Welcome .................................................................................................................. 3
Our commitments to you .......................................................................................... 4
Communication ......................................................................................................... 5
Supporter Services ..................................................................................................... 6
Accessibility ................................................................................................................ 7
Ticketing and membership .......................................................................................... 8
Club London ................................................................................................................ 10
Ground Regulations ................................................................................................... 11
West Ham United Shop ............................................................................................... 12
Equality and Diversity ............................................................................................... 13
Safeguarding ............................................................................................................... 14
Community .................................................................................................................. 15
Contact us ................................................................................................................... 17
At West Ham United Football Club, we are extremely proud of the relationship we have with our supporters, partners and the people in our local community.

We are wholeheartedly committed to providing the best supporter experience for all, whether that be on matchday at London Stadium, through our dedicated supporter consultation forums or on a daily basis when handling enquiries and working together with supporters to craft new initiatives.

Our focus is on the safety, comfort and enjoyment of all supporters at London Stadium and fans can either visit our Hammers Help centre, read our Access Statement or download our Visiting Supporters Guide or all you need to know ahead of your visit to West Ham United. If you can’t find what you’re looking for, contact us directly and our friendly Supporter Services team will be happy to assist.

This charter has been created as a reference guide for all members of the West Ham Family and first time visitors to London Stadium. Here we outline our policies, display the life-changing work driven through the West Ham United Foundation, and express our commitments to our supporters, ensuring our fanbase know what to expect from us and the key things that we will always strive to deliver.

Our Mission

Working together to develop and maintain a positive relationship and the best supporter experience for all West Ham United fans.
OUR COMMITMENTS TO YOU

The Board of Directors and senior managers recognise the responsibilities we have to West Ham United and, most importantly, the supporters of our great club.

We admire the passion, dedication and loyalty that you display in supporting the Club, on and off the pitch, and as a part of our responsibilities, all staff members have a duty to uphold the values of the Club and our commitments within this charter.

We are committed to

1. Delivering the highest level of service to all supporters
2. Ensuring a safe and enjoyable experience for all at London Stadium
3. Providing access to affordable family football
4. Listening to feedback from our supporters and to use this to improve services, create new initiatives and enhance the fan experience
5. Notifying supporters of the latest information and updates to services and policies
6. Consulting with our supporters via our Official Supporters’ Board, Disabled Supporters’ Board and Junior Supporters’ Board on all key subject matters
7. Using all complaints constructively in order to improve the supporter experience
8. Treating everyone equally and ensuring our services and facilities are accessible to all
9. Generating life-changing opportunities in the community through the West Ham United Foundation
10. Working together to develop and maintain a positive relationship and the best supporter experience for all West Ham United fans
COMMUNICATION

The Club prides itself on its efforts to consult fully with supporters, stakeholders and the general public at regular intervals through forums, questionnaires and focus groups and by the publication of current policies on major issues.

Our methods of consultation include:

- The Official Supporter’s Board
- The Disabled Supporters’ Board
- The Junior Supporters’ Board
- Daily contact with supporters via email, telephone, twitter and in person
- Regular polls, supporter surveys, consultation and fan forums
- Regular dialogue and meetings with local community groups
- The annual Premier League fan survey

We aim to keep supporters reliably informed with the latest updates at West Ham United. Our website www.whufc.com 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.

For all fan information and FAQs, visit the Hammers Help centre.

Our official channels

Facebook
www.facebook.com/westhamunited

Twitter
- Main Account (@WestHamUtd)
- Supporter Services (@WestHamHelp)
- Foundation (@WHU_Foundation)
- Ladies (@WestHamWomen)
- International Accounts
  - Indonesia (@WHUC_indonesia)
  - Malaysia (@WHUC_malaysia)
  - Japan (@WHUC_japan)
  - Arabic (@WestHamUtdAr)

Instagram
www.instagram.com/westham

Snapchat
www.snapchat.com/add/westham

YouTube
West Ham United Football Club

Weibo (China)

WeChat (China)
SUPPORTER SERVICES

The Club has expanded its Supporter Services department, reaffirming our commitment to continually improving the level of service and enhancing the fan experience.

