciate the relationship we have with our supporters and we're extremely proud of the work we do with our partners and local community. We are wholeheartedly committed to providing the best supporter experience for all, whether that be on matchday at London Stadium, assisting with day-to-day enquiries, feedback and concerns, or through supporter consultation and engagement, working together with supporters to create new initiatives and enhance our services.

Everyone at West Ham United cannot wait to welcome our supporters back to London Stadium this season and the Club has worked hard throughout the pandemic to ensure the safe return of our fans. We continue to closely monitor the situation working with the government and the Premier League and we will keep our supporters fully updated of developments via Club channels. For the latest information, supporters can visit [WHUFC.com](https://www.whufc.com), the [Hammers Help Centre](#), or follow us on social media. For advice or assistance, our friendly Supporter Services team are on hand to offer support.

The Supporter Charter has been created as a reference guide for all members of the West Ham Family. Here we outline our policies, display the life-changing work of the Club and the West Ham United Foundation and express our commitments to our supporters, ensuring our fanbase know what to expect from us and the key things we will always strive to deliver for you.

OUR MISSION

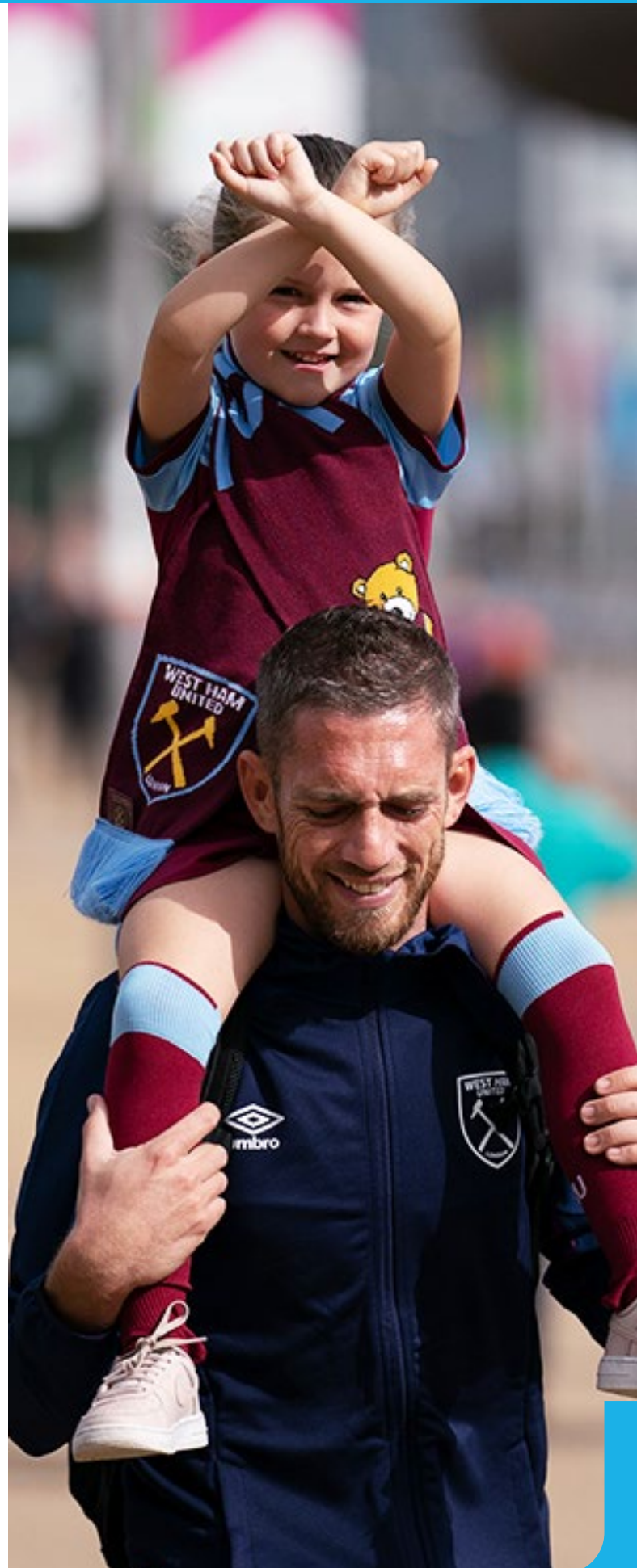
WORKING TOGETHER TO PROVIDE THE BEST SUPPORTER EXPERIENCE FOR ALL WEST HAM UNITED FANS.



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OUR COMMITMENTS TO YOU

The Board of Directors and senior managers recognise the responsibilities we have to West Ham United, and most importantly, the supporters of our great club.

We admire the passion, dedication and loyalty that you display in supporting the Club, on and off the pitch, and as part of our responsibilities, all staff have a duty to uphold the values of the Club and our commitments within this Charter.

We are committed to:

- 1.** Delivering the highest level of service to our supporters;
- 2.** Ensuring a safe, enjoyable and inclusive experience for all at London Stadium;
- 3.** Providing access to affordable family football;
- 4.** Listening to feedback from our supporters to use this to improve services, create new initiatives and enhance the fan experience;
- 5.** Notifying supporters of the latest information and updates to services and policies;
- 6.** Consulting with our supporters via our official consultation forums, subgroups and platforms for the wider fanbase;
- 7.** Using all complaints constructively in order to improve the supporter experience;
- 8.** Treating everyone equally and ensuring our services and facilities are accessible to all;
- 9.** Generating life changing opportunities in the community through the West Ham United Foundation and the Players' Project;
- 10.** Working together to provide the best supporter experience for all West Ham United fans.



