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WELCOME BACK

The Club is delighted to be welcoming supporters back to London Stadium for the 2021/22 season.

The return of our supporters has been a welcome sight for everyone at West Ham United and we have been working in conjunction with all stakeholders, including continuing consultation with the Independent Supporters Committee, while adhering to Government and Premier League guidance, with the main aim of giving supporters a safe and enjoyable matchday at London Stadium.

This Matchday Guide sets out all you need to know about your matchday, including the policies West Ham United have put in place for the safety and enjoyment of everyone attending our fixtures at London Stadium, following the current guidance from the Government and Premier League. Please note that nformation is subject to change to reflect any changes in guidance.

While you may experience some changes to your usual matchday, we are committed to ensuring supporters are as prepared as possible when they arrive at the ground, while also delivering the best experience and services for all supporters.

Thank you for your continued support during this unique and challenging period. Everyone at the Club is delighted to be welcoming you back to London Stadium.

We know you are likely to have questions and queries around returning to matches, and we hope these are answered within the Matchday Guide, but if you have any further queries, the Supporter Services team are here to help.

The team can be reached on **supporterservices@westhamunited.co.uk** or at our @WestHamHelp Twitter account. We know it is a difficult period for everyone, and our aim is to ensure you feel confident to attend your first game after such an extended break, so please get in touch with any questions you may have.

COME ON YOU IRONS!

Jake, Chelsea, Lee and Georgia

The Supporter Services Team



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HERE TO HELP

We know how important it is that you feel safe and secure in attending our matches. To ensure you have a safe and enjoyable time at London Stadium we have a number of our staff are on hand to provide support should you need it. From Ticketing staff, Stadium Store staff, Supporter Liaison Officers (SLOs), Disabled Supporter Assistants (DSAs) and the stewarding team, we are here to help.

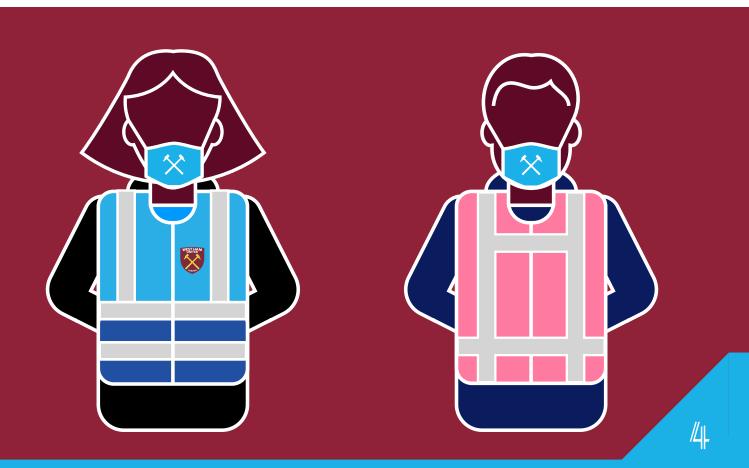
The Supporter Services Twitter account - **@WestHamHelp** – is manned from two hours before kick-off until one hour after the game, and we're available during the week from 9am-5pm, Monday – Friday either on Twitter or by email to **supporterservices@westhamunited.co.uk**

We'll be posting key information on **@WestHamHelp** before and during every matchday, so if you're on Twitter and not yet following, please do so!

Our SLOs are located inside and outside the stadium on a matchday, and are recognisable by their bright blue tabards. You should see our SLOs on your way to the stadium, but on arrival they will be available to speak to at our information points outside of the stadium opposite turnstiles G, H, D and the North Ticket Office and inside the stadium at blocks 110, 125, 132, 141, 153

SLO

DSA



SOCIAL DISTANCING & FACE COVERINGS

We would encourage supporters to keep a social distance wherever possible while at London Stadium.

We encourage all supporters attending matches to practice social distancing, wherever possible, and to continue to minimise contact with others, including staff working at London Stadium. This is for the safety and comfort of everyone inside the ground.

Supporters are asked to bring a face covering to wear in all indoor areas. Government have stated they expect and recommend that members of the public continue to wear face coverings in crowded and enclosed spaces where you come into contact with people you don't normally meet.