The Club meets regularly and has representation from all operational departments and stakeholders at London Stadium, not only to ensure the effective and timely response to supporter enquiries and complaints, but also to find long-term solutions to issues highlighted by our fans.

Opening hours for the Supporter Services team are Monday – Friday, 09:00 - 17:00 and home matchdays (matchday enquiries) - from two hours before kick-off and throughout the duration of the match.

Contact the team:

supporterservices@westhamunited.co.uk
@WestHamHelp

Supporter Services, West Ham United FC, London Stadium, Queen Elizabeth Olympic Park, Stratford, London, E20 2ST

Our Services

We recognise that listening to and acting on feedback received from our supporters is vital to enhancing the fan experience and we have therefore launched new services across a range of platforms to assist with enquiries and communicate with as many supporters as we can.

Your feedback is really important to us and we hope that the introduction of our new services will be helpful, informative and provide more ways for our supporters to get in touch with the Club.

Find out more by visiting the Fans section of WHUFC.com

Fan feedback and complaints procedure

We always aim to provide the highest level of service to our fanbase and any supporters visiting London Stadium.

All feedback received to the Club plays a vital role in helping us to achieve this, so please do not hesitate to contact us at supporterservices@westhamunited.co.uk should you have any queries, concerns or suggestions that you would like to share with us.

We take all complaints seriously and in order to provide a transparent and efficient process we have introduced a dedicated fan feedback and complaints procedure FAQ section on Hammers Help.

If you have a query or concern on matchday please speak with one of our Matchday Supporter Liaison Officers. We find that the vast majority of queries can be resolved at the time of them occurring and our dedicated and friendly team will be happy to provide assistance wherever possible.

All feedback is gratefully received and helps shape the future of West Ham United.

Useful links

- How to find us
- Supporter Consultation
- Feedback and complaints
- Matchday Guide
- @WestHamHelp
- Matchday Supporter Liaison Officers
ACCESSIBILITY

At West Ham United Football Club, we are committed to providing a welcoming, safe and inclusive environment for all supporters and visitors to London Stadium.

Promoting access, equality and inclusion are at the heart of our values and, as a Club, we are unequivocally committed to providing a fully inclusive and equal experience for all supporters. We have therefore created a range of facilities and services for disabled supporters and visitors to London Stadium on matchday.

Accessibility on matchday

London stadium is a fully accessible venue, with lifts and all public areas designed specifically to accommodate the needs of disabled supporters.

As well as operating a bespoke ticketing policy for disabled supporters, the Club provides a complimentary Accessible Shuttle Bus service for home and away supporters who would like assistance travelling to and from Stratford, Stratford International and Pudding Mill Lane stations.

London Stadium comfortably meets or exceeds all recommended guidelines in terms of:
- Step-free access into the Stadium
- The number of passenger lifts and parking spaces
- The accessibility of ticket-counters
- Toilets and kiosks
- Three Changing Place facilities
- Rest areas for ambulant disabled supporters (50m intervals across the Park)
- Colour-coding for visually-impaired fans
- The location of and sightlines from WAV spaces

For a full guide to our accessible services and facilities, view our Access Statement.

Disabled Supporters’ Board

The Disabled Supporters’ Board (DSB) is the key conduit between our disabled supporters and the West Ham United Board.

Three meetings are held per season to enable our disabled fanbase to raise and discuss the key issues that matter most with the Board and senior club officials. Action points are established on the night and minutes published on whufc.com.

Our mission is; to work together to achieve the best services, facilities, and experience for our disabled supporters.

Click Disabled Supporters’ Board for more information.