SUPPORTER SERVICES

The Supporter Services team are committed to delivering the highest level of service to our supporters. The 2021/22 season sees further growth in the Supporter Services department, with a total of six team members and 50 Matchday Supporter Liaison Officers, reaffirming our commitment to continually improving the level of service and enhancing the fan experience to ensure we are delivering the best possible fan experience.

As your Supporter Services team, we commit to:

- 1.** Acknowledge all enquiries within one day, and resolve all complaints within a maximum of 14 days
- 2.** Be available 9-5, Monday to Friday via Email, telephone and Twitter and at all home matchdays
- 3.** Listen to the concerns and feedback of our supporters, and ensure their voices are heard at the highest level of the Club
- 4.** Use all the feedback we receive to continually improve our services
- 5.** Create as many avenues as possible to make it easy for supporters to contact us with their feedback and queries



Hammers Help

We believe communication is a key factor in maintaining our relationship with the fans, whether that be by making sure fans are updated with the latest news and information or by providing instant access to information with our online helpdesk – Hammers Help.

Hammers Help is constantly updated with our most common queries and is available 24/7 so supporters can find a quick response rather than having to contact the team. Should you not find your answer on there, please do get in touch with us on

supporterservices@westhamunited.co.uk or on **[@WestHamHelp](https://twitter.com/WestHamHelp)**.

Matchday Experience

On a matchday the Club's Supporter Liaison Officers (SLOs) can be found at local train stations, turnstiles and in the stands to support fans and collect your feedback. You can find our SLO information points at blocks 110, 153, 141, 132, 125 and externally at turnstiles G, H, J and D. Our SLOs are tooled with an array of resources to help supporters make their most of their matchday. From our junior matchday guides to our dedicated feedback forms for supporters, we're constantly thinking of ways to engage with fans and add extra touches to your matchday at London Stadium.

If you find that your matchday experience is not how it should be, or you have an enquiry please feel free to speak to an SLO who will be dressed in a bright blue West Ham United tabard or jacket. If you have an issue that cannot be resolved on the day, please contact us using the contact information on the following page.

SUPPORTER SERVICES

Complaints

We always aim to provide the very best service and experience for all supporters. We take all complaints seriously and on occasions when supporters are not satisfied with our service we welcome your feedback so that we can do our best to put things right.

To raise your queries or concerns formally with the Club, you can use one of the following methods below:

Email - supporterservices@westhamunited.co.uk

Letter – Supporter Services, West Ham United Football Club, London Stadium, Queen Elizabeth Olympic Park, London E20 2ST

The Supporter Services team aims to acknowledge all enquires within one working day and to provide a resolution to any complaint within a maximum of 14 days.

Once a formal complaint has been received, a 'Ticket Reference Number' will be sent to confirm that the enquiry has been officially logged with the team for review. Quite often the team will be the intermediary between the supporter and the relevant department to ensure the review is handled effectively and brought to a conclusion in a timely manner.

We aim to provide a satisfactory conclusion to all complaints received at Supporter Services and we hope there isn't a need to move on any further.

However, if you are not satisfied with the response you have received or feel your complaint has not been resolved, you can request to escalate this for final review to the Club's Head of Supporter Services by email to supporterservices@westhamunited.co.uk.

The Head of Supporter Services will thoroughly appraise the situation, including all correspondence to date, before responding with a final conclusion.

If we are unable to resolve your complaint at this stage you may pass it over to the

Independent Football Ombudsman.

CONTACT US

supporterservices@westhamunited.co.uk

[@WestHamHelp](#) | [Hammers Help](#) | **0208 548 2748**



HAMMERS HUB

Throughout the pandemic, the Club continued to consult with supporters' groups to ensure that fans remained as close to the action as possible, even when matches had to be played behind-closed-doors.

During this time, the Club worked with the Independent Supporters' Committee to develop a central place on the WHUFC.com that would contain all of the relevant matchday information to help supporters prepare ahead of their long-awaited return to matches.

With new COVID-19 protocols, stadium entry processes, and digital ticketing, the Hammers Hub was created to ensure that supporters could find important information relating to matchdays at London Stadium all in one place, quickly and easily.

The Hammers Hub is updated ahead of every home match fixture, meaning fans can keep up to date with everything they need to know, whether you're a Season Ticket holder, Claret member or attending a match for the first time.

For all important matchday information, visit the [**Hammers Hub**](#) now!



SUPPORTER CONSULTATION

West Ham United appreciates how important it is to consult with our supporters, especially during these challenging and uncertain times, not just in football but in our everyday lives as a result of the COVID-19 pandemic. While we know your support for West Ham United will never waver, the way in which you follow the Club may be different at the moment so our communication with you is particularly crucial at this time.

Working with you to improve the supporter experience

Everyone at West Ham United was delighted to welcome our supporters back to London Stadium this season. Throughout the pandemic, we continued to engage, support, and work together with our fans and our community in many ways, including through the Hammers at Home and Hammers Heroes initiatives.

