



VISITING SUPPORTER GUIDE 2024/25



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Whether you have visited before or you are coming to your first match here at London Stadium, our Visiting Supporters' Guide has been created to ensure you have all the information you need for a great experience.

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WELCOME



If you require any further information or assistance, contact our Supporter Services team who will be happy to help via email at supporterservices@westhamunited.co.uk or Twitter [@WestHamHelp](https://twitter.com/WestHamHelp)

We look forward to welcoming you to London Stadium.



HERE TO HELP



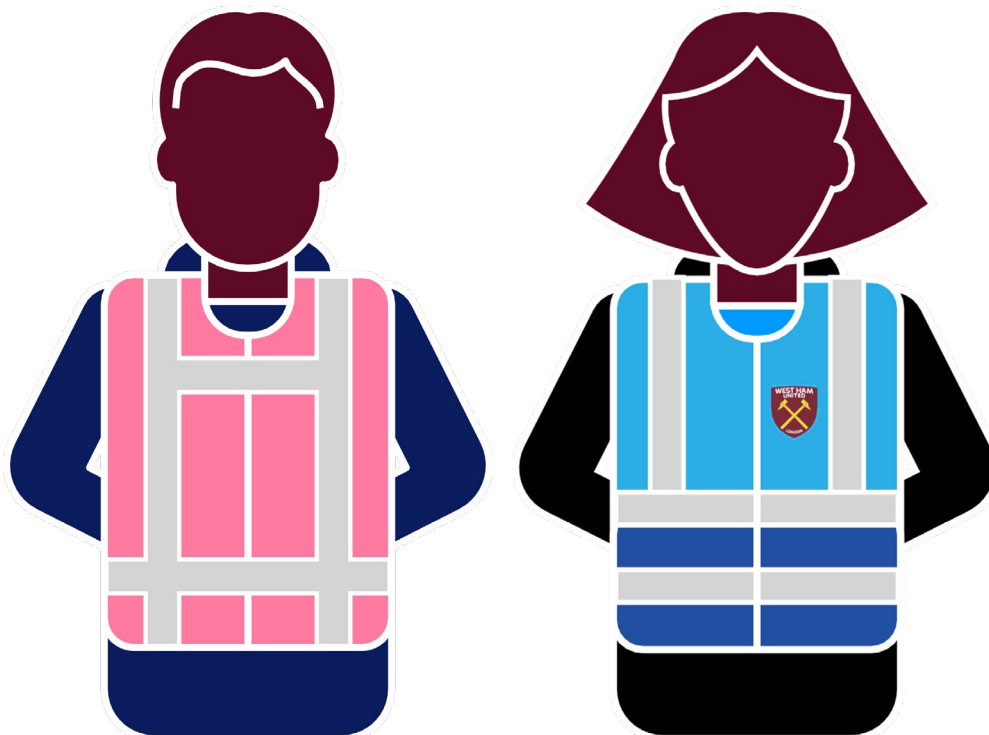
As part of our ongoing commitment to providing all supporters with a great matchday experience, a dedicated team of matchday Supporter Liaison Officers (SLOs) are stationed at key points around the Stadium on hand to help and assist with any queries or concerns you may have.

The SLOs are positioned both inside and outside the Stadium, welcoming supporters as they arrive for the match and are present after the game to wish you a safe journey home.

The SLOs are clearly identified by their blue West Ham United uniform and blue tabards. You can find our SLO team enroute to London Stadium or at our four information points found opposite turnstiles G, H, J and D (visiting supporters' section).

The team of SLOs consist of individuals who have combined experience and expertise in football stadium operations, crowd safety, ticketing, and supporter liaison, along with a knowledge and understanding of supporters, the local area and visiting supporters.

We want to hear from you, so please speak with a member of the SLO team to provide us with your feedback. All feedback is important to us as it helps us to improve our facilities and services for all supporters.



GETTING TO LONDON STADIUM



London Stadium is located in the south of the Queen Elizabeth Olympic Park, with a total of five train stations in the surrounding area.