Useful links
- Access Statement
- A-Z Guide to Accessibility
- Matchday Guide
- Accessible Ticketing Policy
- Accessible Shuttle Bus Service
- Disabled Supporters’ Board

For a full guide to our accessible services and facilities, view our Access Statement.
TICKETING AND MEMBERSHIP

The Club provides priority access to tickets and a range of exclusive benefits through our official Season Ticket and Claret membership schemes.

Our ticketing system operates in a tiered structure and is specifically designed to be fair and transparent for all West Ham United supporters.

The useful links section will guide you through our ticketing and membership policies and processes in full detail.

Season Tickets
There are currently 52,000 Season Ticket Holders at London Stadium.

Season Ticket Holders benefit hugely from their status with extremely favourable savings to be made when compared to purchasing from match to match. The price of a Season Ticket varies depending on the location of your seat within the stadium.

There is currently a Season Ticket Waiting List in operation which you can join for just £10.
Click Season Tickets to find out more.

Claret membership
Claret membership is the best way to stay close to the Club, with priority access to tickets above General Sale, promotional offers, and access to a range of exclusive benefits and experiences.

Claret membership is just £40, with Claret Kids for Under 16’s at only £25. Click Claret membership to find out more.

Match tickets
In the interest of fairness and transparency, tickets are made available in an Order of Sale. Depending on the nature of the game and the competition, the Order of Sale may vary. Please click Order of Sale for full details.

All match ticket information, including details of pricing and selling criteria, will be updated on a regular basis and made available via the official website www.whufc.com.
In addition, information will also be available from the Ticket Office, our Matchday Programme, e-mail and social media sites - Twitter @whufc_official | @WestHamHelp and Facebook @westhamunitedofficial.
TICKETING AND MEMBERSHIP

Concessions
Senior citizens (65 and over) and Juniors (Under 16) qualify for reduced rate Season Tickets, membership and match tickets. Juniors must be under 21 or under 16 as of 1st September 2019 and Seniors must be 65 on 1st August 2019 to qualify for the concessionary rate.

The whole stadium is family-friendly, so concessions can be purchased in any section, subject to ticket availability.

Please click Concessions for more information.

Upgrading concession tickets
It is important that supporters have purchased, and are in possession of, the correct ticket and that it is activated to allow access into the stadium. If the senior citizen or junior who originally purchased the ticket is no longer able to attend the match, they should contact the Ticket Office to discuss and, where appropriate, upgrade the ticket.

Any upgrades should be carried out before the matchday by telephone on 0333 030 1966, option 3.

Refund policy
Season Tickets and Match Tickets are strictly non-refundable.

Any refund requests are only considered in exceptional circumstances and on a discretionary basis via written confirmation. Match Ticket refund requests will need to be received no later than 72 hours prior to kick-off of the match in order for the request to be taken into consideration (change of date is not an exceptional circumstance).

Club Cash only applies for the current season and will expire on 31st May 2020.

Supporters with disabilities
Disabled supporters have the opportunity to purchase either a Season Ticket, Claret membership or match ticket, subject to availability.

We are happy to provide a complimentary personal assistant (PA) ticket if required. A PA is responsible for the supporter’s care and assistance while at London Stadium. Should the disabled supporter no longer be able to attend the match, the accompanying complimentary personal assistant ticket will become void. In this instance, personal assistants can of course enquire about purchasing or upgrading their ticket for the game, subject to ticket availability.

See our Access Statement for full details.

Useful links
• How to buy tickets
• Ticketing policies
• Order of sale
• Ticket prices
• Season Tickets
• Claret membership
• Juniors and families
• Ticket Exchange
• Ticketing Terms and Conditions
As a VIP guest, you can combine the excitement of the Premier League with an exceptional premium experience.

Hospitality at West Ham United offers top of the range dining and lounge options while retaining an East End charm which creates the best matchday experience in the capital.

Whether you’re making memories to last a lifetime with friends and family, or entertaining important clients, matchday hospitality at West Ham provides the perfect backdrop.

