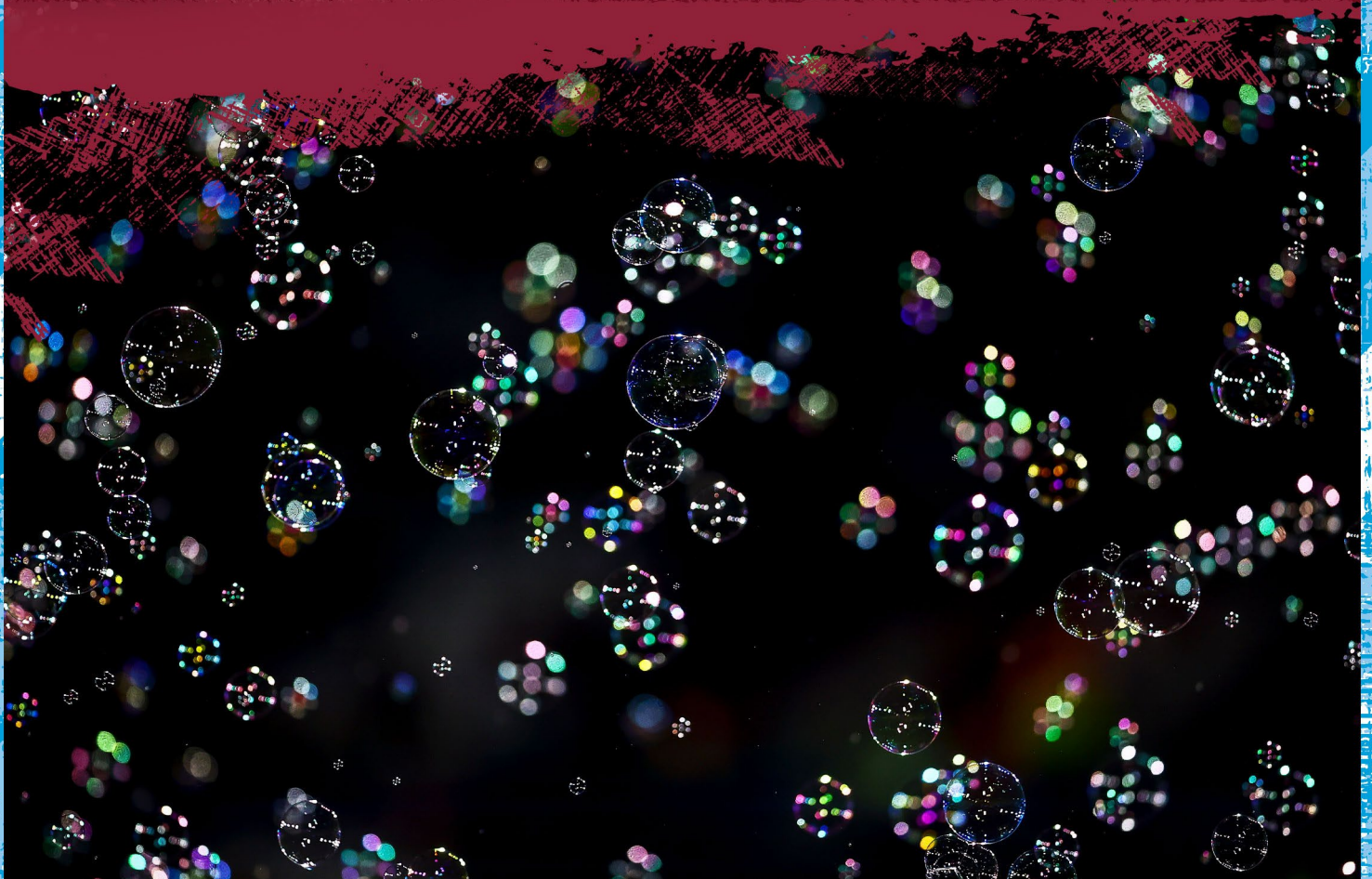




# VISITING SUPPORTER GUIDE SEASON 2022/23



# CONTENTS

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## WELCOME TO WESTHAM UNITED

Whether you have visited before or you are coming to your first match here at London Stadium, our Visiting Supporters' Guide has been created to ensure you have all the information you need for a great experience.

