



FAN ENGAGEMENT PLAN

2024/25



OUR COMMITMENT TO OUR SUPPORTERS



"Our supporters are the heart of West Ham United Football Club and one of the Board's key objectives is to always put our fans first. Every decision taken is with the aim of ensuring success, both on and off the pitch, for the enjoyment of our supporters."

Karren Brady, Vice Chair West Ham United

At West Ham United Football Club, we are proud to have millions of passionate supporters worldwide. Everybody at the club is committed to providing the best service and experience for every fan, no matter how or where they follow the Hammers.

The team listens to every call, email, letter, survey response, and conversation with supporters' groups to form a wide understanding of our supporters' views, and we want this fan voice to be reflected in everything we do. We are committed to constantly improving how we engage with our supporters and this year were delighted to introduce our new Fan Advisory Board, which recently met for the first time.

West Ham United is committed to the Premier League's Fan Engagement Standard (FES) and we are looking forward to continuing this work throughout the season. Our 2024/25 Fan Engagement Plan sets out all the different ways in which supporters can engage with the club.

As we continue to expand the West Ham United family, we remain committed to improving the experience of our supporters. By providing more ways to engage, participate, and be heard, we're ensuring that no matter where you are, you can be part of the Hammers' journey.

**Together, we are stronger—united by our passion, our pride,
and our love for West Ham United.**

**WORKING TOGETHER WITH YOU TO PROVIDE THE BEST SERVICE AND
EXPERIENCE FOR ALL WEST HAM UNITED FANS**



"The fans are behind us and are always key for us, and I am sure they are going to help us achieve our aims by creating this kind of special environment they are able to create in this fantastic stadium. It's very important to have this environment, this ambience, because I always say that this energy you can feel in the key moments in the season. This energy is always going to help you. This positive energy always is willing to help us at home but also away too, because I know these fans of West Ham are and I am sure they are going to support us."

To have this kind of environment is going to be fantastic for us."

Julen Lopetegui, Head Coach

"Every club wants to try and create an atmosphere and our fans are superb at that. It makes a massive difference as the players want to do really, really well for those fans and it helps us get that right mindset."

Rehanne Skinner, Head Coach



OUR TEAM

At West Ham United, our Supporter Services and Fan Engagement team is dedicated to delivering top-quality service and experiences for all fans. Whether you have enquiries, feedback, or complaints, we are here to help. Representing the Club's 'fan first' approach, our team works on behalf of the Board and everyone at West Ham to ensure that your voice is heard.

Our Supporter Liaison Officer (SLO) team is a visible presence at every men's team match, women's home games, and selected academy and women's team away fixtures. If you have any concerns or suggestions during matches, you can reach one of our SLOs at various information points located throughout the stadium or text **'SUPPORT'** to 83121.

Our Supporter Services team are available Monday to Friday to assist you in any way possible. You can contact us directly via our web form or view the Hammers Help pages on our [website](#).

Our Fan Engagement team works with our supporters groups and fans to provide fantastic West Ham United experiences both in the UK and worldwide.



OUR TEAM



Tara Warren
Nominated Board
Level Officer



Cat Smith
Head of Supporter
services and Fan
Engagement

FAN ENGAGEMENT



Lee Woodcock
Fan Engagement



Georgia Carthy
Fan Engagement



Kerry O'Shea
Fan Engagement

SLO



Charley Burgess
SLO



**Our 50-strong
matchday SLO
team**

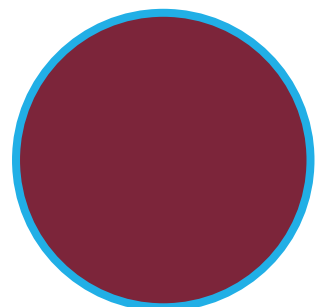
SUPPORTER SERVICES



Tyler Leavens
Supporter Services



Stephen Ofori-Boateng
Supporter Services



Shelley Warren
Supporter Services



GOALS FOR THE SEASON



GOALS FOR THE 2024-25 SEASON

Supporter Representatives on the Fan Advisory Board have asked us to focus on three key priority areas for the 24/25 season:

1.

