



FAN ENGAGEMENT REPORT

2023/24 SEASON REVIEW



OUR COMMITMENT TO OUR SUPPORTERS

OVER LAND AND SEA

Our supporters are the heart of West Ham United Football Club.

As a Board, one of our key objectives is to be a Fans First football club.

Every decision taken is with the aim of ensuring success, both on and off the pitch, for the enjoyment of our supporters.

Our most important commitment of all is to listen to what you have to say. As our Chairman has shared, we know we are just the custodians of this incredible football Club on behalf of our dedicated supporters who follow us week in week out at home and over land and sea.

West Ham United has welcomed the Premier League Fan Engagement Standard, designed to reinforce the commitment of every Club to long-term and meaningful engagement with supporters.

Over the last 12 months, we have worked closely with our supporter groups to build a positive, constructive and collaborative Fan Advisory Board (FAB) that will bring real benefit to the wider fanbase. From the outset, there has been a strong and thorough consultation process to create the FAB in partnership with you.

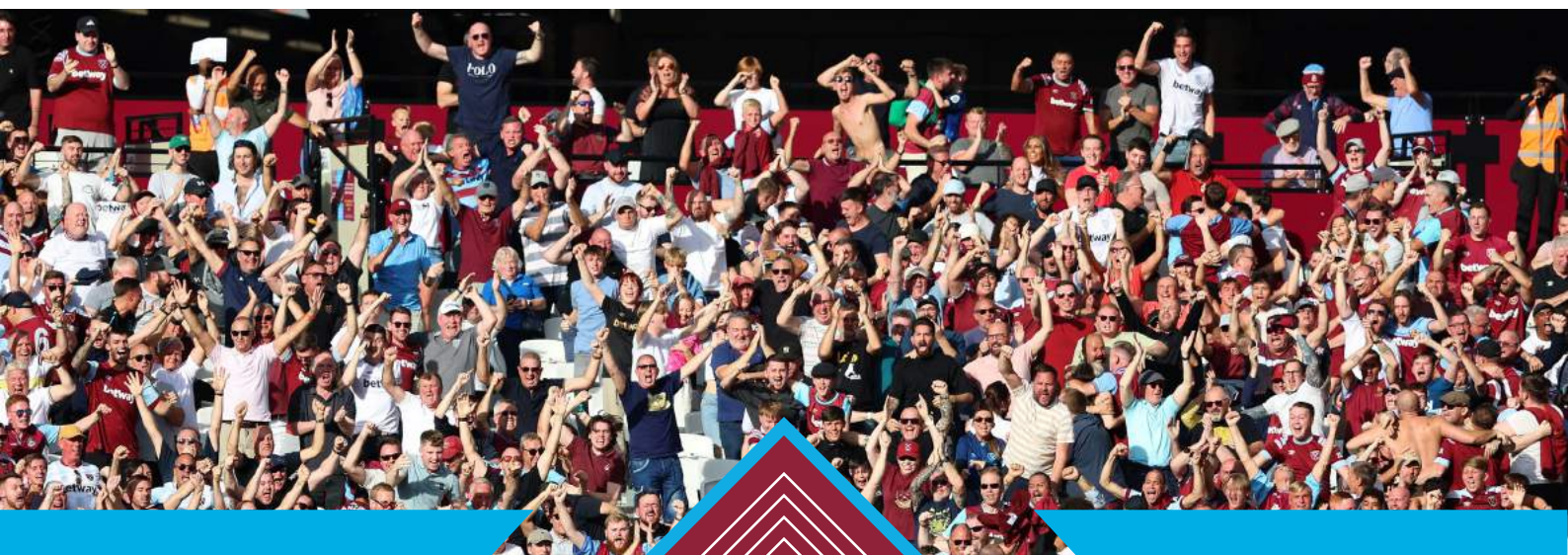
The FAB will play a vital role for West Ham United, as we consult and engage members in the long-term, strategic issues that impact our supporters.

In addition to the FAB, it remains important for us that we engage with as many of our supporters as possible – in many different ways and from across the entire fanbase. We want to give every one of our fans a voice to share their feedback and views with us here at West Ham United.

I am very much looking forward to seeing what we can achieve together in the season ahead.

We Are West Ham. United. Come On You Irons!

**Tara Warren, Nominated Board Level Official (NBLO) for Fan Engagement
Executive Director, West Ham United**





FAN ADVISORY BOARD

EFFECTIVENESS REPORT DELIVERED BY TARA WARREN, NBLO AND ANDY PAYNE, CHAIR OF ISC AND MEMBER OF HAMMERS UNITED

As part of West Ham United's fan first strategy, Tara Warren, Executive Director and the Club's Nominated Board Level Official (NBLO) met with Andy Payne, Chair of the Independent Supporters' Committee (ISC) and Hammers United committee representative and Cat Smith, Head of Supporter Services & Fan Engagement, to discuss West Ham's approach to structured dialogue during the 2023-24 season.