In this guide you will find information on:

- Getting to London Stadium
- In and around London Stadium
- Away section
- Accessibility
- Matchday information
- Safety and security
- Food and drink
- 

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](mailto:supporterservices@westhamunited.co.uk) or Twitter [@WestHamHelp](https://twitter.com/WestHamHelp)

We look forward to welcoming you at London Stadium.



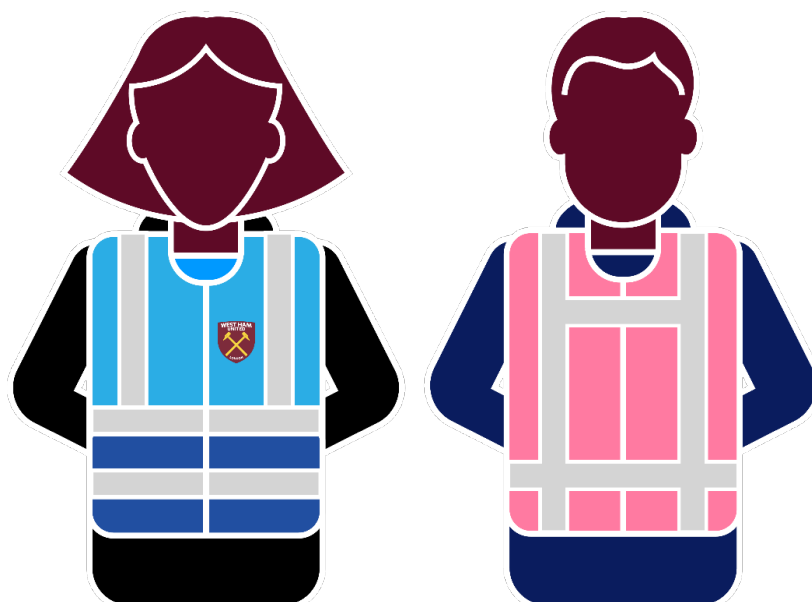
# HERE TO HELP

As part of our ongoing commitment to providing all Supporters with a great matchday experience, a dedicated team of matchday Supporter Liaison Officers (SLOs) are stationed at key points around the Stadium, on hand to help and assist with any queries or concerns you may have.

The SLOs are positioned both inside and outside the Stadium, welcoming Supporters as they arrive for the match and are present after the game to wish you a safe journey home. The SLOs are clearly identified by their bright blue West Ham United uniform. We have also introduced four static information points, found opposite turnstiles G, H, J and D where SLOs can be found enroute to the Stadium, on the Stadium Island at four Supporter information points, on the concourse and in the visiting section.

The team of SLOs consist of individuals who have combined experience and expertise in football stadium operations, crowd safety, ticketing, and supporter liaison, along with a knowledge and understanding of West Ham United supporters, the local area and visiting supporters.

We want to hear from you, so please speak with a member of the SLO team to provide us with your feedback. All feedback is important to us as it helps us to improve our facilities and services for all supporters.



# GETTING TO LONDON STADIUM

London Stadium is located in the South of the Queen Elizabeth Olympic Park, with a total of five transport hubs in the surrounding area.

Stratford Station and Stratford International Station are the busiest of the two-transport hubs, so you may wish to plan your journey to use one of the other stations around the Olympic Park. Please see the map on the next page to assist with planning which station will provide the best route to your entry bridge.

For the latest travel advice visit [www.nationalrail.co.uk](http://www.nationalrail.co.uk) or [www.tfl.gov.uk](http://www.tfl.gov.uk) Alternatively, you may wish to visit the transport operators' website directly.

On matchday, all three car parks at Westfield (A, B and C) will be in operation.

