



WOMEN'S FIRST TIME FAN GUIDE

26/27 SEASON



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VICTORIA ROAD



We look forward to welcoming you to the Victoria Road. Located less than ten minutes away from the club's Rush Green training ground, Victoria Road has been home to West Ham United Women since the 2020/21 season. The stadium opened in 1917 and has a capacity of 6,078.

Stadium address

Dagenham & Redbridge FC

Victoria Road Stadium

Victoria Road

Dagenham

Essex

RM10 7XL



HISTORY



Name: West Ham United Women

Founded: 1991

Ground: Victoria Road

Manager: Rita Guarino

League: Barclays Women's Super League

West Ham United Women have been an integral part of the club's legacy since the 1970s, when the "ladies section" was first introduced. By 1991, the women's team officially became part of West Ham United, marking the start of a new era for women's football at the club. In 1995, the team celebrated back-to-back promotions, solidifying its presence in English football.

The 1998–99 season saw the Hammers reach their first cup final in the Russell Cup and finish as runners-up in the league. This success set the foundation for the team's future, which culminated in their entry into the FA Women's Super League (WSL) in 2018. In their debut WSL season, they achieved an impressive 6th-place finish.

In 2019, another landmark moment came when West Ham United Women played their first match at the iconic London Stadium against Tottenham Hotspur. A record 24,790 supporters attended, making it the second-largest crowd in WSL history at the time.

The 2026/27 season will be the Clubs 36th in existence and our eighth in the WSL. Alongside the WSL, the Club will also compete in the Adobe Womens FA cup and The Subway Players Cup. On 22nd of December 2025, Rita Guarino was appointed Head Coach of the Club, our second female manager of the WSL era.

We're excited for what lies ahead and look forward to your support on matchdays.

Come on you Irons!

GETTING HERE



Traveling from the North & West

If you are coming from the North or West, follow the M25 Clockwise until junction 27 and take the M11 towards London. Proceed along the M11 and as the road splits at the end of the motorway follow the signs for A406 South & A13. There are speed cameras along this road and the speed limit is 50 mph. After 5 miles, take the slip road on the left signposted A13 Dagenham, Tilbury and Southend. There are speed cameras along this road and the speed limit is 40 mph.

Go under the underpass and over the flyover and with the leisure complex on your left bear left onto the A1306 signposted Dagenham East. At the fifth set of lights with McDonalds in front of you, turn left onto the A1112, Ballards Road. The speed limit is 30mph and there is a speed camera on your left. At the Bull Roundabout bear left and go past Dagenham East Tube Station. Victoria Road is the fifth turning on the left.

From the South & East Via Dartford Crossing

Follow signs for A13 to Dagenham/ Central London. Proceed along this road and take the turn off signposted Elm Park & Dagenham East and turn right at the roundabout at the bottom of the slip road. Proceed to the set of lights and turn left onto a dual carriageway.

After about half a mile you will see a McDonalds on your right. Get into the right-hand filter lane and turn right onto the A1112 Ballards Road. The speed limit is 30 mph and there is a speed camera on your left. At the Bull roundabout bear left and go past Dagenham East Tube Station. Victoria Road is the fifth turning on the left.

Parking

Unfortunately, there is no parking available at Victoria Road. There is a small amount of street parking available on the main road on Sundays which is subject to availability. There are no facilities for coach or shuttle bus parking except for the away team coach.

Accessible Parking

We have very limited accessible parking available at Victoria Road. If you have purchased a ticket and wish to request Blue Badge parking, please contact accessibility@westhamunited.co.uk ahead of the fixture with your client reference number.

