



FAN ENGAGEMENT PLAN

26/27 SEASON



FAN ENGAGEMENT STATEMENT

“West Ham United is a Club built on working-class values of hard work, honesty, commitment and togetherness – and those values will continue to be the bedrock of everything we do. We are proud to have such an incredibly loyal and passionate fanbase both here in east London and around the world. Our fans are the heartbeat of West Ham United, and we will continue to work tirelessly on and off the pitch to make you proud. In my short time since returning to the Club, I have been delighted to have met regularly with our supporters, including the Fan Advisory Board, to hear directly on what matters most and work closely to achieve our shared objectives.”

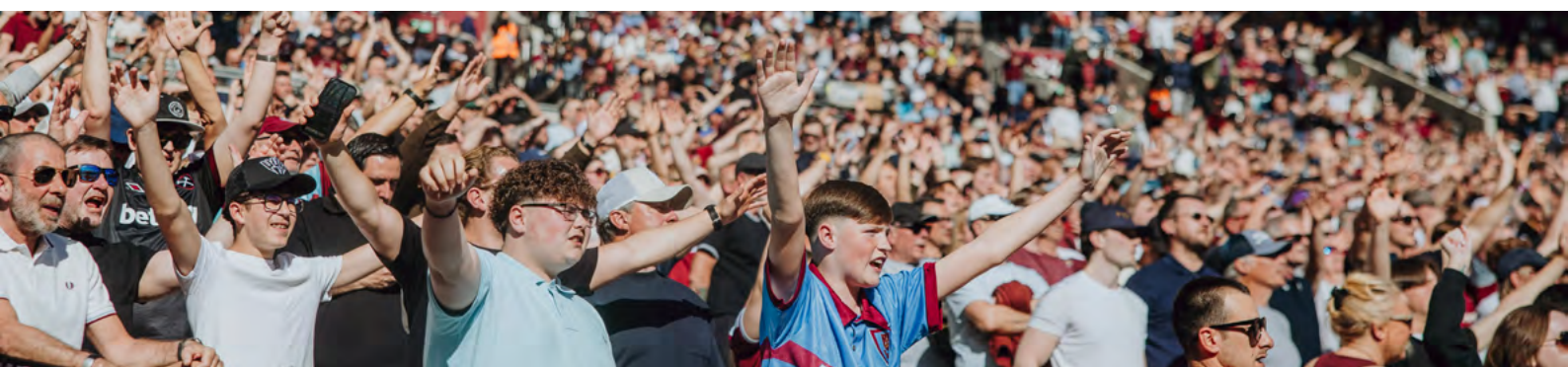
“Our Fan Engagement Plan underlines our commitment to how we will continue to engage with supporters, listen to their feedback and keep them at the centre of everything we do. The Plan outlines many existing and new initiatives we are delivering to bring supporters closer to West Ham United on matchdays as well as in the local community and internationally. It is vital we make sure all supporters can have their voices heard and we are passionate about listening to all sections of the fan base. I would like to thank everyone for the warm welcome I have had since returning to the Club and I look forward to further strengthening the relationship with supporters to ensure West Ham United remains a Club we can all continue to be proud of.”

Karim Virani – Interim CEO and Nominated Board Level Official for Fan Engagement, West Ham United

Commitment to EFL Regulation 129

At West Ham United, we are proud to have millions of passionate supporters across east London, the UK and around the world. We are committed to EFL Regulation 129 and to meaningful, regular dialogue with supporters. This Fan Engagement Plan sets out how we will consult, share information and keep fan views at the heart of decision-making throughout the season.

We engage with supporters through fan groups, the Fan Advisory Board (FAB), working groups and day-to-day communication. Every conversation, survey, meeting and matchday interaction helps us build a clearer understanding of what matters most to our supporters and how we can continue to improve everything we do.



REVIEW OF LAST SEASON'S ACTIVITY

Fan Advisory Board

The West Ham United Fan Advisory Board (FAB) is the Club's formal supporter consultation body. It brings together Club representatives and elected supporter representatives to discuss issues that affect fans and to ensure supporter views are at the heart of Club decision-making.

