



# VISITING SUPPORTER GUIDE 2025/26



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Whether you're joining us for the first time or have visited London Stadium before, our Visiting Supporters' Guide is designed to provide all the information you need for an enjoyable and memorable matchday experience.

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# WELCOME



Whether you're joining us for the first time or have visited London Stadium before, our Visiting Supporters' Guide is designed to provide all the information you need for an enjoyable and memorable matchday experience.

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](mailto:supporterservices@westhamunited.co.uk) or X @WestHamHelp.

We look forward to welcoming you to London Stadium.





# HERE TO HELP



To ensure every fan enjoys a safe and memorable matchday, our team of Supporter Liaison Officers (SLOs) are on hand throughout the stadium.

## **Need help? Just ask!**

Our SLOs are here to offer guidance, answer questions and provide support wherever needed.

## **Where you'll find them**

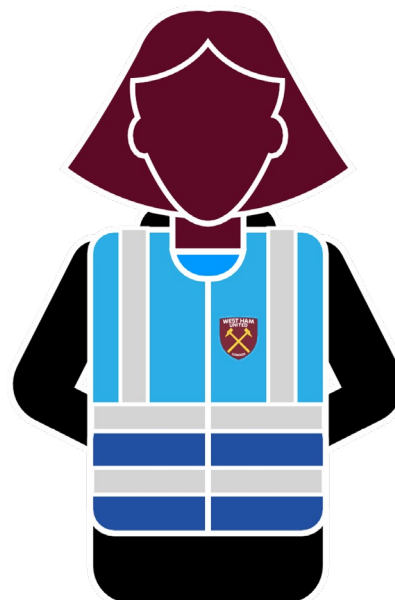
You'll find our SLOs in and around the stadium to welcome you on arrival and see you off safely post-match. Visit them at one of our four main information points near turnstiles G, H, J, and D (away section) for direct assistance.

They are easy to identify - just look out for their blue tabards. Pink tabards are worn by Disabled Supporter Assistants who are here to help any supporters with disabilities or accessible needs.

## **Who are our SLOs?**

The SLO team are friendly, knowledgeable and here to help with any of your matchday queries or direct you around the stadium. They have a wide range of experience including:

- Matchday and stadium operations
- Supporter safety and crowd management
- Ticketing processes
- Fan engagement
- In-depth understanding of West Ham fans, the local area and away support



# GETTING TO LONDON STADIUM



London Stadium is located in the south of the Queen Elizabeth Olympic Park, with five train stations in the surrounding area. To avoid the busiest stations, Stratford and Stratford International, consider using one of the other stations around the Olympic Park.

Please see our [Access Statement](#) for more information on stations and travel if you have a disability or other accessible requirements.

## **By Train or Tube**

### **Stratford Station**

Stratford Station is approximately 20 minutes walk from London Stadium. Shuttle buses operate from Stratford Station for supporters with accessibility requirements – please see our Access Statement for more information.

### **Stratford Station is served by:**

- Docklands Light Railway (DLR)
- London Underground Jubilee and Central Line services
- National Rail operated by C2C and Greater Anglia
- TfL Rail
- Elizabeth Line
- London Overground



# GETTING TO LONDON STADIUM



From Stratford Station, the most direct routes to London Stadium are via Bridge 1 (next to the London Aquatic Centre) or Bridge 5 (next to the ArcelorMittal Orbit). Scroll down to take a look at the map for a clearer view.

## **Stratford International Station**

Stratford International Station is approximately 20 minutes walk from London Stadium. Shuttle buses operate from Stratford International Station for supporters with accessibility requirements – please see our Access Statement for more information.

### **Stratford International Station is served by:**

- Docklands Light Railway (DLR)
- National Rail operated by Southeastern

From Stratford International Station, the most direct routes to London Stadium are via Bridge 1 (next to the London Aquatic Centre) or Bridge 2. Scroll down to take a look at the map for a clearer view.

