



FAN ENGAGEMENT PLAN

2025/26



FAN ENGAGEMENT STATEMENT

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

The team uses every conversation, email, letter, survey response, and meeting with supporters' groups to form a wide understanding of our supporters' views, with the shared goal of ensuring this fan voice is reflected in everything we do. We are committed to constantly improving how we engage with our supporters.

We remain committed to improving the experience of our supporters. Providing more ways to engage, participate, and be heard, we're ensuring that no matter where you are, you can be part of shaping our journey.

OVERVIEW

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 2025/26 Fan Engagement Plan sets out our core fan engagement activities and initiatives and all the different ways in which supporters can engage with the club.

"The upcoming 2025/26 season marks our 14th consecutive year in the Premier League, the Club's second-longest top-flight run in its 130-year history. That continuity is no small feat, and we're committed to using it as a foundation for even greater progress."

"Football is about belief. Every summer brings with it a sense of renewal, of what could be. We share that optimism with you, and we'll be doing everything in our power to ensure next season is one of pride, passion, and purpose. Your loyalty remains the heartbeat of this Club, and it never goes unnoticed."

"Thank you once again for being part of this journey."

Baroness Karren Brady, Vice Chair West Ham United



OUR TEAM

While fan engagement is the responsibility of everyone at the Club, in practice our Supporter Services and Fan Engagement team acts as the main point of contact for fans of West Ham United. This group of staff is dedicated to ensuring that fans views are heard within the Club as well as ensuring that supporters receive great service whenever they encounter an issue. Representing the Club's 'fan first' approach, the team works on behalf of the Board and the Club to ensure fans are at the heart of in everything the Club does.

Our Fan Engagement team are here to provide fantastic West Ham United experiences both in the UK and worldwide and our Supporter Services team are available Monday to Friday to assist you with any enquiries or complaints. You can find their contact information on page [21 here](#).

Our matchday Supporter Liaison Officer (SLO) team is a visible presence at:

- Every men's first team match
- Every women's first team home match
- Selected women's first team away matches
- Selected academy matches

If you have any questions on matchday, you can reach one of our SLOs at various information points located throughout the stadium. If you wish to make a report on matchday you can text our new reporting number on 07701401966. If you have any complaints or wish to make a report outside of a matchday, you can contact supporterservices@westhamunited.co.uk.



