

FLAG POLICY

For all flag/banners to be displayed the Club together with our host stadiums require: home and away supporters to:

- Give 5 working days' notice that you would like to display your flag/banner at an upcoming fixture.
- Provide evidence that the flag/banner is manufactured to British Standards and has been certified as fire retardant. The Club must see evidence of this before the fixture you intend to display it at.
- Provide the Club with a full picture of the message your flag/banner displays. While the Club appreciates there are many troubling matters around the world, a football match is deemed an inappropriate place for supporters to display any flag/banner containing a political or religious message.

This also includes, but is not limited to, any requests received containing wording that as a Club we would consider:

- Offensive
- Extreme
- Inflammatory
- Discriminatory
- Racist
- Sexist
- Homophobic
- Abusive
- Likely to cause division or debate within the fanbase
- Targeted at any individual or group of individuals

This policy extends to items of clothing and badges worn by supporters.

- Provide evidence the flag/banner is no larger than two meters by two meters. (discretion may be shown provided there is space inside the stadium and where the flag is stored seasonally by the Supporter Services team). **Please note, flag poles of any size are not permitted and will likely be confiscated at security.**
- Adhere to the following:
 - The flag/banner should not obstruct branding, LED panels or seats in use. In addition, it should not obstruct access routes, exits, entrances, health and safety signage and stairways. If it is found to be causing an obstruction, you will be asked to remove it or find suitable place in which to display it. If you do not follow the Ground Regulations or the steward's instructions, you may be found to be in breach of the and may be removed from London Stadium or, the flag/banner may be confiscated.
- Any flags/banners brought into stadiums on matchdays remain the supporter's responsibility. The Club does not accept any liability for lost items.

- Should you arrive at our host stadiums, and the flag/banner does not meet the above criteria, or you have not gained prior permission from Supporter Services Team, the flag/banner may be denied entry at security or removed if displayed.

All enquiries about flags must be directed to our Supporter Services Team at:

supporterservices@westhamunited.co.uk

Seasonal flags – London Stadium

Where supporters have fulfilled the above criteria and would like their flag to be displayed at our home fixtures, they can:

- Post this to our Supporter Services Team.
- Or speak with a member of our SLO team on matchdays, and they may be able to assist on the day or ask that a member of our Supporter Services Team get in contact with you.

If you would like your flag to be displayed seasonally, please note that:

- Due to high demand, we cannot guarantee that your flag/banner will be displayed at all home fixtures.
- We cannot guarantee that your flag/banner will not be subject to weather increments.
- We cannot guarantee that your flag will be displayed in the same place in the stadium, for every home fixture.

If demand reaches a point where we are inundated with seasonal requests, we may reconsider the above and offer a ballot or rotate flags on a match-by-match basis.

If your flag is displayed with us seasonally, we may continue to display this for season 2026/2027. However, if you no longer want this to be displayed, please get in touch with our Supporter Services Team and we can return the flag/banner to you.

If you have moved to a different block for the 2026/2027 season, we will do our best to accommodate your request for your flag/banner to be moved nearer to your seat location. However, we cannot guarantee this.

Visiting supporters

We recognize that displaying flags/banners is a big part of football culture. We want to extend the same support we offer to West Ham fans in the display of flags/banners to away supporters visiting London Stadium. Our visiting supporters will need to fulfill the same criteria as stated above.

West Ham Supporters travelling to Away Fixtures

We would encourage all our supporters travelling to support the Club at away fixtures, to check the host team's website for details of its flag/banner policy, before travelling, as this may differ for each Championship Club.