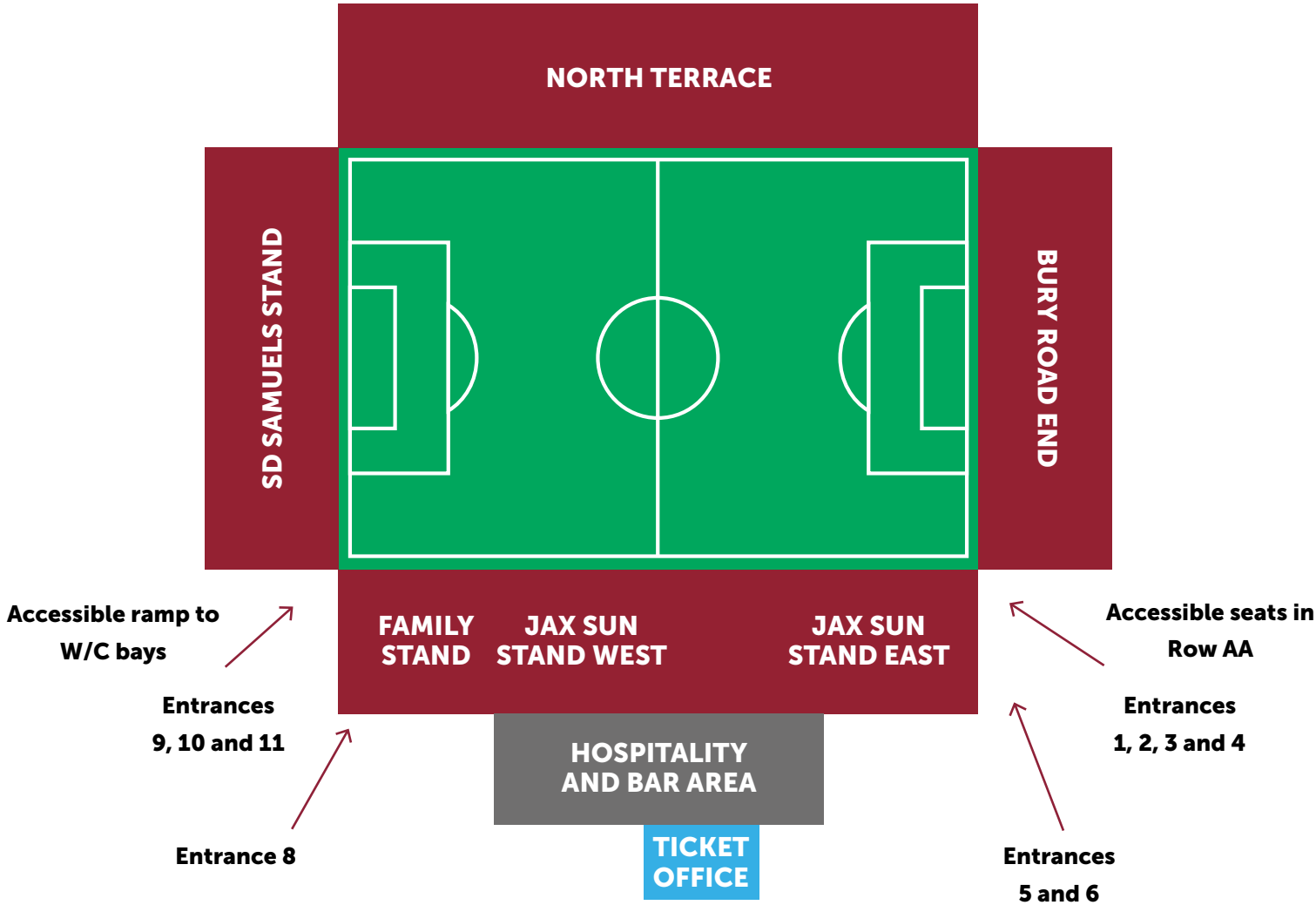
London Underground

The nearest station is Dagenham East, which is on the District Line of London's Underground Network. After exiting the station, turn left and the ground is the fifth turning on the left (about 400 meters from the station).

Rail

Board the Greater Anglia service from London Liverpool Street to Romford Station. When exiting Romford station, cross the road and turn right to catch the 103 bus from Romford Station Stop Y (heading towards Rainham Station). Get off the bus at the Victoria Road Dagenham stop, which is right outside the ground.

STADIUM MAP



CATERING



Victoria Road has a club house which welcomes all home and visiting supporters, including families. Entry for non-members is charged at 50p per person. Once in the bar area you will find an extensive range of beverages and TVs showing Sky and TNT Sports.

There are a number of catering kiosks located in each stand serving the following:

- Burgers
- Hot dogs
- Bacon Rolls
- Chips
- Pies
- Soft drinks
- Hot drinks

Catering facilities are located within each stand near the turnstiles. If you have any questions please speak with the stewards, Supporter Liaison Officers or catering staff.