REVIEWING TICKETING AND CONCESSION POLICIES AHEAD OF THE 25/26 SEASON

To work with the Fan Advisory Board to review season and match ticket pricing and concessionary policies ahead of the 2025/26 season. This will include agreeing with the FAB ways fan loyalty can be rewarded. The Club will aim to announce plans no later than first week in April 2025.

2.

ENSURING THAT WEST HAM UNITED PROVIDES A WELCOMING AND INCLUSIVE ENVIRONMENT FOR ALL FANS

To enhance access, inclusivity, and the match day experience for fans both inside and outside the stadium. Supporter Representatives and the Club will build an action plan which will include working together with local stakeholders on matchday egress, notably around station access and Westfield, ensuring well-managed accessibility lanes, and having a shared goal of limiting security lane wait times to no more than five minutes. Taking learnings from other Premier League Clubs, we will continue to review guidance relating to safe standing and communicate the strategic plans to fans. We will prioritise a better experience for families, including fully scoping dedicated family areas within the stadium and then, if feasible, prioritising their establishment.

3.

INCREASING COMMUNICATIONS TO SUPPORTERS WHICH HIGHLIGHT AND EXPLAIN CLUB POLICIES

To improve the clarity and regularity of Club communications to ensure policies are clearly explained to the fanbase.

We will also be sharing an update from Club leadership figures two times this season.

Head to our Fan Engagement Report to see the review of our goals from last season and case studies.

[Fan Engagement Report](#)



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





SUPPORTER FORUMS



ENGAGING WITH OUR SUPPORTERS

We've been working hard to make sure we have the right channels in place for the 24/25 season for West Ham fans to make their voices heard.

This diagram demonstrates the multiple ways the club works with fans at all levels. To find out more about each of these activities and to contact any representatives, [please visit our website.](#)

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

FAN ADVISORY BOARD

The Fan Advisory Board (FAB) was set up in the 24/25 season and is the club's primary mechanism for formal consultation and engagement with fans. Representatives share their views on issues which impact the West Ham United fanbase, including the club's short, medium and long-term strategy, London Stadium plans, operational matchday processes and any proposals relating to club heritage items.

The FAB will also be a key forum for any club discussions relating to the Fan-Led Review of Football Governance or the upcoming Football Governance Bill.

The 12 members of the FAB represent a wide variety of fan groups and demographics and were elected in September 2024 by an appointment panel. The group have also voted to run an additional election to find a representative for the Away Season Ticket Scheme. You can meet the members of the [FAB here](#).

The FAB will meet with the Club's Nominated Board Level Official and senior leadership team at four points during the season, co-chaired by a Supporter Representative and the club's Head of Supporter Services and Fan Engagement.

If you'd like to raise an issue for the meeting agenda, you can get in touch via the [club website](#).