The FAB was set up in line with the Premier League's Fan Engagement Standard and provides a structured forum for supporters and the Club to work together on issues ranging from matchday experience and ticketing to accessibility, supporter communications and long-term strategic matters. While the FAB does not have decision-making powers, it plays an important role in ensuring that supporter views are heard, understood and considered before key decisions are made.

Across the 2025/26 season, the Club held 11 meetings with the FAB on a wide range of issues. The work on the Championship pricing consultation towards the end of the season was an example of the Club's constructive relationship with the FAB. This was a fairly short process, as the Club's Championship status was only confirmed on the last match of the season, but the discussions with the FAB resulted in meaningful reductions across all season ticket price bands and over 50,000 season ticket holders already having signed up for the 2026/27 season.

The pricing consultation also demonstrated the challenge of balancing supporter affordability with the Club's financial and operational responsibilities. The FAB was able to challenge, question and provide feedback on proposals, helping to shape the Club's final approach during a period of significant uncertainty.

The FAB also asked the Club to consider removing the wall which sits between home and away fans in Block 113. The Club worked with the Stadium and other partners on an extensive study for this and have agreed to replace the wall with a new barrier made of transparent, Perspex-style material. This will be kept under review for the new season but was a key infrastructure project delivered in response to supporter feedback.

One area of learning was that the Club wasn't able to deliver all the working groups it had set out to in last season's Fan Engagement Plan – it had committed to delivering three meetings for each of the three working groups (nine in total) throughout the season but only delivered four. The Club discussed this with the FAB at the end of season review meeting and agreed that next season should take a more streamlined approach to be able to deliver on expectations, while holding ad-hoc meetings on key topics as they arise (as suggested by either the Club or FAB).



Fan group achievements

Ironworks Alliance

During the 2025/26 season, Ironworks Alliance delivered several supporter-funded displays, including a tribute **TIFO honouring Luděk Mikloško** and regular 'honesty flag' displays in the Bobby Moore Lower stand. The Club helped facilitate the safe delivery of these displays and provided operational support where needed.

Members from Ironworks Alliance also contributed to the FAB Working Group on Matchday Experience, helping the Club hear directly from supporters about any matchday suggestions or improvements.

Pride of Irons

During **LGBT+ History Month**, members of Pride of Irons visited the training ground at Rush Green and collaborated with the Club on dedicated content during the **Premier League's 'With Pride' initiative**.

Pride of Irons once again represented West Ham United at **London Pride**, with the Club supporting the group's involvement in one of the capital's largest annual celebrations of diversity and inclusion.

Inclusive Irons

The Club is working with Inclusive Irons to stage the second annual South Asian Heritage Month celebration event this August, bringing together supporters, staff and the wider Club network.

Disabled Supporters' Association (DSA)

The Club worked with the DSA on the **Level Playing Field 'Unite for Access' campaign**, sharing the stories of supporters who became disabled later in life and highlighting the importance of accessible football environments. Across the season, campaigns featuring the DSA reached over 32 million people.

The Club and DSA recognised audio descriptive commentator **James Datson** for 25 years of service to blind and visually impaired supporters, celebrating the significant role he has played in helping fans stay connected to the action through live match commentary.

The Foundation have continued to support a growing range of supporter-led accessibility initiatives, including **Parkinson's football sessions**, which have seen increasing participation throughout the season.

In collaboration with men's first-team players, Deaf supporters and DSA representatives, a British Sign Language version of the Club's 'Bubbles' anthem was created and showcased at the Arsenal fixture at London Stadium during Deaf Awareness Week.

Following feedback from the DSA and Deaf supporters, this season the Club introduced on-screen **British Sign Language (BSL) interpretation** for home matchdays at London Stadium.

Official Supporters' Club Events and Campaigns

The Club hosted the **annual Official Supporters' Club celebration** at the Boleyn Pub, which brought together supporter groups from around the world.

Fan events and activations took place in Thailand, South Korea, Los Angeles, New York, Chicago, Atlanta and Kansas City. Across all events last season, attendees gave an average rating of 4.7/5.

The Club continued its **Winter Weekender** programme in Park City and regularly celebrated its Official Supporters' Clubs through dedicated content across Club channels, helping strengthen relationships both locally and internationally.

