



SUPPORTER CONDUCT CHARTER

2024/25





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INTRODUCTION



At West Ham United, our aim is to provide a welcoming, safe and inclusive experience for all supporters, whether that be on matchday, online, via our day-to-day services, or through consultation with our supporters' groups - everyone's experience is valued equally.

We promote the values of diversity, inclusion and togetherness and encourage everyone to stand side by side in supporting their team.

Every one of our supporters is an ambassador for West Ham United. Our great Club is famous around the world for its magnificent support and there is no mistaking the effect your positive backing can have on the team. Supporting West Ham United is about pride, passion and respect.

This Charter been created by West Ham United and London Stadium management in order to provide reassurance and transparency for all of our supporters as to how the Club and London Stadium handles incidents or concerns. All incidents reported to the Club and London Stadium on matchday, or in any other forum, are subject to the policies set out within this Charter.



SECTION I: PROVIDING A SAFE AND WELCOMING ENVIRONMENT FOR ALL SUPPORTERS



The Club is proud to have a large and passionate fanbase who support the Hammers in many ways throughout their everyday lives - not just on matchday at London Stadium.

The purpose of this Charter is to further support the provision of a welcoming, safe and inclusive environment for all West Ham United supporters and all staff at home and away matches, on social media, Club related meetings or events, or in any other forum.

A framework of offences and corresponding sanctions alongside the appeals process has been created, outlining how the Club and the Stadium will handle behavioural and ticketing offences. These policies are also designed to provide reassurance and transparency for all supporters who witness or experience any incidents or concerns when following West Ham United.

The Club will review each incident on an individual basis and reserves the right to use its discretion within the sanction bands provided.



SECTION 2: BEHAVIOURAL OFFENCES AND OUTCOMES



In cases where proven offences involve aggravating features such as discriminatory, violent, or threatening behaviour or where the Stadium and Club safety operation is impaired, the Club reserves the right to apply a greater sanction than those outlined below:

Level	Offence	Recommended outcome
1	Smoking (including e-cigarettes)	Written Warning
	Persistent standing	
	Refusal to follow steward's reasonable instructions	
	Misuse of tickets (e.g., in the wrong area, using concession ticket)	
2	Drinking in view of the pitch (criminal offence)	Up to 3 match ban
	Possession of any prohibited item listed in the Ground Regulations (increased sanction depending on item)	
	Repeat of any Level 1 Offence	
3	Deliberate or willful damage to property or facilities	Up to 12-month ban
	Attempting to gain access without a valid match ticket	
	Repetition of Level 1 or 2 offences	
4	Violent or aggressive behaviour towards others including supporters, staff or emergency services workers	Up to indefinite ban
	Any other illegal activity (criminal offence)	
	Possession of pyrotechnics/smoke grenades/flares (criminal offence)	
	Entering the pitch (criminal offence)	
	Throwing missiles (of any type) (criminal offence)	
	Possession of an illegal substance (criminal offence)	
	Assault (criminal offence)	
	Use of discriminatory language (criminal offence)	
	Tragedy abuse	
	Repetition of Level 1, 2 or 3 offences	

Behaviour at London Stadium is governed by the Premier League Ground Regulations and West Ham United Ticketing Terms & Conditions. Offences committed at away matches are also subject to the same sanctions expressed within this Charter.

Where criminal offences may have been committed, evidence shall be passed to the relevant Police force. While Police investigations are ongoing, the individual involved may have their season tickets, memberships and/or access to London Stadium suspended, with no right to a refund. Certain breaches of the Ground Regulations, by individuals such as entering the pitch, shall also be passed over to the Police.

Possession of an illegal substance (criminal offence)

The UK Government announced that the conviction of drug use at designated football will be amended within the Football Spectators Act 1989 (schedule 1 offences) allowing for the Police application for a banning order, either in regard to personal use or for 'possession with intent to supply'.

In anticipation of this legislative change the Metropolitan Police Service will continue to carry out a number of proactive initiatives to detect, dispute and deter drug related disorder throughout the 2024/25 season. Activity will take place at key travel hubs, public houses and within the footprint of football clubs.



SECTION 3:

TICKETING OFFENCES AND SANCTIONS



Tickets for home and away matches cannot be resold or transferred. Supporters are reminded that home match tickets can be shared and sold officially by using the Club's Ticket Exchange and online Ticket Forward functionality or they can be purchased through WHUFC.com or official Club partners.