Stratford station and Stratford International station are the busiest stations, so you may wish to plan your journey to use one of the other stations around the Olympic Park. Please see the map on the next page to assist with planning which station will provide the best route to the **visitors section at entrance D**.

On matchday, all three car parks at Westfield (A, B and C) will be in operation.

- **Car Park A best access via the A12**
- **Car Park B limited access**
- **Finally, Car Park C best access via A112, Penny Brookes Street and Montfichet Road**

Westfield advise supporters to follow the guided route around the centre on the way to the Stadium and on their return after the game.

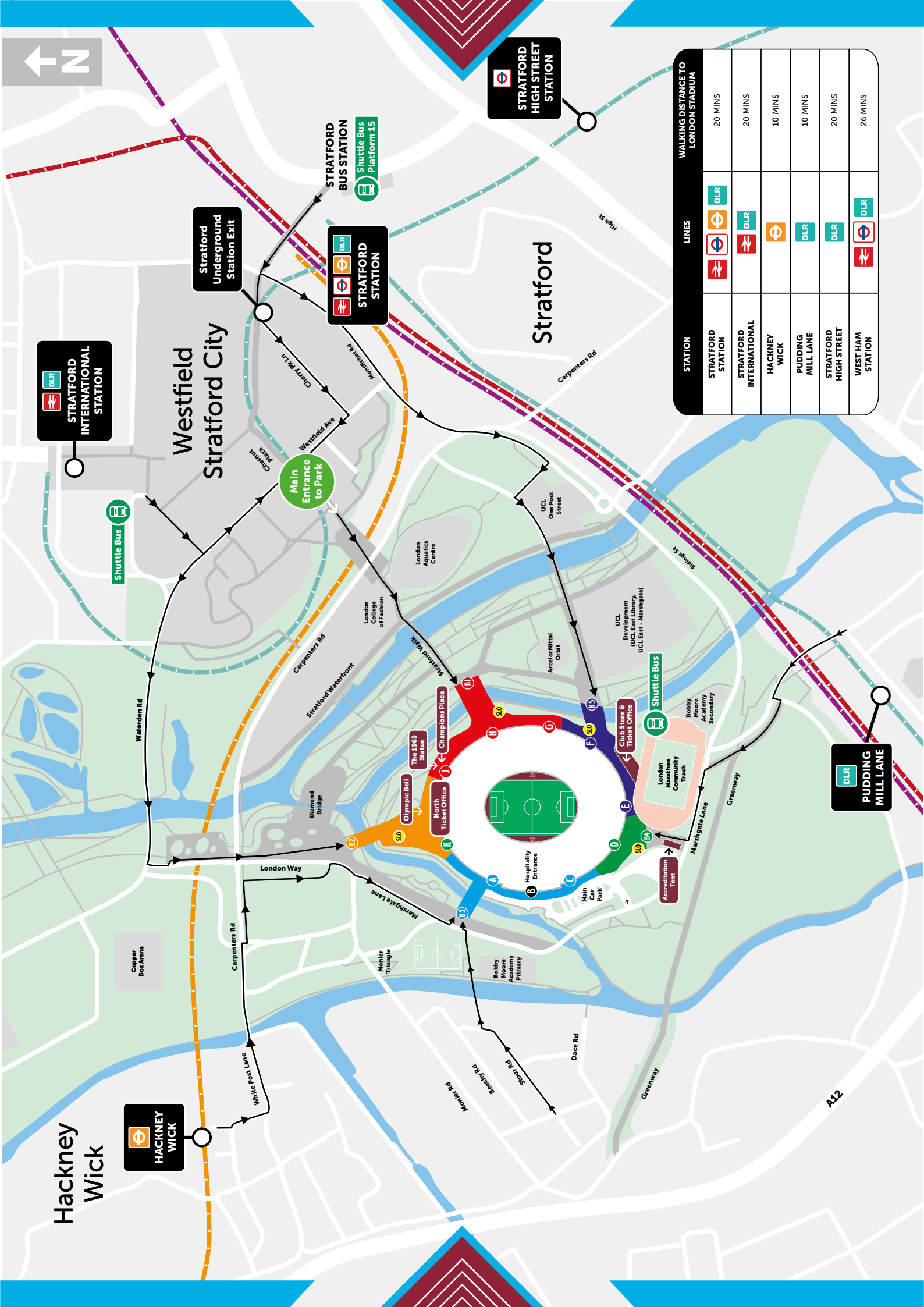
Please note that there are road closures in place on matchdays to protect the health and safety of large numbers of fans travelling to and from the stadium on the surrounding roads.