## **Pudding Mill Lane Station**

Pudding Mill Lane Station is approximately 10 minutes walk from London Stadium.

Pudding Mill Lane Station is served by:

- Docklands Light Railway (DLR)

From Pudding Mill Lane Station, the most direct routes to London Stadium is via Bridge 4 (next to the London Marathon Community Track). Scroll down to take a look at the map for a clearer view.

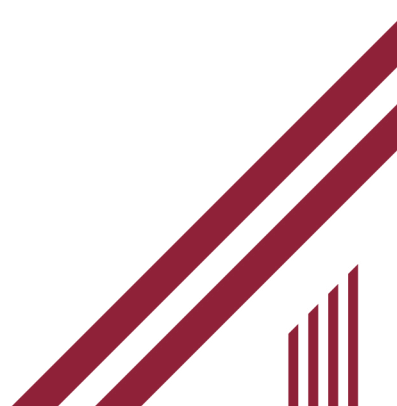
## **Hackney Wick Station**

Hackney Wick Station is approximately 20 minutes walk from London Stadium.

### **Hackney Wick Station is served by:**

London Overground

From Hackney Wick Station, the most direct routes to London Stadium is via Bridge 3 (next to the London Marathon Community Track). Scroll down to take a look at the map for a clearer view.



# GETTING TO LONDON STADIUM



## **Stratford High Street Station**

Stratford High Street Station is approximately 20 minutes walk from London Stadium.

### **Stratford High Street Station is served by:**

- Docklands Light Railway (DLR)

From Stratford High Street Station, the most direct routes to London Stadium is via Bridge 5 (next to the ArcelorMittal Orbit). Scroll down to take a look at the map for a clearer view.

## **By Car**

London Stadium is a green stadium and a public transport destination, so public car parking is not available. Supporters are advised to use the many public transport options. Chargeable parking may be available at Westfield Stratford City. Note that there are road closures in place on matchdays for the safety of fans travelling on the surrounding roads. We always advise checking travel and parking availability before departing.

## **By Bus**

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

## **Parking for Supporters with Blue Badges**

Please view our [Access Statement](#) for more travel and parking information for supporters with accessible requirements.