All supporters aged 11 or over are strongly recommended to wear a face covering whenever located in indoor areas, other than when eating or drinking, or where exempt.

Face coverings are not required to be worn by supporters when they are seated in the Stadium, which is left to personal choice.

If you are medically exempt from wearing a face covering under Government guidelines, you do not have to wear one, but you may wish to use one of the Government resources to demonstrate this, including the use of a GP letter and/or hidden disabilities card and lanyard.

The health and safety of all supporters is our upmost priority. We are taking all of the necessary steps to protect our staff and supporters from the spread of covid-19, including following guidance from the Government and Premier League on the wearing of face coverings.

Using one of the government resources to demonstrate face covering exemption will help to ensure yours and your fellow supporters' safety and enjoyment of the game while at London Stadium.

When wearing face coverings in indoor areas, you will be able to remove masks or face coverings to consume food and drink. We would encourage all supporters to return to their seats in order to eat any food you purchase at the ground. This is to help us keep concourses clear for supporters moving around the ground.

Track and Trace

In line with continuing Public Health guidance, supporters sitting in General Admission are recommended to 'check in' using the Track and Trace scanning points before entry, with supporters in Club London also asked to 'check in' using Track and Trace scanning points before entering their hospitality area, There is fresh air ventilation in all enclosed rooms inside London Stadium.



TICKETING

Stadium access will be via digital ticket. Please only travel to the stadium if you are in possession of a valid ticket, that is in your name.

In order to use the government track-andtrace scheme It is vital for us to know who is attending games.

We are pleased to confirm that changes to the recent guidance means that we are able to implement this facility and, therefore, supporters who cannot make the match can forward their e-tickets to family and friends.

If in the event the entire group is forwarding ALL of its tickets, please email the Ticket Office via **ticketoffice@westhamunited.co.uk** with the name and address of one of the supporters who will be using your tickets, as contact details are required in line with guidance. For further information on digital ticketing, visit the Hammers Help Centre.

If you have purchased a ticket and subsequently come into contact with someone who has COVID-19 symptoms or you test positive for COVID-19, you should declare that you are unable to attend the fixture by contacting our Ticket Office at **ticketoffice@westhamunited.co.uk** or on **0333 030 1966**. Lines are open Monday to Friday, 9:00 -17:00.

Your ticket(s) will then be made invalid and you will not be able to attend the fixture. You will be eligible to receive a refund for this game.

Accessing the stadium

Tickets will only be available to download onto a mobile device or printed at home. If you have purchased tickets as a group, all tickets will be sent by email to the lead booker.

Ahead of the game, you'll receive an email with a PDF of your ticket and the option to download your ticket into your Apple or Google Wallet. Your ticket will be able to be scanned directly from your phone, or you can print your ticket at home. For a step-by-step guide to downloading or printing your tickets, click here.

If you are attending with other fans who do not have access to a suitable device, we would recommend printing your tickets at home, so the tickets are not all stored on one device. This will allow for easier access to the ground at turnstiles and will limit the need to pass devices between your group.

If supporters do not have access to a smartphone or cannot print at home, supporters will need to call the Ticket Office on **0333 030 1966**. Lines are open Monday to Friday, 9am-5pm. Tickets are non-transferrable and must be used by the named ticket holder.



Click on the icon to watch our video on how digital tickets work or read on next page

HOW DIGITAL TICKETS WORK





No Season Cards will be accepted at this match



Open Ticket Office email which will be sent between 4-7 August for the Atalanta match



EITHER Print your ticket(s) at home

- a) Make sure that you have Adobe Acrobat Reader 4.0 or higher. If you don't have it, download it for free click here
- b) Make sure you have your printer turned on and it has paper.
- c) Double click the attachment to this email or the file you have saved to your computer.
- d) Choose to OPEN the file.
- e) Click on the printer icon in the upper left of the window.
- f) Your tickets are printed (Black and white or colour is fine).

4. **É**G





OR Add your ticket(s) to your smartphone wallet (See Ticket Office email for full instructions)

- a) You must add each ticket to your wallet individually.
- b) Click on the relevent link below for each seat as listed. If using an android phone and you have issues downloading to Google Pay, please copy the associated link [from the Google Pay logo] and paste into a fresh Google Chrome browser.
- c) When prompted add ticket to your wallet, for apple devices click add in top right corner.
- d) Junior tickets can be forwarded to the accompanying adult to be added into a digital wallet (Apple Pay or Google Pay) to gain entry. Alternatively, tickets may be printed as per above.
- e) Scan the ticket from your mobile at the event.