Supporters with blue badges can enquire about a parking space by emailing accessibility@westhamunited.co.uk once they have been allocated a ticket. Please be advised that spaces are limited, and any available spaces will be allocated on a first come first served basis.

The Queen Elizabeth Olympic Park also offers bike parking, and there are several Santander bike points around the ground.

Supporters are reminded to plan your journey in advance, and check timetables to ensure you arrive at the ground in good time to avoid long queues in the lead up to kick-off.

For the latest travel advice visit [here](#) or [here](#). Alternatively, you may wish to visit the transport operators' website directly.



STRATFORD INTERNATIONAL STATION

Shuttle Bus

Westfield Stratford City

Stratford Underground Station Exit

STRATFORD BUS STATION

STRATFORD STATION












STRATFORD HIGH STREET STATION

Stratford

Hackney Wick

HACKNEY WICK

PUDDING MILL LANE

STATION	LINES	WALKING DISTANCE TO LONDON STADIUM
STRATFORD STATION	  	20 MINS
STRATFORD INTERNATIONAL	 	20 MINS
HACKNEY WICK		10 MINS
PUDDING MILL LANE		10 MINS
STRATFORD HIGH STREET		20 MINS
WEST HAM STATION	  	26 MINS

HOW TO GET TO LONDON STADIUM



By train or tube

Stratford station is served by

- London Underground Jubilee and Central lines
- Docklands Light Railway (DLR)
- National Rail services operated by Greater Anglia and c2c
- London Overground
- The Elizabeth Line

Stratford International station is served by

- Docklands Light Railway (DLR)
- Southeastern High Speed 1 services

Stratford High Street and Pudding Mill Lane station are served by

- Docklands Light Railway (DLR)
- Hackney Wick station is served by
- London Overground

All stations have step free access to all platforms.

More information is available at [here](#) or [here](#)

By car

As London Stadium is a green stadium and a public transport destination, we are unable to offer public car parking. We would advise that supporters arrive via the many public transport routes available. However, visiting supporters wishing to book accessible parking on matchday, can contact: accessibility@westhamunited.co.uk for further advice.

By bus

Stratford Bus Station and Stratford City Bus Station are in close proximity to Stratford Station Buses that run to these stations are numbers: 25, 86, 97, 104, 108, 158, 241, 257, 262, 276, 308, 425, 473, D8.

By coach

The location of the Visiting Supporters Coach Park will be communicated between the clubs in the week leading up to the game. The Club provides an Accessible Shuttle Bus service to and from the stadium for any supporters with access requirements. To enquire about using the shuttle bus service contact: accessibility@westhamunited.co.uk

ARRIVING AT THE GROUND



Fans will be greeted by our West Ham United Supporter Liaison Officers (SLOs) and stewards on arrival to London Stadium. Our SLOs will offer support and assistance with any questions you may have.

Security and bag searches will take place on all bridges leading to the stadium. You may be requested to open your own bag to allow it to be searched. Each bridge will have a dedicated lane for accessibility supporters.

Please note that all duplicate ticket requests will need to be emailed from the visiting Club and only government recognised ID will be accepted.

Visiting supporters may be asked to show photo ID on matchday, this is to ensure that any ticket collections or duplicates are for use of the named ticket holder. If you cannot provide any photo ID, you may not be able to provide support with collections or duplicate ticket requests.

