



# VISITING SUPPORTERS GUIDE

2022



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# WELCOME TO WEST HAM UNITED

Whether you have visited before or you are coming to your first match here at London Stadium, our Visiting Supporters' Guide has been created to ensure you have all the information you need for a great experience.

In this guide you will find information on:

- Getting to London Stadium
- In and around London Stadium
- Away section
- Accessibility
- Matchday information
- Safety and security
- Food and drink

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 Twitter [@WestHamHelp](https://twitter.com/WestHamHelp)

We look forward to welcoming you at London Stadium.



# HERE TO HELP

As part of our ongoing commitment to providing all supporters with a great matchday experience, a dedicated team of matchday Supporter Liaison Officers (SLOs) are stationed at key points around the stadium, on hand to help and assist with any queries or concerns you may have.

The SLOs are positioned both inside and outside the stadium, welcoming supporters as they arrive for the match and are present after the game to wish you a safe journey home.

The SLOs are clearly identified by their bright blue West Ham United uniform. We have also introduced four static information points, found opposite turnstiles G, H, J and D where SLOs can be found en route to the stadium, on the stadium island at four supporter information points, on the concourse and in the visiting section.

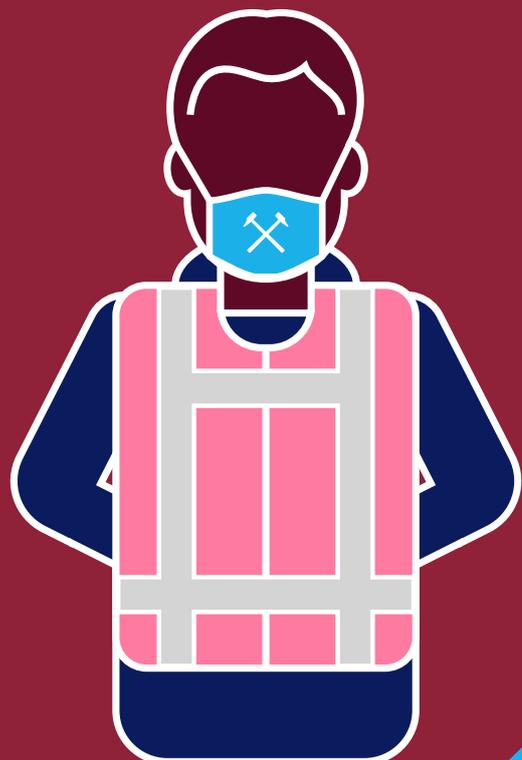
The team of SLOs consist of individuals who have combined experience and expertise in football stadium operations, crowd safety, ticketing and supporter liaison, along with a knowledge and understanding of West Ham United supporters, the local area and visiting supporters.

We want to hear from you, so please speak with a member of the SLO team to provide us with your feedback. All feedback is important to us as it helps us to improve our facilities and services for all supporters.

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 utmost 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.



# 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](mailto: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](http://www.nationalrail.co.uk) or [www.tfl.gov.uk](http://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 30 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](#).



# GETTING TO LONDON STADIUM

London Stadium is just a short walk from five stations and is well served by local bus routes. We also provide an Accessible Shuttle Bus service on matchday for supporters who require assistance to and from the Stadium.

## By train or tube

### Stratford station is served by

- London Underground Jubilee and Central lines
- Docklands Light Railway (DLR)
- National Rail services operated by Greater Anglia and c2c
- London Overground

### Stratford International station is served by

- Docklands Light Railway (DLR)
- Southeastern High Speed 1 services

### Stratford High Street and Pudding Mill Lane station are served by

- Docklands Light Railway (DLR)
- Hackney Wick station is served by
- London Overground

More information is available at [www.tfl.gov.uk](http://www.tfl.gov.uk) or [www.nationalrail.co.uk](http://www.nationalrail.co.uk)

## By car

As London Stadium is a green stadium and a public transport destination, we are unable to offer public car parking. We would advise that supporters arrive via the many public transport routes available. However, visiting supporters wishing to book accessible parking on matchday, can contact [accessibility@westhamunited.co.uk](mailto:accessibility@westhamunited.co.uk) for further advice.