Don't forget to bring your printed tickets or fully charged smartphone with you before you travel

BEFORE YOU ARRIVE

Before traveling to London Stadium, supporters must:

- Arrive at least 60 minutes before kick-off to avoid queuing in busy periods.
- Use all available stations, from Stratford, Stratford INT, Stratford High St, Pudding Mill Lane, West Ham, Hackney Wick.
- Please do not attend the match if you have tested positive for COVID-19, have any symptoms, are supposed to self-isolating or in quarantine, or have been in recent contact with someone who has themselves tested positive.
- In line with Premier League guidance, supporters should be prepared to show proof that they are either fully vaccinated or have returned a negative COVID test no more than 48 hours before kick-off as spot checks will be taking place.
- Your tickets must only be used by the bearer of the ticket. Please ensure your phone is fully charged if using for digital tickets.
- Supporters are urged to wear a face covering on all forms of public transport while travelling to and from London Stadium. Stadium staff will be wearing face coverings and we would encourage you to continue to do so, unless medically exempt, in line with public health guidance for crowded places.
- Supporters are recommended to 'check in' at London Stadium using the Track and Trace scanning points before entry, in line with continuing Public Health guidance.
- All supporters are strongly advised to do a rapid lateral flow test twice a week (every three to four days) to check if you have the virus and submit your results to the NHS App, in line with Public Health guidance.
- Should you feel unwell while attending the match, make a steward aware as soon as possible and appropriate medical assistance will be provided. If you develop COVID-19 symptoms, please seek medical advice and the leave the Stadium for the safety of your fellow supporters.
- By purchasing tickets, you agree to West Ham United's Ticket Terms and Conditions of Issuance and the Code of Conduct.
- Only bags of size A4 or smaller will be permitted into the stadium, so please only bring such essential belongings that can be carried on your person. Medical exemptions apply.
- Check <u>whufc.com</u> and @WestHamHelp for up to date matchday information.

GETTING TO LONDON STADIUM

We ask that all fans follow public transport guidelines when travelling to the ground, this includes wearing face coverings and keep your distance wherever possible. You may wish to plan your journey so you are travelling to the quieter stations around the Stadium, this will help to alleviate queuing and assist with social distancing on public transport.

Supporters with blue badges who do not currently have a seasonal parking space should contact accessibility@westhamunited. co.uk once they have been allocated a ticket to enquire about parking availability. Please be advised that spaces are limited, and any available spaces will be allocated on a first come first served basis

If you do wish to travel via public transport, there are five stations within walking distance of the ground. Stratford Station and Stratford International Station are the busiest of the two, so you may wish to plan your journey to use one of the other stations around the Olympic Park. Please see the map on the next page to assist with planning which station will provide the best route to your entry bridge.

If travelling through Stratford Station, please note supporters will be using the Northern Ticket Hall entrance, opposite the Westfield entrance, before and after the game, this is to assist with social distancing in the station.

All three car parks at Westfield (A, B and C) will be in operation. While Westfield welcomes all guests, the legal safety requirements of social distancing at the shopping centre may lead to delays for those who would normally walk through the centre to attend the game.

It is for this reason that Westfield advise supporters to follow the guided route around the centre on the way to the stadium and on their return after the game.