## **Bike Parking**

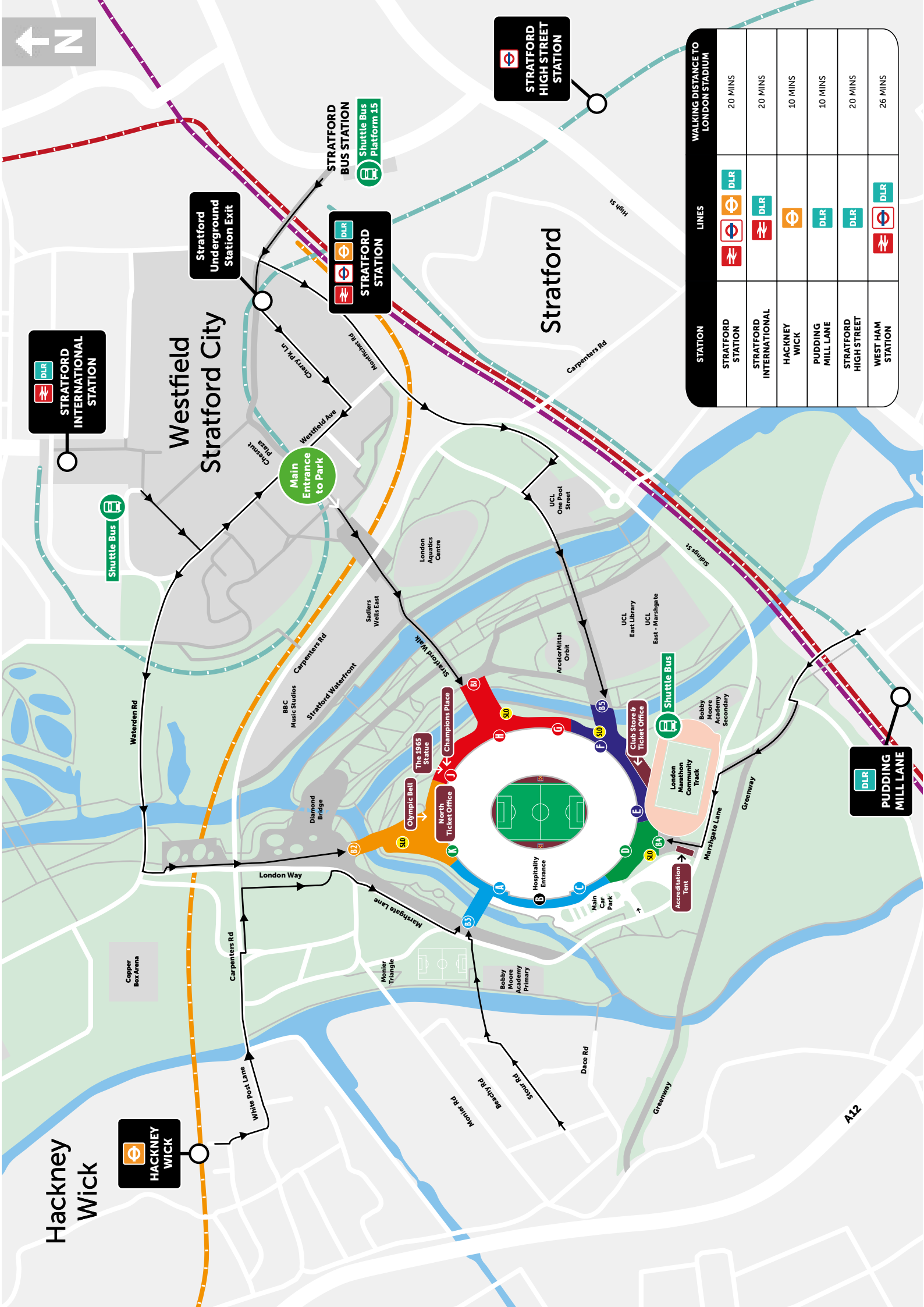
The Queen Elizabeth Olympic Park is extremely cycle-friendly and there are lots of places to park bicycles. Santander hire bikes have docking stations scattered throughout the Olympic Park. Nearby docking points include:

- Copper Box Arena
- London Aquatics Centre
- Monier Road
- The Podium
- Stratford Station

Dockless e-bikes including Lime and Forest do not have fixed stations; they can be parked on pavements within selected zones. Please check the relevant app for more information.

## **Travel Planning**

Supporters are reminded to plan their journey in advance and check timetables to ensure timely arrival at the ground to avoid long queues before kick-off. For the latest travel advice, visit the provided links or the transport operators' website directly, view our [matchday FAQs](#) or follow our matchday [WhatsApp channel](#).



STRATFORD INTERNATIONAL STATION

Westfield Stratford City

Stratford Underground Station Exit

STRATFORD BUS STATION

STRATFORD STATION

STRATFORD HIGH STREET STATION

PUDDING MILL LANE

Shuttle Bus

Shuttle Bus

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

Hackney Wick

HACKNEY WICK

Copper Box Arena

Monier Triangle

Bobby Moore Academy Primary

Greenway

A12

The 1965 Stade

Olympic Belt

North Ticket Office

Champions Place

Stratford Waterfront

BBC Music Studios

Sedlers Wells East

London Aquatics Centre

UCL Pool One Pool Street

UCL East Library

UCL East - Marshgate

AccorMittal Orbit

Club Store & Ticket Office

London Marathon Community Track

Bobby Moore Academy Secondary

Accreditation Tent

Main Car Park

Hostility Entrance

Marlborough Lane

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London Way



# ARRIVING AT THE GROUND



You'll find it easiest to arrive via Bridge 4, which is closest to Turnstile D, to avoid crowds once inside the ground.