The Club has engaged in structured dialogue and formal consultation with supporters since 2016. The focus for the last 12 months has been to work with the fan representatives within the ISC, alongside the Women's Supporters Board and Junior Supporters Board to build a constructive, credible Terms of Reference for the club's Fan Advisory Board (FAB).

For the 2024-25 season onwards, the FAB will be the primary mechanism for fan engagement and consultation, in line with the Premier League's Fan Engagement Standard (FES). There was a thorough consultation process, and there has been a significant amount of time given to ensuring both Supporter Representatives and the Club reached common agreement. Whilst the creation of the FAB has taken longer than anticipated it is reassuring that we have taken the time we needed to reach a final consensus. It is important to note that the Club has followed the Premier League guidance, this model of fan consultation means that the FAB will work in collaboration with the Club, and not be an independent body. Both the club and supporter representatives would like to acknowledge the Football Supporters Association (FSA) for their continued support as we worked together to ensure the FAB was reflective of the desires of both the Club and Supporter Representatives.

This season, the minutes of meetings have been much debated and there have been challenges on reaching consensus. A key learning for next season is ensure a smoother process to communicate the agenda of meetings publicly, alongside the agreed action points following the meeting in a timely fashion. A digital transcript of the meeting will be kept and stored securely for record. This will enable confidential information to be shared freely within meetings, whilst also ensuring FAB members have the ability to provide meaningful updates to the supporters they represent. The hope with this process is that it will allow both the Club and Supporter Representatives to spend less time on administration, including meeting minutes, and more time on delivering the agreed actions following meetings.

Both Club and supporter representatives welcomed input from the Premier League throughout the 2023-24 season who, alongside sharing best practice and guidance, helped facilitate networking and knowledge sharing. The FAB will continue to look to the Premier League on issues such as VAR and fixture scheduling and other such matters which are not unique to West Ham United, as well providing support to Clubs to promote environment in which all supporters representatives feel empowered to make their voice heard.


The FES has provided a useful framework which both the Club and Supporter Representatives aim to exceed. Now this process has been completed, attention will be given to matters which impact all of our fan base. The FAB needs to be a space to discuss both long-term strategy, and tactical issues which impact supporters in their day-to-day interactions with the Club.

To deliver these projects, we will need to continue to work closely to agree a constructive agenda, with a shared definition of what success looks like for our wider fanbase, and the timelines required to turn ideas into action. This will help make sure expectations are clearly managed.

Both the Club and Supporter Representatives look forward to the development of sub-groups to support with this delivery. This, coupled with ongoing communication with Cat Smith will help embed the supporter voice in the Club's decision-making processes.

Succession planning and continuity is important and FAB members will take advantage of training and shadowing opportunities to ensure the FAB is equipped for success in the future.

Both the Club and Supporter Representatives agree that we are committed to continued collaboration and real consultation to bring maximum benefit to the entire West Ham fanbase.



THE ROLE OF THE PREMIER LEAGUE AND FAN ENGAGEMENT STANDARD

"THE OBJECTIVE OF THE FAN ENGAGEMENT STANDARD IS TO ESTABLISH A STANDARD FOR FAN ENGAGEMENT ACROSS THE LEAGUE AND PROMOTE THE SHARING OF BEST PRACTICE"

West Ham United welcomes the Premier League Fan Engagement Standard; designed to reinforce every club's commitment to long-term and meaningful engagement with supporters.

In addition to overseeing the delivery of the Fan Engagement Standard, the Premier League engages on a range of subjects raised by supporters via regular communication and meetings with Clubs, their Fan Advisory Board representatives and others including the Football Supporters' Association, Level Playing Field and Kick It Out.

Through these channels matters such as fixture scheduling, refereeing including VAR, fan behaviour, tackling discrimination, promoting inclusion, sustainability and community initiatives are raised with the Premier League to ensure it is aware of fan sentiment and can provide clarity, support and guidance where required. The Premier League also has a research programme which surveys fan opinion including the annual Matchday Fan Experience survey.

The Premier League is currently reviewing all aspects of its engagement and structured dialogue with partners across the game to ensure that it also meets the expectations of the Fan Engagement Standard..



Leadership and Culture

The importance of club leadership in setting strategy and a culture of fan engagement and collaboration

Listening

Clubs listening to the views of their fans in a structured and timely manner

Collaborate and Participate

Supporting collaboration and the introduction of a Fan Advisory Board to promote meaningful dialogue between clubs and fans

Share

Decisions taken by clubs are transparent and clubs share information in a timely and accurate manner

Learn and Improve

Supporting clubs to learn and to develop their approach to fan engagement



FOR THE 2023/24 SEASON WE AIMED TO...