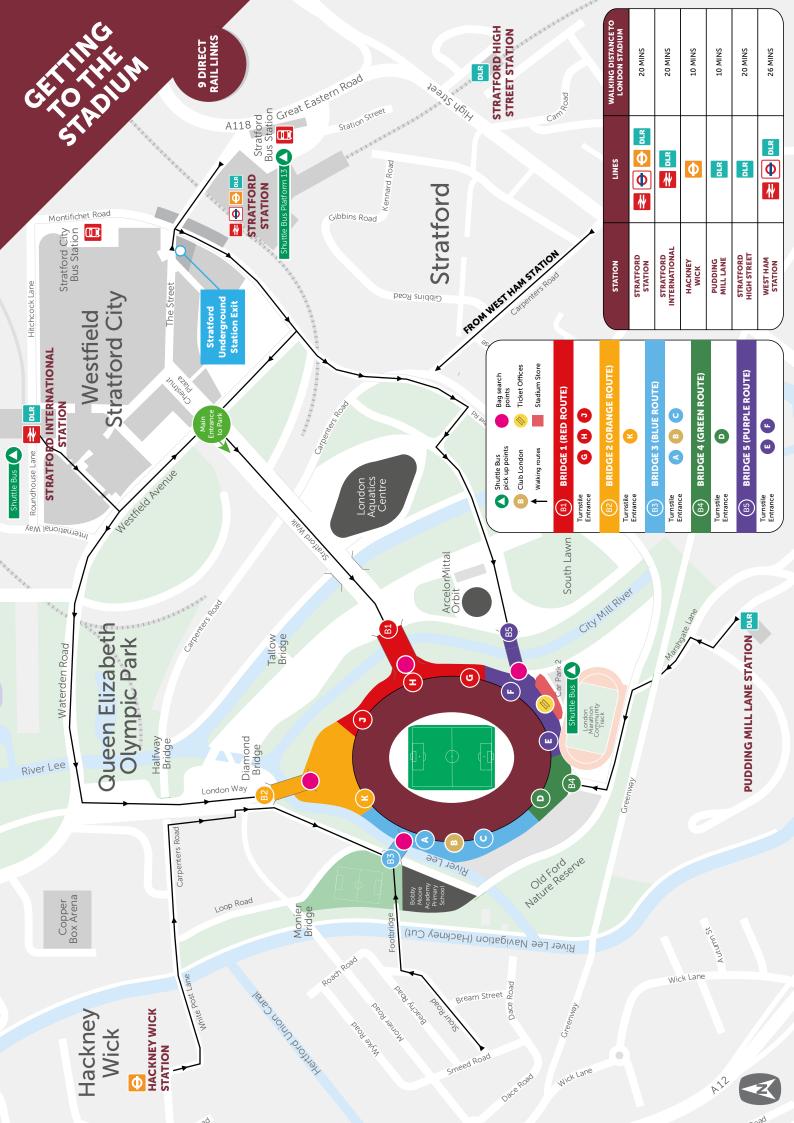
Please note that there are road closures in place on matchdays to protect the health and safety of large numbers of fans travelling to and from the stadium on the surrounding roads. The Montfichet Road entrance and exit to car park B will remain closed between 1pm and around 7pm. Westfield apologise for any inconvenience.

For the latest travel advice visit **www.nationalrail.co.uk** or **www.tfl.gov.uk** Alternatively, you may wish to visit the transport operators' website directly.

Supporters are reminded to plan your journey in advance and check timetables to ensure you arrive at the ground with at least 60 minutes before kick-off.

The Queen Elizabeth Olympic park also offers bike parking, and there are several Santander bike points around the ground. For a map of bike parking in the area, please see **here.**





ARRIVING AT THE GROUND

Fans will be greeted by our West Ham United Supporter Liaison Officers (SLOs) and stewards on arrival to London Stadium offering support and assisting with any questions you may have.

In line with Premier League guidance, supporters should be prepared to show proof that they are either fully vaccinated or have returned a negative Covid test no more than 48 hours before kick-off as spot checks will be taking place.

Security and bag searches will take place on all bridges leading to the stadium. You may be requested to open your own bag to allow it to be searched. Each bridge will have a dedicated lane for accessibility supporters. All stewarding staff will be wearing PPE for your and their own safety, and we'd encourage supporters to wear face coverings, unless medically exempt, when you enter the search lane.

Supporters may be asked to show photo ID on matchday. This is to ensure the named ticket holder is in attendance and assists us in using the governments Track and Trace scheme. If you cannot provide any photo ID you are politely requested to inform us that you cannot attend this fixture by contacting our Ticket Office.on **0333 030 1966**. Please note that only government recognised ID will be accepted, and supporters under 16 will not be expected to show ID.

Please ensure you follow stewards' advice at all times. Our staff are here to help you and ensure your matchday is safe and enjoyable.

