

Junior Supporters' Board meeting minutes

Meeting 1 – 2023/24

Date: Sunday 12th November 2023

Time: 10:00 – 12:00

Location: London Stadium

Attendees

Club staff

Lee Woodcock, Supporter Engagement Manager

Charlotte Kennedy, Marketing Fan Engagement & Events Lead

Ruth Kennedy, Matchday Safeguarding Manager

JSB members

1. Richie
2. Rose
3. Grace
4. Zach
5. Lenny
6. Austin
7. Fraser
8. Mae
9. Kora
10. George

Agenda

1. Introductions
2. Itinerary
3. Project 1 – Create the new JSB badge
4. Project 2 – Create the new JSB flag
5. Topic discussions

1. Introductions

LW welcomed JSB members to their first meeting of the new group and handed them their official Club polo shirt and West Ham United executive notebook and pen.

JSB members were invited to introduce themselves, including sharing their favourite West Ham United memory.

LW explained the purpose and aims of the new Junior Supporters' Board:

- Provide feedback around the matchday experience
- Assist in creating junior content for whufc.com and social media accounts
- Liaising regularly with the Supporter Services team throughout the season
- Contributing new ideas to provide a great junior fan experience

2. Itinerary for the day

LW took JSB members through the itinerary for the day, including:

- Introductions
- New JSB uniform for all members
- Project: create the new JSB crest
- Project: create the new JSB flag which features the new JSB Crest
- Topics for discussion, submitted by JSB members
- Pitchside visit for JSB member profiles and group pictures

3. Activity 1 – Create the new JSB badge

JSB members spent some time discussing and creating ideas for the new JSB crest to be displayed on Club channels. JSB members each had the opportunity to draw their own crest ideas from scratch, with the final design taking inspiration from all submissions.

The only criteria applied:

- The crest – Is it a shield, circle etc.
- JSB / Junior Supporters' Board
- Using the claret and blue colour scheme

The JSB crest will be created in November 2023 and shared with JSB members after the meeting.

4. Activity 2 – Create the new JSB flag

To accompany the JSB crest, JSB members were also able to draw their own concept for a new JSB flag to be displayed inside London Stadium on home matchdays.

The only criteria applied:

- The JSB crest
- JSB / Junior Supporters' Board
- Using the claret and blue colour scheme

The JSB flag will be created in November 2023 for display inside London Stadium on matchdays.

5. Topic discussions

Fan Engagement

- **Half-time guide for junior supporters**

JSB members asked to review the junior fan area of the programme. JSB feedback was that this should be more visual, with less text information to make it more exciting for young fans. This could include fun facts and engaging activities, alongside some key information about the match.

Another idea put forward by the JSB was to communicate the Club's history in a way that is suitable for younger fans (key milestones, successes etc...)

- **Greater presence of club mascots on match day**

JSB asked if Hammerhead and Bubbles could be seen in more areas on a matchday to ensure they reach as many young fans as possible. JSB also suggested that Hammerhead and Bubbles could be in two separate locations as well.

JSB said they would like to do some more engaging activities with the mascots – perhaps include things in the programme or website like ‘where to find them on matchdays’ – and make sure that a timetable exists so that young fans know where to find them.

- **Events and activities for younger fans**

JSB shared an idea for a creative competition for kids to get involved in – design something or submit a picture and the best one gets shown on the big screens (could also be voted on by the fans). JSB suggested prizes could include a signed stash or stadium tour.

- **On the pitch activities at HT**

- **Themed crowd match days**

- Pre-match quizzes (such as guess the season) for younger fans

JSB member also put forward an idea for a junior takeover for the Half-Time Quiz.

- **Community Engagement**

- **Open training days to meet players**

JSB would like to see the reintroduction of Open Training Days at London Stadium and more opportunities to interact with players. These could be open to Season Ticket Holders as a priority before being available to other groups thereafter.

- **Creating a separate kids page on website/app**

A discussion was had around development of a new junior section of the website and app which is more relevant and tailored to young fans (different designs, different look and feel, succinct information). JSB members also suggested a junior web/app section could be a place to host young fan competitions, and match by match information, but a condensed version for junior fans.

The Club would also review opportunities for a matchday supporters guide for young fans – again using more visual descriptions and young fan-friendly language.

- **Christmas**

Discussions were had around a photo opportunity with the mascots on matchday, perhaps using the sleigh in the Stadium Store. Other suggestions were to include Christmas music in the Stadium Store and a Christmas jumper day.

Operations and ticketing

- **Access to toilets on the Stadium Island**

JSB member asked if there could be a return of the toilet facilities on the stadium island.

- **Accessibility**

JSB member mentioned the abuse of the accessibility lanes before the match with supporters abusing this.

- **Entry into London Stadium**

JSB member observed that the queues at the turnstiles can sometimes be longer due to supporters not knowing how to scan their digital ticket or not being prepared with their digital wallet/folded print out ticket.

Pitchside visit and photos

JSB members left the meeting to visit pitchside and the press conference room, before having their photos taken as a group and individually for their Club profiles.

Meeting ends.

Actions

Ref	Action	Lead
JSB 1/1-23-24	The JSB crest will be created in November 2023 and shared with JSB members after the meeting	LW
JSB 1/2-23-24	The JSB flag will be created in November 2023 for display inside London Stadium on matchdays	LW
JSB 1/3-23-24	Review junior fan area of the matchday programme	LW
JSB 1/4-23-24	Look at ways to share the Club's history in a way that resonates with younger fans	CK
JSB 1/5-23-24	Review Hammerhead and Bubbles locations and timings on matchday and communicate this to young fans	LW / CK
JSB 1/6-23-24	Review JSB idea to create junior competition to win prizes	CK
JSB 1/7-23-24	Review junior takeover for the Half-Time Quiz	CK
JSB 1/8-23-24	Explore Open Training Days at London Stadium and more opportunities to interact with players	CK
JSB 1/9-23-24	Review junior web/app experience and junior matchday guides	CK
JSB 1/10-23-24	Review JSB suggested ideas for Christmas	CK
JSB 1/11-23-24	Contact stadium management to see if toilet facilities can return to stadium island on matchday	LW
JSB 1/12-23-24	Raise and monitor use of accessibility lanes on matchday	LW