1. EVOLVE OUR MODEL FOR SUPPORTER CONSULTATION, WORKING WITH SUPPORTERS

Creating our Fan Advisory Board, using the criteria within the Premier League Fan Engagement Standard and feedback from supporters' groups

2. COMMUNICATE UPDATES TO FANS TWICE A SEASON, FROM SENIOR LEADERSHIP FIGURES

Providing updates from Senior leadership figures to the fan base on fan engagement, using a new supporter newsletter and WHUFC.com,

3. CONTINUE TO BE AN EQUITY LEADER, WORKING WITH OUR SUPPORTERS

Creating engaging campaigns, events and initiatives that promote our values of EDI, through our strong relationships with supporters' groups and football stakeholders, we as well as tackling key issues affecting our supporters

4. GROW AND ENGAGE OUR OFFICIAL SUPPORTERS' CLUBS LIKE NEVER BEFORE

Developing a new portal, providing a one-stop hub for all of our Official Supporters' Clubs to engage with the Club and fellow fans as well as accessing a range of exciting benefits

5. REVIEW THE FIRST SEASON OF OUR FAB, ALONGSIDE OUR SUPPORTERS

Holding an end of season review meeting with supporter representatives (for the 2023-24 season, this was the ISC) to analyse the season's priorities and how we can achieve success

6. REFRESH THE HAMMERS HUB SECTION OF OUR WEBSITE

Creating a new central hub for all fan engagement activity and supporter information on WHUFC.com

7. CONTINUE TO PROVIDE FAN-FOCUSED AND ENGAGING CONTENT ACROSS ALL OF OUR PLATFORMS

Delivering a brand-new podcast, Iron Cast, Supporters' Club portal, exciting junior fan initiatives and social media content

8. CONTINUE TO SURPRISE AND DELIGHT SUPPORTERS

Using our Like My Dreams initiative, fan-led community causes and unique opportunities to reward and recognise special moments with our fans

9. MONITOR THE DEVELOPMENTS OF THE GOVERNMENT'S FAN-LED REVIEW

Continue to work with our supporters, football stakeholders, and fan-focused organisations when considering any updates to the Fan-Led Review

10. COMMUNICATE OUR FAN ENGAGEMENT REPORT

Using our Annual Report to provide a summary of the Club's fan engagement activity



WHAT DID WE ACHIEVE TOGETHER?

EVOLVE OUR MODEL FOR SUPPORTER CONSULTATION

Working closely with supporter representative groups, including the ISC, the Premier League and the FSA, we have spent 12 months working to evolve our model of supporter consultation. We are recruiting for our Fan Advisory Board meeting, and will be working together to bring benefits to all our fans.



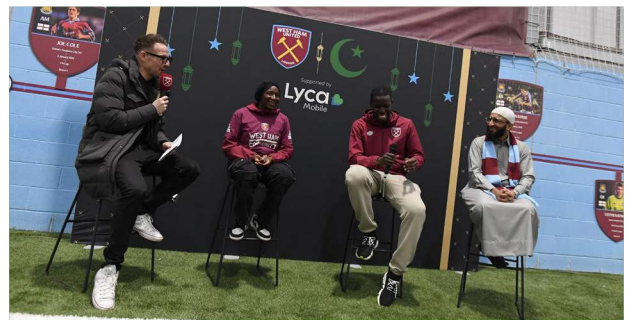
COMMUNICATE UPDATES TO FANS FROM SENIOR LEADERSHIP FIGURES

We were delighted to welcome Karren Brady, Vice-Chair of West Ham United for a meeting with our Independent Supporters' Committee at the start of the 2023-24 season. Karren also addressed frequently asked questions from our fanbase, published on the Club website in July 2024.



CONTINUE TO BE AN EQUITY LEADER, WORKING WITH OUR SUPPORTERS

The Club continues to lead the way across the Premier League as holders of the Advanced level of the Equity, Diversity and Inclusion Standard. Highlights include attending London and Essex Pride, our open Iftar at Chadwell Heath, our Hammers Pride Bar in East London and our work with South Asian Communities



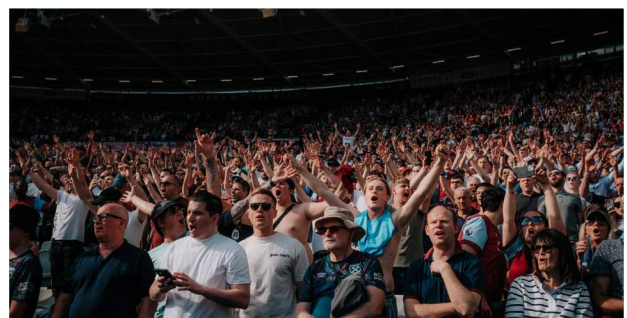
GROW AND ENGAGE OUR OFFICIAL SUPPORTERS' CLUBS LIKE NEVER BEFORE

Continuing to develop our new online portal, we have welcomed many Official Supporters' Clubs to the London Stadium, and headed over the pond to meet our US Official Supporters' Clubs in Nashville, and across Europe as we competed in the UEFA Europa League