When queuing, please ensure you maintain your distance from the supporter ahead of you. We request that all supporters arrive at the stadium at least 60 minutes before kick-off to ensure you pass through security and get to your seat with plenty of time to spare. Supporters will be able to access the stadium island, with Club London hospitality Entrance B opening 2.5 hours before kick-off and general admission turnstiles opening 90 minutes before kick-off.

Once arriving at your designated turnstile, you will be required to scan your ticket either on your electronic device or as a printed copy. If you are using a print at home ticket you will need to line the barcode with the scanner which will then allow you through the gate.

For a step-by-step guide on how to download, print, and use your ticket, **click here.**

There will be stewards and Ticket Office staff on hand to assist you with any issues. We will try and resolve all issues at the turnstiles, to reduce the number of people moving around the stadium island and prevent unnecessary visits to the Ticket Office.

Should you require any assistance before entering the ground, the Club position Supporter Liaison Officers (SLOs) at train stations, bridges and the concourse to provide directions, offer support and assistance and note any feedback from supporters on matchday. You can find our SLO information points outside of the stadium opposite turnstiles G, H, D and by Bridge 2 and inside the stadium at blocks 110, 125, 132, 141, 153.



STADIUM STORE

The West Ham United Stadium Store will be open from 9:00 for any supporters wishing to purchase official merchandise. There will be a queuing system in place at peak periods, which is managed by staff at the entrance of the store.

When inside the Stadium Store, we'd encourage supporters to wear face covering at all times, unless medically exempt, we also ask you make use of the hand sanitiser at the store entrance.

The West Ham Café, in the ground floor of the Stadium Store, will be open from 9:00. With hot and cold drinks, sandwiches, pastries and snacks available for supporters to enjoy.

MATCH EXPERIENCE

Get to your seats early to see the team warm-up receive his award in front of the fans before the warm-up. The pre-match show will feature West Ham legends, exclusive video content and opportunities to win West Ham prizes.

At half-time fans can get involved in the Hammer it Out Quiz – Presented by Experience Kissimmee, our new half-time game. Play along at every Premier League game this season by testing your knowledge from your seat for free on their smart phone by visiting **https://www.whufc.com/hammeritout** at half-time when the stadium presenter prompts the crowd. The fan with the highest score will be announced at the end of the game and will receive a signed shirt by a player of their choice and put on the leader board to be in with a chance to win a VIP matchday experience at the end of the season, courtesy of Experience Kissimmee!

For our younger hammers, keep an eye out for a few furry figures. Hammerhead and Bubbles the Bear will be out and about in the stands to say hello as always!

If you have any questions around our matchday show please contact us at **supporterservices@westhamunited.co.uk**.

When accessing or leaving your seat, it is highly likely you'll need to pass in front of other supporters. Try to avoid face-to-face contact with other supporters when moving to and from your seat – for example by turning your back as you pass.

There will be Supporter Liaison Officers, stewards and signage around the ground to direct you and provide support and assistance. In order to ensure the safety of all supporters, staff, and the players, and to mitigate any potential risk of spreading the virus, supporters are asked to refrain from touching the match ball if it is kicked out of play and into the stands. A member of staff will collect the ball in order to sanitise it.

The multi-faith rooms will be available for supporters, but with the number of people allowed in the room at any one time limited. Please speak to your nearest SLO who will be happy to direct you to Block 103 and 104 in the West Stand where the multi-faith rooms are located.

Physical copies of the matchday programme will be on sale on the day, from cashless sellers, as well as a digital copy available from whufc.com. Alternatively, you can purchase a copy online at **westhamprogrammes.co.uk**

GROUND REGULATIONS

In addition to the existing London Stadium Ground Regulations, by attending this game you are agreeing to adhere to the Club and London Stadium's **COVID-19 Code of Conduct** and **Terms and Conditions of Ticketing**. When at the stadium, it's important you act in a way that protects your own health and the health of those around you, so please ensure you are following all the relevant guidelines, such as wearing a face covering, unless medically exempt, washing your hands regularly and maintaining a social distance, wherever possible, from other supporters and staff.