ACCESSIBILITY



Accessible Parking

We have very limited accessible parking available at Victoria Road. If you wish to request Blue Badge parking, please contact accessibility@westhamunited.co.uk ahead of the fixture with your client reference number.

You are unable to request parking if you have not purchased a ticket and all queries should be directed to accessibility@westhamunited.co.uk

Accessible seating

There is accessible seating located in the Jax Sun West, Jax Sun East, Family Stand and SD Samuel Stand where there are ramps on either of the stand to gain access to the accessible seating. If you have any queries on the day, please speak to a member of the SLO or stewarding team.

Disabled Supporters' Assistants

On matchdays, our dedicated Disabled Supporters' Assistants are here to support all fans with accessible needs. Easily identifiable in their pink tabards, they are stationed at the entrances and all turnstiles to provide assistance, answer any questions, and ensure that every supporter has a comfortable and enjoyable experience at the stadium. If you need any help, don't hesitate to reach out to them!

Disabled Supporters' Association and contact information

The West Ham United Disabled Supporters Association (WHUDSA) grew from the success of West Ham United's Disabled Supporters Board. Set up in 2017, the standalone Board has fan representatives from a cross-section of disabilities and range of ages.

The Disabled Supporters' Association have regular meetings with the Club, the Accessibility Team and pertinent staff and strive to further improve the matchday experience for disabled supporters at London Stadium, for those attending away matches and Victoria Road.

RETAIL



You can find a wide range of Hammers-related kit, clothing, merchandise and accessories available at the West Ham United women's team store located at the front of Victoria Road.

The store will be open for 90 minutes ahead of kick-off and will close after half time.

Can't find what you are looking for? We have four other stores where fans can purchase official merchandise:

- London Stadium on Queen Elizabeth Olympic Park, in Stratford
- Lakeside Shopping Centre in Thurrock
- Liberty Shopping Centre in Romford
- Eastgate Shopping Centre in Basildon

Alternatively, you can see the full range at our online store here: <https://shop.whufc.com/>

TICKETING



How to buy

Online – Supporters' can purchase season tickets or individual match tickets via the [West Ham United website](https://www.westhamunited.co.uk).

In person – Tickets can be purchased from the Victoria Road main entrance on a matchday, subject to availability.

Telephone – [0333 030 1966](tel:03330301966)

Your ticket

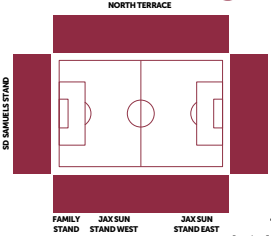
All match tickets will be sent approximately 7 days prior to the fixture.

You will receive your match ticket from ticketoffice@westhamunited.co.uk, within the email you will receive your PDF ticket which you can print at home or scan via your phone.

Online purchases made 6 days before the match will not be sent automatically, please call the Ticket Office on [0333 030 1966](tel:03330301966).

Contact us

Please take a look at our extensive ticketing FAQs where you should be able to find the answer to your question. If you require any further assistance please contact the Ticket Office on [0333 030 1966](tel:03330301966) or by email at ticketoffice@westhamunited.co.uk. Phone lines are open Monday to Friday, 09:00-17:00.