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**

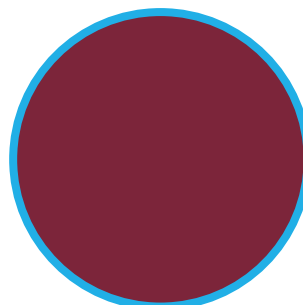
SUPPORTER SERVICES



Tyler Leavens
Supporter Services



Stephen Ofori-Boateng
Supporter Services

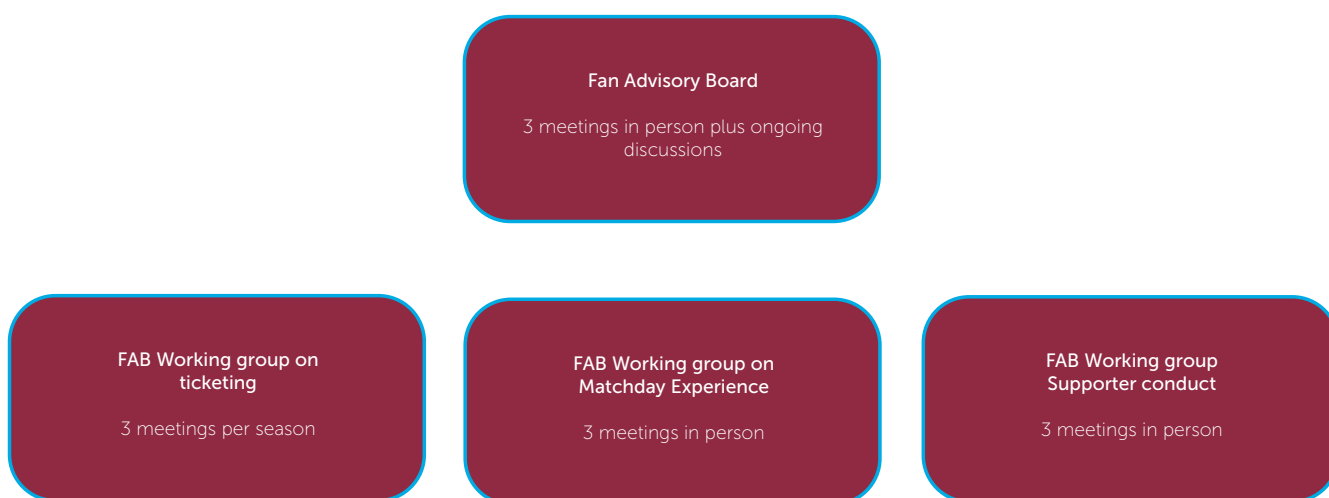


Shelley Warren
Supporter Services

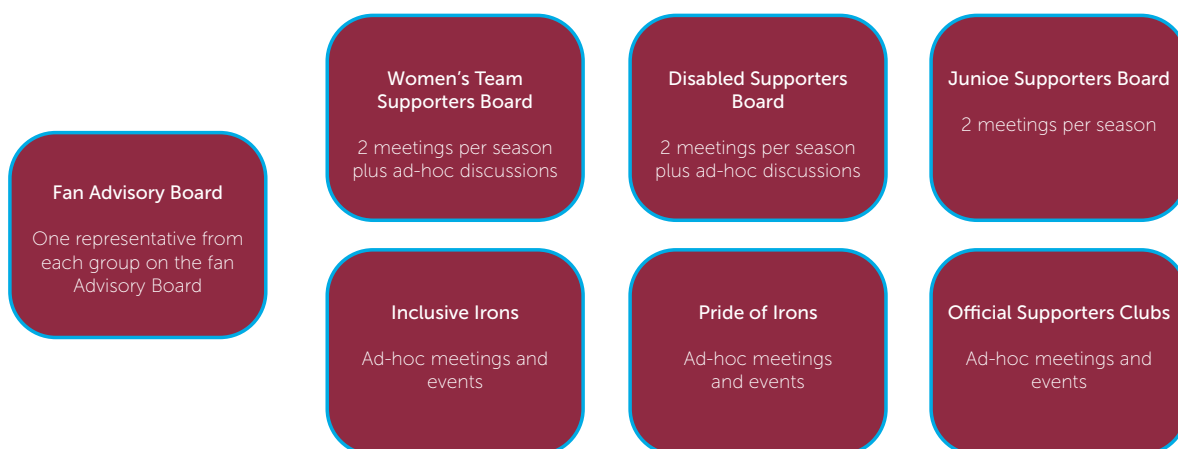
ENGAGING WITH OUR SUPPORTERS

FAN ADVISORY BOARD

Throughout each season, the club carries out a wide range of formal planned meetings with representatives from the Club's supporter base alongside additional ad-hoc engagement activities with supporters. The diagram below shows the range of official supporters' groups that the Club engages with and the type of dialogue that takes place.



SUPPORTER GROUPS



HOW WE ENGAGE

We've been working hard to make sure we have the right channels in place for the 25/26 season for West Ham fans to make their voices heard.

The diagrams below demonstrate 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

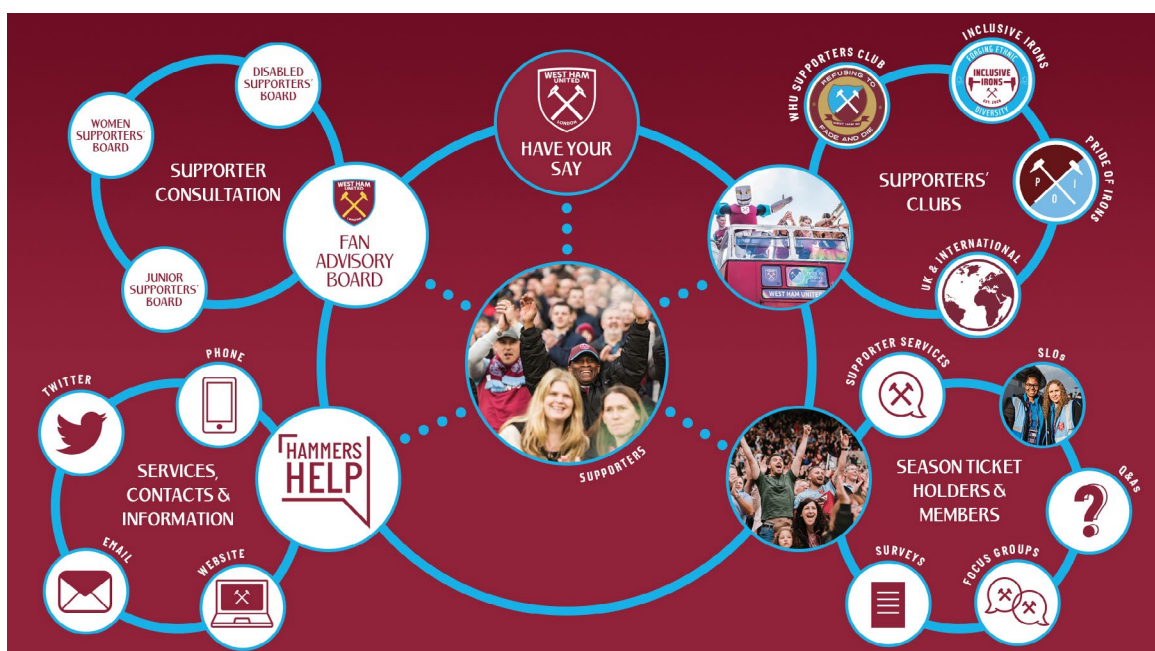
The Fan Engagement Team work closely with all our Supporters' Groups, helping create experiences that connect our supporters with the club they love

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. Its purpose is to provide a forum for representatives from the Club's supporters groups and fanbase to meet with senior representatives from the Club and engage in constructive, two-way dialogue on relevant issues relating to the Club or football generally, making a better experience for all of the West Ham supporter base, as well as to fulfil the requirements of the Premier League's Fan Engagement Standard.

The 13 members of the FAB represent a wide variety of fan groups and demographics and were elected in September 2024 by an appointment panel, with a subsequent election to nominate the representative for the Away Season Ticket Scheme.