TRUST

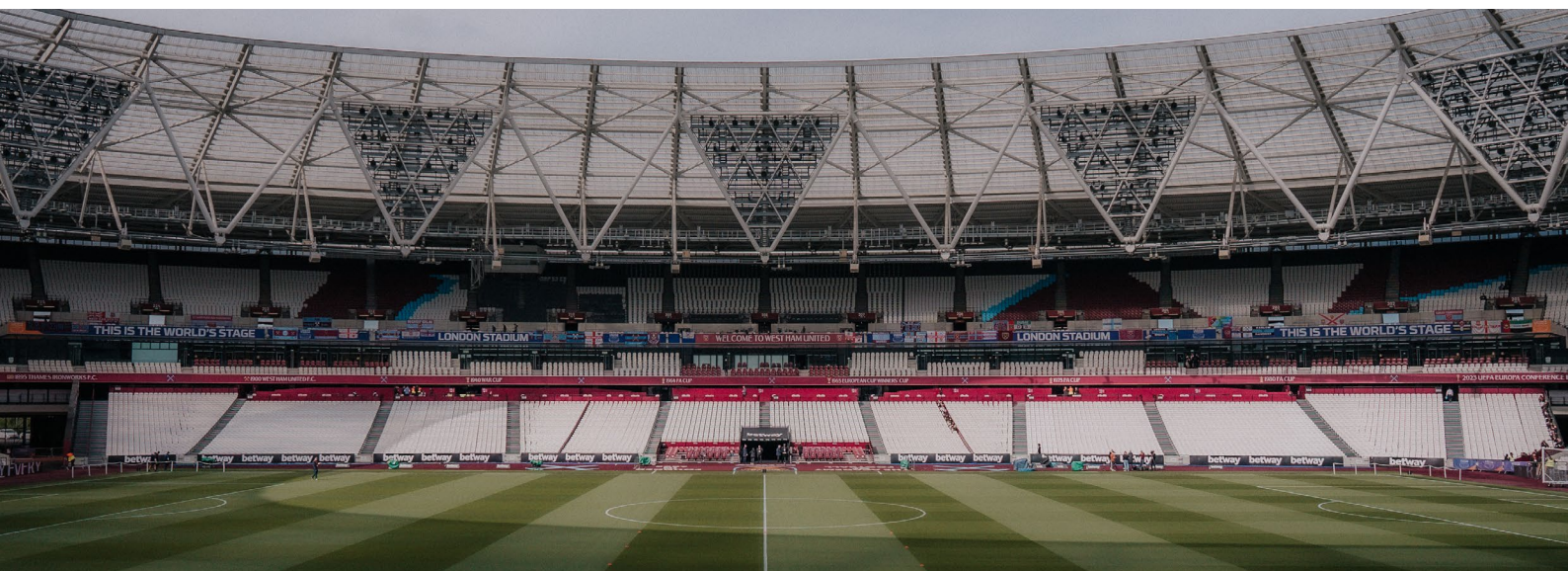
COLLABORATION

RESPECT

INCLUSIVE

CONSTRUCTIVE

ACCOUNTABLE



WOMEN'S TEAM SUPPORTERS' BOARD

The West Ham United Women's Team Supporters' Board (WSB) has been established to give supporters of the women's team the opportunity to have their voices heard at the highest level.

WSB representatives meet with club officials at two points during the season, to raise and discuss the topics and issues that are most important to them and the fans they represent. With women's football one of the fastest growing sports in England, this gives the club the opportunity to consult directly with the fans supporting the game.

To raise an issue or feedback to the WSB simply speak to someone from the group on a matchday at Chigwell Construction Stadium or get in touch via the [club website](#).

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CONSTRUCTIVE

ACCOUNTABLE



JUNIOR SUPPORTERS' BOARD

At the start of each season, West Ham United invites young fans aged 11-16 to join the Junior Supporters' Board (JSB). This exciting opportunity allows junior Hammers to meet with Club representatives and provide valuable feedback on the matchday experience for young supporters, content across Club channels, and the official West Ham United website. JSB members also contribute fresh ideas for new activities and initiatives, making a real impact on the future of the Club.

The JSB offers unique experiences, such as behind-the-scenes tours of London Stadium and the chance to meet members of the men's and women's first team squads. As enthusiastic Season Ticket Holders, JSB members discuss key topics with the Club, including fan engagement, ticketing, and matchday operations, helping to strengthen the connection between West Ham United and its youngest fans.

You can learn more on [our website](#).