Tickets should not be sold via third party ticketing platforms or other websites - this is illegal under the following law:

Criminal Justice and Public Order Act 1994

Section 166 of CJPOA 1994 makes it an offence to tout tickets for football matches by creating the following offence for an unauthorised person to:

Sell a ticket for a designated football match; or

otherwise, to dispose of such a ticket to another person.

The Club reserves the right to take precautionary action against any supporter linked to anyone found to have sold tickets unofficially. This can be a link via previous purchase history, recorded methods of payment or by contact information.

Where tickets are purchased on behalf of others, the ticket purchasers are vicariously liable for the actions of the person they have purchased the ticket for and may be subject to the following sanctions:

Offence	Recommended outcome
Selling home match tickets on unauthorised ticketing platforms, other websites, social media or fan forums	Up to indefinite ban
Purchasing tickets on behalf of banned supporters	Up to indefinite ban
Selling home tickets to away team supporters	Up to indefinite ban
Selling away match tickets on unauthorised ticketing platforms, other websites, social media or fan forums	Loss of Priority Points, Away Scheme Membership (If applicable) and up to indefinite ban

SECTION 4: INVESTIGATIONS



For supporters who witness or experience any incidents on matchday or wish to report their concerns to the Club, it can be reassuring to know the steps that might be taken when conducting an investigation. For information on our complaints procedure, [click here](#).

The Club will review each case on an individual basis. Where a supporter has committed a combination of behavioural and ticketing offences, the Club will take that into consideration when conducting the investigation. This may also be reflected in the sanction provided.

As part of an investigation into any alleged offence, whether resulting in an ejection or not, the Club and Stadium management shall draw on a range of evidence including, but not exclusively:

- Incident reports (from Stadium or Club staff)
- Witness statements
- Control room records
- Radio logs
- Body worn camera footage
- CCTV footage

The individual in question will receive written notice of any sanctions with the supporting evidence and rationale. Information on how to appeal will also be supplied in the same communication.

All sanctions are jointly agreed by West Ham United and London Stadium 185 (Stadium Management).

Where appropriate, offences will be reported to the Police by the Club and/or Stadium Management. A period of suspension will automatically apply to any supporter who is subject to a Police investigation.

Suspensions

Any period of suspension will apply to all Club home and away matches and premises (including Stadium tours), as well as participation in any competitions, meetings, events, or digital fan engagement it organises or is involved in. Suspension also applies to access or purchase tickets, membership or experiences.

There will be no refund of any monies paid for periods of ejection, suspension or ban unless overturned on appeal.

Appeal process

A sanction can be appealed by submitting grounds for the appeal in writing to appeals@westhamunited.co.uk within 28 working days of receiving the Club and London Stadium 185's joint notice of sanction.

Upon receipt of an appeal and the supporting evidence, an independent adjudicator may uphold, reduce or cancel the original sanction. The individual is required to submit a full written appeal, with supporting evidence, as appropriate, which will be reviewed before a final decision is made.

Appeals will be concluded within 28 working days. If, for any reason, further time is required to review the appeal, the updated timescales for review will be communicated to the supporter.

If the sanction is overturned on appeal, the Club will refund the cost of the matches paid for and missed as a result of the sanction. This will apply to individual match tickets and season tickets.

If an individual has any queries regarding the appeals process, they should contact supporterservices@westhamunited.co.uk. Please note that as the appeal review is independent of the Club and London Stadium, the Supporter Services team does not have any jurisdiction over the outcome of the appeal.

If an individual is not satisfied with the outcome of the appeal, they will be advised that they can take their case to the Independent Football Ombudsman.

The Club and Stadium Management reserve the right to issue bans or suspensions in order to protect the health and safety of all supporters and to uphold the reputation and good name of West Ham United at all times.



SECTION 5: SAFEGUARDING



The Club has a duty of care to all staff and supporters, taking our commitment to this, informed by contextual risk, intelligence and all statutory requirements, seriously. At every 'Home' match a qualified safeguarding team will be in place, led by our Matchday Head of Safeguarding a Safeguarding Manager and team of fully qualified Safeguarding Officers. Alongside the main Safeguarding Team there are also further members of Club staff who have received training and awareness making them Safeguarding Champions, showing the importance we place in helping to keep young hammers and vulnerable adults safe, as they enjoy their matchday experience.