SEAT	Supporter Representative
General Position	Andy Payne OBE (Co-Chair)
General Position	Kevin Hind
General Position	Paul Christmas
LGBTQIA+ Supporters Group	Jo Bailey
Disability Supporters Group	Cathy Bayford
Junior Supporters Board	Austin Gigg (Vice-Chair)
Ethnic Diversity Supporters Group	Apu Vyas
Bondholders	Martine Dodwell-Bennett
Women's Supporters Board	VACANT
Claret Members	James Brown
International Supporters Clubs	Scotty Burkhardt Jr
Over-60s Supporters Group	Mike Field
Away Scheme Members	Maurice Birnbaum

You can read more about each FAB member and get in touch with them [via our website](#).

The FAB will meet with the Club's Nominated Board Level Official and senior leadership team at three points during the season, co-chaired by the elected supporter Co-Chair and the club's Head of Supporter Services and Fan Engagement. You can view the meeting minutes on the [club website](#).

If you'd like to raise an issue for the meeting agenda, you can get in touch with Supporter Representatives via the groups they represent or [via the club website](#).



VIEW FROM SUPPORTER REPRESENTATIVES:

West Ham United Fan Advisory Board 2024/25 Season Review

The 2024/25 season marked a pivotal year for the new West Ham United Fan Advisory Board (FAB), demonstrating meaningful progress in championing supporter interests and elevating the role of fans in Club governance.

One of the FAB's most significant achievements was the successful work related to the Club's concessionary ticketing policy for young, elderly, and disabled supporters. This, coupled with a freeze on season ticket prices for the 2025/26 season reflected the impact of fans working together, FAB coordination, and the Club's willingness to respond to important issues which impact the Club's supporter base. Closer ties between Premier League fan groups and coordinated action helped create a climate where fans worked together to achieve joint outcomes across the League. . As a result, West Ham's FAB was invited by the Football Supporters' Association (FSA) to speak at the FSA AGM, an acknowledgement of what the FAB had been able to achieve, and its rising profile.


Internal alignment among FAB members also improved, with clear, consistent messaging and a united front on key issues like ticket pricing and supporter communications. The FAB secured official email access for all members, an overdue but welcome step forward. Supporter Representatives were pleased to engage with David Sullivan Jr. and invite him to attend a future FAB meeting, signalling an effort to engage with Club Board Members. Baroness Brady also attended a FAB meeting, and Supporter Representatives look forward to future participation in upcoming meetings.

Looking ahead to 2025/26, the FAB has formed three working groups made up of FAB members and members of the supporter groups represented on the FAB. These working groups will focus on three key areas:

Ticketing Working Group

This group will work with the Club to shape fair, transparent and easy to understand ticketing policies that reflect the values of West Ham United and its supporters' focusing on topics such as affordability, inclusivity and rewarding loyalty.

The group will:-

1. To work with the Club to review elements of Club policy: representing supporter perspectives on processes, helping the Club to evolve systems and policies. This may include, but is not limited to, Season Tickets, Claret Membership, Ticket Exchange, Club Cash, Club Concessionary Tickets, Bondholder Tickets and the Club's Away Scheme Membership and away ticketing
 2. To work with the Club to improve and protect access to tickets for supporters: identifying and addressing systemic or practical barriers that limit access to tickets for West Ham United supporters, including digital access and ticket touting
 3. To offer advice and insights on communications related to Club Ticketing: advising on the clarity, timing, and tone of communications, including the creation of relevant FAQs and feedback on Club content based on supporter perspectives
- 

Matchday Experience Working Group

To work with the Club to continuously improve the matchday experience, strengthening fan culture, and create a sense of community, tradition and enjoyment for all supporters at the London Stadium.

The group will:

1. Work with the Club on operational improvements: helping to identify supporter frustrations and co-developing realistic improvements that may include topics such as queuing, transport, stadium layout & infrastructure and match day stewarding
2. Work with the Club to protect and elevate supporter culture and tradition: supporting fan-led initiatives that strengthen West Ham identity, build atmosphere, and bring fans closer to the Club's heritage
3. Work with the Club and relevant stakeholders to review food and beverage offerings: gathering structured feedback on food, drink and queueing experiences and helping communicate relevant changes to supporters





Supporter Conduct and Restorative Justice Working Group

To work with the Club to communicate a compassionate, clear, and consistent approach to supporter conduct, bans, sanctions, and education programmes.

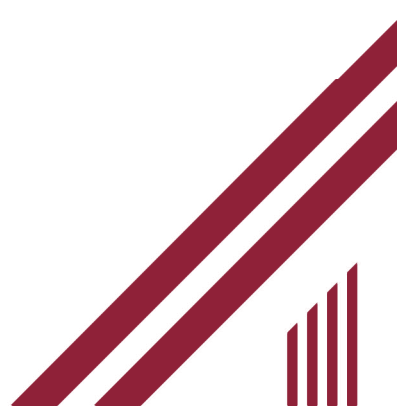
The group will:

1. Work with the Club to review the Club's Sanctions and Banning policy: sharing supporter feedback to build a policy that is clearly communicated, easy to understand and demonstrates where accountability lies for both the Club and Supporters and any other associated stakeholders
2. Work with the Club to explore educational solutions to conflict: considering approaches which use education, conversation and mediation alongside match bans and other sanctions. Supporters will co-create campaigns and education strategies that raise awareness, particularly around discrimination
3. Work with the Club to increase visibility of rights and responsibilities: promoting better awareness among supporters of both expected conduct and the steps involved in any disciplinary process, including how to appeal
4. Work is already underway and a supporter run survey received around 9,000 responses which gathered ideas for practical improvements at the London Stadium, alongside an honest dialogue around what is and isn't feasible.