Supporters in Club Campaigns

The Club featured supporters in the Club's 'Unscripted' and 'View from My Seat' content series. Supporters also played an important role in commercial and retail campaigns, featuring in the Club's Christmas campaign, season ticket renewal campaign and the launch of the 2025/26 Home Kit. The 'United by More' campaign celebrated the people and communities that make up West Ham United, featuring supporters from recognised groups including Inclusive Irons, Pride of Irons, the Disabled Supporters' Association, Any Old Irons and representatives from the Club's charity partner, Blesma. **Supporter Events**

The Club put on the first ever **Hammers Heritage Roadshow event** at the Foundry, which brought supporters together with former players to share stories and memories from across the Club's past and has sparked a number of new ideas for the 2026/27 season.

The first four **West Ham Track Nights** were a sellout success, welcoming more than 1,200 runners of all ages, backgrounds and abilities, with 100% of participants saying they enjoyed the event and would attend again.

The Club also delivered an **Away Fan Zone** at The Nest ahead of the fixture against Nottingham Forest, where 85% of attendees rated the event as excellent or good, while also maintaining opportunities for supporter groups to attend dedicated events and gatherings throughout the year.

Gathering Feedback

Across the wider fanbase, the Club ran 15 matchday surveys which were sent out via email to a cross-section of supporters, and our matchday SLOs also completed 460 surveys with matchday attendees in person. Findings from these surveys were reviewed and actioned by the Club to drive improvements in operations and communication.

The Club also ran Official Supporters' Club (OSC) chairperson and member surveys, which returned overall ratings of 8.72/10 and 7.90/10 respectively, alongside event-specific feedback to build a wider picture of supporter sentiment across the OSC package.



FAN ENGAGEMENT FRAMEWORK AND CONSULTATION STRUCTURE

This section sets out the Club's planned engagement structure and approach for the forthcoming 2026/27 season, including how supporters can get involved.

Formal meetings and engagement

Throughout the season, the Club will again meet formally with a wide range of supporter representatives and fan groups to gather feedback, discuss key issues and share updates.

Fan Advisory Board

Number of meetings per season: 4 plus regular ad-hoc discussions and monthly Club Crest working group

Club attendees: Nominated Board Level Official, Head of Supporter Services and Fan Engagement and other executive staff

[Minutes available here](#)

Women's Team Supporters Board

Number of formal meetings per season: 2

Club attendees: Head of Supporter Services and Fan Engagement and other relevant staff

[Minutes available here](#)

Disabled Supporters' Board

Number of formal meetings per season: 2

Club attendees: Head of Supporter Services and Fan Engagement, Disability Access Officer and other relevant staff

[Minutes available here](#)

Youth Council

Number of formal meetings per season: 3

Club attendees: Head of Supporter Services and Fan Engagement and other relevant staff

[Minutes available here](#)

Bondholders

Number of meetings per season: Annual AGM

Club attendees: Nominated Board Level Official

[Minutes available here](#)

Inclusive Irons

Ad-hoc meetings and events

Pride of Irons

Ad-hoc meetings and events

Official Supporters' Clubs

Ad-hoc meetings and events

Ironworks Alliance

Ad-hoc meetings about matchday displays and activity

Consultation Calendar

The consultation calendar below sets out the Club's planned programme of structured supporter engagement for the 2026/27 season. It shows when key supporter groups will be consulted across the year, alongside the Club's commitment to ongoing dialogue and additional ad-hoc engagement where needed.