Where our Safeguarding team may be asked or directed to approach anyone, this will be due to a possible or perceived welfare concern, which may link to noted or presented fan conduct, as the Club has a 'Duty of Care' to ensure the welfare of all. A positive resolution will always be the aim of our Safeguarding Team.

If you have a concern or would like to report an incident that may impact on the welfare of a child or a vulnerable adult, please speak to any member of staff, or a steward, who will be able to report that to our Safeguarding Team.

For further information on the Club's Safeguarding policies and procedures, click [here](#) or email safeguarding@westhamunited.co.uk.



SECTION 6: FOOTBALL BANNING ORDERS



A Football Banning Order (FBO) is a civil order issued by the courts which might be imposed following a conviction for a football related offence, or applied for by police without conviction in certain circumstances.

The Police Via Crown Prosecution Service (CPS) may make an application to the court to make a FBO in respect of a person who has at any time caused or contributed to violence or disorder, whether in the United Kingdom or elsewhere.

An FBO may ban someone from going to football matches for a set period of time. It could also mean the supporter is not allowed to: be in specific places before or after games; travel abroad for games. For full information on FBOs visit the [Crown Prosecution Service website](#).

It is important to note that an FBO is different to the ban issued by the Club or Stadium Management as a breach of an FBO is a criminal offence. If a supporter receives an FBO they will automatically receive an indefinite ban to run concurrently alongside the FBO.

The supporter can only choose to appeal their Club or Stadium ban following the expiration of their FBO.



SECTION 7:

EXPIRY OF A BAN OR SUSPENSION



The length of any ban or suspension will be outlined within the communication sent by the Club to the supporter.

Once a ban or suspension has expired, supporters may contact the Supporter Services team to notify the Club that they wish to reactive their Season Ticket or membership and access to West Ham United matches or events.

The Supporter Services team will notify the Club's Head of Operations who will in turn arrange for the supporter to attend a meeting with the Club in order to sign an Acceptable Behaviour Agreement.

A supporter cannot renew their Season Ticket or membership, nor gain access to West Ham United matches or events without first confirming that they agree to the terms set out within the Acceptable Behaviour Agreement.

Acceptable Behaviour Agreement (ABA)

An Acceptable Behaviour Agreement is a document co-signed by the supporter and West Ham United Football Club at a meeting between the two parties.

It is designed to seek assurances that the supporter will not fall foul of the terms set out within the ABA, including a recurrence of any issues or behaviour defined within the Ground Regulations, Terms and Conditions, or Supporter Conduct Charter.