- Car Park A best access via the A12
- Car Park B limited access
- Finally, Car Park C best access via A112, Penny Brookes Street and Montfichet Road

Westfield advise Supporters to follow the guided route around the centre on the way to the Stadium and on their return after the game.

Please note that there are road closures in place on matchdays to protect the health and safety of large numbers of fans travelling to and from the stadium on the surrounding roads. The Montfichet Road entrance and exit to car park B will remain closed between 1pm and around 7pm subject to change due to fixture timings. Westfield apologises for any inconvenience.

Supporters with blue badges who do not currently have a seasonal parking space should contact [accessibility@westhamunited.co.uk](mailto:accessibility@westhamunited.co.uk) once they have been allocated a ticket to enquire about parking availability. Please be advised that spaces are limited, and any available spaces will be allocated on a first come first served basis.

The Queen Elizabeth Olympic Park also offers bike parking, and there are several Santander bike points around the ground. For a map of bike parking in the area, please see [here](#).

Supporters are reminded to plan your journey in advance, and check timetables to ensure you arrive at the ground in good time to avoid long queues in the lead up to kick-off.

# GETTING TO LONDON STADIUM

London Stadium is just a short walk from five stations and is well served by local bus routes. We also provide an Accessible Shuttle Bus service on matchday for Supporters who require assistance to and from the Stadium.

## **By train or tube**

### **Stratford station is served by**

- London Underground Jubilee and Central lines
- Docklands Light Railway (DLR)
- National Rail services operated by Greater Anglia and c2c
- London Overground
- The Elizabeth Line

### **Stratford International station is served by**

- Docklands Light Railway (DLR)
- Southeastern High Speed 1 services

### **Stratford High Street and Pudding Mill Lane station are served by**

- Docklands Light Railway (DLR)
- Hackney Wick station is served by
- London Overground

More information is available at [www.tfl.gov.uk](http://www.tfl.gov.uk) or

[www.nationalrail.co.uk](http://www.nationalrail.co.uk) **By car**

As London Stadium is a green stadium and a public transport destination, we are unable to offer public car parking. We would advise that Supporters arrive via the many public transport routes available. However, visiting Supporters wishing to book accessible parking on matchday, can contact [accessibility@westhamunited.co.uk](mailto:accessibility@westhamunited.co.uk) for further advice.

### By bus

Stratford Bus Station and Stratford City Bus Station are in close proximity to Stratford Station. Buses that run to these stations are numbers: 25, 86, 97, 104, 108, 158, 241, 257, 262, 276, 308, 425, 473, D8.