## By bus

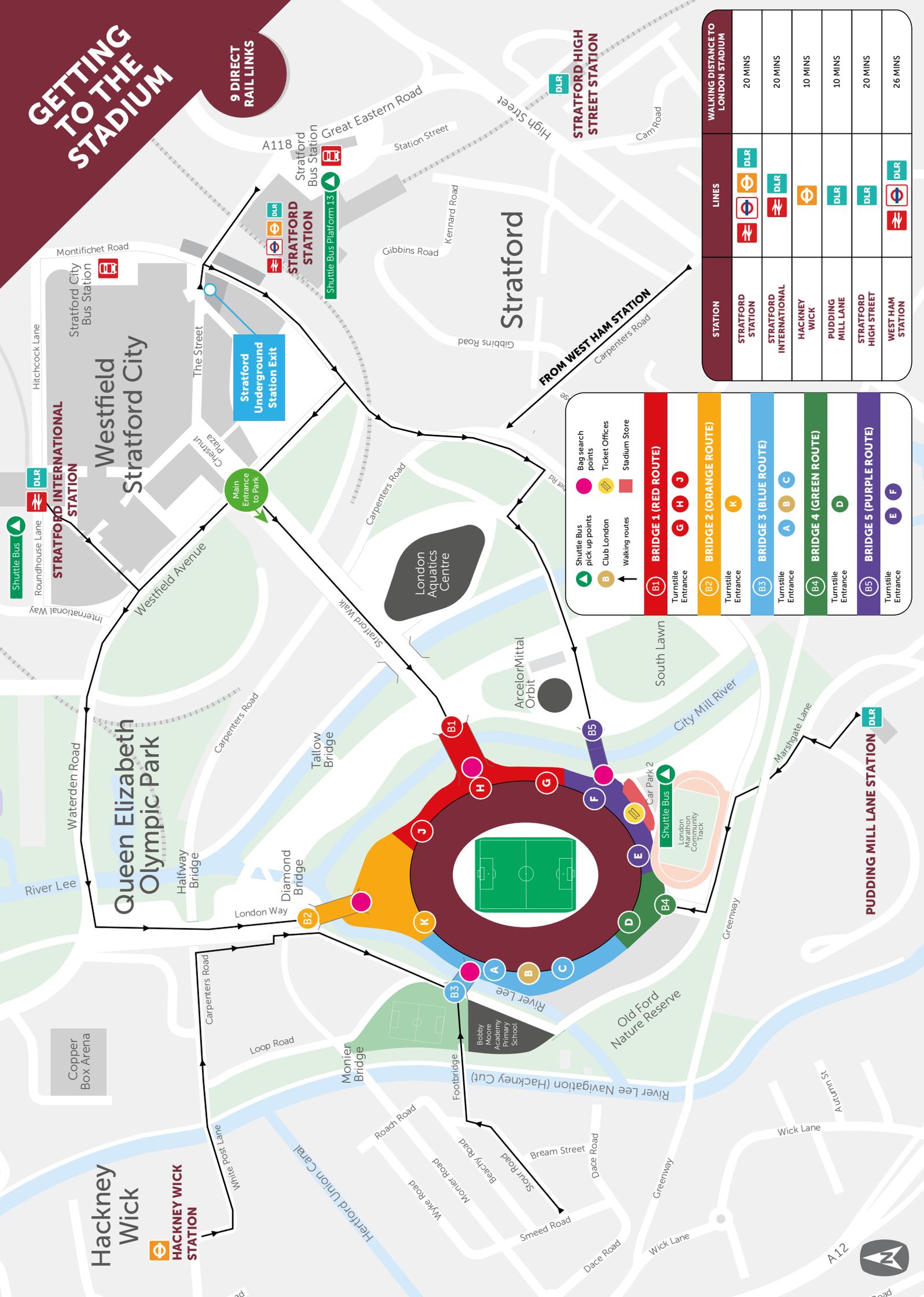
Stratford Bus Station and Stratford City Bus Station are located in close proximity to Stratford Station Buses that run to these stations are numbers: 25, 86, 97, 104, 108, 158, 241, 257, 262, 276, 308, 425, 473, D8.