REVIEW THE FIRST SEASON OF OUR FAB, ALONGSIDE OUR SUPPORTERS

Working closely with all our supporter representative groups, we have launched our application process for the club's Fan Advisory Board. Within the Terms of Reference, we have committed to holding an annual review meeting with the FAB co-chairs and NBLO



WHAT DID WE ACHIEVE TOGETHER?

REFRESH THE HAMMERS HUB SECTION OF THE WEBSITE

The Hammers Help Centre now contains over 400 FAQs. The Hammers Hub has been refreshed to compliment Hammers Help, and houses all the information supporters need to make the most of their matchday. This includes fan information guides, information on matchday events, stadium maps and extra-special content for our Junior Hammers.



CONTINUE TO PROVIDE FAN-FOCUSED AND ENGAGING CONTENT

Our weekly show IronCast ran throughout the season. As part of our fan-first content, we produced regular fan features across our web, app and social channels. Valued partner Heineken delivered their 'Cheers to' campaign, celebrating the commitment of West Ham United fans around the world.



CONTINUE TO SURPRISE AND DELIGHT SUPPORTERS

The Club has looked to create unforgettable experiences for supporters across the season reviewing all requests sent in by fans. Through the 'My West Ham Christmas Wish' campaign, we made dreams come true, creating bespoke, unforgettable experiences for over 20 of our young Hammers.



MONITOR THE DEVELOPMENTS OF THE GOVERNMENT'S FAN-LED REVIEW

The club has continued to attend all meetings in relation to the government's Fan-Led review. Fan representatives have also been invited to attend meetings with both the Premier League and FSA on the topic. We will continue to monitor developments and provide our supporters with relevant updates.



COMMUNICATE OUR FAN ENGAGEMENT REPORT

The club has committed to providing regular updates in relation to Fan Engagement. A plan will be published at the start of each season, outlining what the club is hoping to achieve, and a report shared at the end of each season, demonstrating the activity delivered.



OUR CLUB-WIDE FAN FOCUS

Everybody who works for West Ham United has a responsibility to deliver an outstanding experience to supporters.

FAN ENGAGEMENT - KEY CLUB STAFF

Listening to our supporters has always been a huge priority for West Ham United and the Club engages with our huge global fanbase in a variety of ways. Our hard-working Supporter Services team are the key point of contact between West Ham United and our fans.

The welcoming and friendly team are a visible presence at all men's team home and away matches, all women's team home fixtures and selected women's away and academy matches. They are committed to providing the very best service to our fans whether this be at a matchday at London Stadium, at an away fixture domestically or in Europe, or around the clock with general activations and enquiries.

The Supporter Services team actively seek to connect the Club with its fanbase domestically and internationally, helping all Hammers supporters celebrate the Club they love wherever they are in the world. The team can be reached in person, via email and on the supporter social media channels.

This team embody the West Ham United's 'fan first' approach on behalf of the Board and everyone working at the Football Club.

For any enquiries contact: [**supporterservices@westhamunited.co.uk**](mailto:supporterservices@westhamunited.co.uk)