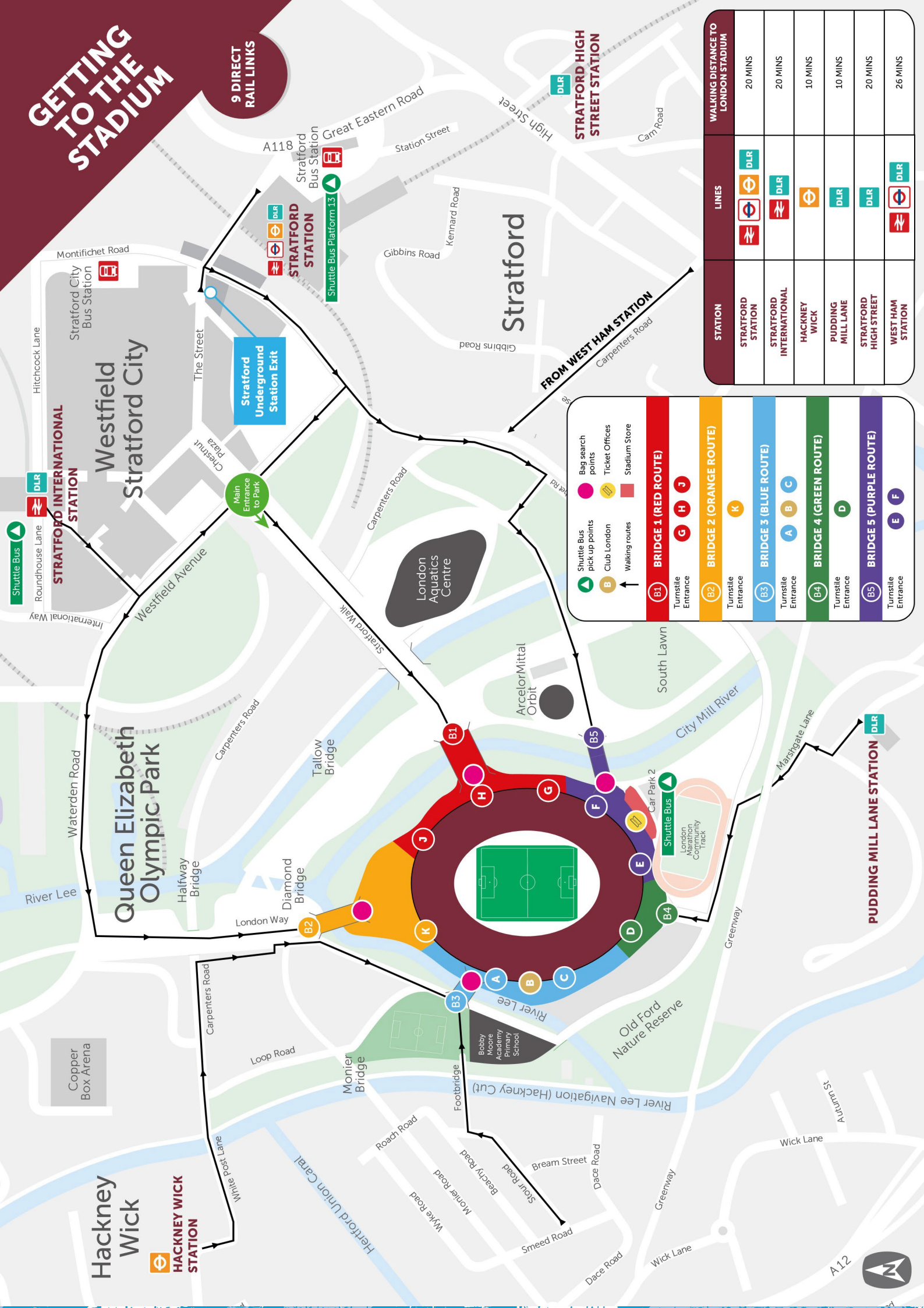
### By coach

The location of the Visiting Supporters Coach Park will be communicated between the clubs in the week leading up to the game. The Club provides an Accessible Shuttle Bus service to and from the stadium for any supporters with access requirements. To enquire about using the shuttle bus service contact [accessibility@westhamunited.co.uk](mailto:accessibility@westhamunited.co.uk)



# GETTING TO THE STADIUM

9 DIRECT RAIL LINKS



**LEGEND**

- Shuttle Bus pick up points (Green circle with bus icon)
- Club London (Yellow circle with 'L' icon)
- Walking routes (Black arrow)
- Bag search points (Pink circle)
- Ticket Offices (Yellow rectangle)
- Stadium Store (Red square)

**BRIDGE 1 (RED ROUTE)**

- Turnstile Entrance: B1
- Search Points: G, H, J

**BRIDGE 2 (ORANGE ROUTE)**

- Turnstile Entrance: B2
- Search Point: K

**BRIDGE 3 (BLUE ROUTE)**

- Turnstile Entrance: B3
- Search Points: A, B, C

**BRIDGE 4 (GREEN ROUTE)**

- Turnstile Entrance: B4
- Search Point: D

**BRIDGE 5 (PURPLE ROUTE)**

- Turnstile Entrance: B5
- Search Points: E, F

STATION	LINES	WALKING DISTANCE TO LONDON STADIUM
STRATFORD STATION		20 MINS
STRATFORD INTERNATIONAL		20 MINS
HACKNEY WICK		10 MINS
PUDDING MILL LANE		10 MINS
STRATFORD HIGH STREET		20 MINS
WEST HAM STATION		26 MINS

PUDDING MILL LANE STATION



A12

# ARRIVING AT THE GROUND

Fans will be greeted by our West Ham United Supporter Liaison Officers (SLOs) and stewards on arrival to London Stadium offering support and assisting with any questions you may have. Security and bag searches will take place on all bridges leading to the stadium. You may be requested to open your own bag to allow it to be searched. Each bridge will have a dedicated lane for accessibility Supporters.