## By coach

The location of the Visiting Supporters coach park will be communicated between the clubs in the week leading up to the game. The Club provides an Accessible Shuttle Bus service to and from the stadium for any supporters with access requirements. To enquire about using the shuttle bus service contact [accessibility@westhamunited.co.uk](mailto:accessibility@westhamunited.co.uk)

# GETTING TO THE STADIUM

9 DIRECT RAIL LINKS



**Legend:**

- Shuttle Bus pick up points (Green triangle)
- Bag search points (Pink circle)
- Club London (Yellow circle)
- Walking routes (Black arrow)
- Turnstile Entrance (Circle with letter)
- Stadium Store (Red square)
- Ticket Offices (Yellow rectangle)

**BRIDGE 1 (RED ROUTE)**

- Turnstile Entrance: B1
- Entrances: G, H, J

**BRIDGE 2 (ORANGE ROUTE)**

- Turnstile Entrance: B2
- Entrance: K

**BRIDGE 3 (BLUE ROUTE)**

- Turnstile Entrance: B3
- Entrances: A, B, C

**BRIDGE 4 (GREEN ROUTE)**

- Turnstile Entrance: B4
- Entrance: D

**BRIDGE 5 (PURPLE ROUTE)**

- Turnstile Entrance: B5
- Entrances: E, F

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



A12

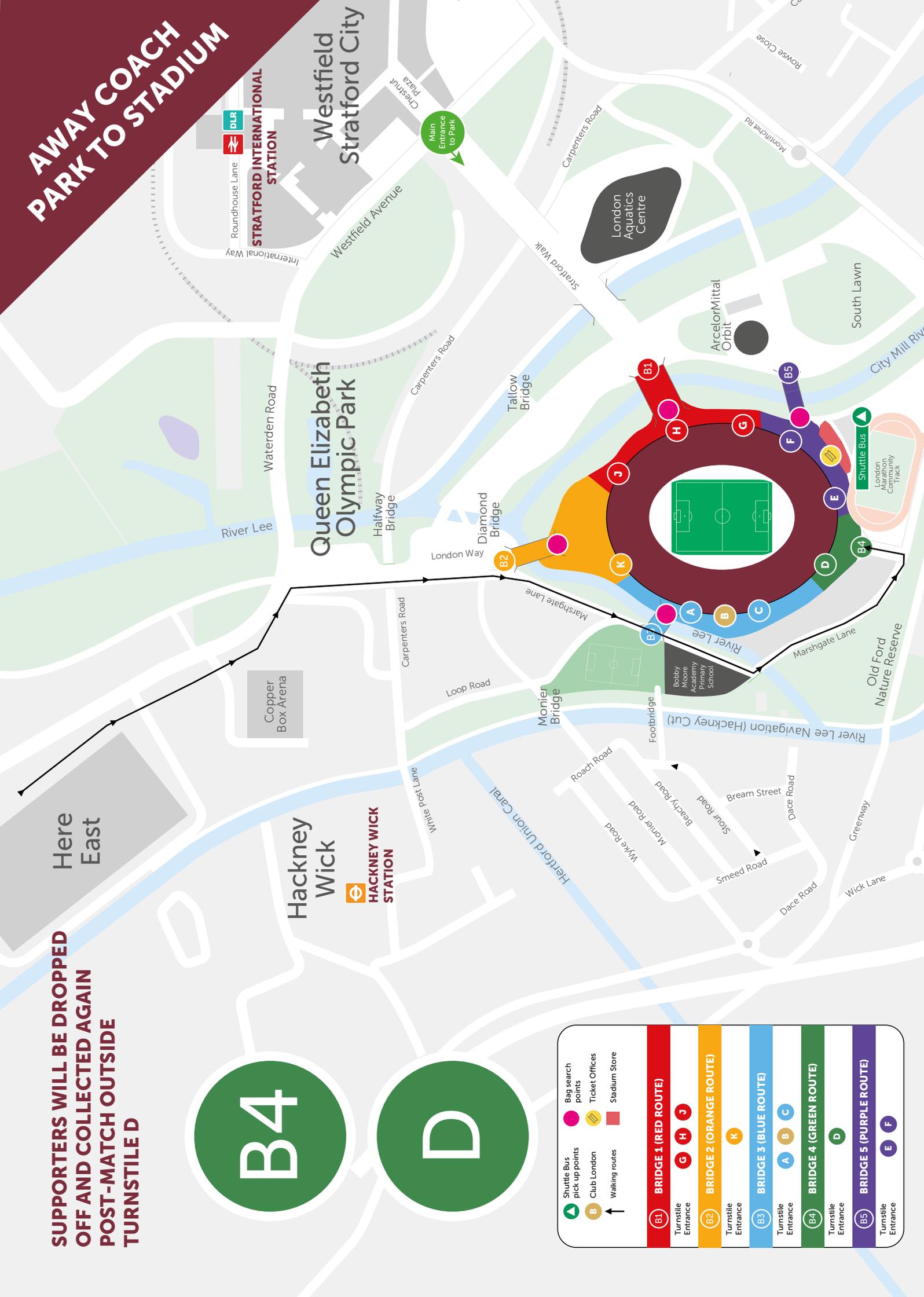
**AWAY COACH  
PARK TO STADIUM**

**SUPPORTERS WILL BE DROPPED  
OFF AND COLLECTED AGAIN  
POST-MATCH OUTSIDE  
TURNSTILE D**

**B4**

**D**

<b>BRIDGE 1 (RED ROUTE)</b>			
<b>BRIDGE 2 (ORANGE ROUTE)</b>			
<b>BRIDGE 3 (BLUE ROUTE)</b>			
<b>BRIDGE 4 (GREEN ROUTE)</b>			
<b>BRIDGE 5 (PURPLE ROUTE)</b>			



# 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 at 12:30 and general admission turnstiles opening at 13:30.

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.



# VISITING SUPPORTERS SECTION

## Arrival

The visitor entrance is located at Turnstile D. If you have any enquiries while outside the stadium please visit our dedicated visitor supporters tent directly opposite. Visiting supporters are advised to arrive via Bridge 4 where there is lift access to Turnstile D.

All away ticket collections are available at window 5 of our North Stand Ticket Office, close to Turnstile J. Should you need to arrange to collect your tickets on matchday, you would need to contact your club directly in advance. Opening hours of the North Stand are from two hours before kick-off until every visiting supporter has been assisted.

## Once inside the stadium

In our visiting supporters section, supporters have the option to purchase hot and cold drinks and an array of food including nachos, hot-dogs and pies. There is an assortment of confectionery items available.

There is also a dedicated programme seller on the concourse.

## Post-Match

The area outside of turnstile D (away turnstiles) 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 walking routes to public transport hubs and the visiting supporters' coach parking.

Lift access is available directly outside the visiting section on Bridge 4 onto Marshgate Lane, this is a 10 minute walk to Pudding Mill Lane station, and the coach park, or you can continue straight on Sidings Street, Stewards and SLOs are at hand to assist with directions to onward destinations including local transport hubs, the visiting supporters coach park and the accessible shuttle bus stop.