Welcoming you home

We have been working closely with supporters, stakeholders, the Premier League and the Government and we continue to follow the guidance from the authorities to provide a safe and enjoyable matchday at London Stadium.

As always, we welcome and value your feedback, and our Ticketing and Supporter Services teams continue to be available for you to contact. We take note of all the feedback supporters provide to us, using your calls, emails, letters, survey responses, tweets, and of course the discussions we have with supporters' groups, to form a measured understanding on any views and suggestions relating to Club policy and services. Your feedback helps us to identify the matters that are most important to the fanbase, so get in touch! We want to hear from you.

Enhancing our approach to consulting with our supporters

We're always looking at new and innovative ways to engage with our supporters and, this season, supporter consultation is being enhanced at West Ham United. We listened to our supporters' representative groups, and it was clear there was a desire to evolve the approach to structured dialogue and consultation between the Club and supporters. In February 2020, we approached the Football Supporters' Association (FSA) to establish dialogue between the Club, several West Ham United supporters' groups and the FSA, with the aim to achieve what we hope will prove to be a unique and strong communication process between the Club and representative groups, for the benefit of all supporters across the fanbase.

Discussions on the new model of engagement continued throughout the pandemic, with the Club and FSA meeting with supporters' groups as a collective and individually to understand how everyone can help the relationship to grow constructively. We believe the model for engagement has to be led by the supporters and, with this in mind, we have continued to meet on matters that are important to our fans, including Club/supporter communications and, most topically, the return of supporters to matches.

The Club's Board and senior management meet regularly with supporter representatives on the newly formed Independent Supporters' Committee and the Club will continue to liaise with all supporters groups, using their feedback in conjunction with the views and opinions received across our multiple forms of supporter engagement.

For further information, [**click Supporter Consultation**](#).

COMMUNICATION

We aim to keep supporters reliably informed with the latest information across our communication channels and through personal and direct communication with all Season Ticket holders and Claret members. Our website whufc.com is the best source for club news, highlights, and interviews, as well as containing all information on our club history, ticketing, hospitality and accessibility services.

For all fan information and FAQs, visit the **[Hammers Help Centre](#)**.

You can also keep up to date with us on our official social channels:

FACEBOOK:

www.facebook.com/westhamunited

TWITTER:

Main Account - **[@WestHam](#)**

Supporter Services - **[@WestHamHelp](#)**

Foundation - **[@WHUFoundation](#)**

West Ham Women - **[@WestHamWomen](#)**

INTERNATIONAL ACCOUNTS:

- Indonesia - **[@WHUFC_indonesia](#)**

- Malaysia - **[@WHUFC_malaysia](#)**

- Japan - **[@WHUFC_japan](#)**

- Malaysia - **[@WHUFC_WestHamUtdAr](#)**

INSTAGRAM:

www.instagram.com/westham

SNAPCHAT:

www.snapchat.com/add/westham

YOUTUBE:

[West Ham United Football Club](#)

[WEIBO \(China\)](#)

[WeCHAT \(China\)](#)



TICKETING & MEMBERSHIP

Throughout the pandemic, the Club has continually looked to support our fans, via our supporter initiatives and community programmes, through our ticketing policies, and when speaking to supporters each day via our Ticketing and Supporter Services teams.

We know that the pandemic has impacted our supporters in different ways and we have reflected that in our ticketing policies for the past two COVID affected seasons, ensuring that flexible Season Ticket renewal options were made available for those who were unable, uncomfortable, or simply just not ready to return to football. Ahead of the 2021/22 season, we also offered Season Ticket holders who were unable to renew for the previous season the chance to come back, recognising their loyalty and understanding that their circumstances may have changed for the better.

The Premier League are encouraging all clubs to operate a digital-first policy, in order to alleviate the spread of the virus. Further information is outlined by the Premier League [here](#). We must continue to follow guidance and keep our supporters and staff safe.

Our staff will continue to be available to speak with supporters for any queries or concerns around ticketing. Thank you for your patience and understanding as the Club looked to move forward with the rest of the Premier League and society, with technological solutions that provides safe, efficient and inclusive means of access to tickets and to matches at London Stadium.

For the latest information on stadium access and digital ticketing, visit the [Hammers Hub](#).



TICKETING & MEMBERSHIP

The Club provides priority access to tickets and a range of exclusive benefits through our official Season Ticket and Claret membership schemes. Our ticketing system operates in a tiered structure and is specifically designed to be fair and transparent for all West Ham United supporters. The useful links section will guide you through our ticketing and membership policies and processes in full detail.

Season Ticket Holders

Season Ticket holders benefit hugely from their status with extremely favourable savings to be made when compared to purchasing from match to match.

There is currently a Season Ticket Priority List in operation which you can **join for just £10**.

Claret Membership

Claret membership is the best way to stay close to the Club, with priority access to tickets above General Sale, ticket discounts, promotional offers, and access to a range of exclusive benefits and experiences. Claret membership is just £40, with Claret Kids for Under 16's at only £25.

[Click Claret membership](#) to find out more.

Match Tickets

In the interest of fairness and transparency, tickets are made available in an Order of Sale. Depending on the nature of the game and the competition, the Order of Sale may vary. Please click Order of Sale for full details. All match ticket information, including details of pricing and selling criteria, will be updated on a regular basis and made available via the **[official website](#)**.