FAN ENGAGEMENT STAFF



Cat Smith
Head of Supporter
services and Fan
Engagement



Tara Warren
NBLO

FAN ENGAGEMENT

SLO

SUPPORTER SERVICES



Lee Woodcock
Fan Engagement



Charley Burgess
SLO



Tyler Leavens
Supporter Services



Georgia Carthy
Fan Engagement



**Our 50-strong
matchday SLO
team**



Stephen Ofori-Boateng
Supporter Services

HAVE YOUR SAY, IN YOUR OWN WAY

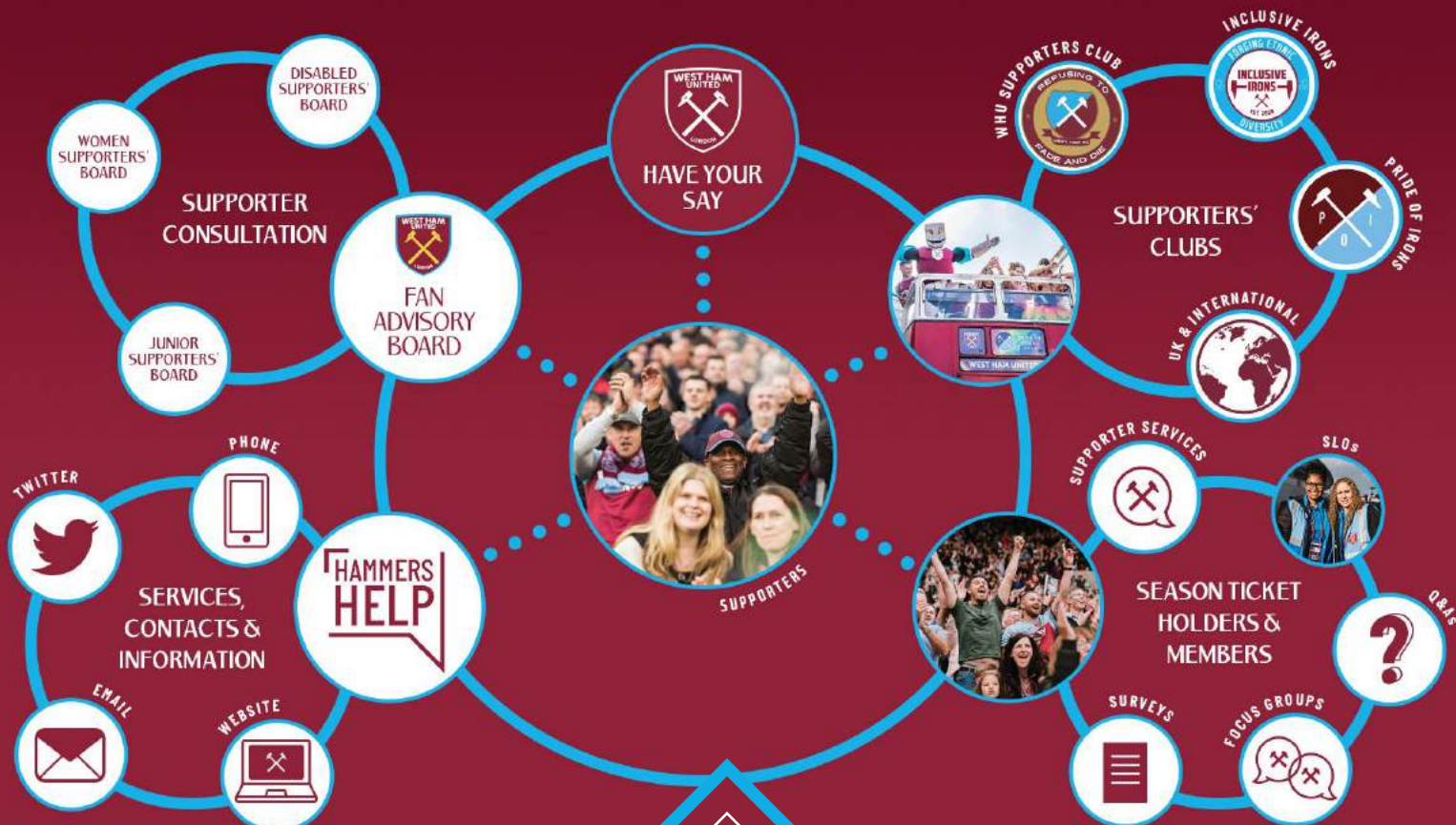
The Club encourages feedback from supporters through multiple channels of engagement and consultation between the Club and our fan base.

All of our channels provide supporters with the opportunity to share their feedback, views and experiences, which are used to help inform Club policy, services and strategic decisions.

Your views matter to us equally, however you choose to share them with us.

Our channels of engagement are created to:

- Actively encourage input from our fans across a wide variety of channels and to use it to enhance the fan experience
- Provide a platform for in-depth consultation between the Club and fan base on key matters of interest to supporters
- Enable all supporters to share their feedback and experiences and to have their views heard at the highest level of the Club
- Consider supporters' views in decision-making, Club policy and services
- Surprise and delight our supporters, creating new and exciting content and Club/supporter engagement across all platforms
- Maintain strong relationships with supporters



WORKING TOGETHER TO BENEFIT ALL OUR SUPPORTERS

We are proud of our relationship with our supporters, and recognize the wide and varied information our supporters need, and want to share their views on.

In addition to the club's NBLO attending all Fan Advisory Board meetings, regular meetings take place across club departments, including Ticketing, Operations, Security and Retail, to ensure fan-led initiatives and feedback is shared and actioned. The below diagram demonstrates how information is escalated and shared between fan engagement platforms, and relevant club personnel.

The Fan Advisory Board will work alongside the club's NBLO, Head of Supporter Services & Fan Engagement and any other relevant West Ham United departments

The Fan Engagement Team work closely with all our Supporters' Groups, helping create experiences that connect our supporters with the club they love

West Ham United's SLO and Supporter Services Team are responsible for replying to all ad-hoc queries shared to the club

Club Strategy



Fan events, activities, surveys, focus groups, supporter group, dedicated online fan content and management of fan portals such as Hammers Help



Matchday and operational issues, general enquiries, complaints, ideas and feedback



A SPOTLIGHT ON OUR FAN ADVISORY BOARD

The Fan Advisory Board provides a platform for consultation between West Ham United and our supporters. The aim is to maintain a strong relationship that is focused on ideas and constructive discussions that will lead to providing the best supporter experience for the wider fan base.