The survey also showed retaining the cultural East End identity of the Club also remains a central concern. Related to this was how the Club can better showcase its archive of memorabilia, and the Supporter Representatives are looking forward to receiving details of the items which could be displayed by the Club.

For the season ahead, additional goals include campaigning for the women's team to play at least one fixture per season at the London Stadium and exploring an extension of the Junior Supporters' Board age limit to match the U18 season ticket criteria.

In conclusion, the 2024/25 season proved a growing relevance and ability to influence change. The FAB has established firm foundations and Supporter Representatives will continue to lead nationally on issues like fair ticketing under the #StopExploitingLoyalty campaign. With smart planning, sustained energy, and continued unity, the FAB is well placed to grow its influence and represent West Ham fans for the coming 2025/26 season and beyond.



HOW WE LISTEN AND SHARE

HERITAGE ASSETS

West Ham United is steeped in history and tradition, and we are incredibly proud of our heritage. During the 25/26 season we are putting plans together to share and celebrate our heritage with fans more proactively.

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

TRANSPARENCY

As well as senior board members meeting with the Fan Advisory Board, we will share an update to all fans from Club leadership twice this season. Fans will be able to submit questions which will be answered in a summary update published on the Club website.



HOW TO BECOME INVOLVED

FAN SUPPORT

West Ham United is proud to have an engaged and passionate fanbase and, as part of our objective of being Fans First, one of our priorities is to help encourage this fan ecosystem.

Below are some of the groups and initiatives that the Club supports.

DISABLED SUPPORTERS ASSOCIATION

The West Ham United Disabled Supporters Association (WHUDSA) has fan representatives with a cross-section of disabilities and range of ages. They have formal meetings with the Club twice per season as well as ad hoc meetings with the Accessibility Team and relevant staff. They strive to further improve the match day experience for disabled supporters at the London Stadium and for those attending away matches.

As well as through regular meetings, the Club supports the WHUDSA by collaborating to drive awareness of the group such as through the [Unite for Access campaign](#). The WHUDSA also has a representative on the Fan Advisory Board.

Find out more and get involved [via the WHUDSA website](#).



PRIDE OF IRONS

Pride of Irons offers a safe, welcoming and fun space for all LGBTQ+ individuals and allies in the West Ham Fanbase where fans can fully express themselves and their love of the Hammers and football.

Their committee of volunteers aim to ensure that West Ham United remains an environment free of hate, and is committed to being a driving force in tackling hate both on and off the pitch.

The Club supports Pride of Irons by meeting on an ad-hoc basis and collaborating to drive awareness of the group through campaigns such as Rainbow Laces and London Pride. The group also has a representative on the Fan Advisory Board.

Find out more and get involved [via the Pride of Irons website](#).

INCLUSIVE IRONS

Inclusive Irons goal is to create a fun and inclusive environment for all West Ham United fans. They want to help the Club attract a wider fanbase from the local community to ensure it fully represents the area it sits within and to embrace the values of being a Club for all. They host fun discussions about West Ham and topical, emotive discussion around equality with their passionate network of fans.

The Club supports Inclusive Irons by meeting on an ad-hoc basis and collaborating to drive awareness of the group through events such as open Iftars and this year's South Asian Heritage Month celebration event. The group also has a representative on the Fan Advisory Board.

Find out more and get involved [via the Inclusive Irons Instagram page](#).



JUNIOR SUPPORTERS BOARD

At the start of each season, West Ham United invites young fans aged 11-16 to apply 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 Club offers unique experiences to JSB members, 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.

Find out more and get involved [via the West Ham United website](#).



WOMEN'S TEAM SUPPORTERS' BOARD

The purpose of the Women's Team Supporters Board (WSB) is to work together to help 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.

The Club holds two formal meetings per season with the WSB which feature senior Club figures, as well as having regular ad-hoc discussions around specific points of feedback. The group also has a representative on the Fan Advisory Board.

Find out more and get involved [via the West Ham United website](#).





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.

Last season, we launched an Official Supporters' Club Portal which enables fans to easily create or join an Official Supporters Club either in the UK or internationally. Fans can also affiliate their existing Supporters Club to the platform to receive Official status.

In addition to building community, the Supporters' Club Portal offers members exclusive benefits. These include access to special competitions, group ticket bookings, exclusive 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 your nearest OSC or set one up on the [West Ham United website](#). There are also a range of independent supporter groups for West Ham United fans to join.



SUPPORTING FANS ON MATCHDAY

West Ham United's Supporter Liaison Officer, Charley Burgess, is a familiar presence at every home and away match for our men's team. At London Stadium matches he leads a 50-strong team of matchday Supporter Liaison Officers who act as a welcoming face for fans and help with anything from directions to timings and advice. Tyler Leavens, another member of the Supporter Services team, acts as the Supporter Liaison Officer lead for women's matches at Victoria Road Stadium and selected away games.