In addition, information will also be available from the Ticket Office, our Matchday Programme, e-mail and social media sites –

Twitter **[@whufc_official](#)** | **[@WestHamHelp](#)** and Facebook **[@westhamunitedofficial](#)**

Useful links

- **[Digital ticketing and stadium access](#)**
- **[How to buy tickets](#)**
- **[Ticket prices](#)**
- **[Season Tickets](#)**
- **[Season Ticket Priority List](#)**
- **[Claret membership](#)**
- **[Ticket Exchange](#)**
- **[Ticketing Terms and Conditions](#)**

CLUB ✕ LONDON

As a VIP guest, you can combine the excitement of the Premier League with an exceptional premium experience. Hospitality at West Ham United offers top of the range dining and lounge options while retaining the East End charm of the Hammers.

Whether you're making memories to last a lifetime with friends and family, or entertaining important clients, we have a range of packages which will provide the perfect backdrop to your occasion.

Each of our restaurants, lounges and bars has been refined with bespoke interiors inspired by West Ham United's rich heritage and the stadium's legacy of success.

For more on our seasonal packages, please see [here](#)

CONTACT US:

clublondon@westhamunited.co.uk

0303 031 1968



ACCESSIBILITY

At West Ham United, we are committed to providing a safe, and welcoming environment for all supporters and visitors to London Stadium. Access, equality and inclusion are at the heart of our values and as a club we are unequivocally committed to providing a fully inclusive and equal experience for all supporters.

London Stadium is a fully accessible venue, and the Club regularly consults with our Disabled Supporters' Board on key matters of interest to accessibility supporters and to enhance our services and facilities. The Club employs 25 Disabled Supporter Assistant's on matchday who are located inside and outside of the stadium to assist our fans.

If you have any queries, feedback or concerns, please do not hesitate to contact our dedicated accessibility team to discuss them. We will be happy to offer our assistance and support.

For more information on our accessible services and facilities on a matchday and non-matchday, you may wish to view our [**Access Statement**](#).

CONTACT US:

accessibility@westhamunited.co.uk

0333 030 0174

Useful links:

- [**Accessibility FAQs**](#)
- [**Hammers Hub**](#)
- [**Ticketing Terms and Conditions**](#)



ACCESSIBILITY

The Sensory Room

The Sensory Room provides a space for people with sensory needs to enjoy Hammers matchdays in a calm and comfortable environment. The room offers a range of calming sights, sounds and apparatus and is managed on matchdays by specially appointed and trained staff.

Supporters also have the option to transition to an adjacent viewing room, where they can watch the game in a quieter locale, or, should they be comfortable to do so, seats inside the stadium bowl are available close to the room. In this way, the Sensory Room is designed to help those with sensory needs get more used to the environment inside the ground.

Spaces in the room can be booked by contacting our Accessibility team on:

accessibility@westhamunited.co.uk

Sensory Hour

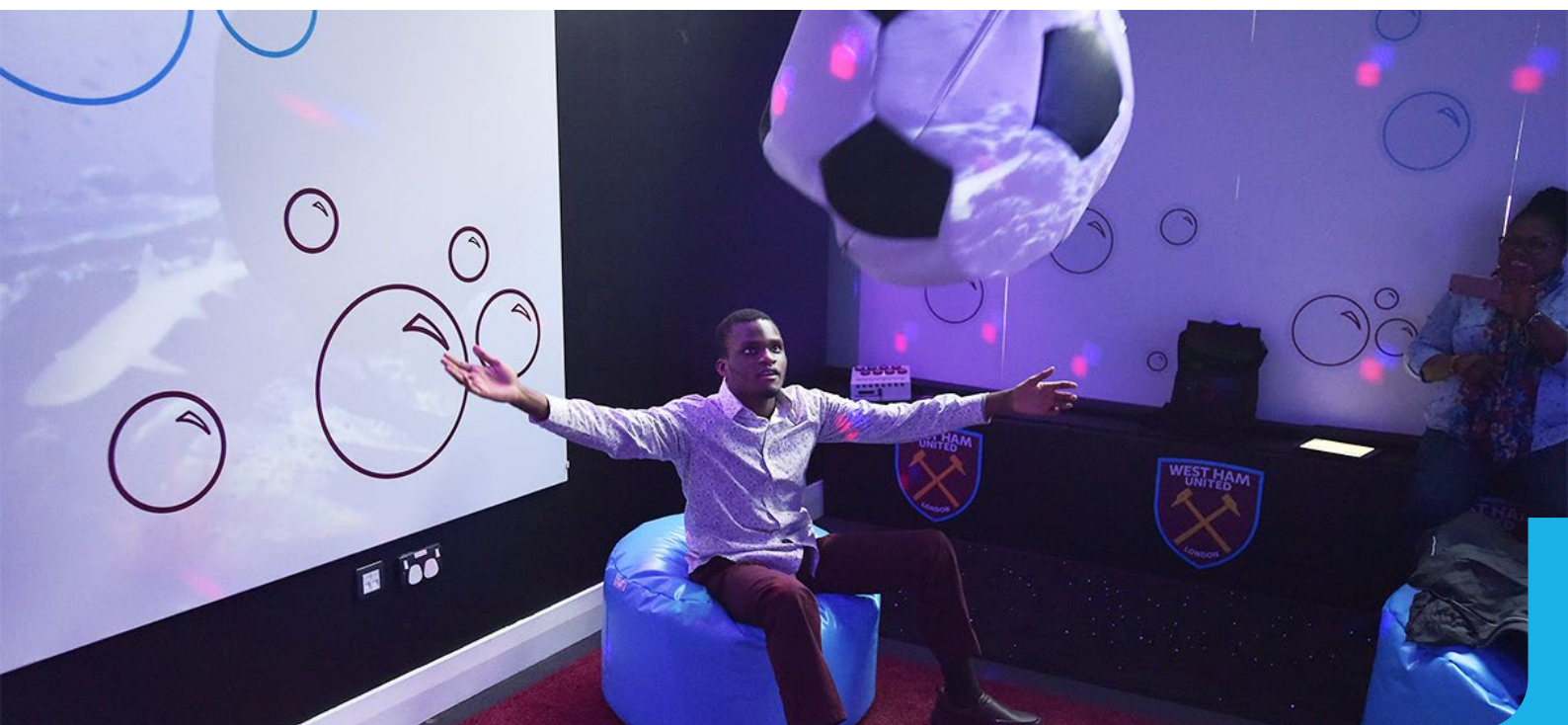
The Stadium Store holds a weekly sensory hour on Mondays from 10am. Music is turned down in store, and as many of the sensory distractions are removed as possible to make the environment more accessible. There is also a comfortable area for those shoppers should they need to relax for a while.