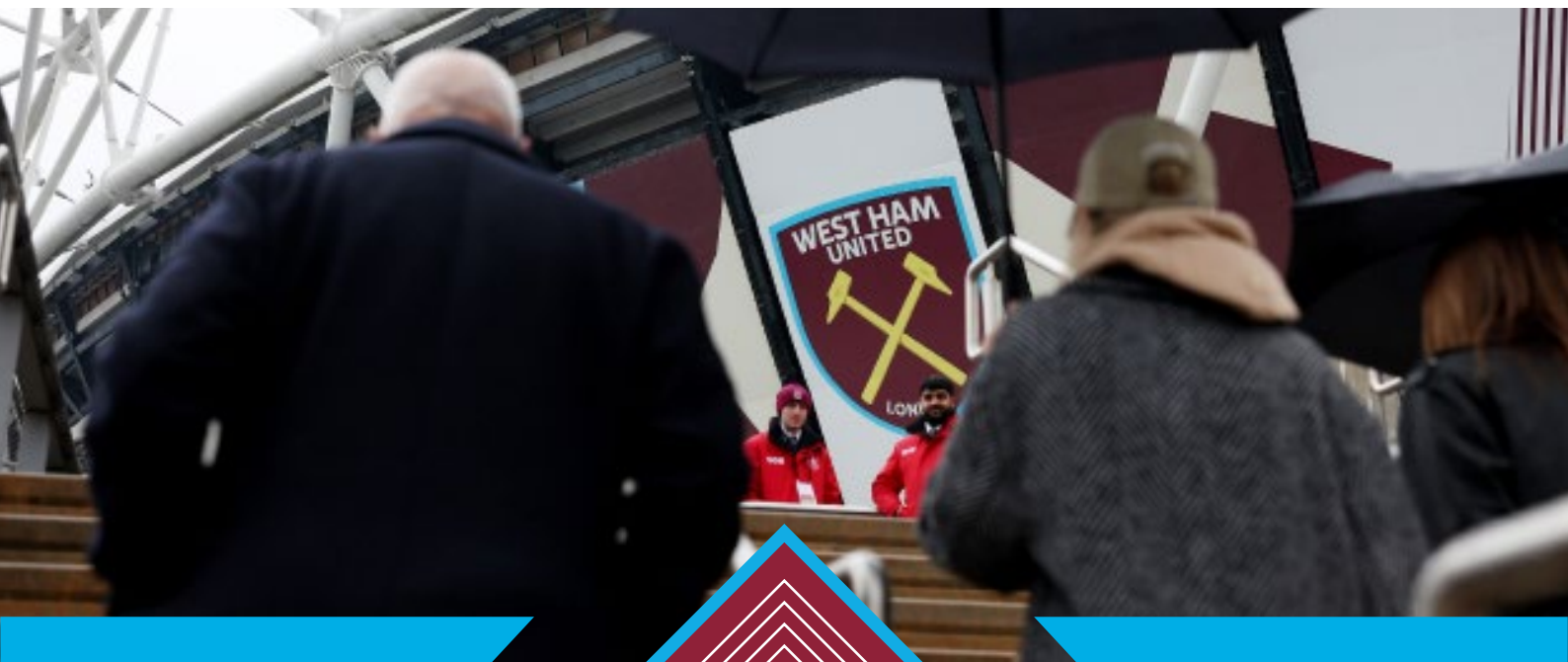
Please ensure you always follow stewards' advice. Our staff are here to help you and ensure your matchday is safe and enjoyable.

We strongly encourage that all supporters arrive early at the Stadium to avoid missing kick-off. Supporters will be able to access the Stadium Island, with Club London hospitality Entrance B opening 2 hours and 30 minutes and general admission turnstiles opening 1 hours and 30 minutes before kick-off.

Once arriving at turnstile D, supporters will be required to scan their ticket either on their electronic device or as a paper ticket. If using a paper ticket, supporters will need to align the barcode with the scanner which will then allow them through the gate.

Stewards and Ticket Office staff will be on hand to assist supporters with any access requirements. They will try and resolve any issues at the turnstiles to reduce the number of supporters moving around the Stadium Island and prevent unnecessary visits to the Ticket Office.

Should you require any assistance before entering the ground, the Club's matchday Supporter Liaison Officers (SLOs) are positioned at train stations, bridges, and on the Stadium Island to provide directions, offer support and note any feedback from Supporters on matchday. You can find our SLO information points outside of the stadium opposite turnstiles G, H, D (Visiting Supporters' turnstile).