The Supporter Services and Ticketing teams hosted two matchday drop-in sessions this season, where fans were invited to meet them in the café at the London Stadium.



SUPPORTING OUR FAN COMMUNITY

The Club runs a programme called Like My Dreams which offers once-in-a-lifetime experiences to supporters of all ages who are facing a difficult time and deserve a special memorable day with their family. This year we were able to offer some much deserved experiences for fans including [Frankie and Sadie](#), who had tragically lost their mum, and [Archie](#), who needed some Christmas cheer after finding out he would spend his tenth birthday in hospital.

The Club received over 700 requests from fans for matchday announcements (for moments like birthdays and anniversaries) and was able to show 240 of these in the stadium.

Twice per season, the Club runs a tribute video on matchday to remember supporters who have sadly passed away. Supporters can get in touch at supporterservices@westhamunited.co.uk to request a tribute in memory of a loved one.



SUPPORTING OUR LOCAL COMMUNITY

The Club supports a total of seven charity partners:

- DT38
- Moore Family Foundation
- Ambition Aspire Achieve
- BLESMA
- Bobby Moore Fund
- Richard House Hospice
- St Francis Hospice

To ensure that we can help as many local charities as possible, from the 2025/26 season, other local charities will also be able to get in touch to enter a monthly ballot for a signed shirt.

The Club also supports the community at Christmas time by organising player visits to local hospitals to spread Christmas cheer. For Christmas 2024, players from the men's and women's first teams spent time with patients and staff at Newham Hospital, Queen's Hospital and King George Hospital as well as St Francis Hospice.



ACCESSIBILITY

Communication channels

We remain committed to improving the experience of our supporters and providing ever 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 on Club news via email.

Our Supporter Services team is always on hand to help and responded to over 17,000 messages from fans last season. For all fan information and FAQs, or to submit an enquiry or share feedback, visit the [Hammers Help Centre](#) on our website.

We share matchday information, such as travel updates and turnstile opening times, on our [@WestHamHelp X channel](#) or our [Fan Information Channel on WhatsApp](#).



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



WhatsApp



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

[West Ham Fan Information](#)

WeCHAT (China)

WeCHAT (China)

WEIBO (China)

WeCHAT (China)

Douyin (China)

WeCHAT (China)

FORMAL COMPLAINTS

We welcome and value your feedback and take note of all the information supporters provide to us, using your calls, emails, letters, survey responses, and of course the discussions we have with supporters' groups, to form a measured understanding on any views and suggestions relating to Club policy and services.

We recognise that sometimes things do go wrong, and if that happens, we will always try to resolve any concerns quickly and informally in the first instance. Most concerns are resolved in this way, and no further action is usually needed by us.

However, we understand that sometimes our informal response may not have resolved things for you, and you feel you need to submit a formal complaint to the Club.

An example of a complaint

We always seek to use supporter feedback and complaints to improve the way we do things. Recently, we had a complaint from a supporter who had a pacemaker. The supporter complained about the use of handheld metal detectors by our search stewards and said that this was causing them stress on a matchday, as they weren't sure if the detectors would interfere with the pacemaker.

Our Supporter Services team took the time to speak with the supporter and find out more information about their experience, then fed this back to the security team who noted that most of the metal detectors were safe to use with pacemakers. However, we collectively recognised the stress that this may cause fans and agreed to change our processes, with the security team re-briefing stewards on how to work with people with pacemakers. At recent matches the security manager has recognised the supporter and used a pat down search for them instead of using the metal detector.

To make a complaint, you can:

Write to us at:
West Ham United,
London Stadium, Queen Elizabeth Olympic Park,
London, E20 2ST

Email: supporterservices@westhamunited.co.uk

Complete our online form at: <https://whufc.freshdesk.com/support/tickets/new>

To find out more, including what information we need from you and what to expect from the process, please view our complaints policy [here](#).



2024/25 SEASON REVIEW

REVIEW OF 2024/25 GOALS

1.

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

The FAB's primary focus for the season was on the Club ticketing policy, specifically the reinstatement of concessionary discounts. Following a series of positive and constructive discussions with the FAB, supplemented by a survey which was sent to all match-attending supporters asking for their views, the Club reinstated concessionary discounts across all general admission bands for the 2025/26 season, alongside freezing prices for the season ahead.

The Club would like to place on record our thanks and appreciation to the representatives on the FAB, along with all supporters who responded to the Club survey.

2.

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

Supporter Representatives asked the Club to build an action plan which includes working 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. The Club took action by carrying out audits at a number of fixtures and sharing this feedback in FAB meetings, two fixtures, finding:

- On average across the season, over a third of supporters enter the stadium in the 20 minutes before kick-off, creating pinch points during this time
- The longest queue to enter the stadium for West Ham United v Brentford FC match was 12 minutes
- The stop/go stewards were stood down within 36 minutes of the end of the Newcastle fixture, meaning all crowds through to the stadium had dispersed by this time. From an ingress (arrival) point of view, the Club agreed to take action by publishing live queue times on matchday X and WhatsApp channels, with the goal of making supporters more aware about potential queue entry times. Club representatives also agreed that accessibility lanes could be managed more clearly for the benefit of accessible supporters, and the Club is reviewing staff deployment plans ahead of the new season.