TRUST

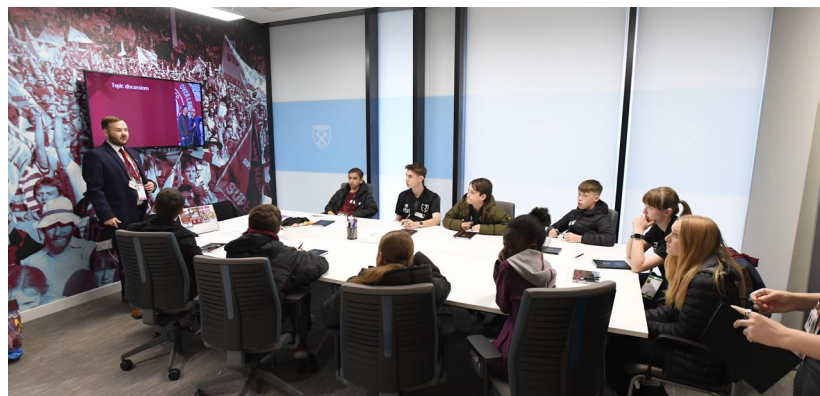
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DISABLED SUPPORTERS' ASSOCIATION

The West Ham United Disabled Supporters Association (WHUDSA) grew from the success of West Ham United's Disabled Supporters Board.

Set up in 2017, the standalone Board has fan representatives from a cross-section of disabilities and range of ages. The group meets with the club twice per season with the goal of improving the matchday experience for disabled supporters at the London Stadium and for those attending away matches.

To contact the group, or to find out more about the WHUDSA, please visit their [website here](#).

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ACCOUNTABLE



WIDER SUPPORTERS' GROUPS

West Ham United welcomes feedback throughout the season from a wide range of supporters groups and associations. Specific ad-hoc meetings take place related to short-term feedback or individual issues raised by their members. This is designed to help support a culture of information sharing.

The club also actively meets with groups related to EDI to get feedback and work together on specific activities to ensure West Ham United remains a welcoming and inclusive environment for all.

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ACCOUNTABLE





OFFICIAL SUPPORTERS' CLUBS

West Ham United is proud to have millions of passionate supporters across the globe, all following the Hammers in their own unique ways. As a club, we are dedicated to finding innovative ways to make it easy for like-minded fans to connect, regardless of where they are in the world.

This year, we took a significant step forward with the launch of our brand-new Official Supporters' Club Portal. Through the portal, members can build local networks, organise meet-ups, and strengthen the sense of unity among our supporters.

In addition to building community, the Supporters' Club Portal offers members exclusive benefits. These include access to special competitions, offers on official merchandise, priority event invitations, and direct engagement opportunities with the club. The portal serves not just as a space for fans to meet, but also as an avenue for the club to communicate with supporters, gathering their thoughts, feedback, and experiences. This two-way conversation is essential for understanding the needs and wishes of our global fanbase.

You can find out more and sign up [here](#).