 THIS IS YOUR TICKET PRESENT THIS ENTIRE PAGE AT MATCH AND FOLD AS ADVISED		 Fold along the dotted line to fit into the reader Please keep barcode area dry and flat at all times	
TICKET BOOKINGS AND INFORMATION 0333 030 1966 ticketing.co.uk/whufc		  	
 new balance		BOYLE SPORTS	
 whufc.com			
WELCOME TO VICTORIA ROAD This ticket is issued by the Club subject to the Terms & Conditions of Issue (which are available from the Club). The use of this ticket to enter the Club stadium ("Stadium") constitutes acceptance of the Club's Terms & Conditions of Issue, adherence to the Stadium General Regulations and compliance with all relevant laws. Your attention is drawn to the following summary of certain provisions from the Terms & Conditions of Issue: Other than as set out in the Terms & Conditions of Entry, you may not transfer this ticket to anybody. The unauthorized use or disposal of tickets is a criminal offence under section 166 of the Criminal Justice and Public Order Act 1994, as amended by the Violent Crime Reduction Act 2006. This ticket, and access to the Ground, shall be for the purposes of private enjoyment of the Match only, not for any commercial purpose or activity save as expressly authorized by The FA Women's Super League or the Club. If this ticket is obtained or used in breach of the Conditions of Issue, it will be automatically void. The bearer will be a trespasser, will be refused entry and, if already in the Ground, will be ejected, in either case without a refund. Except mobile phones used for personal and private use only, you may not bring into for use within the Stadium any equipment that is capable of recording or transmitting any audio, visual or audio-visual material or any information or data in relation to the match or any aspect of it. The Club reserves the right to inspect from the Stadium any person who fails to comply with the Terms & Conditions of Entry. Match tickets are non-refundable. Any requests are only considered in exceptional circumstances and on a discretionary basis via written confirmation no later than 48hrs prior to kick off of the match. The price of the ticket will not be refunded to the holder in any circumstances. If the match has to be abandoned: Match dates and/or kick off times may be subject to change at short notice for reasons beyond the Club's control. It is the ticket holder's responsibility to ascertain the date and kick off time of any match; refunds will not be given to supporters who arrive late. The ticket shall remain at all times the property of the Club. Please note that smoking, including the use of e-cigarettes, is not permitted at the London Stadium. Persistent standing is not allowed and may result in ejection and a stadium ban. Please take your seat 20 minutes before kick-off. TO BE RETAINED UNTIL THE END OF THE MATCH. For known ticket lost activity please email ticketoffice@westhamunited.co.uk VRT No: 001 23.02.20.			
 NORTH TERRACE SOUTH STAND EAST STAND FAMILY STAND JAX SUN STAND WEST JAX SUN STAND EAST Depot East Station		 Victoria Road is a non-smoking venue	
THANK YOU FOR CHOOSING TICKETMASTER Powered by   Please keep barcode area dry and flat at all times		 The barcode only allows one entry per scan. Unauthorised duplication of this ticket may prevent your attendance to the event. Unlawful resale (or attempted) is grounds for seizure of cancellation without refund or compensation. Keep this ticket in a safe place as you would money or regular tickets. Ticketmaster is not responsible for any inconvenience caused by unauthorised duplication. In the event that duplicate copies appear, the venue reserves the right to refuse entry to all ticket holders and may credit the original purchaser the face value, which will constitute remuneration. The match date and time is subject to change without notice.	

WHAT'S HAPPENING ON A MATCHDAY?



There's lots going on around the stadium so get in your seats early to add to the atmosphere!

- Look out for our mascots Bubbles or Hammerhead who will be around the Stadium before the game.
- Grab a quick picture with one of our West Ham branded picture frames (at selected fixtures)
- Head to the Supporter Services tent to pick up one of our Junior Hammer wristbands, a first-time certificate or one of our fantastic new exclusive collectibles.
- You can also purchase a programme from the Supporter Services tent. Please note that the stadium is now cashless.