Supporters may be asked to show photo ID on matchday. This is to ensure the named ticket holder is in attendance. If you cannot provide any photo ID you are politely requested to inform us that you cannot attend this fixture by contacting our Ticket Office on **0333 030 1966**. Please note that only government recognised ID will be accepted, and supporters under 16 will not be expected to show ID.

Please ensure you always follow stewards' advice. Our staff are here to help you and ensure your matchday is safe and enjoyable.

We strongly encourage that all Supporters arrive early at the Stadium to avoid missing kick-off. Supporters will be able to access the Stadium Island, with Club London hospitality Entrance B opening 2 hours and 30 minutes and general admission turnstiles opening 1 hours and 30 minutes before kick-off.

Once arriving at your designated turnstile, Supporters will be required to scan their ticket either on their electronic device or as a printed copy. If Supporters are using a print at home ticket, they will need to line the barcode with the scanner which will then allow them through the gate. For a step-by-step guide on how to download, print and use your ticket, please visit the following link.

Stewards and Ticket Office staff will be on hand to assist Supporters with any access issues. They will try and resolve all issues at the turnstiles, to reduce the number of Supporters moving around the Stadium Island and prevent unnecessary visits to the Ticket Office.

Should you require any assistance before entering the ground, the Club's matchday Supporter Liaison Officers (SLOs) are positioned at train stations, bridges, and on the Stadium island to provide directions, offer support and note any feedback from Supporters on matchday. You can find our SLO information points outside of the stadium opposite turnstiles G, H, D and by Bridge 2 and inside the stadium at blocks 110, 125, 132, 141, 153.



# VISITING SUPPORTERS SECTION

## Arrival

The location of the visiting Supporters' entrance is at Turnstile D. Visitors with any matchday enquiries, are welcome to visit our dedicated Visiting Supporters' tent to speak to one of our friendly matchday SLOs. We encourage all visiting fans to arrive via bridge 4 where there is lift access to Turnstile D.

All away ticket collections are available at window 19-20 at our Main Ticket Office, located by the West Ham Retail Store. Should you need to collect a duplicate ticket on a matchday, we recommend you contact your Club directly in advance. Opening hours for the Ticket Office will vary depending on the time of the match with the earliest being 9am and the latest being 10am.

Once inside the stadium Supporters will have the option to purchase hot and cold drinks and an array of food including nachos, hot-dogs, and pies. There is an assortment of confectionery items available.

There is also a dedicated programme seller on the concourse.

## Post-Match

The area outside of turnstile D (away turnstiles) is exclusively available to away supporters after the match. This zone is in place for the safety of all supporters and to enable all supporters to leave the Stadium via designated walking routes to public transport hubs and the visiting Supporters' coach parking.

Lift access is available directly outside the visiting section on Bridge 4 onto Marshgate Lane. This is a 10-minute walk to Pudding Mill Lane station. Alternatively, you can continue straight on Sidings Street, where Stewards and SLOs are at hand to assist with directions to onward destinations including local transport hubs, the visiting supporters' coach park and the Accessible Shuttle bus services.

# MATCHDAY INFORMATION

## Food and drink

A variety of food and drink options are available

- All products are advertised on the TV screens throughout the concourse area. Please note that all alcoholic and non- alcohol bottled drinks must be decanted and all kiosks will close ten minutes into the second half.
- For any specific dietary requirements or allergen information, please speak to our catering staff who will be able to advise on ingredients. - See our catering map for more information

## Cash machine

The nearest cash machine/ATM facility is available on the Olympic Park outside of the Podium Café and ArcelorMittal Orbit. Please note all internal food kiosks take credit/debit cards and Apple/Android Pay - See map. Please be aware that the stadium is cashless.