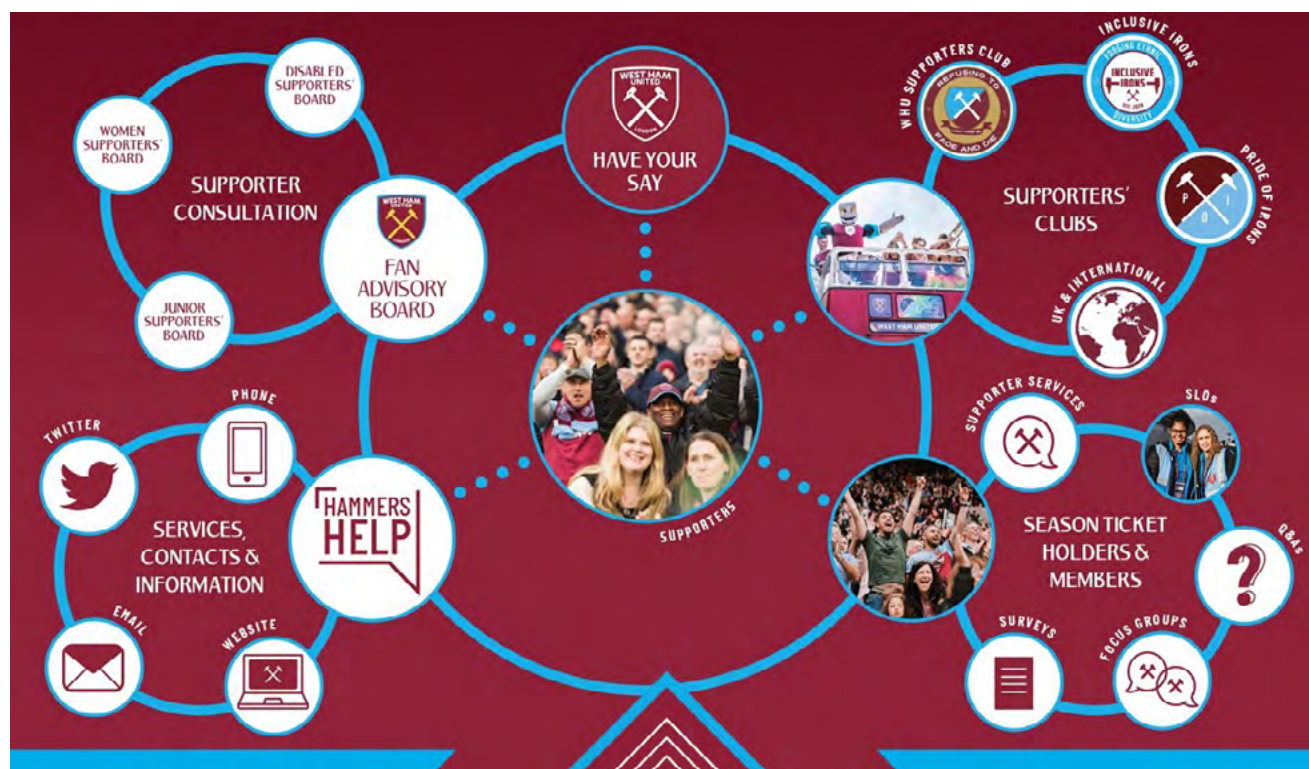
These dates will be updated in the plan once they are locked in for the 2026/27 season.

Supporters Group	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Fan Advisory Board			✕			✕			✕			✕
FAB Working Group on Club Crest	✕	✕	✕	✕	✕	✕	✕	✕	✕	✕	✕	✕
Women's Team supporters board												
Disabled Supporters board					✕						✕	
Youth Council												
Bondholders												



Wider consultation

The diagram below shows how the Club works with supporters at every level, from matchday and operational feedback to wider strategic discussion. More information, including how to contact supporter representatives, is available on our website.



ENGAGEMENT PRIORITIES FOR 2026/27

The 2026/27 season has some exciting things in store for supporters to get involved with. The Club and FAB priorities are:

1. Club Crest

This season, the Club has announced that it will be running a new fan consultation on the future direction of the Club's official crest. This will be a key priority for supporter engagement and will involve extensive surveys of key groups and monthly steering meetings with the Fan Advisory Board. You can read more about these plans on **page 15** and a website page will soon be set up to keep supporters up to date on progress.

2. Matchday Experience

The Club and FAB spent time last season discussing potential improvements to the matchday experience through both supporter-led atmosphere activity and infrastructure improvements. This will be a key priority again this season for both the Club and the FAB. The FAB have worked on a strategic blueprint titled 'Create the Home Advantage' and will be working with the Club to make this a reality over time. Supporters can get involved by completing matchday surveys over email, by speaking to a Supporter Liaison Officer on matchday or by emailing **supporterservices@westhamunited.co.uk** to give their feedback.

3. Supporter Conduct and Restorative Justice

The Club and FAB have agreed that a key priority is to deliver a comprehensive Supporter Conduct Charter that is fair and just for all parties. This Charter, and the Club's banning and sanctions policy, need to be in place to ensure the safety of all supporters on a matchday, as well as to ensure that West Ham United tickets are used properly. The Club and FAB will work together to ensure that any policies in place balance the needs of the supporter facing sanction with those of their fellow supporters. A key objective for the start of the season will be to align on a clear process for supporters who are facing sanctions to be able to view any evidence held against them, ensuring the documented process is based on transparency, fairness and restorative justice.