Disabled Supporters' Board

The Disabled Supporters' Board (DSB) is the key conduit between our disabled supporters and the Club. Meetings are held throughout the season to enable our disabled fanbase to raise and discuss the key issues that matter the most with senior club staff. Action points are established during the meeting and minutes published on whufc.com.

Our mission is to work together to achieve the best services, facilities and experience for disabled supporters.

[Click here](#) for more information on the DSB.



SAFETY & SECURITY

Breach of ground regulations

We pride ourselves on the fact that London Stadium is a welcoming family-friendly stadium where fans come to enjoy watching football. We applaud and encourage passionate support. However, we do not tolerate discrimination, abuse, foul and abusive language or anti-social or threatening behaviour.

Behaviour is governed by the Premier League Ground Regulations and West Ham United Ticketing Terms & Conditions.

Any breach of these articles may result in ejection, a written warning, temporary suspension or indefinite ban from London Stadium. Each case is reviewed individually with all circumstances of the situation considered before any conclusion is drawn. Any decision is subject to the discretion of West Ham United and London Stadium's safety and security team.

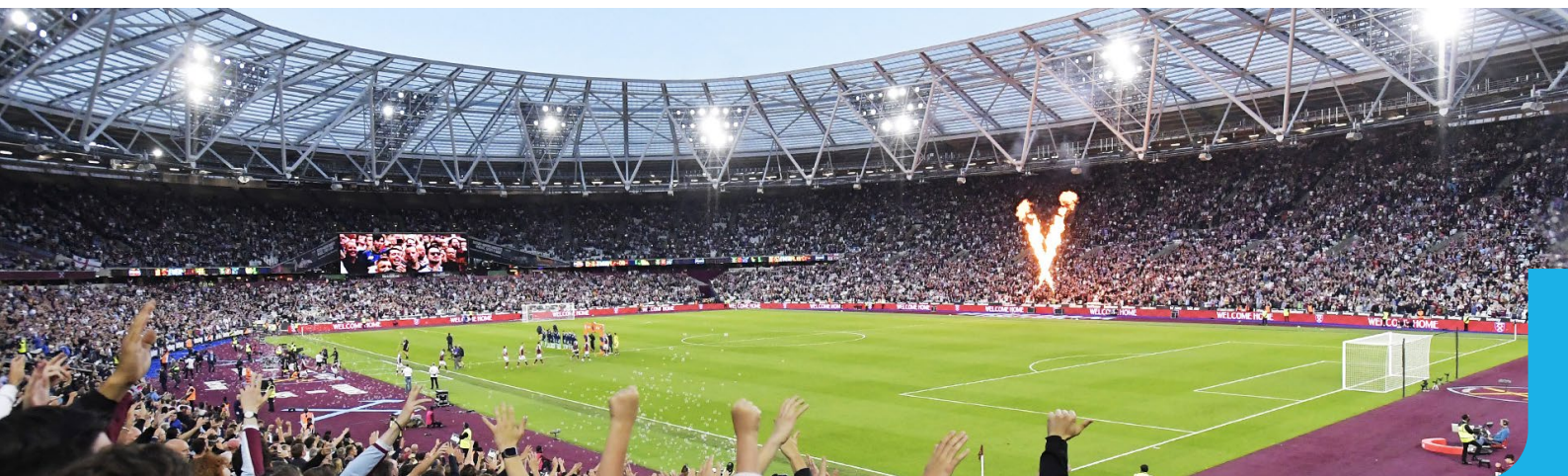
The Club retains discretion to impose alternative sanctions depending on the circumstances. These sanctions are also independent of any other investigation and/or sanctions that may be imposed by third parties (e.g. the Police or other relevant authorities), and the Club may provide relevant information to the Police and/ or other relevant authorities.