VISITING SUPPORTERS' SECTION



Arrival

The location of the visiting supporters' entrance is at Turnstile D. Supporters with any matchday enquiries are welcome to visit our dedicated Visiting Supporters' information point to speak to one of our friendly matchday SLOs. We encourage all visiting supporters to arrive via bridge 4 where there is lift access to Turnstile D.

All visiting supporters ticket collections are available at window 19-20 at our Main Ticket Office, located by the Stadium Store. Should you need to collect a duplicate ticket on a matchday, you will need to contact your Club directly in advance of the game. Opening hours for the Ticket Office can be found [here](#).

Away Coach Parking

For more information about coach parking, please contact the Supporter Services Team on supporterservices@westhamunited.co.uk and they will be able to assist you further with your enquiry.

Post-Match

The area outside of turnstile D (visiting supporters' turnstiles) is exclusively available to away supporters after the match. This zone is in place for the safety of all supporters and to enable all supporters to leave the Stadium via designated routes to train stations and the visiting supporters' coach park.

Lift access is available directly outside the visiting supporters section on Bridge 4 onto Marshgate Lane.

For the latest travel information visit [here](#) or [here](#)



MATCHDAY INFORMATION



Food and drink

Once inside the Stadium supporters will have the option to purchase hot and cold drinks and a range of food including nachos, hot-dogs, and pies. There is an assortment of confectionery items available. There is also a dedicated programme seller on the concourse.

- All products are advertised on the TV screens throughout the concourse area. Please note that all alcoholic and non-alcohol bottled drinks must be poured into cups. All kiosks will close 10 minutes into the second half.
- For any specific dietary requirements or allergen information, please speak to our catering staff who will be able to advise on ingredients. See our catering map for more information.

Cash machine

The nearest cash machine/ATM facility is available on the Olympic Park outside of the ArcelorMittal Orbit. Please note all food kiosks take credit/debit cards and Apple/Android Pay - See map. Please be aware that the stadium is cashless.

Programmes

There is a programme seller outside the visiting supporters' entrance at Turnstile D, who will accept cash as well as a large marquee selling programmes outside the Stadium Store at Turnstile F.

Multi-faith rooms

There are two multi-faith rooms located in the West Stand. Please speak to a member of staff, who will be willing to escort you to a multi-faith room.

Hygiene

Toilets will be regularly checked by the cleaning team to ensure soap dispensers are stocked. If you do notice that any hand sanitisers or soap dispensers are empty, please notify your nearest Supporter Liaison Officer.

Lost Property

If you have lost an item during your visit to London Stadium, please contact the Supporter Services team on supporterservices@westhamunited.co.uk and they will be able to assist you with your enquiry.



GROUND REGULATIONS



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

Flags and Banners

London Stadium upholds the highest standards of health and safety. Supporters that wish to bring any flags and/or banners into the Stadium, will need to contact the Club directly to ensure that they meet the Club's and Stadium's safety requirements.

For any enquires about flags or banners, we would recommend visiting supporters email the Supporter Services team - supporterservices@westhamunited.co.uk

Bags

In line with London Stadium's Ground Regulations, large bags such as holdalls or suitcases will not be permitted into the ground. We would encourage supporters to avoid bringing bags, or only bring bags no larger than A4 in size where necessary. All bags will be subject to search before being permitted into London Stadium, and you may be asked to open your bag at the search points to allow searches to take place while keeping your distance.

The nearest secure storage service is at Westfield Shopping City should supporters wish to store their bag or luggage for the match.

For further information please [click here](#).

Smoking

Smoking inside London Stadium is strictly forbidden and will result in ejection from the Stadium. The use of e-cigarettes is also forbidden within the stadium.

Reporting an incident

West Ham United has a zero-tolerance policy towards abuse or anti-social behaviour in any form. To report an incident or a concern on matchday please notify the nearest steward or use our SMS reporting service by texting 'SUPPORT' to 83121. Text messages are treated in the strictest confidence, and, for our staff, it is better to monitor the situation as it is happening and to be able to take action at the time of it occurring. For further details on Ground Regulations, Safety and Security at London Stadium, please visit [here](#).