Each of our restaurants, lounges and bars has been refined with bespoke interiors inspired by West Ham United’s rich heritage and the Stadium’s legacy of success.

A limited number of seasonal packages will be made available for the 2019/20 season.

Join our Waiting List now to be first in line.

Useful links

• Getting to Club London
• Our Lounges
• Matchday packages
• Club London FAQ’s
• Contact the Club London team

Visit our Club London micro-site
We are committed to providing a safe and welcoming environment for all who attend a match at London Stadium. Our aim is to ensure that supporters have a fantastic experience on matchday and we will work closely with our fans, stakeholders and the Police to fully investigate any reported incidents for the safety and enjoyment of all.

Breach of Ground Regulations

Behaviour is governed by the Premier League Ground Regulations and West Ham United Ticketing Terms & Conditions. Any breach of these articles may result in ejection, a written warning, temporary suspension or indefinite ban from London Stadium.

Each case is reviewed individually with all circumstances of the situation considered before any conclusion is drawn.

Any decision is subject to the discretion of West Ham United and London Stadium’s Safety and Security team.

Suspensions and bans

Temporary suspensions of membership and indefinite stadium bans will always be conveyed in writing, either by post or by email.

This communication will outline the nature of the offence, the specific Ground Regulation that has been breached and the length of time the suspension or ban will stand for.

Appeals process

In every case the supporter will be granted the right to appeal the initial decision in writing.

Once the appeal has been received, an independent panel will consider all elements of the case and conclude their findings within a maximum of 28 working days.

Acceptable Behaviour

Any incident that is brought to our attention is thoroughly investigated with the supporters involved, our stadium partners and, if a criminal offence has occurred, the Police.

Each situation is reviewed on a case by case basis by the Club and London Stadium 185 and, where appropriate, a supporter may be asked to sign an Acceptable Behaviour Agreement (ABA).

An ABA is not suitable in every situation, however, the system is designed to guarantee assurances from both the supporter and the Club and that the incident has been amicably resolved and that a similar situation will not recur.

Useful links

- London Stadium Ground Regulations
- Ticketing Terms and Conditions
We have three Stores where fans can purchase the widest range of Hammers-related kit, clothing, merchandise and accessories available.

The Stores are situated at London Stadium on Queen Elizabeth Olympic Park, in Stratford, Lakeside Shopping Centre in Thurrock and Liberty Shopping Centre in Romford. Click Store Locator for further details.

Alternatively, supporters can shop online, 24-hours-a-day, seven-days-a-week, at the Official West Ham Store.

Official Replica Kit

Our current sponsorship arrangements require the Club launches both a new Home and Away replica kit each season. All replica kit merchandise clearly displays the life span of each kit on its barcode and swing tickets.

Details of the change of kits are available in advance from the club on www.whufc.com and www.officialwesthamstore.com

The Club carries out its obligations under the Football League regulations to prevent price fixing in relation to the sale of replica strips.

View our Retail Terms and Conditions here.

Retail contacts, feedback and complaints

If you have an enquiry relating to an item, your order or wish to provide us with your feedback, we’d love to hear from you.

Please select from one of the following options:
Submit your enquiry via our Retail web form
Email: onlinestore@westhamunited.co.uk
EQUALITY AND DIVERSITY

Everyone valued equally

As a Club, we embrace culture, equality and diversity and we expect this to be reflected in the commitment and involvement of all our supporters, players, staff, partners and suppliers.

Supporters who apply to join our official West Ham United Supporters’ Board and Disabled Supporters’ Board are requested to complete our equal opportunities form as a part of the application process to ensure that we have the broadest representation possible at each of our supporter consultation forums.

We recognise our responsibilities under the Equality Act 2010 and we are committed to meeting them in full as well as the Premier League’s Equality Standard and the Accessible Stadia Guide.