Upon arrival at London Stadium, you'll be welcomed by our West Ham United Supporter Liaison Officers (SLOs) and stewards. SLOs are on hand to offer friendly support, answer any questions, and ensure you have the information you need for a smooth matchday. There is a dedicated SLO information point outside of the stadium opposite Turnstile D.

## **Security searches and bag policy**

Security and bag searches will be conducted on the bridges as you approach the stadium. London Stadium operates a 100% bag search policy for your safety and security, so please have your bag open and ready to be searched to avoid delays and do not bring any prohibited items.

Bags should be no larger than A4 in size and there are no left luggage facilities. If in doubt on any bag policies, look at our FAQs or get in touch with our Supporter Services team.

There are dedicated entrance lanes for supporters with disabilities or other accessible requirements. We appreciate your support in keeping these lanes free for fellow supporters.

## **Tickets and ID**

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. 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. Only government recognised ID will be accepted. If you're unable to provide valid ID, we may not be able to fulfil your ticket request.

## **Steward Guidance**

Please always follow the instructions given by our stewards. They are here to help and to ensure your visit is safe, secure, and enjoyable.

# 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.

## Away Coach Parking

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

## Post-Match

The area outside of Turnstile D 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.





# MATCHDAY INFORMATION



## **Food and drink**

There is a wide range of food and drink outlets both around the outside and inside the stadium. These outlets change regularly so there is always a wide range of new food and drink to be enjoyed. For any specific dietary requirements or allergen information, please speak to our catering staff who will be able to advise on ingredients.

## **Cashless Stadium**

The stadium operates on a cashless basis at all food and retail outlets and programme kiosks.

## **Programmes**

There is a programme seller outside the visiting supporters' entrance at Turnstile D, as well as a large marquee selling programmes outside the Stadium Store at Turnstile F. Please note that programme sellers are now cashless.

## **Multi-faith Rooms**

Two multi-faith rooms are available between blocks 103 and 104. Speak to a member of staff for access into a multi-faith room.

## **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](mailto: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 who 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](mailto:supporterservices@westhamunited.co.uk)

## **Bags**

Security and bag searches will be conducted on the bridges as you approach the stadium. London Stadium operates a 100% bag search policy for your safety and security, so please have your bag open and ready to be searched to avoid delays and do not bring any prohibited items.

Bags should be no larger than A4 in size and there are no left luggage facilities. If in doubt on any bag policies, look at our FAQs or get in touch with our Supporter Services team.

There are dedicated entrance lanes for supporters with disabilities or other accessible requirements. We appreciate your support in keeping these lanes free for fellow supporters.

## **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 operates a zero-tolerance policy towards abuse or anti-social behaviour in any form. We are committed to providing a safe, welcoming environment for all supporters.

If you witness or experience any concerning behaviour on matchday, please speak to the nearest steward or text your message to 07701 401966 to use our dedicated text reporting service. (This is a text-only service and does not require a country code or prefix.)

All messages are treated with strict confidence and by reporting incidents in real-time, our teams are better able to monitor the situation and take immediate action where necessary.

For more information on Ground Regulations, Safety and Security at London Stadium, please visit the London Stadium website.