The Club invited representatives from the FAB to join them at an upcoming fixture to gain a better understanding of the process, including a specific focus on accessibility.

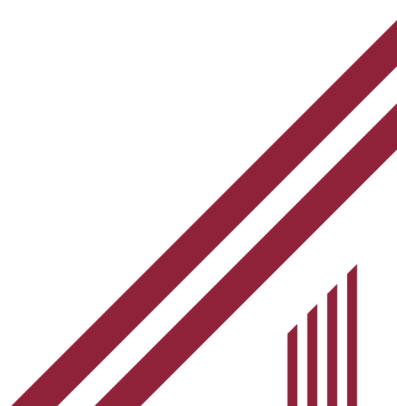
Representatives had also asked the Club to communicate plans relating to safe standing with fans, as well as scoping dedicated family areas within the stadium. The Club confirmed that the London Stadium was all-seater and there were no plans to introduce safe standing sections, but that Premier League guidance would continue to be reviewed. The Club heard Supporter Representatives' views on some of the potential benefits of having a family stand and it was agreed that there would need to be wider research carried out into the appetite of the fanbase and that any movement would need to be organic and optional, rather than resorting to forced relocation.



3.

INCREASING COMMUNICATIONS TO SUPPORTERS WHICH HIGHLIGHT AND EXPLAIN CLUB POLICIES

Supporter Representatives asked the Club to ensure that policies are clearly explained to the fanbase. The Club has introduced four brand new policies which will be in place ahead of the 2025/26 season as well as updating a range of other policies and guides to provide better clarity to fans. We have also introduced a number of new initiatives to better communicate key policies to fans:

- Introduced a new WhatsApp channel in response to supporter feedback that this was a preferred channel to use
 - Updated the suite of FAQs on Hammers Help
 - Held two in-person drop in sessions before matches at the London Stadium, hosted by the Supporter Services and Ticketing teams
 - Updated fans on key FAQs through website articles halfway through and at the end of the season
 - Added important information into pre-match emails
 - Refreshed fan information guides ahead of the 2025/26 season
- 

FAN CAMPAIGNS

The Club worked with fan groups to support a number of campaigns and events throughout the 24/25 season.

Pride of Irons

The Club worked with Pride of Irons to help host a 10th anniversary celebration event overlooking the stadium. In a fantastic example of supporter group collaboration, the Fan Advisory Board shared a [message of support](#) for Pride of Irons and took part in a group photo ahead of the match against Brentford.

West Ham United proudly stood in solidarity with the LGBTQ+ community this July by supporting Pride of Irons in the London Pride parade.

Pride of Irons have hosted a number of LGBTQ+ awareness sessions for staff including our Supporter Liaison Officers and stewards at both the London Stadium and Victoria Road Stadium which staff have found to be extremely constructive and valuable.



South Asian Heritage Month

Inclusive Irons' focus for the 2024/25 season was to host an event celebrating South Asian Heritage Month. The Club was delighted to be able to support this and helped the group host the event overlooking the stadium. The event was hosted in collaboration with Zohaib Rashid, founder of DesiBallers and attended by a host of stars including journalists, international players and Hammers legends as well as over 150 guests. Rashid Abba, the Club's Academy Link Mentor and recipient of the 2024 Asian Football Awards Inspiration Award also spoke about his vital work implementing the Club's strategy for identifying and nurturing local South Asian talent.



FAN CAMPAIGNS

Unite for Access and Level Playing Field conference

The West Ham United Disabled Supporters Association (WHUDSA) asked the Club to step up efforts to promote the Unite for Access campaign this season. The campaign is led by Level Playing Field and highlights the importance of accessibility, inclusion and equality for disabled sports fans, ensuring that everyone can fully enjoy the London Stadium matchday experience.

The campaign, along with a brand-new video created by the Club, was rolled out across all Club social media channels, promoting both the national initiative and the WHUDSA. Players from both the men's and women's teams wore Unite for Access training shirts, boosting visibility and showing Club-wide support and WHUDSA stalls on matchdays helped drive engagement and sign-ups. A key milestone was the appointment of Club legend Matt Jarvis as WHUDSA's first-ever Ambassador, adding credibility and raising awareness. As a result, WHUDSA saw a 17.5% increase in membership, added two new board members and attracted interest from our global fanbase, including the overseas supporters. The campaign reached over 300,000 supporters across all platforms.

West Ham United also played host to Level Playing Field's regional forum, an event which fosters meaningful connections and discussions between disabled supporters and clubs' representatives across the sporting landscape. The event was attended by members of the Disabled Supporters' Association and West Ham United's Supporter Services staff, who along with other attendees took part in collaborative and networking sessions with fellow supporters, club representatives, and industry experts.