Returning to the stadium

Each situation is reviewed on a case by case basis by the Club and London Stadium 185 and, where appropriate, a supporter may be asked to sign an Acceptable Behaviour Agreement (ABA) or complete an educational course before their suspension is lifted. An ABA or educational course is not suitable in every situation; however, the system is designed to guarantee assurances from both the supporter and the Club and that the incident has been amicably resolved and that a similar situation will not recur.

Right to appeal

In every case the supporter will be granted the right to appeal the initial decision in writing, with the appeals process detailed in the Once the appeal has been received, an independent party will consider all elements of the case and conclude their findings within a maximum of 28 working days. This timeframe may be extended during busy periods, though the Club will endeavour to keep supporters informed of timescales if the process is expected to take longer than 28 working days.



REPORTING INCIDENTS & CONCERNS

Equality, diversity and inclusion are at the heart of West Ham United. We encourage everyone to stand side by side in supporting their team, providing an equal and inclusive experience for all of our supporters, whether that be on matchday, online, via our day-to-day services, or through consultation with our supporters' groups and forums, everyone is valued equally.

We promote our values, of equality, inclusion and togetherness, and celebrate diversity amongst our fanbase at all times. However, we understand that we cannot legislate for everyone's behaviour before they come into the stadium or in the way they conduct themselves on social media or in their private lives. West Ham United is unequivocal in its stance - we have a zero tolerance approach to any form of discrimination or abusive behaviour.

We recognise our responsibility to dealing with incidents in the right way and the safety and welfare of our supporters is our utmost priority. All incidents reported to the Club, on matchday or any other forum, are subject to the Club's offences, sanctions and educational processes.

On Matchday

The Club provides a number of reporting mechanisms on matchday to ensure that supporters can report any incidents discreetly and in confidence, this includes a dedicated SMS reporting service telephone/textphone number which is advertised in the matchday programme, on the big screens, on the Hammers Help centre, on WHUFC.com, via social media and in all of the gangways in the upper and lower tier of the stadium.

Should you have witness or experience any incidents on matchday you can report your concerns by:

- Speaking with the nearest steward or Supporter Liaison Officer
- Sending a text to the SMS reporting service on 07860 404 069

All incidents are reported to the Control Room. Text messages received are treated in the strictest confidence and are sent directly to the control room. This will enable the safety and security team to monitor and handle the situation at the time of it occurring.

The safety and security of all supporters is of paramount important to us and we are committed to ensuring that everyone has a safe and enjoyable experience while they are at London Stadium.

It is vitally important to our investigations that any incidents are reported to us at the time they occur. This will enable us to monitor the situation and take the appropriate action on the day.

However, if you do need to report any concerns to the Club after the game, please contact:

supporterservices@westhamunited.co.uk

REPORTING INCIDENTS & CONCERNS

Online or social media abuse

The Club routinely monitors all of its social media channels in order to identify and deal with any discriminatory posts online.

We do everything possible to ensure our online communities are safe spaces for all West Ham United supporters. We recognise that football cultivates a range of opinions from across the fanbase and so we ask that supporters engage on our platforms respectfully at all times, even when their views may differ. To help ensure our platforms continue to be safe and fun places for fans to enjoy, we encourage supporters to report any concerns to us and the platform host directly.

The Club will not tolerate any form of discrimination on its social media platforms and will take action against any offending posts working with supporters and the platform host or moderator. If supporters do witness or experience any form of discrimination online, they should report it to us and the platform host/moderator in the following ways:

Twitter

- By DM to **@WestHamHelp**
- By reporting the post and the user account directly to Twitter

We recommend that posts are reported to the Club and to Twitter

Facebook

- By DM to **@WestHamHelp**
- By reporting the post and the user account directly to Facebook

We recommend that posts are reported to the Club and to Facebook

Email

- By email to the Supporter Services team at **supporterservices@westhamunited.co.uk**

All enquiries and concerns are treated in the strictest confidence; however, we will require as much information as possible about the situation and any concerns you may have in order to conduct a thorough investigation.

All complaints are thoroughly investigated and there are a number of ways that we choose to take action. Whether it be via the suspension or banning of membership, Acceptable Behaviour Agreements, or via educational sessions, all situations are reviewed on a case-by-case basis and outcomes are designed to support the safety and welfare of all supporters and staff and to ensure that everyone can continue to support their team.

WEST HAM UNITED STORES

We have four stores where fans can purchase the widest range of Hammers-related kit, clothing, merchandise and accessories available.

The Stores are situated at

- London Stadium on Queen Elizabeth Olympic Park, in Stratford,
- Lakeside Shopping Centre in Thurrock,
- Liberty Shopping Centre in Romford
- or Eastgate Shopping Centre in Basildon

Find your nearest store by [clicking here](#).

If visiting stores in person, please ensure you follow all relevant government guidelines for your safety and the safety of our staff.

Alternatively, supporters can shop online, 24 hours a day, seven days a week, at the Official West Ham Store.

Official Replica kit

Our current sponsorship arrangements require the Club launches both a new Home and Away replica kit each season. All replica kit merchandise clearly displays the life span of each kit on its barcode and swing tickets.

Details of the change of kits are available in advance from the Club on whufc.com and the Official Store.

The Club carries out its obligations under the Football League regulations to prevent price fixing in relation to the sale of replica strips.

