



WEST HAM UNITED WOMEN'S SUPPORTERS' BOARD: TERMS OF REFERENCE SEASON 2024/25

PURPOSE

The purpose of the Women's Supporters' Board (WSB) is to:

Work together to consult, discuss and set actions in helping West Ham United achieve the best experience for supporters across all areas of the women's game.

The WSB are directly contactable, providing fans with an opportunity to engage with fellow West Ham United fans, while also offering a mechanism to raise questions, discussion topics and feedback to the Board of Directors and senior staff at West Ham United.

MEMBERSHIP

Recognising the diversity of the Club's fanbase, and keen to encompass a range of opinions, the WSB comprises a mixture of representatives.

To ensure that all WSB members effectively represent the supporters in their area, each Supporter Representative must hold a West Ham United women Season Ticket or attend a minimum of 5

In addition to this, WSB representatives must meet the below criteria for the representative area they are applying for:

2x 18–25-year-olds (must be 18-25 and hold a West Ham United women Season Ticket)

1 x Over 66-year-olds (must hold an over 66 West Ham United women Season Ticket)

1x Women's Supporters' Club (inc. away supporters)

1x Families with juniors (must hold a minimum of one adult and one junior West Ham United women Season Ticket at the same address)

1x Accessibility (must hold an accessible West Ham United women Season Ticket)

1x Local community (West Ham United women Season Ticket Holder who lives in a five-mile radius of the home ground)

1x LGBTQIA+ (must hold a West Ham United women Season Ticket and be a member of the LGBTQIA+ community)

1x Ethnic diversity (must hold a West Ham United women Season Ticket and be a member of an ethnically diverse community)

1x Match-by-match supporter (must attend a min of 5 matches per season)



Supporter Representatives are expected to:

Attend all WSB meetings, subject to exceptional circumstances and, in such absence, ensure your questions are passed to the WSB Chair for representation at any meetings

Submit questions on behalf of your area of representation to help inform the agenda at meetings

Assist WHUFC to greater understand the needs of the supporters within your key areas of interest

Possess strong communication skills with a willingness to share the views of the supporters you represent at meetings

Raise urgent individual issues, feedback or complaints with the Supporter Services when applicable

Act as a representative and as the main point of contact for supporters to raise issues or concerns directly with the WSB

Support the success of the WSB by positively representing its work amongst fellow fans when applicable

Provide feedback to your represented supporters following WSB meetings

The process for the application and election of WSB members is detailed in the appendix.

Each member will hold their position for two years, before an election process is re-run.

The Club Representatives and Supporter Representatives on the WSB will also ensure:

Members who are elected are appropriate to hold the position, including consideration of their knowledge and experiences, and potential conflicts of interest (i.e., if the person is employed in a public position or by a commercial partner of the Club with a potential to create conflict)

The whole membership reflects diversity (including any specific diversity targets the Club may have) ensuring representation by under-represented groups

CHAIRPERSON

Supporter Representatives will appoint a Supporter Representative Co-Chair who will Co-Chair meetings with the Head of Supporter Services and Engagement.

The Co-Chairs will:


Agree the meeting agenda ahead of meetings

Include ensure sufficient time is dedicated to each agenda item

Seek input from all Supporter Representatives during each meeting

Supporter Representatives will also appoint a Vice-Chair. The Vice-Chair will be expected to stand in if the Chair is absent or conflicted on a specific item.

Both the Supporter Representative Co-Chair and Vice-Chair will be determined by two respective voting processes among Supporter Representatives. A WSB Supporter Representative must put themselves forward for the positions. The nominations for both positions must be seconded by a fellow Supporter Representative on the WSB. The person receiving the most votes will be appointed as Chair. In the event of a tie, the remaining candidates will be given an opportunity to address the Supporter Representatives who will then hold another vote. If a decision by ballot cannot be achieved, lots will be drawn.





MEETINGS

Meetings of the WSB shall be held 2 times per season. In addition, meetings of sub-groups will take place throughout the season as deemed relevant. The WSB may choose to request additional meetings with the Club Co-Chair over and above the four formal meetings.

The Club's Nominated Board Level Official and Head of Supporter Services and Fan Engagement will attend every meeting of the FAB. Meeting attendees will be confirmed at the time that Club and Supporter Representatives agree the agenda.

Supporter Representatives will be required to attend all meetings (virtual or in- person) and provide advanced notice of at least seven (7) days to the Club and the WSB Co-Chairs when they are unable to attend a meeting so that the views of the supporters they represent can still be raised for discussion.

Guiding Principles:

Both Club and Supporter Representatives may propose items for discussion at each meeting, with the Supporter Representative Chair sending these to the Club's Head of Supporter Services & Fan Engagement at least 10 working days in advance of the meeting.