4. Ticketing

Ticketing will continue to be a core focus of the FAB, with regular discussions about pricing strategy, communications and operational changes. Another change to make supporters aware of for this season is that the Club will be creating a new Youth Council to replace the Junior Supporters' Board. This is a supporter-led initiative which will see young fans aged 16-25 sharing their views with the Club.

Supporters can stay up to date with all fan engagement activity on the **news section of the Club website** and on the **Fan Engagement pages**.

Another change to make supporters aware of for this season is that the Club will be creating a new Youth Council to replace the Junior Supporters' Board. This is a supporter-led initiative which will see young fans aged 16-25 sharing their views with the Club. Supporters can stay up to date with all fan engagement activity on the **news section of the Club website** and on the **Fan Engagement pages**.

Our Team

While fan engagement is a responsibility shared across the Club, our Supporter Services and Fan Engagement teams act as the main points of contact for supporters. Together, they help ensure fan views are heard across the business while delivering support and championing a fan-first approach.

Our Fan Engagement team creates memorable experiences for supporters in the UK and around the world, while Supporter Services is here Monday to Friday to help with enquiries and complaints. Contact details for both teams can be found on **page 18**. On matchdays, our Supporter Liaison Officer (SLO) team is present at:

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

If you need support on matchday, speak to one of our SLOs around London Stadium or visit an information point. To report an issue on a home matchday, text our confidential SMS reporting line on **07701 401966**. For enquiries or complaints outside matchday, contact **supporterservices@westhamunited.co.uk**. Last season, Supporter Services resolved 22,230 email enquiries, achieved a satisfaction rate of 93%, delivered an average first response time of 8 hours 7 minutes and resolved 79.57% of enquiries at first contact.

Karim Virani Nominated Board Level Officer		Kerry O'Shea Head of Supporter Services and Fan Engagement
Fan Engagement	SLO	Supporter Services
Lee Woodcock Fan Engagement	Charley Burgess SLO	Shelley Warren Supporter Services
Georgia Carthy Fan Engagement	Our matchday SLO and DSA team	Tyler Leavens Supporter Services
		Sarah Ives-White Supporter Services

Supporting Fans on Matchday

West Ham United's Supporter Liaison Officer, Charley Burgess, is a familiar face at all men's first-team home and away fixtures. At London Stadium, he leads a team of more than 50 Matchday Supporter Liaison Officers and Disabled Supporter Assistants who help supporters with wayfinding, questions, feedback and general assistance throughout the day.

For women's fixtures, Tyler Leavens is the SLO for home matches at Victoria Road and selected away matches, making sure supporters receive the same friendly and accessible support wherever they follow the team.

Alongside the SLO team, safeguarding staff and Supporter Services colleagues are available on matchdays to support fans and respond to concerns via supporterservices@westhamunited.co.uk or via X at [@WestHamHelp](https://twitter.com/WestHamHelp).

Supporting our Fan Community

The Club runs **Like My Dreams**, a programme offering once-in-a-lifetime experiences for supporters and families going through difficult circumstances.

Over the past season, the programme has supported several fans during difficult times. David and his family were invited to a surprise VIP experience at London Stadium, giving them the chance to spend quality time together and enjoy a positive moment. Aadi and Freddie also took part, each benefiting from special Club experiences that created lasting memories. Archie, who was undergoing hospital treatment, was given the honour of leading the team out at London Stadium, a moment that meant a great deal to him and his family during a challenging period.

Through Like My Dreams, the Club continues to use the power of football to create moments of joy when they matter most.

The Club has also continued to help supporters celebrate key life moments. Last season, 482 requests were received for matchday announcements, with 220 messages shared on the big screens to mark birthdays, anniversaries and other special occasions.

In addition, 574 birthday letters, 178 wedding letters and 6 anniversary letters were sent to supporters, helping to recognise important milestones across the fanbase.

Twice each season, the Club also shares a tribute video on matchday to remember supporters who have sadly passed away. Fans can contact supporterservices@westhamunited.co.uk to request a tribute for a loved one.