The FAB is made up of supporters' groups and fans who represent a wide demographic of the Club's fan base:

- 3 x General Seats (fan groups representing general interests of supporters)
- 1 x LGBTQIA+ supporters' group
- 1 x Disability supporters' group
- 1 x Ethnic Diversity supporters' group
- 1 x Over 60s supporters' group
- 1 x Junior supporters
- 1 x West Ham women supporters
- 1 x Bondholders
- Claret member
- International Supporters' Clubs

They meet with the Club's Nominated Board Level Official and senior leadership team at three points during the season. It will be co-chaired by a Supporter Representative and the club's Head of Supporter Services & Fan Engagement.

Meetings are supported by regular dialogue and relationships between the Supporter Services team and supporter representatives on the FAB. Items for the meeting agenda can be raised **by contacting an FAB representative**. Meeting minutes will also be available via the club website. See **FAB terms of Reference** for full information.

TRUST

COLLABORATION

RESPECT

INCLUSIVE

CONSTRUCTIVE

ACCOUNTABLE



SUPPORTERS' MEETINGS OVER THE 2023/24 SEASON

Meetings between the Club Board, senior management and supporters' groups take place throughout the season. All of the meetings focus on strategic matters relating to the supporter experience. This year the club had 6 formal meetings with supporters, alongside numerous phone calls, informal meetings and further communication to help support a culture of information sharing.

Meeting	Month
Club Meeting with Independent Supporters Committee	July 23
Bondholder AGM	Oct 23
Junior Supporters Board	Nov 23
Club Meeting with Independent Supporters Committee	Jan 24
Junior Supporters' Board	Feb 24
Season Ticket Renewal Update with Supporter Groups	March 24
Club Meeting with Independent Supporters Committee	April 24
Women's Supporters Board	June 24
Junior Supporters Board	July 24

The club would like to thank the former members of the ISC, for their contributions.

The ISC has been an important mechanism for structured dialogue as we settled into the London Stadium, entered European competitions for the first time, and continued to grow our fanbase, locally and around the world.

In the club's Fan Engagement Plan, published at the start of the 2024-25 season, the club will share the schedule for the fan meetings in the 12 months ahead.

WORKING WITH FAN FOCUSED ORGANISATIONS

The Club works regularly alongside the Premier League, Football Supporters' Association, Kick It Out, Level Playing Field and a number of other supporter focused organisations and causes throughout the season.

In addition, the club is represented at Safety Advisory Group meetings and Independent Advisory Group meetings which are focused on local police matters.



TALKING TO YOU

Each and every season, we hear from thousands of supporters, and we are committed to resolve all queries within a maximum of 14 days.

Both our ticketing and supporter services teams are available on matchdays, and during the week to listen to the concerns and feedback of our supporters, and ensure their voices are heard at the highest level of the Club.

From Sheffield to Serbia, Liverpool to Leverkusen, our dedicated SLO teams were on-hand 24/7 as a friendly face to answer questions, helping supporters to safely access stadiums and make travel arrangements.

We continue to be committed to create as many avenues as possible to make it easy for supporters to contact us with their feedback and queries and strive to be in regular contact with our supporters – take a look below at how many supporters we spoke to via email just last season.

OUR SUPPORTER SERVICES TEAM

We commit to responding to all queries within 24 hours and resolving all queries within 14 days.

Total Enquiries:

23,546

Average first response time:

3HR 52 MINUTES

Average resolution time:

2 DAYS AND 6 HOURS



HERITAGE

West Ham United is steeped in history and tradition, and we are incredibly proud of our heritage.

We know just how important our history and heritage are to our supporters and, while there are no plans to change any of our heritage assets, the Club would always undertake a thorough and extensive consultation process with supporters' views at the heart of any decisions.