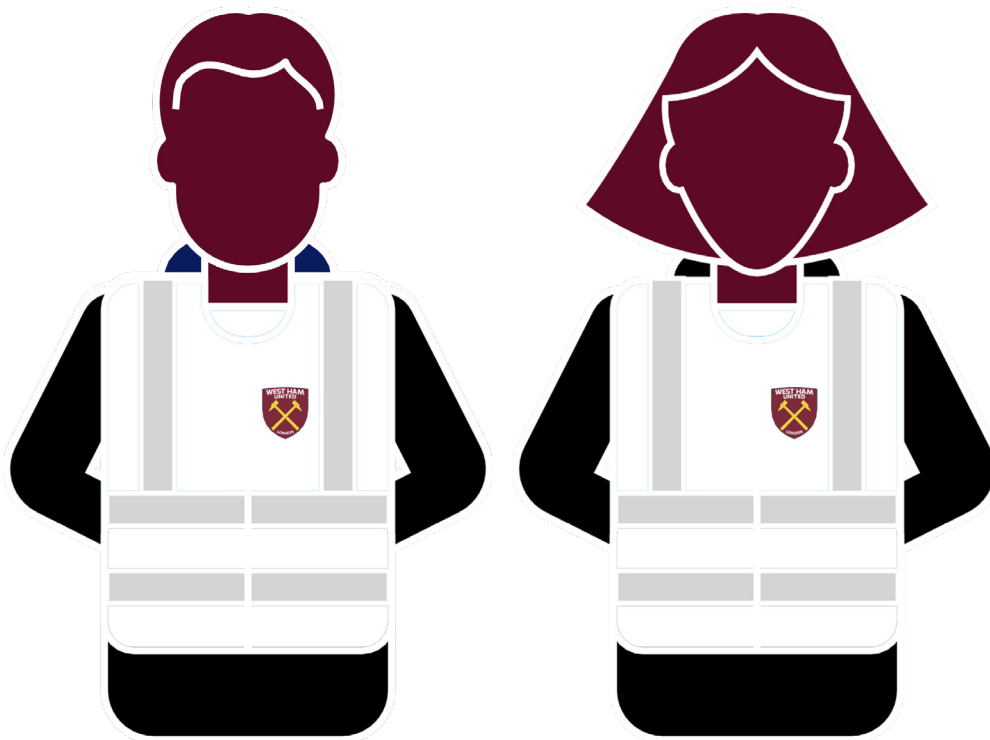
MATCHDAY SUPPORTER LIAISON OFFICERS



As part of our ongoing commitment to providing fans with a positive matchday experience, a dedicated team of Supporter Liaison Officers (SLOs) are stationed at key points around Victoria Road to help and assist you with any queries or concerns you may have.

Our matchday SLOs will be located at the car park entrance, at the turnstiles, at the bottom of each stand and at matchday programme stands. They will be wearing a White tabard with Matchday SLO on the back. Head to the Supporter Services tent if you have any questions.

As well as greeting and helping fans find their way around the stadium, the SLO team will be handing out First Time Certificates to those attending their first match at Victoria Road, Junior Hammer wristbands and an exclusive range of collectibles. You can also buy your programme from the Supporter Services tent.



COUNTDOWN TO KICK OFF



Based on a 3pm kick-off:

	12:00	CLUB BAR OPEN
	13:30	TICKET OFFICE OPEN
	13:30	WEST HAM UNITED STORE OPEN
	13:30	SUPPORTER SERVICES KIOSKS
	13:30	HOSPITALITY OPEN
	14:00	TURNSTILES OPEN
	14:15	WARM-UP STARTS
	14:55	WALK-OUT
	15:00	KICK-OFF

COME ON YOU IRONS!

PROGRAMME



Our 48-page matchday programme will be available to purchase from the Supporter Services tent or the store at the front of the Stadium.

This A5-size, 48-page, programme features columns from manager Rita Guarino and captain Katie Zelem, player interviews, a detailed look at the opposition and all the latest news from the West Ham United Foundation and Supporter Services team.

Please note the stadium is cashless so any purchases will need to be made using card and the programme will cost £3. A slimmer 32 page version will be available for Cup matches for £2.

SAFETY, SECURITY AND POLICIES



Reporting concerns

West Ham United has a zero-tolerance approach to any form of discrimination. Equality, equity, diversity and inclusion are at the heart of the Club and we are committed to ensuring that everyone feels welcome to attend our fixtures in a safe environment.

Any form of discriminatory behaviour or chanting is unacceptable; it has no place in football and has serious criminal consequences. West Ham United will take the strongest possible action against any individual found to be engaging in such behaviour, including potential lifetime bans and referral to the police.

The Club can also face disciplinary action if any of its supporters are found to have engaged in this behaviour, which is not representative of the West Ham United fanbase and will not be tolerated by the Club.

West Ham United provides a number of support mechanisms on matchday to ensure that supporters can report any incidents discreetly and in confidence. To report any incidents during a match, you can speak with the nearest steward or Supporter Liaison Officer, or text our new reporting line on [07701401966](tel:07701401966). You can also contact West Ham United at supporterservices@westhamunited.co.uk. Please provide as much information as possible, including the stand, row, seat number, description of the offender and incident.

We believe that the overwhelming majority of West Ham United supporters share these values and will work with us to continue to protect the Club's status as an equity leader in the Premier League, a position recognised and acknowledged through our award and continuous retention of the Advanced level Equality, Diversity and Inclusion Standard – the League's highest accolade attainable in this area. Anyone attending matches who does not share these values, does not share the diverse and inclusive values that West Ham United and our community stand for.

Flag Policy

Flags will be permitted into Victoria Road if they have been manufactured to British Standards and has been certified as fire retardant (the certificate will need to be produced). The content of the flag must not be derogatory, nor should it contain any language or wording deemed to be potentially inflammatory or inappropriate to any individual or group. Any defamatory, political or inappropriate flags will not be permitted.