The Club remains committed to supporting the local community, especially during the festive period. Over Christmas, players from the men's and women's first teams visited local hospitals and care settings, including St Francis Hospice, Newham University Hospital, King George Hospital and Newham General Hospital. These visits gave players the chance to spend time with patients, families and young people, bringing a little Christmas cheer during what can be a difficult time.

Getting Involved

West Ham United is proud of its passionate fanbase and is focused on supporting and strengthening the Hammers community.

Below are some of the groups and initiatives through which supporters can get involved and connect with the Club.

West Ham United Disabled Supporters Association

The West Ham United Disabled Supporters Association (WHUDSA) brings together supporters from a wide range of backgrounds, disabilities and age groups. The group meets formally with the Club **twice each season**, alongside continuous engagement with the Accessibility Team and other relevant Club staff.

WHUDSA plays an important role in helping shape and improve the matchday experience for disabled supporters at London Stadium, Victoria Road and away fixtures.

The Club works closely with WHUDSA to raise awareness of the group and its work, including through initiatives such as Unite for Access. WHUDSA is also represented on the Fan Advisory Board, helping ensure disabled supporters' views are reflected in wider Club discussions.

Supporters can find out more and get involved via the **WHUDSA website**.

Youth Council

For the 2026/27 season, the Club will introduce a new Youth Council, following consultation with the Fan Advisory Board. This new supporter-led initiative builds on the Club's previous Junior Supporters' Board and represents the next step in developing structured engagement with younger supporters.

The Club will meet formally with the group at least three times per season with the agenda being led and determined by the Youth Council themselves.

Further details on how to get involved will be made available via the West Ham United website.

Women's Team Supporters Board

The Women's Team Supporters Board (WSB) works with the Club to help deliver the best possible experience for supporters across the women's game. It gives fans a platform to share feedback, questions and discussion points with senior staff and the Board of Directors.

The Club holds two formal meetings per season with the WSB, alongside regular ad-hoc discussions. For 2026/27, the group will be supported by two co-chairs, who will also represent the WSB on the Fan Advisory Board, strengthening the link between women's team supporters and the Club's wider engagement structure.

Further information on how to get involved is available via the **West Ham United website**.

UK and International Official Supporters' Clubs

West Ham United is proud to have a global fanbase of millions, with more than 135 Official Supporters' Clubs across 51 countries and six continents. We are committed to creating opportunities for supporters to connect with the Club wherever they are based.

This season, we re-launched the new Official Supporters' Club (OSC) portal, making it easier for fans to create or join an Official Supporters' Club in both the UK and internationally. Existing supporter groups can also affiliate to the platform to receive official status.

Alongside building a strong global community, the OSC portal offers benefits including exclusive competitions, group booking opportunities, event invitations and direct engagement with the Club. It also provides an important channel for feedback from supporters around the world.

Building on this, the Club hosted an Official Supporters' Club end-of-season event, bringing together over 15 OSCs to share experiences and strengthen relationships.

Supporters can find or set up an Official Supporters' Club through the **portal**, as well as connect with independent supporter groups. For enquiries, please contact the Official Supporters' Club team at **supportersclubs@westhamunited.co.uk**.

Pride of Irons

Pride of Irons offers a welcoming and inclusive space for LGBTQ+ supporters and allies across the West Ham United fanbase.

Led by a volunteer committee, the group promotes an environment free from discrimination and plays an active role in tackling hate on and off the pitch.

The Club works with Pride of Irons through regular engagement and collaboration, helping raise awareness of the group's work through campaigns such as London Pride and league-wide LGBTQ+ initiatives. The group is also represented on the Fan Advisory Board, helping ensure LGBTQ+ supporter voices are reflected in wider Club discussions.

Supporters can find out more and get involved via the **[Pride of Irons website](#)**.

Inclusive Irons

Inclusive Irons aims to create a welcoming environment for all West Ham United supporters and helps the Club engage a broader and more diverse fanbase.

Through regular discussion, Inclusive Irons gives supporters a platform to share views on West Ham United and wider conversations around equality and inclusion.

The Club works with Inclusive Irons through ongoing collaboration, helping raise awareness of the group's work through events such as Iftar and South Asian Heritage Month celebrations. The group is also represented on the Fan Advisory Board, helping ensure its perspective is reflected in wider Club discussions.