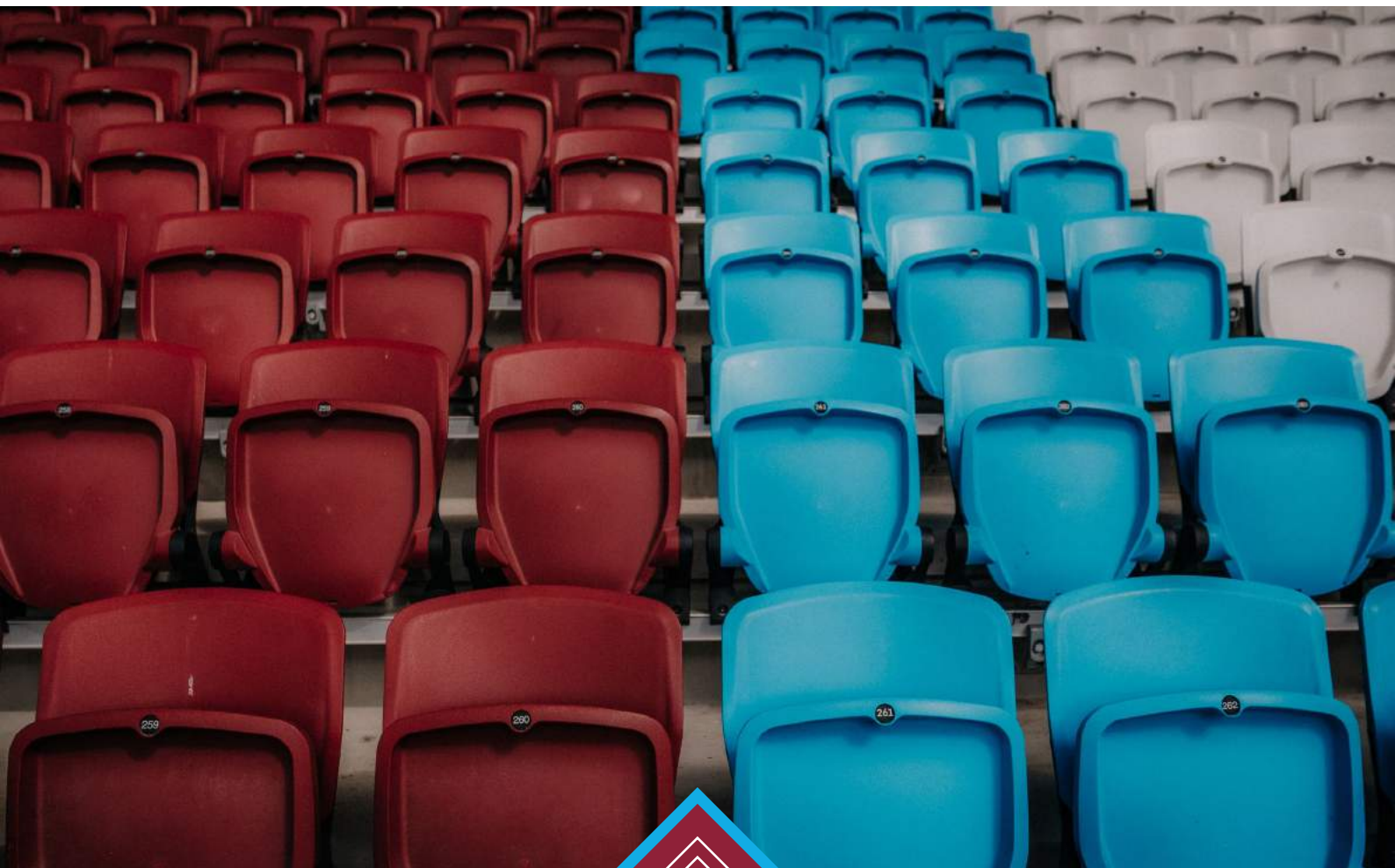
The process would be fair and transparent and would be available to a wide group of supporters in order to ensure that a majority of our fans are in favour of any proposed changes.

In line with the FA Rules of Association our Heritage Assets are as follows:

- Club name
- Club colours (claret & blue)
- Club crest

Consultation on heritage assets would be initiated by Club personnel responsible for fan engagement and delivered in the following ways:

- Fan Advisory Board meeting
- Survey of Season Ticket Holders, Club London and Claret members
- Supporters who have attended 5+ home games during the season



OFFICIAL SUPPORTERS' CLUBS

West Ham United is proud to have millions of passionate supporters worldwide who follow the Hammers in different ways, we recognise you across the world for your unwavering loyalty to the famous Claret and Blue.

Wherever you are in the world, being part of an Official Supporters' Club is a great way to come together to show your support for West Ham United. With over 100 officially recognised branches already, starting or joining an Official Supporters' Club will help you to build stronger relationships with the entire West Ham Family.

In being part of our Official Supporters' Clubs family, it will be easier than ever for you to connect with like-minded fans, build your local network and engage with the club you love.

The Official Supporters' Club portal, will be shortly hosted on the West Ham United website, makes it easy for fans to search and join Official Supporters' Clubs, build an online community through sharing photos and content, and access key benefits and exclusive competitions.

It is also the space where OSC Chairman / Secretaries can apply for group tickets to allow Hammers to experience the London Stadium together.