Instruments / Drum Policy

If you would like to bring a drum or instrument to Victoria Road, please contact us at supporterservices@westhamunited.co.uk and we will review your request.

MASCOT PACKAGE



What better way to give a Junior Hammer a day they will never forget than by treating them to a West Ham United Women mascot experience! Matchday mascots get the chance to meet the players and walk out onto the pitch in front of fellow supporters before the game!

To add your child's details to the waiting list for the opportunity to lead out their beloved Hammers, please email the Supporter Services team on supporterservices@westhamunited.co.uk

As a mascot for the West Ham United women's team, you can expect the following on your big day.

- A training session with the West Ham United Community coaching staff
- An official West Ham United certificate to certify your mascot experience
- Walking out onto the pitch with a first team player
- Take part in the official handshake with the visiting team
- Photograph and your name to appear in the matchday programme (subject to notice given)
- Name included on the pre-match announcement
- Match tickets for the mascot and one accompanying adult in the general admission seating area of the stadium
- Photographs will be forwarded on to re-live those fantastic memories

For more information, please click [here](#).

VISITING SUPPORTERS' INFORMATION



We look forward to welcoming away fans to Victoria Road. The away section is located in the Bury Road stand, which is an unreserved standing section behind the goal. Away fans are welcome in our supporters' club, unless stated otherwise ahead of the game. Bar facilities are also available in the away end and will be open prior to the game and at half-time.

We offer accessible seating for away fans where required – please get in touch with our Accessibility team at accessibility@westhamunited.co.uk.

Away fans should purchase tickets via their own clubs, except where their club has communicated otherwise. For any questions, please contact the Ticket Office at ticketoffice@westhamunited.co.uk.

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 or on X [@WestHamHelp](https://twitter.com/WestHamHelp).

We look forward to welcoming you to Victoria Road!

RECOMMENDED ITEMS



It can get cold during the winter months at Victoria Road, so it's essential to stay warm to enjoy the match in comfort. We recommend bringing the following items:

Warm Jacket/Coat – A waterproof or insulated coat to protect against cold and rain.

Hat – A wool or fleece beanie to keep your head warm.

Gloves – Insulated gloves to protect your hands from the cold.

Scarf – A warm scarf (West Ham colors if you have one!) to cover your neck.

Layers – Wear multiple layers, like a thermal shirt, sweatshirt, and fleece to add extra warmth.

Thermal Socks – Thick or thermal socks to keep your feet warm in your boots or shoes.

Portable Hand Warmers – Small, single-use or rechargeable hand warmers to keep in your pockets.

Blanket – A small, foldable blanket if you're sitting outside for an extended period.

These essentials should help you stay comfortable and enjoy the match no matter the weather!

USEFUL CONTACTS



Ticket Office

For any ticketing enquiries, please contact the Ticket Office on [0333 030 1966](tel:03330301966) or by email at ticketoffice@westhamunited.co.uk. Lines are open Monday to Friday, 09:00 - 17:00.

Supporter Services

Our Supporter Services team are available from Monday to Friday, 09:00 - 17:00 and on home matchdays from two hours before kick-off.

Matchday information is posted on our Fan Information [WhatsApp channel](#) so subscribe to make sure you don't miss any updates.

Make sure to check our extensive online FAQs to see if your question is answered there, but if you still need support you can get in touch with us by submitting an enquiry, emailing supporterservices@westhamunited.co.uk or messaging us on X at [@WestHamHelp](https://twitter.com/WestHamHelp).

Accessibility

If you require any further assistance please contact the Accessibility team on [0333 030 0174](tel:03330300174) or by email at accessibility@westhamunited.co.uk.

Lines are open Monday to Friday, 09:00 - 17:00.

Safeguarding

At West Ham United, the safety and welfare of children, young people and adults at risk is our highest priority. The Club, along with its staff, management, and Board of Directors, is fully committed to providing a safe, inclusive and respectful environment for everyone involved in our programmes and matchday experiences.

For more information and contacts, or to report a safeguarding concern, [visit our website](#).

Stay in touch

Stay connected on all our channels!

[X](#) | [Instagram](#) | [Facebook](#) | [Main Whatsapp](#) | [Fan Info Whatsapp](#)