Retail contacts, feedback and complaints

If you have an enquiry relating to an item, your order to wish to provide us with your feedback, please do not hesitate to get in touch.

You can submit your [enquiry here](#), or email us on onlinestore@westhamunited.co.uk



DIVERSITY & INCLUSION

At West Ham United, celebrating diversity and inclusion are at the heart of our values and we are unequivocally committed to providing a safe and fully inclusive experience for all supporters, staff, and visitors to London Stadium, whether that be on matchday, online, via our day-to-day services, or through consultation with our supporters' groups and forums, everyone is valued equally.

The Club's approach to inclusivity has **seen us awarded the Premier League's Equality Standard Advanced level**, recognising the Club's ongoing dedication and commitment to equality, diversity and inclusion (EDI).

Following a rigorous and in-depth assessment by an independent panel, focusing on evidence of equality, diversity and inclusion across all areas of the Club and its charitable Foundation, the Premier League concluded that the Hammers had made fantastic progress since earning the Intermediate level of the award back in 2018, taking into account the culture, policies, leadership and people, along with the work done to encourage people from all communities to participate in Club activities.

In 2021, West Ham United also became the first football club to become a member of the **Valuable 500**, a global business collective made up of 500 leading companies drawn from across the world, innovating together for disability inclusion. Led by Vice-Chairman Karren Brady, the Club has put disability on its leadership agenda and made a commitment to action, **which you can read in full here**.

In 2020, the Players' Project won the Best CSR/Community Scheme Award at the 2020 Sports Business Awards, followed by a Silver Award in 2021 for Best Fan Engagement Programme During COVID-19.

The Club has also appointed a Safeguarding and Inclusion Director to oversee our diversity and inclusion strategy.

Useful links

- **[Premier League Equality Standard](#)**
- **[Valuable 500](#)**
- **[Best CSR Community Scheme Award 2020](#)**
- **[Best Fan Engagement Programme During COVID-19 2021](#)**
- **[Supporting our fans – Reporting concerns](#)**



OUR STAFF

Committed to the principles and work required to secure equality and equity of opportunities in employment and the nurturing of an inclusive working environment.

Governed by the Equality Act 2010, we are active in opposing and mitigating any form of less favourable treatment or financial reward through direct or indirect discrimination, harassment or victimisation to employees or job applicants on the grounds of age, race, religion or belief, marriage or civil partnership, pregnancy or maternity, sex, sexual orientation, gender reassignment or disability.

We believe in removing all barriers to achieving an authentic representative workforce; the Club works with a variety of communities and advocacy groups to strengthen its efforts. For example, the Club and Foundation continue to work with workplace Newham, providing and encouraging employment from the local community, with 57% of our matchday staff residing in the local area.

Training and development of our staff is a key focus of the Club. A third of the workforce are studying apprenticeships ranging from Level 3 to Level 7. 40% of these staff are female and ages range from 17-63.

Almost a quarter of those on apprenticeship schemes live in Newham. The Club also continues provide staff with a suite of training programmes including courses in Equality Impact Assessments, Equality and Diversity in Recruitment, Unconscious Bias, Mental Health Awareness and Disability Awareness.



SAFEGUARDING



We seek to ensure the safety and wellbeing of all children, young people and adults who attend matchdays and engage in activities with the club. Safeguarding requires and contributes to a culture of vigilance, including that which values and promotes an inclusive culture of equity and diversity

It is through the application of the Policy and Procedures that the club will seek to develop a positive and proactive welfare programme to enable all children, young people and 'adults at risk' to attend and participate in an enjoyable and safe environment. This equally applies to the safety and security of those working with and responsible for the activities involving children, young people and 'adults at risk'.

The Policy and Procedures have been approved and endorsed by the club's Senior Executives as well as the Local Safeguarding Children Board and promotes the statutory guidance for safeguarding and promoting the welfare of children. The club will also ensure compliance with the Protection of Freedoms Act 2012.

Safeguarding policy at the club ensures there is a designated Safeguarding Officer/Lead on duty at all matchdays. Last updated October 2020 the Club and West Ham Foundation Safeguarding policy, is available to download from [here](#) or by scanning the QR code.



For further information on the Club's Safeguarding matchday or other event arrangements, please email safeguarding@westhamunited.co.uk. If you have a concern on the day about the welfare of a child, young person or adult at risk, please inform the nearest Supporters Service Liaison Officer (SLO), steward or stadium response team that you wish to report a welfare/safeguarding concern.

All matchday staff must escalate to Stadium Match Day Safety and the Club's Safeguarding Team who will respond. Post-match or event, the Safeguarding team can be contacted on **07801 406 447** or at **safeguarding@westhamunited.co.uk**



ENVIRONMENTAL IMPACT

We understand our responsibility to the environment, and are committed to reducing our environmental impact. We work closely with our landlords at London Stadium and benefit from a number of initiatives to reduce our footprint. Here are some of the environmental initiatives:

- Only paper straws are available at London Stadium.
- Fully compostable Vegeware cutlery has replaced plastic cutlery.
- Wooden stirrers have replaced plastic stirrers.
- London Stadium has thirteen water fountains/refill stations located at various points around the concourse.
- We encourage all supporters to travel to the ground by public transport, with five stations within walking distance of London Stadium. No public car parking is offered on site.
- Plastic, cardboard, wood, paper, glass, blue pallets, ink toner cartridges and aluminium are all recycled. We have an anaerobic digestion machine for food waste, and all other waste is sent for energy recovery. Zero waste goes to landfill.
- Ninety-nine percent of food waste is processed through the ORKA machine that turns food waste into water. This water is then used for other purposes throughout the stadium.



