

# West Ham United Supporters Matchday Experience Survey

This analysis of the West Ham United Supporters Matchday Experience Survey completed by 7,775 supporters, offers a data-rich portrait of the matchday experience at West Ham United.

It reveals growing dissatisfaction at the London Stadium, identifies the root causes of disengagement, and highlights overwhelming support for **key reforms, recommendations and outcomes** that the Fan Advisory Board (FAB) should take to the club to drive forward to seek positive change:

## Key Outcomes

### 1. Matchday Atmosphere Is Widely Criticised

- Only **5%** rate the atmosphere as "Good" or "Very Good".
- Over **70%** rate it as "**Poor**" or "**Very Poor**".
- Compared to the Boleyn Ground:
  - **94%** say it's *worse*.
- Compared to other Premier League stadiums:
  - **81%** say it's *below average or one of the worst*.

### 2. Atmosphere Problems Are Structural

Top cited reasons for poor atmosphere:

- **Stadium layout/distance for supporters from pitch** – 84.7%
- **Too many non-regular/tourist fans** – 72%
- **Lack of cohesive fan groups** in the stadium – 52.6%
- **Restrictions on standing/singing** – 36.8%
- **No designated singing section** – 40.2%
- **Lack of identity/tradition at the stadium** – 61.5%

### 3. Fan Disengagement Is Growing

- **72%** have considered **stopping attendance** due to poor atmosphere or experience.

## Recommendations for FAB

### A. Structural & Cultural Changes

1. **Create a Clearly Marked Singing/Standing Section**
  - Large majority support (79%): Helps group vocal fans and improve atmosphere.
2. **Introduce a "Home End(s)" Cultural Identity**
  - Leverage supporter groups who can deliver this
  - Implement and promote traditions from the Boleyn Ground.

### **3. Address Tourist Dominance**

- Reduce casual or tourist allocations in key vocal areas.
- Consider separate neutral/tourist areas (57% support this).

### **4. Create a family area**

- Large majority support (77%) a dedicated family area for those wanting a more child-friendly experience

## **B. Improve Matchday Stewarding and Policies**

### **1. Relaxation of Standing/Singing Enforcement**

- Work with stewards to permit safe standing where appropriate.
- Train stewards to support fan-led atmosphere, not suppress it.

### **2. Fan-Led Initiatives**

- Continue and expand support for banners/tifo displays (over 73% support).
- Use media to promote fan traditions, chants, and history.

## **C. Infrastructure Adjustments**

### **1. Review the Wall in the Sir Trevor Brooking Stand**

- 53% want it removed entirely.
- Only 5.6% support keeping it as-is.

### **2. Seat Relocation Flexibility**

- Improve systems for group seating, particularly for vocal areas.

### **3. Explore Acoustics and Sound Design Improvements**

- Seek expert input on enhancing acoustics via temporary structures or tech.

## **D. Engage Women's Football Supporters**

### **1. Stage Women's Games at London Stadium**

- 57% support hosting at least one or multiple matches a year.
- Over 30% say they'd likely attend.

## **Final Notes for FAB Strategy**

- This is a pivotal moment to push for meaningful changes that realign the stadium experience with the Club's roots.
- FAB should/have requested joint working groups with the Club on:
  - 1. Matchday Atmosphere**
  - 2. Ticketing**
  - 3. Supporter Conduct and Restorative Justice**