# MATCHDAY INFORMATION

## Food and drink

A variety of food and drink options are available

- All products are advertised on the TV screens throughout the concourse area. Please note that all alcoholic bottled drinks have to be decanted and all kiosks will close ten minutes into the second half.
- For any specific dietary requirements or allergen information, please speak to our catering staff who will be able to advise on ingredients. - See our catering map for more information

## Cash machine

The nearest cash machine/ATM facility is available on the Olympic Park outside of the Podium Café and ArcelorMittal Orbit. Please note all internal food kiosks take credit/debit cards and Apple/Android Pay - See map

## Programmes

There is an external 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.

## Ticket Office

All away ticket collections are available at window 5 of our North Stand Ticket Office, close to Turnstile J. Should you need to arrange to collect your tickets on matchday, you would need to contact your club directly in advance. Opening hours of the North Stand are from two hours before kick-off until every visiting supporter has been assisted

## Multi-faith rooms

Please speak to a member of staff, who will be willing to escort you to a prayer room. Two prayer rooms are located in our West Stand

## 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.

# 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. Flags are not generally confiscated, however the obstruction of gangways, access routes, exits and entrances, health and safety signage and stairways is strictly forbidden. In the event of an emergency, all access and exit points must be clear.

In addition, please note that any articles that could potentially be used as a weapon and or compromise public safety are strictly prohibited.

For any enquiries about flags or banners email [supporterservices@westhamunited.co.uk](mailto:supporterservices@westhamunited.co.uk)

## 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 Football Club has a zero tolerance policy towards abuse or anti-social behavior in any form. To report an incident or a concern on matchday please notify the nearest steward or use our SMS reporting service on 078600404069. All text messages are treated in the strictest confidence and, for our staff, it is better to monitor the situation as it is happening and to be able to take action at the time of it occurring. For further details on Ground Regulations, Safety and Security at London Stadium, [please visit here.](#)



**REPORT IT**  
**TEXT 07860 404 069**

West Ham United Football Club operates a zero tolerance approach to anti-social behaviour in any form and expects all supporters to treat each other with respect at London Stadium.

# ACCESSIBILITY INFORMATION

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

## **Accessible Shuttle Bus service**

There is a dedicated shuttle bus positioned in the visiting supporters coach park to assist supporters with access requirements in getting to and from the stadium. The shuttle bus will arrive at Bridge 4 situated close to the visiting supporters entrance with lift access available to the podium. For further guidance, contact your Club's Disability Access Officer or email [accessibility@westhamunited.co.uk](mailto:accessibility@westhamunited.co.uk)

## **Visiting Supporters Car Parking**

As a designated green stadium, the Club has provision for 49 accessible parking spaces, including six bays for visiting supporters. Any visiting supporters wishing to book accessible parking on matchday, can contact [accessibility@westhamunited.co.uk](mailto:accessibility@westhamunited.co.uk) for further advice.

## **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 located 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.

## **Access to Main and North 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.

The North Ticket Office is located externally at the north side of the Stadium, between turnstiles J and K, with level access. There are five windows all at low-level height, fitted with hearing induction loops and audio microphones.

# ACCESSIBILITY INFORMATION

## Disabled Supporter Assistants and Supporter Liaison Officers

The Club now has 20 Disabled Supporter Assistants and 50 Supporter Liaison Officers on a matchday who will be delighted to assist you. DSAs and SLO Area Managers are all skilled in up-to-date disability awareness training, with some also trained in Signature level 101 British Sign language. We want to provide the best service and experience possible for all supporters at London Stadium, so please do talk to us! All feedback to the Club is gratefully received. Should you have any 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 **0333030 0174** Opening hours: Monday to Friday 09:00-17:00



# REPORTING INCIDENTS & CONCERNS

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**

# REPORTING INCIDENTS & CONCERNS

## 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.

# THINGS TO DO AROUND LONDON STADIUM



- ArcelorMittal Orbit
- Westfield shopping centre
- Stratford picture house
- Queen Elizabeth Olympic Park
- CopperBox

# 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](http://whufc.com/help)**

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