If you want to report any concerns on matchday, please speak to the nearest SLO or steward or use the SMS reporting service by texting our reporting number - **07902866171**

HYGIENE

To help us prevent the spread of COVID-19, please ensure you are regularly washing your hands with soap for at least 20 seconds. We have installed hand sanitiser dispensers around the stadium at the busiest points, and we would also encourage you to bring a small bottle of hand sanitizer (50ml) with you. Toilets will be regularly checked by the cleaning team to ensure soap dispensers are stocked.

If you do notice that any hand sanitisers or soap dispensers are empty, please notify your nearest Supporter Liaison Officer.

ACCESSIBILITY

Accessibility supporters can be assured our usual facilities will be in place on matchday, with each element of our matchday assessed to ensure that we continue to provide a safe and enjoyable return to matches for all of our supporters. This includes the Accessible Shuttle Bus and the audio descriptive commentary service.

Audio commentary is available for visually impaired supporters, wherever they are sat in the stadium. All our audio units have a volume control function to adjust to the supporter's comfort.

Once you have secured your tickets, email accessibility@westhamunited.co.uk with your client reference number, seat details and the match you are requesting the audio commentary service for and we will confirm your collection point.

THE ACCESSIBLE SHUTTLE BUS service will be in operation from 2.5 hours before kick-off in the following locations:

- Stratford Station Platform 13 (Jubilee Line)
- Stratford International Station

Arrival/departure point at London Stadium Store Car Park

To contact our accessibility team, call **0333 030 0174** or email **accessibility@westhamunited.co.uk**



LEAVING THE GROUND

If travelling on public transport, please follow the guidelines of the transport provider you are using. Visit **www.nationalrail.co.uk** or **www.tfl.gov.uk** for the latest travel information.

The Stop and Go pedestrian system will be in place to assist in managing the number of supporters leaving the stadium on the route to Stratford. This is to ease congestion at the gate entry lines, ticket hall, on escalators, stairs, lifts, corridors, platforms and on trains.

We recommend that supporters use all available stations close to London Stadium, including Stratford, Stratford INT, Stratford High St, Pudding Mill Lane, West Ham, Hackney Wick. For a map see **here.**

Supporters are urged to wear a face covering on all forms of public transport while travelling to and from London Stadium. Stadium staff will be wearing face coverings and we would encourage you to continue to do so, unless medically exempt, in line with public health guidance for crowded places.

Please note, if travelling via Stratford Station, you will be directed to the Northern Ticket Hall, opposite the Westfield entrance. The Westfield entrance will not be open before or after the game. As a result of congestion within Stratford station you may be required to queue for entry into the Station – If this occurs we thank you for your patience and understanding as staff work to allow you entry when safe to do so.

Stewards and police will be lining routes to Stratford and Stratford International Stations, and Supporter Liaison Officers will be on hand to provide any assistance you may need.



Equality, diversity and inclusion are at the heart of West Ham United. We encourage everyone to stand side by side in supporting their team, providing an equal and inclusive experience for all of our supporters, whether that be on matchday, online, via our day-to-day services, or through consultation with our supporters' groups and forums, everyone is valued equally.

We promote our values, of equality, inclusion and togetherness, and celebrate diversity amongst our fanbase at all times. However, we understand that we cannot legislate for everyone's behaviour before they come into the stadium or in the way they conduct themselves on social media or in their private lives. West Ham United is unequivocal in its stance - we have a zero-tolerance approach to any form of discrimination or abusive behaviour.

We recognise our responsibility to dealing with incidents in the right way and the safety and welfare of our supporters is our utmost priority. All incidents reported to the Club, on matchday or any other forum, are subject to the Club's offences, sanctions and educational processes.

ON MATCHDAY

The Club provides a number of reporting mechanisms on matchday to ensure that supporters can report any incidents discreetly and in confidence, this includes a dedicated SMS reporting service telephone/textphone number which is advertised in the matchday programme, on the big screens, on the Hammers Help centre, on WHUFC.com, via social media and in all of the gangways in the upper and lower tier of the stadium.

Should you have witness or experience any incidents on matchday you can report your concerns by:

- Speaking with the nearest steward or Supporter Liaison Officer
- Sending a text to the SMS reporting service on 07860 404 069

All incidents are reported to the Control Room. Text messages received are treated in the strictest confidence and are sent directly to the control room. This will enable the safety and security team to monitor and handle the situation at the time of it occurring.