GETTING IN TOUCH



HAVE YOUR SAY, IN YOUR OWN WAY

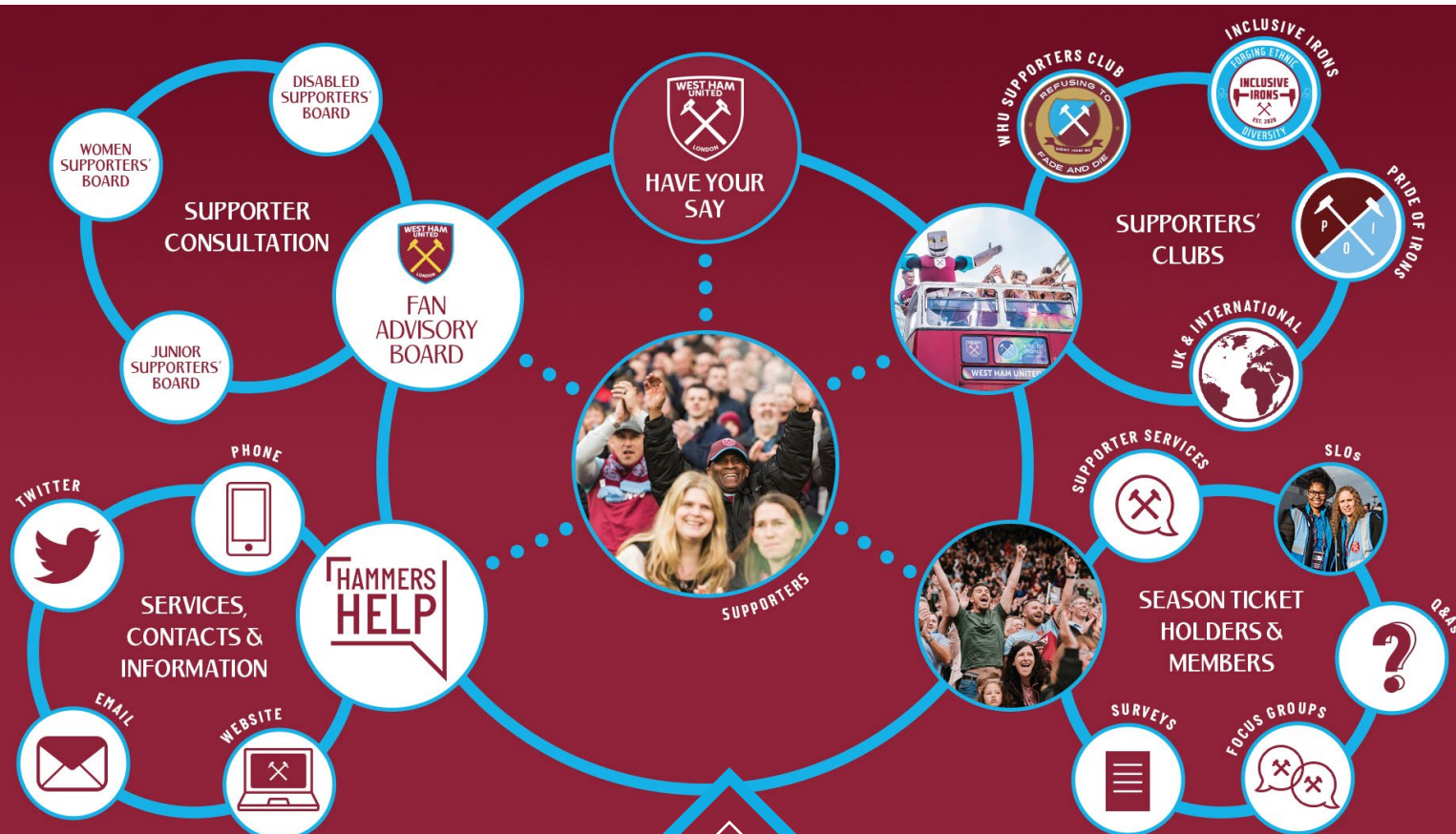
As we continue to expand the West Ham United family, we remain committed to improving the experience of our supporters and providing more ways to engage, participate and be heard. Your views matter to us equally, however you choose to share them with us.

Our website 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. You can also sign up to the [club mailing lists](#) to be kept up to date via email.

Our Supporter Services team is always on hand to help and received over 25,000 messages from supporters last season. You can submit an enquiry or share feedback [here](#).

We also 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. Find out more about our [complaints process here](#).

For all fan information and FAQs, visit the **Hammers Help Centre** on our [website](#).



SOCIAL MEDIA CHANNELS

With millions of passionate supporters worldwide, our social media channels are a great way for us to engage with supporters and share the latest West Ham United news.



@WestHam



WestHam



@WestHam



@WestHam



**westham
Douyin (China)**



westham



WEIBO



WeCHAT

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

WHATSAPP

West Ham United

WeCHAT (China)

WeCHAT (China)

WEIBO (China)

WeCHAT (China)

Douyin (China)

WeCHAT (China)