Agendas will be shared ahead of all meetings with the wider fanbase

The Co-Chairs shall circulate an agenda, agreed by the Co-Chairs, to the members of the WSB at least 5 working days ahead of each meeting of the WSB. The agenda will include Club updates, Supporter Representative topics raised, and mutual items raised for discussion

A person agreed by the WSB shall also produce minutes of each meeting which shall then be circulated to the members of the WSB for approval before finalisation. Draft minutes will be shared no later than seven days following the conclusion of the meeting, with a view to publishing no later than 14 days from when the meeting took place

The Club shall prepare and circulate a summary of the items discussed to WSB members for approval, before publishing via Club channels

Recommendations and actions will be discussed and agreed during meetings


Minutes will be concise and factual in format, providing the topics discussed and actions agreed. To support this format, comments will not be attributed to individuals but to the 'Club' or 'Supporter Representatives', unless the WSB member providing the comment requests for this to be known


A digital transcript of the meeting will be taken to aid the minute taker. This is not for publication and will be destroyed once minutes are agreed

Actions will be assigned to specific Club and Supporter representatives, wherever necessary, as determined by the WSB Co-Chairs (Club and Supporter Representative Co-Chairs)

Agreed actions will be recorded in the minutes and reported on at the next meetings

Individuals must not publish any details of the meeting prior to that point. Should any items within the meeting be deemed as confidential they will not be included within the published version of the minutes (as per Confidentiality Agreement).





The three WSB meeting dates will be agreed at the start of the season, with confirmed meeting dates/times are subject to the fixture and operational calendar

WSB meetings will have a duration of two hours

Agreed timescales for responses each way must be clearly communicated, alongside the rationale for decisions and positions taken by the WSB and Club

Should an action be agreed, alongside a timeline, both the Club and supporter representatives would be expected to share the reasons why deadlines need to be extended, or why agreed actions cannot be taken.

Ways of Working:

Recommendations and actions will be discussed and agreed between by Club Representatives and Supporter Representatives during WSB meetings. Agreed actions will be recorded in the minutes and reported on at the next meeting. The aim of the meeting should always be to try and make decisions by consensus in a constructive manner, with agreed timescales, a definition of success and a focus on where benefit can be sought for the wider fanbase.

EQUITY, DIVERSITY AND INCLUSION STATEMENT

In joining the WSB, all members are expected to commit to:

Promoting equity, diversity and inclusion, by treating people fairly and with respect; and by providing equal access and opportunities for all Supporter Representatives

Openly supporting and participating in activities that promote equity, diversity, and inclusion for all protected characteristics

Proactively challenging abusive behaviour or discrimination in any form


Working together in the best interest of progressing, celebrating and promoting EDI at West Ham United

Outwardly demonstrate commitment to equity, diversity, and inclusion, aligning with the Premier League EDI Standard

Lead activities within their own supporter's group, which delivers on diversity of representation, equity and inclusive practices

The WSB will operate in an inclusive manner, representing a broad demographic and intersectionality of fans and welcoming the views and opinions of all West Ham United supporters.

The Club reserves the right to review the membership of individuals to the FAB if any part of the equity, diversity and inclusion statement is called into disrepute.





RESPONSIBILITIES

The aims of the WSB meetings are to:

To provide a platform for meaningful engagement between West Ham United women's team supporters, the Club's Board of Directors and senior management

To maintain a positive and closer relationship between West Ham United women's team and their supporters

To enable the broadest representation possible of West Ham United women supporters and a structure that meets the Club's equity, diversity and inclusion objectives

To develop a greater understanding of the issues that are most important to West Ham United women fans and to consider them in Club decision making

To enable fans to play a key role in improving the supporter experience and shaping the future of West Ham United women

Any matter offered by any member of the Club or Supporter Representatives on a confidential basis will be governed by the Confidentiality Agreement. For the WSB to be effective members must respect each other, their views, any collective decisions made and recognise items identified as confidential.

A supporters' group and its representative(s) on the WSB must at all times adhere to the WSB's Terms of Reference and Confidentiality Agreement.


The Club will set up and maintain a section of its official website to support and promote the WSB, including an introduction to each member of the WSB, contact details for WSB members and, details of upcoming meetings.

Should the WSB decide to make any public statements it will share those with the Club and await comments from the Club which must be provided in a timely manner. Equally any public statement issued by the Club in relation to the WSB will be shared in advance with the whole WSB.

REVIEW

The Club shall in consultation with the Supporter Representative Chair and Vice-Chair, at least once a year, review the WBS's performance, Membership, and these Terms of Reference to ensure it is operating at maximum effectiveness.

The Club, and supporter representatives may wish to review the membership of the WSB periodically to ensure it meets the Club's equality, diversity and inclusion commitments, and proposed changes will be brought to the WSB for discussion approval.





APPENDIX 1

Application process, verified by independent election services company

An application process will take place, and all applicants will be asked to complete an application form

Supporters must meet the criteria set out in the Membership section

Should there be more than one supporter who applies for a role, a ballot will take place to determine who will become a representative of the WSB

About you (the applicant)

Name of applicant

Contact Information

The position you are applying for

Client reference number

Name of supporters' group (if relevant)

Why do you want to be a representative? [free text]

Each supporters' application statement may wish to answer the following:

Why you are applying to be on the WSB

Why you are the best representative for your chosen category

How you will ensure that supporters in your chosen area will be fully represented

What skills and experiences you have that you feel would make you the best Supporter

Representative for your chosen area?

List the key points you wish to champion on behalf of your group

Code of Conduct

Do all proposed WSB members and deputies meet the criteria set out in the Code of Conduct? (no stadium bans, FBOs, in arrears of payments, or under investigation) [TICK BOX]

All committee members agree to work constructively with fellow fan representatives and the Club at all times [TICK BOX]

All proposed WSB members and deputies agree to the Terms of Reference, Code of Conduct and Confidentiality Agreement [TICK BOX]

New membership applications will be considered annually during the closed season and once the Term of Office expires.

Should a Supporter Representative need to stand down from the WSB, there will be a re-appointment process.