DATA PROTECTION

We are committed to protecting your privacy and will ensure that all information held and processed about supporters complies with the General Data Protection Regulation ("GDPR"), Data Protection Act 2018 and our Privacy Policy, a copy of which can be found [here](#).

Our Privacy Policy contains information such as:

- What personal data do we collect?
- How do we use your personal data?
- What is our legal basis for processing your personal data?
- Who do we share your Personal Data with?
- Do we send your personal data outside the EEA?
- What is our personal data retention policy?
- How do we keep your personal data secure?
- Your rights as a data subject
- How to opt out of communications from us



COMMUNITY

West Ham United has always been central to our community in east London and Essex. This community first ethos is in our DNA and we are proud to make a considerable difference through our values, outreach and activities which involve projects, partners and stakeholders.

THE PLAYERS' PROJECT



FOUNDATION

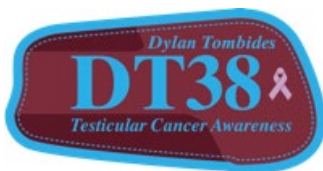
The Players' Project, launched in 2018, has been hailed as the most ambitious community programme ever created by a Premier League Club, where players from the men's, women's and Academy teams have given over 300 hours of community time, directly working with over 2,000 people from the local community over this last year alone.

The Club's significant socio-economic contribution to East London, Essex and beyond was valued at £300million, including £1.4million of annual savings to the NHS. The Players' Project, split into 11 strands, delivers over 30 programmes that span health, education, community initiatives and football development, which engage with up to 50,000 people per year. This continued commitment from the club will see £28million invested in the community by the end of 2021. For more on the Players' Project, [please see here.](#)

As the club's official charity, the West Ham United Foundation is a focal point of the club's community commitments. Last season marked the Foundation's 30th anniversary of delivering life-changing services; targeting some of the most deprived boroughs in the country. Through this vital work the Foundation is responding to local need, uniting our community and providing an environment for all to thrive access its many ground-breaking outreach initiatives. Up to 50,000 people engage with the Foundation every year and with over 30 initiatives being delivered and new projects regularly being developed, the Foundation continues to inspire better futures and grow from strength to strength.

For more on the West Ham United Foundation, [please see here.](#)

Principle Charity Partners



Stakeholders



CONTACT US

Accessibility

Email: accessibility@westhamunited.co.uk

Tel: +44 (0) 333 030 0174

Commercial and Sponsorship

Email: commercial@westhamunited.co.uk

Company Information

Address: West Ham United PLC,
London Stadium
Queen Elizabeth Olympic Park
London, E20 2ST
VAT No: 697 2532 95

Corporate Hospitality

Email: clublondon@westhamunited.co.uk

Insurance

Employer's Liability or Public Liability insurance
Address: QBE Insurance Europe Ltd, Acclaim
House, Central Park, New Lane, Leeds, LS11 5UF

All postal communications addressed to us relating to Liability insurance matters should be sent to:
AJ Mollett, Finance Director, London Stadium,
Queen Elizabeth Olympic Park, London,
E20 2ST

Mascots

Email: mascots@westhamunited.co.uk

Tel: +44 (0) 333 030 0174

Safeguarding

Head of Safeguarding, Jackie Ferdinand
safeguarding@westhamunited.co.uk

The FA has commissioned the NSPCC to provide a hotline for those who need to report to the authorities.

The number is **0800 023 2642**

Our Safeguarding policies can be downloaded via the links below:

Email: safeguarding@westhamunited.co.uk

Retail

Website: [Click here](#)

Email: onlinestore@westhamunited.co.uk

Tel: 0208 548 2794

Opening times:

Monday to Friday 09.30 – 17:00

Saturday 9am-5pm

Sunday 11am-5pm

Stadium Store London Stadium, Queen Elizabeth Olympic Park, E20 2ST

Lakeside Thurrock,

Unit 71, Lakeside Shopping Centre,
Thurrock, RM20 2ZP

Tel: +44 (0) 1708 890 258

Liberty Romford,

Unit GLA1A, Liberty Shopping Centre,
Romford, RM1 3RL

Tel: +44 (0) 1708 741 877

Eastgate Shopping Centre,

Unit 45, Basildon, SS14 1EB

Tel: +44 (0) 1268 527191

Stadium

Address: West Ham United, London Stadium,
Queen Elizabeth Olympic Park, London, E20 2ST

Tel: +44 (0) 20 8548 2748

Supporter Services

Address: West Ham United FC Supporter Services,
London Stadium, Queen Elizabeth Olympic Park,
London, E20 2ST

supporterservices@westhamunited.co.uk

[@WestHamHelp](#)

WHUFC.com/help

Ticket Office

Address: West Ham United FC Ticket Office,
London Stadium, Queen Elizabeth Olympic Park,
London, E20 2ST

Website: [Click here](#)

Email: ticketoffice@westhamunited.co.uk

UK Sales

Tel: +44 (0) 333 030 1966

Post Sales

Tel: +44 (0) 303 031 1966