The safety and security of all supporters is of paramount important to us and we are committed to ensuring that everyone has a safe and enjoyable experience while they are at London Stadium. It is vitally important to our investigations that any incidents are reported to us at the time they occur. This will enable us to monitor the situation and take the appropriate action on the day. However, if you do need to report any concerns to the Club after the game, please contact supporterservices@westhamunited.co.uk

ONLINE OR SOCIAL MEDIA ABUSE

The Club routinely monitors all of its social media channels in order to identify and deal with any discriminatory posts online.

We do everything possible to ensure our online communities are safe spaces for all West Ham United supporters. We recognise that football cultivates a range of opinions from across the fanbase and so we ask that supporters engage on our platforms respectfully at all times, even when their views may differ. To help ensure our platforms continue to be safe and fun places for fans to enjoy, we encourage supporters to report any concerns to us and the platform host directly.

The Club will not tolerate any form of discrimination on its social media platforms and will take action against any offending posts working with supporters and the platform host or moderator. If supporters do witness or experience any form of discrimination online, they should report it to us and the platform host/moderator in the following ways:

Twitter

- By DM to @WestHamHelp
- By reporting the post and the user account directly to Twitter

We recommend that posts are reported to the Club and to Twitter

Facebook

- By DM to @WestHamHelp
- By reporting the post and the user account directly to Facebook

We recommend that posts are reported to the Club and to Facebook

Email

• By email to the Supporter Services team at supporterservices@westhamunited.co.uk

All enquiries and concerns are treated in the strictest confidence; however, we will require as much information as possible about the situation and any concerns you may have in order to conduct a thorough investigation.

All complaints are thoroughly investigated and there are a number of ways that we choose to take action. Whether it be via the suspension or banning of membership, Acceptable Behaviour Agreements, or via educational sessions, all situations are reviewed on a case-by-case basis and outcomes are designed to support the safety and welfare of all supporters and staff and to ensure that everyone can continue to support their team.

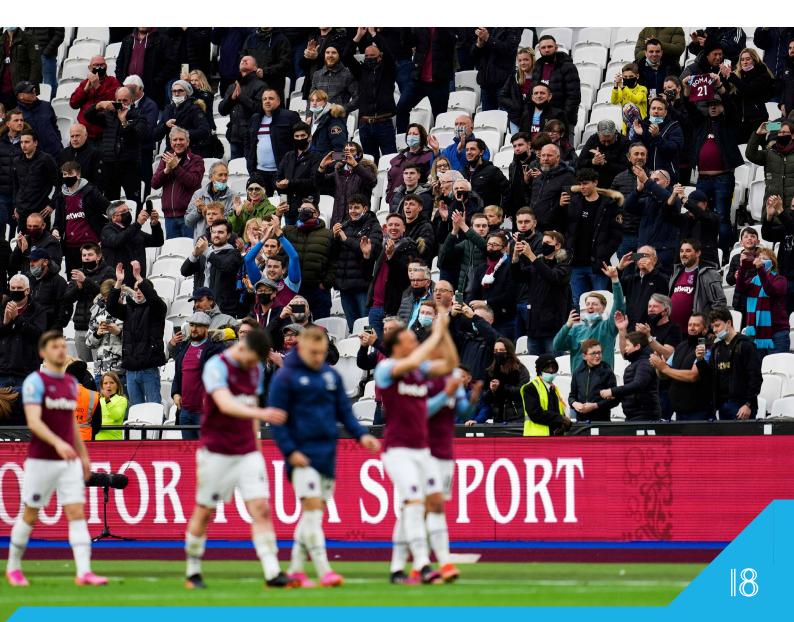
THANK YOU

If games without fans have proven anything, it's how vital you are to the experience of our beautiful game. Everyone at the West Ham United cannot wait to welcome your back and we hope your have a safe and enjoyable matchday.

Thank you for your patience and understanding during these unprecedented times. Your loyal and unwavering support is truly appreciated.







CONTACT US

TICKET OFFICE

Ticketoffice@westhamunited.co.uk 0333 030 1966

09:00 - 17:00, Monday to Friday

ACCESSIBILITY

accessibility@westhamunited.co.uk 0333 030 1966 (Option 3)

09:00 - 17:00, Monday to Friday

SUPPORTER SERVICES