Equality Strategic and Working Groups

Throughout the 2018/19 season, the Club’s Equality Strategic and Working Groups continued to drive activities related to equality and diversity across all departments and levels of the club. This includes our engagement and consultation with fans, activities within recruitment and employment, and also the work we carry out within our diverse and developing community.

Last season the Club achieved the intermediate level of the Premier League Equality Standard and the focus and commitment across the Club is now centred on attaining the advanced level this season.

Our Staff

We are committed to the principle of equality and equal opportunities in employment. We are opposed to any form of less favourable treatment or financial reward through direct or indirect discrimination, harassment, victimisation to employees or job applicants on the grounds of age, race, religion or belief, marriage or civil partnership, pregnancy or maternity, sex, sexual orientation, gender reassignment or disability.

The Club continues to work with workplace Newham, providing and encouraging employment from the local community, with 57% of our match-day staff residing in the local area.

Training and development of our staff is a key focus of the Club. A third of the workforce are studying apprenticeships ranging from Level 3 to Level 7. 40% of these staff are female and ages range from 17-63. Almost a quarter of those on apprenticeship schemes live in Newham. The Club also continues to provide staff with a suite of training programmes including courses in Equality Impact Assessments, Equality and Diversity in Recruitment, Unconscious Bias, Mental Health awareness and Disability Awareness.

Tackling discrimination

We operate an unequivocal zero tolerance policy towards discrimination in any form, whether that be on the pitch, within the stands or in the daily working environment.

Reporting mechanisms and procedures are in place within the Club to offer support and we work closely with our stadium partners and organisations such as Kick It Out and Stonewall in taking action. For more information email We Are West Ham. United.

Useful links

- Equality and equal opportunities policy
- Our commitment to Equality
- Reporting and support mechanisms
We seek to ensure the safety and well-being of all children, young people and adults who attend matchdays and engage in activities with the Club. Safeguarding requires and contributes to a culture of vigilance, including that which values and promotes an inclusive culture of equality and diversity.

It is through the application of the Policy and Procedures that the Club will seek to develop a positive and proactive welfare programme to enable all children and young people to attend and participate in an enjoyable and safe environment. This equally applies to the safety and security of those working with and responsible for the activities involving children and young people.

The Policy and Procedures have been approved and endorsed by the Club Senior Executive as well as the Local Safeguarding Children Board and promotes the statutory guidance for safeguarding and promoting the welfare of children. The Club will also ensure compliance with the Protection of Freedoms Act 2012.

Safeguarding Policies and Procedures ensures that there is a designated Safeguarding Officer/Lead on duty on any matchday. The policy is available to download from the Club’s website and was last updated in May 2017.

For further information on a matchday or other event, if you have a concern about the welfare of a child, young person or adult at risk, or the behaviour of an adult towards them, please speak to a member of staff. For further information, or should you or someone you know need any assistance in raising a concern, you can call us on +44 (0)7801 406 447 or email Safeguarding@westhamunited.co.uk

Useful links

- Safeguarding at West Ham United
- Modern slavery statement
West Ham United has always been central to our community in east London and Essex. This community first ethos is in our DNA and we are proud to make a considerable difference through our values, outreach and activities which involve projects, partners, charities and stakeholders.

More information: whufc.com/community.

Players’ Project

Seen as one of the most ambitious and integrated community programme ever created by a Premier League Club, the Players’ Project demonstrates our players’ commitment to the community.

First team players from both the men and women’s teams are ambassadors for areas of community work, spanning: Equality, Poverty, Loneliness, Accessibility, Learning, Health, Coaching, Sporting Excellence, Youth, Participation and Jobs.

They are working on projects that are important to them personally, as part of our mission to create opportunities, deliver a sporting legacy and change lives in the community.
West Ham United Foundation

As the club’s official charity, the West Ham United Foundation is a focal point of the club’s community commitments.

