



WOMEN SUPPORTERS' BOARD

What is the WSB?

The West Ham United women Supporters' Board (WSB) was established in November 2019 to create an open, transparent and ongoing dialogue between the Club, Season Ticket Holders, and regular match attenders of the West Ham United women's team, ensuring that the views and experiences of West Ham fans are heard at the highest level of the Club.

The aim of the WSB is to work together to consult, discuss and set actions in helping West Ham United achieve the best experience for supporters across all areas of the women's game.

The WSB are directly contactable, providing fans with an opportunity to engage with fellow West Ham United fans, while also offering a mechanism to raise questions, discussion topics and feedback to the Board of Directors and senior staff at West Ham United.

Additionally, the WSB also enables the Club to open positive dialogue with supporters and to use this feedback to help inform the Club equity, diversity and inclusion objectives and to steer the strategic direction of the Club.

Aims of the WSB

- To provide a platform for meaningful engagement between West Ham United women's team supporters, the Club's Board of Directors and senior management
- To maintain a positive and closer relationship between West Ham United women's team and their supporters
- To enable the broadest representation possible of West Ham United women supporters and a structure that meets the Club's equity, diversity and inclusion objectives
- To develop a greater understanding of the issues that are most important to West Ham United women fans and to consider them in Club decision making
- To enable fans to play a key role in improving the supporter experience and shaping the future of West Ham United women

WSB – Supporter Representative Guide

It is important that each member on the WSB is fully representative of their chosen area and will be prepared and readily able to raise and share the views of the wider West Ham United women fanbase.

To this end, the Club will support each Supporter Representative as much as possible to ensure they can be successful in their role. However, supporters should feel confident that their Supporter Representative is fully committed and able to represent them through their work on the WSB.

Supporters who wish to apply for a role on the WSB should demonstrate clearly within their application form that they meet each of the points listed within the Supporter Representative Guide to ensure that they can successfully represent the supporters in their chosen category.

Each supporters' application statement may wish to answer the following:

- Why you are applying to be on the WSB
- Why you are the best representative for your chosen category
- How you will ensure that supporters in your chosen area will be fully represented
- What skills and experiences you have that you feel would make you the best Supporter Representative for your chosen area?
- List the key points you wish to champion on behalf of your group

To ensure that all WSB members effectively represent the supporters in their area, each Supporter Representative must:

- Hold a West Ham United women Season Ticket or attend a minimum of 5 games per season
- Attend all WSB meetings, subject to exceptional circumstances and, in such absence, ensure your questions are passed to the WSB Chair for representation at any meetings
- Submit questions on behalf of your area of representation to help inform the agenda at meetings
- Assist WHUFC to greater understand the needs of the supporters within your key areas of interest
- Possess strong communication skills with a willingness to share the views of the supporters you represent at meetings
- Raise urgent individual issues, feedback or complaints with the Supporter Services when applicable
- Act as a representative and as the main point of contact for supporters to raise issues or concerns directly with the WSB
- Support the success of the WSB by positively representing its work amongst fellow fans when applicable
- Provide feedback to your represented supporters following WSB meetings

In addition to this, WSB representatives must meet the below criteria for the representative area they are applying for:

1. **18–25-year-olds** (male/female/non-binary) (Must be 18-25 and hold a West Ham United women Season Ticket)
2. **18–25-year-olds** (male/female/non-binary) (Must be 18-25 and hold a West Ham United women Season Ticket)
3. **Over 66-year-olds** (Must hold an over 66 West Ham United women Season Ticket)
4. **Women's Supporters' Club** (inc. away supporters)
5. **Families with juniors** (Must hold a minimum of one adult and one junior West Ham United women Season Ticket at the same address)
6. **Accessibility** (Must hold an accessible West Ham United women Season Ticket)
7. **Local community** (West Ham United women Season Ticket Holder who lives in a five-mile radius of the home ground)
8. **LGBTQIA+** (Must hold a West Ham United women Season Ticket and be a member of the LGBTQIA+ community)
9. **Ethnic diversity** (Must hold a West Ham United women Season Ticket and be a member of an ethnically diverse community)
10. **Match-by-match supporter** (Must attend a min of 5 matches per season)

Supporter Representatives will be required to attend all meetings (virtual or in-person) and provide advanced notice of at least seven (7) days to the Club and the WSB Co-Chairs when they are unable to attend a meeting so that the views of the supporters they represent can still be raised for discussion.

Supporter Representatives will need to preserve the integrity of the Terms of Reference and the Equality and Diversity statement at all times.

Terms of application

The Club has the right to decline applications received from supporters who are;

- Under investigation for any breach of stadium regulations or matters concerning the Police that are relative to football
- Currently serving a football, Club or stadium related ban
- In arrears of any payments to West Ham United Football Club Ltd

Applications may not be progressed should there be any other reason that may bring the Club, the WSB or its members into disrepute. A more detailed Code of Conduct will be agreed and issued between the WSB and the Club at the first meeting.

Upon application to the WSB, Supporter Representatives will be giving consent that their full name and election statement provided on their application forms can be shared with women's Season Ticket Holders and regular match attenders as part of the election process. Applications cannot be altered or submitted after the advertised deadline for applications.

Elections

Democratic elections will be held by email, with the profiles of each applicant emailed to all women's team Season Ticket Holders and regular match attenders. A vote will be held by email for each area of representation, with one vote per eligible supporter.

Elections operate in a first past the post system, meaning the candidate with the most votes in each category will be elected to the WSB. In the event of a tie, the Co-Chairs will have the deciding vote on the successful applicant.

Good luck!

[Click here to apply for the WSB](#)

[Contact Supporter Services](#)