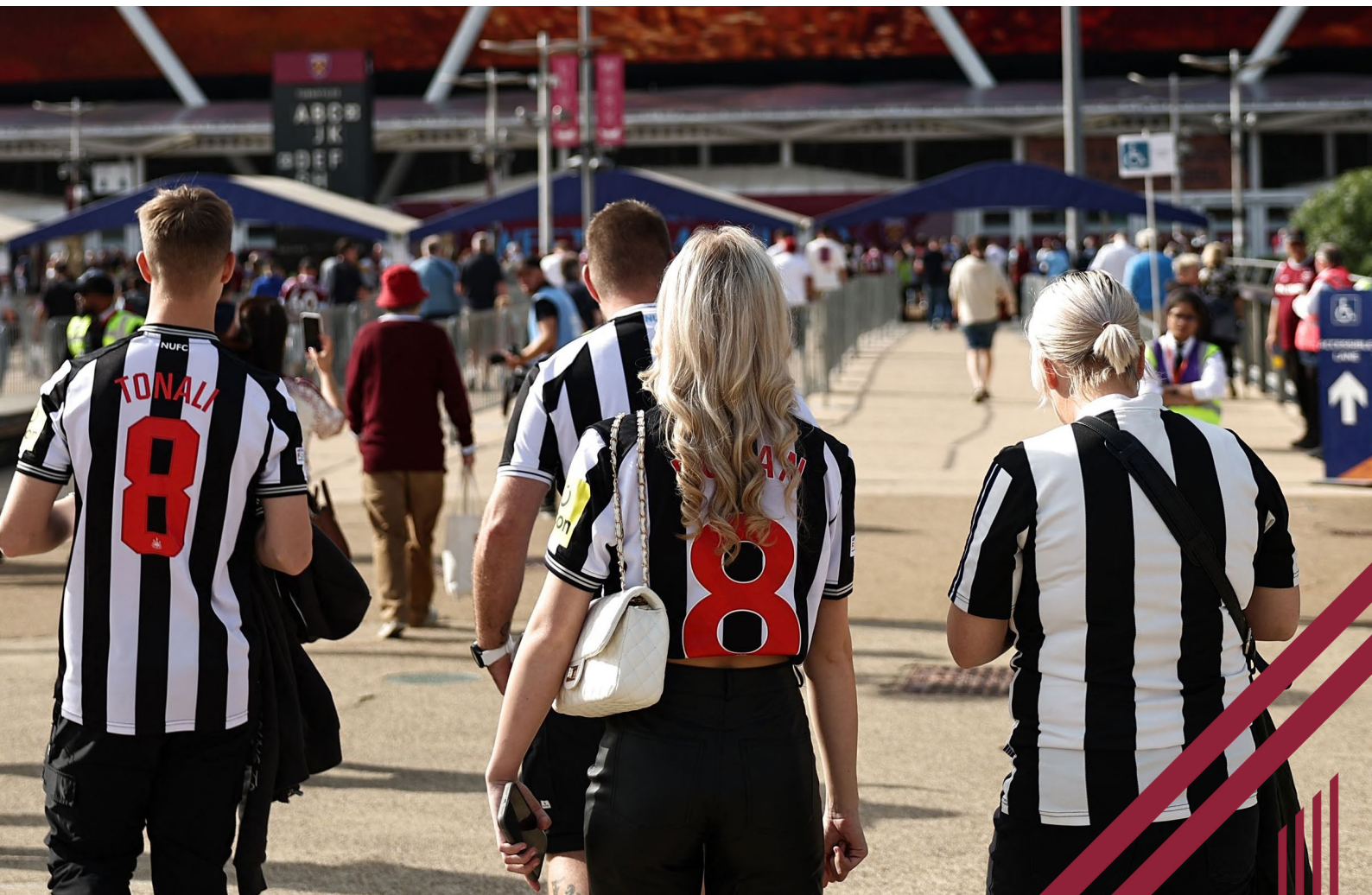
# SAFEGUARDING



At West Ham United, the safety and welfare of children, young people and adults at risk is our highest priority. The Club, along with its staff, management, and Board of Directors, is fully committed to providing a safe, inclusive and respectful environment for everyone involved in our programmes and matchday experiences.

We actively promote a culture where safeguarding is everyone's responsibility and where concerns can be raised and dealt with appropriately. Our policies and procedures are regularly reviewed and align with the latest legislation and best practice.

For more information and contacts, or to report a safeguarding concern, [visit our website](#).