This season will mark the Foundation’s 30th anniversary of delivering life-changing services; targeting some of the most deprived boroughs in the country. Through this vital work the Foundation is responding to local need, uniting our community and providing an environment for all to thrive across its many ground-breaking outreach initiatives. Up to 50,000 people engage with the Foundation every year and with over 35 initiatives being delivered and new projects regularly being developed, the Foundation continues to inspire better futures and grow from strength to strength.

Further details: whufc.com/club-foundation/foundation

(Twitter, Instagram, Facebook, LinkedIn logo) @WHUFoundation

Principal Charity Partners

Charity Partners

Ambition Aspire Achieve
theaaazone.com
thebobbymorefund.org

Richard House Children’s Hospice
richardhouse.org.uk

Blesma
blesma.org

St John’s Hospice
stjohnspd.org.uk

St Francis Hospice
saintfrancishospice.org.uk

Principal Charity Partners

dt38.co.uk
Moore Family Foundation

Stakeholders

HMD Memorial Day Trust
hmd.org.uk

Stonewall
stonewall.org.uk

Kick It Out
kickitout.org

Premier League
premierleague.com

Pride In Football
prideinfootball.co.uk

Premier League
premierleague.com

Prostate Cancer UK
prostatecanceruk.org
CONTACT US

Accessibility
Email: accessibility@westhamunited.co.uk
Tel: +44 (0) 333 030 0174

Commercial and Sponsorship
Email: commercial@westhamunited.co.uk

Company Information
Address: West Ham United PLC, London Stadium, Queen Elizabeth Olympic Park, London, E20 2ST
VAT No: 697 2532 95

Corporate Hospitality
Email: clublondon@westhamunited.co.uk
Tel: +44 (0) 20 8114 2442

Insurance
Employer’s Liability or Public Liability insurance
Address: QBE Insurance Europe Ltd, Acclaim House, Central Park, New Lane, Leeds, LS11 5UF
All postal communications addressed to us relating to Liability insurance matters should be sent to:
AJ Mollett, Finance Director, London Stadium, Queen Elizabeth Olympic Park, London, E20 2ST

Mascots
Email: mascots@westhamunited.co.uk
Tel: +44 (0) 20 8114 2442

Retail
0208 548 2794
Website: officialwesthamstore.com
Email: onlinestore@westhamunited.co.uk
Opening times
Monday to Friday 09.30 – 17:00
Saturday 9am-5pm
Sunday 11am-5pm
New Stadium Store London Stadium, Queen Elizabeth Olympic Park, E20 2ST
Lakeside Thurrock, Unit 71, Lakeside Shopping Centre, Thurrock, RM20 2ZP
Tel: +44 (0) 1708 890 258
Liberty Romford, Unit GLA1A, Liberty Shopping Centre, Romford, RM1 3RL
Tel: +44 (0) 1708 741 877

Safeguarding
Head of Safeguarding, Jackie Ferdinand
safeguarding@westhamunited.co.uk
The FA has commissioned the NSPCC to provide a hotline for those who need to report to the authorities. The number is 0800 023 2642.
Our Safeguarding policies can be downloaded via the links below:
Email: safeguarding@westhamunited.co.uk

Stadium
Address: West Ham United, London Stadium, Queen Elizabeth Olympic Park, London, E20 2ST
Tel: +44 (0) 20 8548 2748

Supporter Services
Address: West Ham United FC Supporter Services, London Stadium, Queen Elizabeth Olympic Park, London, E20 2ST
supporterservices@westhamunited.co.uk
@WestHamHelp
WHUFC.com/help

Ticket Office
Address:
West Ham United FC Ticket Office, London Stadium, Queen Elizabeth Olympic Park, London, E20 2ST
Website: www.eticketing.co.uk/whufc
Email: ticketoffice@westhamunited.co.uk
UK Sales
Tel: +44 (0) 333 030 1966
Post Sales
Tel: +44 (0) 303 031 1966