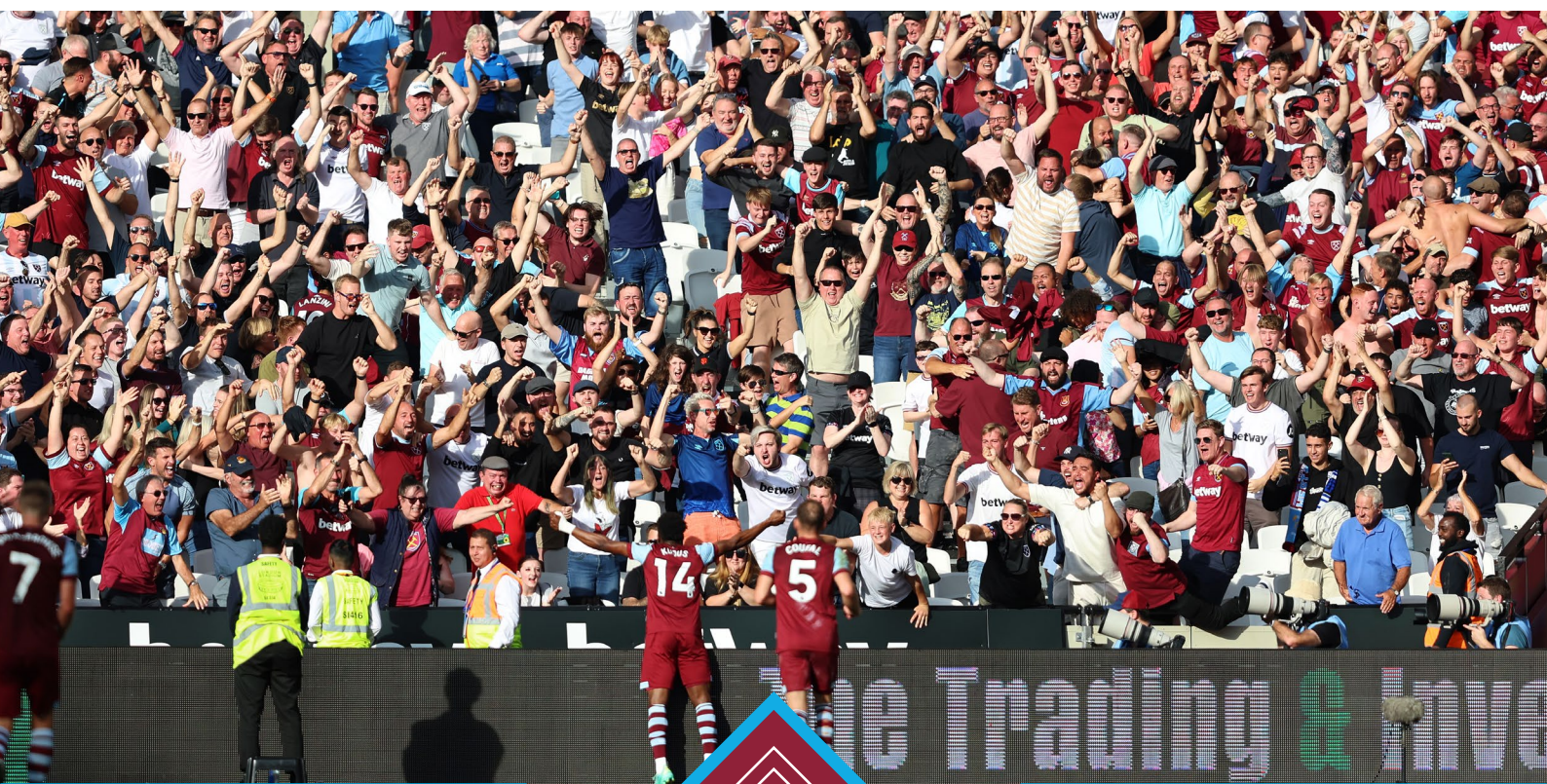
No supporter will be eligible to return to London Stadium following a Club ban unless they have signed an Acceptable Behaviour Agreement. This agreement will set out the individual's commitment to adhering to the Premier League, EFL, FA and London Stadium Ground Regulations and acceptable behaviour standards at home and away matches.

SECTION 8: SOCIAL MEDIA



Where identifiable, individuals using discriminatory language on a social media platform will be investigated and contacted by the Club. Sanctions may include the individual being required to attend educational sessions with independent equality and diversity specialists through to indefinite bans. Where applicable the Club will pass on information to the Police should the language used constitute a legal breach.

The Club shall impose sanctions in the event of a supporter breaching regulations at another stadium where West Ham United are playing, following an investigation consistent with our Policy for home matches.



SECTION 9:

REPORTING AN INCIDENT OR CONCERN



On Matchday

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 any other public forum. However, we do recognise our responsibility to manage incidents and your concerns in the right way and the safety and welfare of our supporters is our utmost priority.

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 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](#)
- By texting Support and your message 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 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.

West Ham United and London Stadium take allegations of abuse and assault on staff very seriously. We ask supporters to report such incidents and if necessary, we will refer the matter onto the Police.

Online or social media abuse

The Club routinely monitors all of its own 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:

X (Formerly Twitter)

By DM to [@WestHamHelp](#)

- By reporting the post and the user account directly to X
- We recommend that posts are reported to both the Club and to X

Facebook

- By email to supporterservices@westhamunited.co.uk
- By reporting the post and the user account directly to Facebook We recommend that posts are reported both to the Club and to Facebook

Email

- By email to supporterservices@westhamunited.co.uk

All enquiries and concerns are treated in the strictest confidence. 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 as outlined in this policy.



SECTION 10: SUPPORTER EDUCATION



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. 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.

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.

The Club has taken a progressive approach to dealing with any incidents of discrimination, offering a means of education to supporters, wherever possible. All of our sessions are delivered in conjunction with [Kick It Out](#) and, where appropriate, alongside our supporters' groups.

The Club will not tolerate the behaviour of supporters who act in a discriminatory manner, but we will work with them in an effort to reform their views, whilst reserving the right to uphold their indefinite bans, should those efforts prove to be unsuccessful.