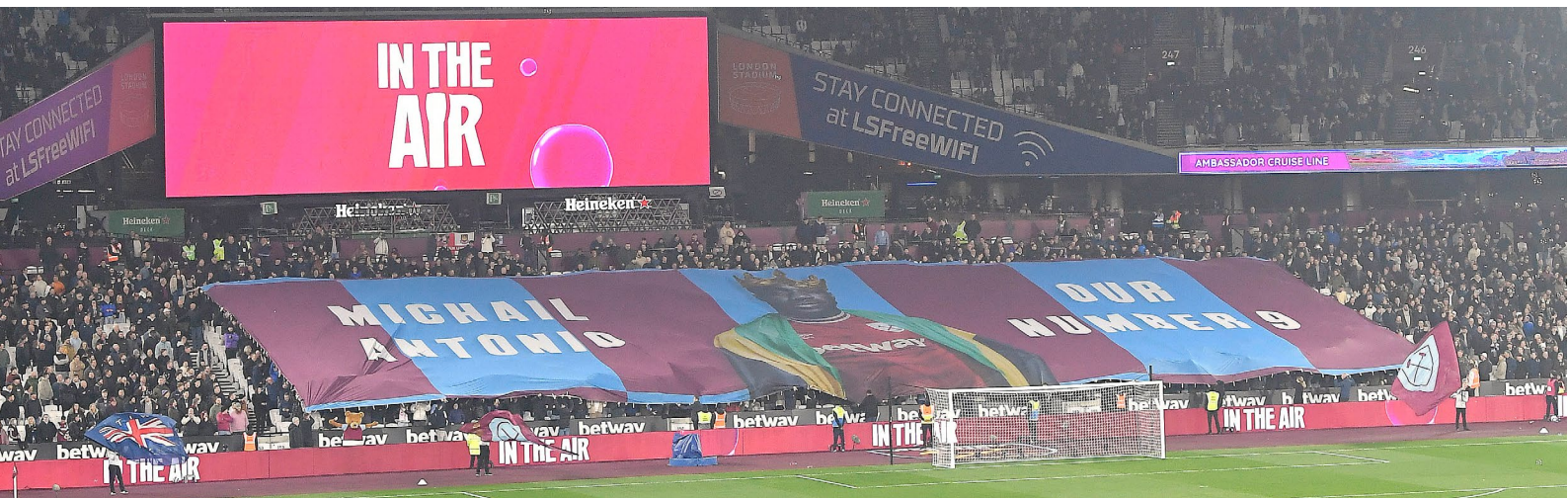
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FAN CAMPAIGNS

Ironworks Alliance

At the start of the season the Club was approached by fan group Ironworks Alliance, whose aim is to improve and develop the atmosphere at the London Stadium through the introduction of fan-led displays at matches. The Club supported Ironworks Alliance operationally to allow them to display their fan-funded and fan-created TIFO for the match against Arsenal, and then to help them deploy their huge 40m banner in support of Michail Antonio on his return to the London Stadium ahead of the match against Newcastle United.



Official Supporters Club events

West Ham United has hosted a number of events both in the UK and internationally to help support and strengthen the fan community.

The Club held a celebration for Official Supporters Clubs at the Queen Elizabeth Olympic Park in April, which saw groups from Algeria, Denmark, Finland, Norway, Sweden and the United States take a special tour of the London Stadium and be entertained by a panel of Hammers legends.

The Club has also hosted international fan events including at the Premier League Summer Series, Premier League Mornings and our new annual Winter Weekender celebration.



FAN CAMPAIGNS

Including fans in wider campaigns

The Club included a wide range of fans in its two major kit launch campaigns ahead of the 2025/26 season. The home kit launch featured fans from a number of supporter groups including Pride of Irons, the Disabled Supporters Association, Inclusive Irons, Any Old Irons and charity partner BLESMA. The away kit launch featured a number of supporters who travel to away games for both the men's and women's sides.

Club partners also used their time to celebrate lifelong Hammers fans such as Eileen Wade, who was surprised with a visit by James Ward-Prowse and Carlos Soler.



FAN CAMPAIGNS

Fan surveys and listening

This season, the Club has introduced more regular fan feedback mechanisms as well as specific one-off surveys on particular topics. Some highlights were:

- We equipped our matchday Supporter Liaison team with iPads to enable them to take more feedback from supporters on a matchday. This resulted in over 550 individual pieces of feedback from fans across the course of the season, which were then anonymised before being discussed and acted on internally.
- We ran two surveys to find out how fans wanted to receive matchday information. The first of these showed that they wanted to receive information via WhatsApp which led to us introducing our Fan Information channel on WhatsApp.
- We continued to run surveys after every men's home match and selected women's home fixtures, which were sent to representative samples of supporters in attendance. These gave us valuable feedback into the matchday experience from different fan perspectives.
- We worked with the Claret Member representative on the FAB to design a survey to be sent to Claret Members. We shared these results with the Claret Member and they will be used to inform future Claret Member packages and offerings.
- We collaborated with the Away Scheme representative on the FAB to run a survey to gather fan feedback on a pilot scheme for self-service ticketing. This led to some important insights which will be built into future pilots.



FAN ZONE

Context

The Club has had discussions with fan groups about installing more engaging, fan-friendly activities around the Queen Elizabeth Olympic Park and incorporating more claret and blue areas into the primary areas of footfall.