Supporters can find out more and get involved by completing the sign-up form via the **[Inclusive Irons Instagram](#)** page.

FAN ADVISORY BOARD

The Fan Advisory Board (FAB) was set up in the 2024/25 season and is the club's primary mechanism for formal consultation and engagement with fans. Its purpose is to provide a forum for representatives from the Club's supporters groups and fanbase to meet with senior representatives from the Club and engage in constructive, two-way dialogue on relevant issues relating to the Club or football generally, making a better experience for all of the West Ham supporter base. You can view the FAB's Terms of Reference on [the Club website](#).

The 13 members of the FAB represent a wide variety of fan groups and demographics and were elected in September 2024 by an appointment panel, with a subsequent election to nominate the representative for the Away Season Ticket Scheme. The first term of the FAB is now coming to an end and elections will be held at the start of the 2026/27 season. These elections will be publicised on the Club website once they are live and this Fan Engagement Plan will be updated with the new members once the elections have come to an end.

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

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

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

This season, the FAB will also have monthly meetings with the Club to discuss the consultation on the Club crest. These meetings will not be minuted, but a website article will be published after each one to keep supporters up to date.

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

HERITAGE COMMITMENT

West Ham United is proud of its history and traditions, which remain central to the Club's identity. We are committed to celebrating and protecting that heritage with supporters at the heart of it.

In line with the FA Rules of Association, the Club's recognised heritage assets are as follows:

- Club name
- Club colours (Claret and blue)
- Club crest
- Stadium (including any potential sale or relocation)

Throughout the 2026/27 season, the Club will be carrying out a thorough and inclusive consultation process on **the future direction of the Club crest**. This will be a supporter-led process overseen by the Fan Advisory Board and including the following groups of supporters:

- 2026/27 Season Ticket Holders (for men's and women's teams)
- 2026/27 Claret Members
- Supporters who attended more than five home matches in the 2025/26 season
- Bondholders

The consultation process will run throughout the 2026/27 season and any changes will come into effect for the start of the 2028/29 season to allow appropriate time for manufacturing and production deadlines. This extended period will also ensure sufficient time for a thorough review, with supporter feedback at its core and the FAB playing a significant and independent role throughout.

Click here to view FAQs regarding the official Club crest fan consultation. This FAQs page will also be updated through the season with any further news and announcements. Any proposed changes to other heritage assets would follow the same thorough process as with the Club crest.



COMMITMENT TO UPDATING FANS

The Club will keep supporters updated on its Fan Engagement Plan, including progress against seasonal objectives and any changes made during the season. Updates will be shared regularly, particularly after consultation meetings and forums.

Supporters will be able to access this information through:

- The dedicated **Supporter Consultation** section on the Club website
- **Fan Advisory Board minutes**
- Supporter Services social media channels (**WhatsApp** and **X (formerly Twitter)**)
- **Disabled Supporters Association minutes**
- **Women's Team Supporters Board minutes**
- Youth Council minutes (to be added)
- **News on the Club website**
- Supporter Services pages in home matchday programmes
- Dedicated website section on the Club Crest consultation (coming soon)



FAN INPUT AND STATEMENT

The Fan Advisory Board welcomes the publication of West Ham United's Fan Engagement Plan for the 2026/27 season. The Plan reflects many months of constructive discussion between the Club and the FAB and sets out clear priorities that, if delivered, will improve the relationship between the Club and its supporters.

Last season demonstrated that good intentions alone are not always enough. The Club has openly acknowledged that it did not deliver every commitment contained within the previous Fan Engagement Plan. But under the new senior leadership regime we feel more confident that this season will see delivery, accountability and measurable progress.

The FAB's focus is to ensure tangible outcomes from the following agreed priorities:

- **A genuine, supporter-led consultation on the future of the Club crest**, ensuring one of West Ham United's most important heritage assets is shaped transparently and with supporters at its heart.
- **Delivering the 'Create the Home Advantage' strategy**, working with the Club to improve atmosphere, supporter experience and stadium infrastructure to help make the London Stadium an intimidating home for visiting teams.
- **Implementing a fair Supporter Conduct Charter and Restorative Justice process**, ensuring supporters are treated with transparency and fairness, including appropriate access to the evidence relating to any sanctions imposed, while maintaining the safety of everyone attending matches.
- **Continuing to improve ticketing**, ensuring pricing, accessibility and value for supporters remain central to discussions throughout the season.