West Ham United Foundation, its Staff, Management and Board of Trustees are committed to providing a safe and inclusive environment where all can thrive. We recognise our responsibility to safeguard and promote the wellbeing of all children, young people and adults at risk. We work collaboratively with our partners and follow robust safeguarding practices to ensure everyone is treated fairly and professionally. We are passionate about the community work we deliver and prioritise the safety and wellbeing of everyone.

For more information regarding our Safeguarding policies, please [click here](#)



ACCESSIBILITY INFORMATION



At West Ham United Football Club, promoting access, equity and inclusion are at the heart of our values and we are unequivocally committed to providing a fully inclusive and welcoming experience for all supporters and visitors to London Stadium.

Visiting Supporters Car Parking

As a designated green stadium, the Club has provision for 55 accessible parking spaces, including six bays for visiting supporters. Any visiting supporters wishing to enquire about accessible parking on matchday need to contact their own Club directly as they are responsible for allocating the spaces.

Accessible Viewing Areas

There are 24 wheelchair accessible viewing spaces available at an elevated level to visiting supporters for Premier League matches. Easy Access and Amenity seats (EAA) are in the general admission seating areas.

Accessible toilets

All accessible toilets are gender neutral, fitted with RADAR locks and can be found on all levels close to accessible viewing areas. If you require assistance in unlocking an accessible toilet, please ask the nearest Supporter Liaison Officer, Disabled Supporter Assistant or Steward Supervisor, who will be happy to help.

Access to Main Ticket Office

The Main ticket office is located to the south of the stadium, opposite turnstile E and alongside the Stadium Store. All 20 windows are external, with level access around the Ticket Office and the queuing system is managed on matchday. All windows are fitted with hearing induction loops and audio microphones, with four low-level counters at windows 1, 2, 19 and 20. An electronic calling system with sound and digital display can be used to manage the queue during peak periods alongside the assistance of our friendly queue management team.

The Club now has 35 Disabled Supporter Assistants and 50 Supporter Liaison Officers on a matchday who will be delighted to assist you. DSAs and SLO Area Managers are all skilled in up-to-date disability awareness training, with some also trained in Signature Level 101 British Sign Language. We want to provide the best service and experience possible for all supporters at London Stadium, so please do talk to us. All feedback to the Club is gratefully received.

Should you have any questions ahead of your visit to London Stadium, our Accessibility team will be more than happy to offer expert advice and guidance. Please contact them on accessibility@westhamunited.co.uk, or 0333 030 0174 Opening hours: Monday to Friday 09:00-17:00

REPORTING INCIDENTS AND CONCERNS



Equity, 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 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 equity, inclusion, and togetherness, and celebrate diversity amongst our fanbase. 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 a matchday

The Club provides several 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 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
- You can report using our SMS texting service – Please text 'SUPPORT' to 83121

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 importance to us, and we are committed to ensuring that everyone has a safe and enjoyable experience while they are at London Stadium.

It is 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

Online or social media abuse

The Club routinely monitors all 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 always engage on our platforms respectfully, 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 act 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:

X

- By DM to [@WestHamHelp](#)
- By reporting the post and the user account directly to X

We recommend that posts are reported to the Club and to X or 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 to conduct a thorough investigation.

All complaints are thoroughly investigated and there are several ways that we choose to act. 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.



CONTACT INFORMATION



TICKET OFFICE

ticketoffice@westhamunited.co.uk

0333 030 1966 (Option 3)

09:00 – 17:00, Monday to Friday

ACCESSIBILITY

accessibility@westhamunited.co.uk

+44 (0) 333 030 0174

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

All opening hours are from Monday to Friday from 09:00-17:00

**THE WEST HAM FAMILY DOES NOT TOLERATE
ABUSE IN ANY FORM.**

TEXT SUPPORT AND YOUR MESSAGE TO 83121

All messages are received directly to the control room and are treated with the strictest confidence. Each text message is charged at your standard network rate.