# ACCESSIBILITY INFORMATION



Access, equality and inclusion are at the heart of our values at West Ham United and we are unequivocally committed to providing a fully inclusive and equal experience for all supporters and visitors to London Stadium.

Since moving to London Stadium in 2016, we have created a range of facilities and services to assist supporters with disabilities. Our stadium is a fully accessible venue, with lifts and all public areas designed specifically to accommodate the needs of supporters with access requirements.

Our [Access Statement](#) will provide you with all the information you need in relation to access, services and facilities and to help you plan your visit 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.

## **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.



# ACCESSIBILITY INFORMATION



## **Disabled Supporter Assistants**

The Club has a large team of Disabled Supporter Assistants who will be on hand to assist with anything you need on a matchday. Look out for them wearing pink tabards.

## **Accessibility FAQs**

If you have a question relating to accessibility, visit the Hammers Help Centre, our 24/7 self-service portal designed to assist with a broad range of [Accessibility FAQs](#).

Hammers Help is a fully-accessible platform and the Club has invested in an Accessibility toolbar to assist supporters with disabilities when using the Hammers Help Centre.

The toolbar is a Cloud-based web accessibility solution, which allows supporters to customise Hammers Help in the way they need it to work for them.

Supporters can access the toolbar through clicking the 'Enable Accessibility Toolbar' at the bottom lefthand corner of the page to enable features including; text to speech functionality, dyslexia software, an interactive dictionary, magnifying tool, translation software with over 100 languages and many other features.

Should you have any other 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](mailto:accessibility@westhamunited.co.uk), or call 0333 030 0174 (opening hours: Monday to Friday 09:00-17:00).



# REPORTING INCIDENTS AND CONCERNS



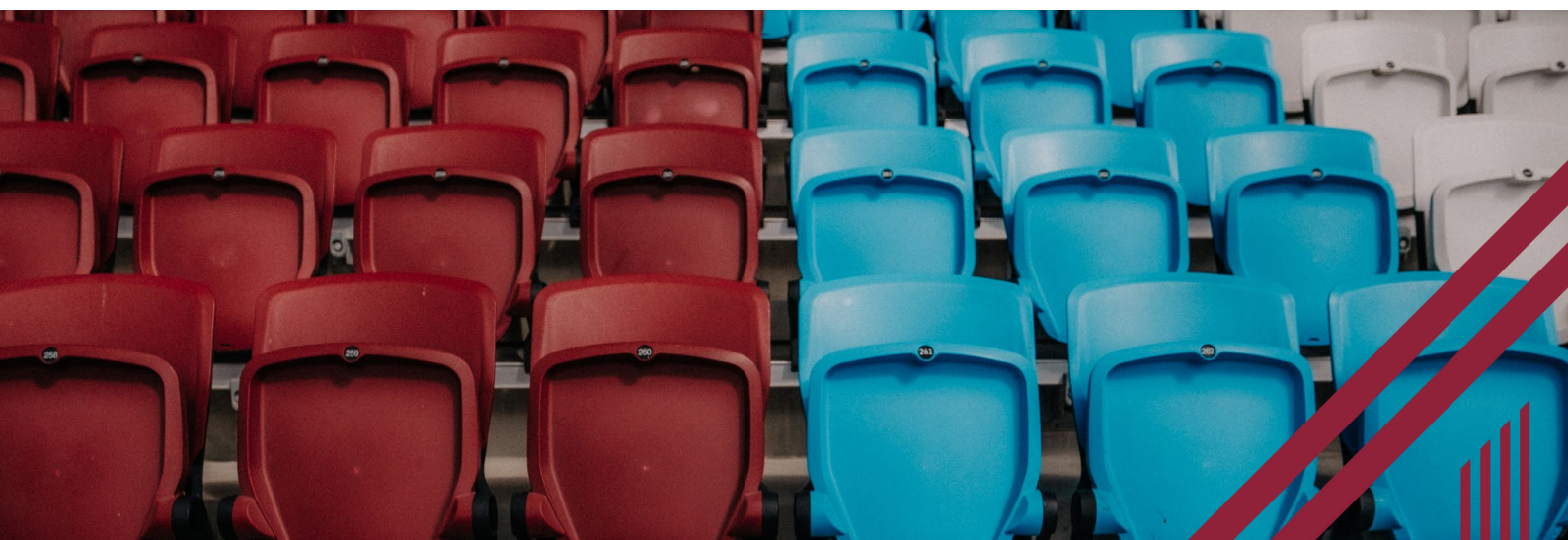
West Ham United has a zero-tolerance approach to any form of discrimination. Equality, equity, diversity and inclusion are at the heart of the Club and we are committed to ensuring that everyone feels welcome to attend our fixtures in a safe environment.