OFFICIAL SUPPORTERS' CLUBS BELFAST HAMMERS SUPPORTERS' CLUB CELEBRATE 25TH ANNIVERSARY

Belfast Hammers, the West Ham United Supporters' Club in the Northern Irish capital, celebrated its 25th anniversary in the company of Hammers legends Steve Lomas and Mark Ward on 26 April. The club provided video messages from first team players and signed items for their raffle.

In 1999, lifelong Hammer Peter O'Prey decided to start a Northern Ireland Supporters Club for fans over the other side of the Irish Sea. Little did he know 25 years on they would have a regular presence at most of West Ham's games over the last two-and-a-half decades.

As of May 2024, there are 77 members of the Belfast Hammers compared to the previous numbers of 18-20 members per season, which shows the rapid growth of the group across the city and Northern Ireland.

Speaking at the event O'Prey said, "I went to West Ham for many years with different people, and they were all from the one community. I always believed that there was a lot of Hammers fans here, so we decided to start a club that sort of showed the breadth of people in Northern Ireland of all persuasions. So that was how the Belfast Hammers was formed, it was cross-community thing in the wake of the Good Friday Agreement.

"We've had several hundred members over the years, so the club was founded with that in mind and to make life easy getting all the way over to London. There are more West Ham fans in Belfast than people think.

"The club has about three official trips every year where a lot of people go. I think last year we had something like 17 home games out of 19 or 20 where had someone attending the game and we also have a few who try to attend away games but that can be a wee bit more difficult. The aim of the group is to meet once a month, but we meet for important games and actually had 250 come in the door for the [UEFA] Europa [Conference] League final."



IN FOCUS: JUNIOR MATCHDAY TAKEOVER WITH OUR JUNIOR SUPPORTER BOARD

At our first meeting with our Junior Supporters Board, our representatives asked for opportunities for young people to better understand how the club works, and the chance to gain valuable work experience.

As a direct result of this suggestion, applications were opened for five Junior Hammers to take on a matchday role and work alongside Club staff. The supporters shadowed staff members from the grounds, events, photography, editorial and communications teams.

An aspiring sports journalist and West Ham United fan Rachel, 14, produced the match report from the press box at London Stadium and interview with Scholar Ezra Mayers.

She said of the experience, "I could have never dreamed at 14 that I would be given the opportunity for my writing to be featured on the club website. The day really helped me to understand what I will need to do to help my future career."

Tara Warren, NBLO added, "We are delighted to be one of the few clubs that actively engages with the next generation of fans in this way. They bring us a different perspective which we always value hearing. We are looking forward to integrating our Junior Supporters into the Fan Advisory Board."

Cat Smith, Head of Supporter Services and Fan Engagement added, "We were delighted that provide the young people that support West Ham United a voice. The club heard this idea and were able to implement it in the same season. We hope this provides encouragement for the Junior Supporters Board to keep bringing new ways for the club to engage with young people."



IN FOCUS: HAMMERS PRIDE BAR

WORKING WITH PRIDE OF IRONS

West Ham United is committed to being an equity leader and works closely with key supporter representative groups as a core part of our approach.

The club wanted to provide a safe space for our supporters to celebrate Rainbow Laces Campaign and approached Pride of Irons, our LGBTQ+ fan group for support on how to do this.

We were delighted to collaborate on 'Hammers Pride Bar', a pop-up in East London. The bar was a social space to encourage people to hold positive conversations about what we can all do to support the LGBTQ+ community and help create environments where everyone feels welcome.

A special launch event for Hammers Pride Bar was attended by former captain and first-team coach Kevin Nolan, and former players Matt Jarvis, James Collins and Anton Ferdinand, while a number of supporters from Pride of Irons and Inclusive Irons also dropped into the lively venue.

Pride Of Irons Committee Officer Lorna Severn said of the event: "It's been about nine years since Pride Of Irons started and, back then, we could have never imagined we would have been having events like this one. It's so important to have them because every year we will get messages saying that people didn't know we as a group existed and they are so pleased to find us. I think we've been able to give visibility to people who previously couldn't find their voice, and I'm so proud of West Ham for helping to champion us in that journey for all this time."



GETTING IN TOUCH WITH US

Getting in touch with the Supporter Services & Fan Engagement teams is easy. 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.

Our Supporter Charter contains all the information you need for how to submit a query, 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 & Fan Engagement 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.



COMMUNICATION WITH OUR FANS

We keep our supporters reliably informed with the latest information across our channels and through personal and direct communication with all Season Ticket Holders, Claret members and match-by-match attending fans.

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.

With millions of passionate supporters worldwide, our communication channels are a great way to engage with supporters and provide fantastic opportunities to surprise, delight and reward fans with prizes and experiences.

For all fan information and FAQs, visit the **Hammers Help Centre**.



@WestHam



WestHam



@WestHam



westham



westham

FACEBOOK:

www.facebook.com/westhamunited

X:

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)