

Personal Assistant Policy

Season 2026/27

At West Ham United, we are committed to making football an inclusive experience for all. A Personal Assistant (PA) provides dedicated support to an individual with accessible needs to ensure they can attend and enjoy fixtures safely, comfortably and with dignity.

While the Club's Disabled Supporter Assistants can provide logistical and limited practical support at the London Stadium, it is the responsibility of the PA to deliver any personal care, medical support, or one-to-one assistance required by the supporter throughout their visit. The Disabled Supporter Assistants cannot act in a PA role for any supporters.

This policy sets out some guidance relating to the PA role, as well as explaining the standards of behaviour and conduct required of PAs who accompany supporters to events and matches. This entire policy should be read in conjunction with our [ticketing terms and conditions](#) and Supporter Conduct Charter and our Supporter Charter which can be found [here](#)

By attending with a PA, supporters (or those who manage their accounts) acknowledge that they have read this policy and will ensure that they will always abide by its terms. By attending matches as a PA, PAs also acknowledge that they have read this policy and will abide by its terms.

On matchday, a PA may be expected to support the accessible supporter with:

- Travel to and from the stadium and navigating entrances, queues and transport links; Scanning all tickets at turnstiles;
- Personal assistance such as help with retail purchases, eating, drinking, using the accessible toilets, changing facilities or mobility aids;
- Ensuring that the supporter's equipment is in working order;
- Comfort and wellbeing throughout the match experience;
- Support with emergency evacuations or incidents, and communicating with stadium staff where required;
- Medication management or other non-emergency health needs;
- Dog assistance support (if applicable and in line with the Club's assistance dog guidance);
- Travelling with the supporter on Club-provided shuttle buses or coaches, if required.

The PA is not expected to engage in stewarding or crowd control, nor are they a substitute for Club medical or security staff.

All PAs must:

- Be aged 16 or over and capable of responding in an emergency;
- Act in the best interest of the supporter at all times;
- Refrain from any behaviour that is abusive, disruptive, or breaches Club Ground Regulations which can be found on our club policies page [here](#)
- Sit only in the seat designated by the Club;
- Remain with the disabled supporter at all times other than when leaving their seat to access facilities or seek help on their behalf;

- Be fit to perform their duties, including not being under the influence of drugs or alcohol.

West Ham United reserves the right to review and, where appropriate, withdraw the provision of Personal Assistant (PA) tickets if there is evidence of misuse, breach of Ground Regulations, or failure to meet the responsibilities outlined in this policy. This includes but is not limited to:

- a PA attending without the supporter;
- Inappropriate conduct while in the stadium; or
- Repeated incidents that compromise the safety, comfort or enjoyment of others.

All cases will be reviewed individually, and the Club will act in line with its Supporter Conduct Charter.

Outside of matchday, a PA may be expected to support the accessible supporter by:

- Being the first point of contact for any ticketing enquiries;
- Downloading digital tickets for home and away matches;
- Updating the Accessibility team with any changes to the supporters account, ensuring all the information is up to date. This includes any changes in the PA support provided to the Supporter;
- Providing any documentation, where requested by the Club;
- Making our Accessibility team aware of any medication the supporter would need to bring, which may require a medical exemption letter.

Ticket provision and usage

Where a PA is required to enable a disabled supporter to attend a match, the Club will provide a complimentary PA ticket. This is issued under the following conditions:

- The PA must be attending solely to assist the disabled supporter;
- If the supporter is unable to attend, the PA ticket is automatically void and may not be used independently;
- PA tickets are non-transferable and may only be used in conjunction with the valid match ticket of the disabled supporter;
- From Season 2027/2028 the PA must share their personal and contact information with the Club to be linked with the supporter they are assisting, so that they can be contacted in the event of an emergency;
- The PA must occupy the designated seat issued by the Club;
- Misuse of PA tickets may result in withdrawal of the benefit and/or further action under Club ticketing policy.

As a standard and in line with our Safeguarding principles and ticketing terms and conditions, PAs should be at least 16 years of age. However, should a supporter wish to attend with a PA under the age of 16, please contact the Accessibility team at <mailto:accessibility@westhamunited.co.uk> for more information. Any requests will be considered on a case-by-case basis with decisions being reached in conjunction with our Safeguarding Team.

Ticket application process

For a supporter to be eligible for a PA ticket, they must provide the necessary documentation to our Accessibility Team. This could include:

- Receipt of the Disability Living Allowance;
- Receipt of Personal Independence Payments (PIP);
- Receipt of either the Severe Disablement Allowance or Attendance Allowance;
- A personal letter from the GP, community nurse or social worker that the individual has a longer-term impairment or 'disability' and requires assistance.

For more information, please view our Access Statement [here](#)

Please note that this list is non-exhaustive and consideration may be given to other evidence that can be provided. Receipt of a Blue badge **will not** be considered sufficient proof of disability to be eligible for a PA ticket.

We understand that not all supporters registered with us as disabled have a regular personal assistant that attends with them. If PA support changes from time to time, then please contact the Accessibility Team to let us know the name and contact details for the PA that is attending with you.

From Season 2027/2028, we will require contact details for all PA's attending. This can be provided on season ticket renewal or on a match-by-match basis.