Any form of discriminatory behaviour or chanting is unacceptable; it has no place in football and has serious criminal consequences. West Ham United will take the strongest possible action against any individual found to be engaging in such behaviour, including [potential lifetime bans](#) and referral to the police.

Your own Club can also face disciplinary action if any of its supporters are found to have engaged in this behaviour.

West Ham United provides a number of support mechanisms on matchday to ensure that supporters can report any incidents discreetly and in confidence. To report any incidents during a match, you can speak with the nearest steward or Supporter Liaison Officer, or text our new reporting line on 07701401966. You can also contact West Ham United at [supporterservices@westhamunited.co.uk](mailto:supporterservices@westhamunited.co.uk). Please provide as much information as possible, including the stand, row, seat number, description of the offender and incident.

We believe that the overwhelming majority of supporters share these values and will work with us to continue to protect the Club's status as an equity leader in the Premier League, a position recognised and acknowledged through our award and continuous retention of the Advanced level Equality, Diversity and Inclusion Standard – the League's highest accolade attainable in this area. Anyone attending matches who does not share these values, does not share the diverse and inclusive values that West Ham United and our community stand for.



# CONTACT INFORMATION



## TICKET OFFICE

[ticketoffice@westhamunited.co.uk](mailto:ticketoffice@westhamunited.co.uk)

0333 030 1966 (Option 3)

09:00 – 17:00, Monday to Friday

## ACCESSIBILITY

[accessibility@westhamunited.co.uk](mailto: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](mailto:supporterservices@westhamunited.co.uk) @WestHamHelp [whufc.com/help](https://www.whufc.com/help)

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

West Ham United FC is committed to promoting equality and diversity across the Club and its supporters. We want to create a safe, inclusive and enjoyable matchday experience for all supporters visiting London Stadium and Victoria Road Stadium, the hosts for all our home fixtures.

The Club will not tolerate any form of abuse and has a zero-tolerance policy towards abuse and anti-social behaviour. This is in line with our Ground Regulations, Supporter Conduct Charter and Banning and Sanctions Policy.

We have reviewed our matchday policies ahead of this season, including our current 83121 messaging service.

To ensure the messaging service remains easy to use, this season, we have launched a new and dedicated text message number, synonymous with the Club's history. This is a single reporting line for supporters to report matchday incidents on and is received direct by the Club. There is no need to type in any prefix, before sending a message. Because this is a dedicated messaging service for our supporters, just simply type your message and press send.

This is a discreet reporting mechanism and the best way for supporters to get in touch and report something to us on a matchday.

**Our previous 83121 reporting service is no longer in use.**

The new service is easy to use and is a text messaging service only. If you see anything which is abusive or discriminatory or want to report something which is spoiling your matchday experience, you can send a text to report this.

**THE NUMBER IS 07701401966 (+44 7701401966)**

THE TEXT MESSAGE SHOULD INCLUDE RELEVANT INFORMATION ONLY. THIS WILL HELP US UNDERSTAND THE ISSUE AND IF REQUIRED, GET THE HELP NEEDED TO THAT SPECIFIC AREA