Approach

The Fan Walkway project was an exciting initiative aimed at enhancing the matchday experience and atmosphere for West Ham supporters on the approach to London Stadium. We started the project by running an in-person survey of fans on matchday which had 250 respondents and showed that:

70% of people rated the area surrounding the stadium as either good or excellent

48% of people used Bridge 1 to enter the stadium island

People enjoyed interacting with other fans on their approach (46%)

When asked what the Club could add to the area surrounding the stadium, the top answer was live entertainment, music or fan zones (suggested by 65 people)

We therefore worked with the Queen Elizabeth Olympic Park team to establish how and where we could host more fan entertainment areas on the approach to the ground. As we narrowed down options we decided to run a pilot of a fan zone on an area of the park next to the main approach to the stadium (Bridge 1).

Two of our Club partners came on board to bring this area to life, with Lyca Mobile taking over the space at the Crystal Palace fixture and EVA Air doing the same for the Nottingham Forest fixture. The spaces featured bubble artists, football freestylers and competitions for fans to get involved with.

Outcome

Both Lyca Mobile and EVA Air's activations were a success, with over 1,000 supporters making use of the Fan Zones at each match with an average feedback rating of 4.7/5. This has proven to be a fantastic opportunity for Club partners to engage with fans and enhance their experience on matchday. Next season the Club will continue to find new ways to bring even more claret and blue to fans on their approach to the stadium.





APPENDIX:

FAN ADVISORY BOARD EFFECTIVENESS REPORT

As part of West Ham United's commitment to structured dialogue and the Premier League's Fan Engagement Standard, Supporter Representatives on the Club's Fan Advisory Board (FAB) have shared feedback via an anonymous assessment to help shape a reflective review of progress made, challenges encountered, and the shared priorities for the season ahead after a full year of operation.

A formal meeting was then held between the Supporter Representative Co-Chair, Andy Payne, the Club's Nominated Board-Level Official (NBLO), Executive Director Tara Warren, and the Club Co-Chair, Cat Smith, Head of Supporter Services & Fan Engagement to discuss the results from the survey and any further observations and to produce this report. A summary of the survey, alongside this report, was shared with all Supporter Representatives.

The FAB was introduced as part of the Club's ongoing commitment to structured dialogue, in line with the Premier League's Fan Engagement Standard (FES). Over the past 12 months, the FAB has worked alongside Club officials to help shape policy, address supporter concerns, and build the foundations of a robust and representative fan voice. The Supporter Representative Co-Chair felt this season marked a "pivotal year for the new West Ham United Fan Advisory Board (FAB), demonstrating meaningful progress in championing supporter interests and elevating the role of fans in Club governance."

This season, it was agreed that the FAB played a fundamental role in helping to reintroduce age and accessibility concessionary prices in Bands 1-4, as well as requesting the decision to freeze season ticket prices. These outcomes followed sustained engagement between FAB representatives and the Club, highlighting the value of a collaborative and constructive approach. From the survey, Supporter Representatives felt this was critical to building confidence and credibility in the FAB. The Supporter Representative Co-Chair reported that there had been closer ties between other Premier League supporter groups this season and stated that West Ham United's FAB were invited by the Football Supporters' Association (FSA) to lead a best-practice workshop, which was testament to the positive work done collaboratively by the FAB.

The Supporter Representative Co-Chair felt internal alignment among FAB members also improved, with clear, regular contact occurring between Supporter Representatives and the Club. Supporter Representatives requested email access for all those Supporter Representatives which has been facilitated by West Ham United and will enable a more direct flow of information between all supporters and their relevant Supporter Representative on the FAB.

The composition of the FAB was widely praised in the assessment, with Supporter Representatives feeling there was a diverse mix of elected representatives that brought a broad range of experiences and perspectives to the table. Supporter Representatives also praised the commitment and enthusiasm of the group, who operate on a voluntary basis and continue to give their time to represent the views of fellow supporters.

As with any new structure, the assessment also highlighted areas for development. The creation of the FAB page on the Club website were seen as a positive first step, and it was agreed that the creation and timely distribution of meeting minutes had been much improved, which was a key area of feedback in previous seasons, and that there was now more opportunity for further communication between the Supporter Representatives and the wider fanbase.

As attention turns to the 2025-26 season, both Club and Supporter Representatives agree that the focus should now move onto other matters which impact the majority of the fanbase.





APPENDIX:

FAN ADVISORY BOARD EFFECTIVENESS REPORT

The formation of sub-groups will be instrumental in helping the FAB address key issues. Some Supporter Representatives suggested there could be a fourth formal meeting per year and would welcome the attendance from other board members to meetings over the course of the season.

Looking ahead to 2025/26, the FAB will focus on three key areas, which will be agreed and published at the start of the season. The Supporter Representative Co-Chair suggested it was likely that ticketing and improving the matchday experience would be two of these priorities alongside suggesting others for consideration.

Supporter Representatives and Club officials alike have welcomed the growing spirit of trust and collaboration that has developed throughout the season, notably highlighting the building trust between Supporter Representatives and the Club's Head of Supporter Services and Fan Engagement.

As the Club and Supporter Representatives look ahead to the 2025/26 season, the FAB will continue to serve as the primary platform for supporter consultation and engagement, helping to shape both long-term strategy and day-to-day decision making in a way that reflects the passion, dedication and values of West Ham United fans.