The publication of a Fan Engagement Plan is not the finish line; it is the starting point. Our collective success will not be measured by the number of meetings held or documents published, but by tangible improvements that supporters can see and experience throughout the season.

For the first time, supporters will be able to measure both the Club and the Fan Advisory Board against a published set of agreed priorities. We welcome that accountability.

The FAB looks forward to continuing to work constructively with the Club to deliver these objectives, but records its concerns over the latest round of board instability and welcomes the board's clarification on all matters of concern in due course. We will celebrate progress where it is achieved, challenge where commitments are not being met, and, above all, continue to represent the interests of all West Ham United supporters.

This season, delivery really does matter, and we hope that this will happen, despite the continued instability at board level.

FEEDBACK AND KEY CONTACT LINKS

The Club works closely with established fan groups, including FAB members, Official Supporters' Clubs, accessibility representatives and other recognised supporter organisations. Their input helps shape discussion and decision-making across the Club.

For enquiries relating specifically to the Fan Engagement Plan, supporters can contact the Club's Fan Engagement team via supporterservices@westhamunited.co.uk.

The information below provides key contacts and links for supporter enquiries, as well as details on supporter groups and ways to get involved. Accessibility, equality, diversity and inclusion remain central to the Club's approach to fan engagement.

Fan Advisory Board Representatives: [Link](#)

Supporter Services

- Email: supporterservices@westhamunited.co.uk
- Hammers Help FAQs: [Link](#)
- WhatsApp Fan Information Channel: [Link](#)
- @WestHamHelp on X: [Link](#)

Ticket Office

- Email: ticketoffice@westhamunited.co.uk
- Contact Number: **0333 030 1966** (Mon-Fri, 9am-5pm)
- Online Bookings: [Link](#)

Accessibility

- Email: accessibility@westhamunited.co.uk
- Contact Number: **+44 (0) 333 030 0174** (Mon-Fri, 9am-5pm)

Club London

- Email: clublondon@westhamunited.co.uk
- Website: [Link](#)

Safeguarding

- Email: safeguarding@westhamunited.co.uk

Retail

- Website: [Link](#)
- Email: onlinestore@westhamunited.co.uk

SOCIAL MEDIA CHANNELS

With millions of supporters worldwide, our social media channels are a key way for the Club to connect with fans and share the latest updates.



@WestHam



WestHam



@WestHam



westham



WhatsApp

FACEBOOK:

www.facebook.com/westhamunited

X:

Main Account - **@WestHam**

Supporter Services - **@WestHamHelp**

Foundation - **@WHUFoundation**

West Ham Women - **@WestHamWomen**

YOUTUBE:

West Ham United Football Club

WHATSAPP

West Ham United

West Ham Fan Information

INSTAGRAM:

www.instagram.com/westham

FEEDBACK AND KEY CONTACT LINKS

Formal Complaints

We value feedback from supporters, whether it comes through calls, emails, letters, surveys or conversations with supporter groups. It helps us build a clearer understanding of views on Club policies and services.

We also recognise that things can sometimes go wrong. When they do, we aim to resolve concerns quickly and informally wherever possible and, in most cases, issues are settled at this stage.

If you feel your concern has not been resolved, you can submit a formal complaint to the Club.

To make a complaint, you can:

- Write to: West Ham United, London Stadium, Queen Elizabeth Olympic Park, London, E20 2ST
- Email: **supporterservices@westhamunited.co.uk**
- Complete our online form: **<https://whufc.freshdesk.com/support/tickets/new>**

Further information, including what details to provide and what to expect from the process, is available in our **[complaints policy](#)**.

If you remain dissatisfied with our response, you can refer your complaint to the Independent Football Ombudsman (IFO).

- Write to: Independent Football Ombudsman, Premier House, 1–5 Argyle Way, Stevenage, Hertfordshire, SG1 2AD
- Email: **contact@theifo.co.uk**
- Website: **www.theifo.co.uk**
- Telephone: **0330 165 4223**

More information on the complaints procedure can be found here: **<https://www.theifo.co.uk/complaints-procedure/>**