## Programmes

There is an external programme seller outside the visiting Supporters' entrance at Turnstile D, who will accept cash as well as a large marquee selling programmes outside the Stadium Store at Turnstile F.

## Multi-faith rooms

Please speak to a member of Staff, who will be willing to escort you to a prayer room. There are two prayer rooms in our West Stand.

## Hygiene

Toilets will be regularly checked by the cleaning team to ensure soap dispensers are stocked. If you do notice that any hand sanitisers or soap dispensers are empty, please notify your nearest Supporter Liaison Officer.



# GROUND REGULATIONS

The safety and security of all Supporters is of paramount importance to us, and we are committed to ensuring that everyone has a safe and enjoyable experience while they are at London Stadium.

## Flags and Banners

London Stadium upholds the highest standards of health and safety. Supporters that wish to bring any flags and/or banners into the Stadium, will need to contact the Club directly to ensure that they meet the Club's and Stadium's safety requirements.

For any enquires about flags or banners, we would recommend visiting supporters email the Supporter Services team - [supporterservices@westhamunited.co.uk](mailto:supporterservices@westhamunited.co.uk)

## Smoking

Smoking inside London Stadium is strictly forbidden and will result in ejection from the Stadium. The use of e-cigarettes is also forbidden within the stadium.

## Reporting an incident

West Ham United Football Club has a zero-tolerance policy towards abuse or anti-social behaviour in any form. To report an incident or a concern on matchday please notify the nearest steward or use our SMS reporting service on 83121 text messages are treated in the strictest confidence, and, for our staff, it is better to monitor the situation as it is happening and to be able to take action at the time of it occurring. For further details on Ground Regulations, Safety and Security at London Stadium, [please visit here.](#)

**WE ARE A FAMILY.**

**WE ARE TOGETHER.**

**WE ARE WEST HAM UNITED.**

**THE WEST HAM FAMILY DOES NOT TOLERATE ABUSE IN ANY FORM.**  
**TEXT SUPPORT AND YOUR MESSAGE TO 83121**

All messages are received directly to the control room and are treated with the strictest confidence. Each text message is charged at your standard network rate.

# ACCESSIBILITY INFORMATION

At West Ham United Football Club, promoting access, equality and inclusion are at the heart of our values and we are unequivocally committed to providing a fully inclusive, accessible, and equal experience for all supporters and visitors to London Stadium.

## Accessible Shuttle Bus service

There is a dedicated shuttle bus positioned in the visiting Supporter's coach park at Siding Street to assist Supporters with access requirements in getting to and from the stadium. The Shuttle Bus will arrive at Bridge 4 situated close to the visiting Supporters' entrance with lift access available to the podium. For further guidance, contact your Club's Disability Access Officer or email [accessibility@westhamunited.co.uk](mailto:accessibility@westhamunited.co.uk)

## Visiting Supporters Car Parking

As a designated green stadium, the Club has provision for 49 accessible parking spaces, including six bays for visiting supporters. Any visiting supporters wishing to book accessible parking on matchday, can contact [accessibility@westhamunited.co.uk](mailto:accessibility@westhamunited.co.uk) for further advice.

## Accessible Viewing Areas

There are 24 wheelchair accessible viewing spaces available at an elevated level to visiting supporters for Premier League matches. Easy Access and Amenity seats (EAA) are in the general admission seating areas.

## Accessible toilets

All accessible toilets are gender neutral, fitted with RADAR locks and can be found on all levels close to accessible viewing areas. If you require assistance in unlocking an accessible toilet, please ask the nearest Supporter Liaison Officer, Disabled Supporter Assistant or Steward Supervisor, who will be happy to help.

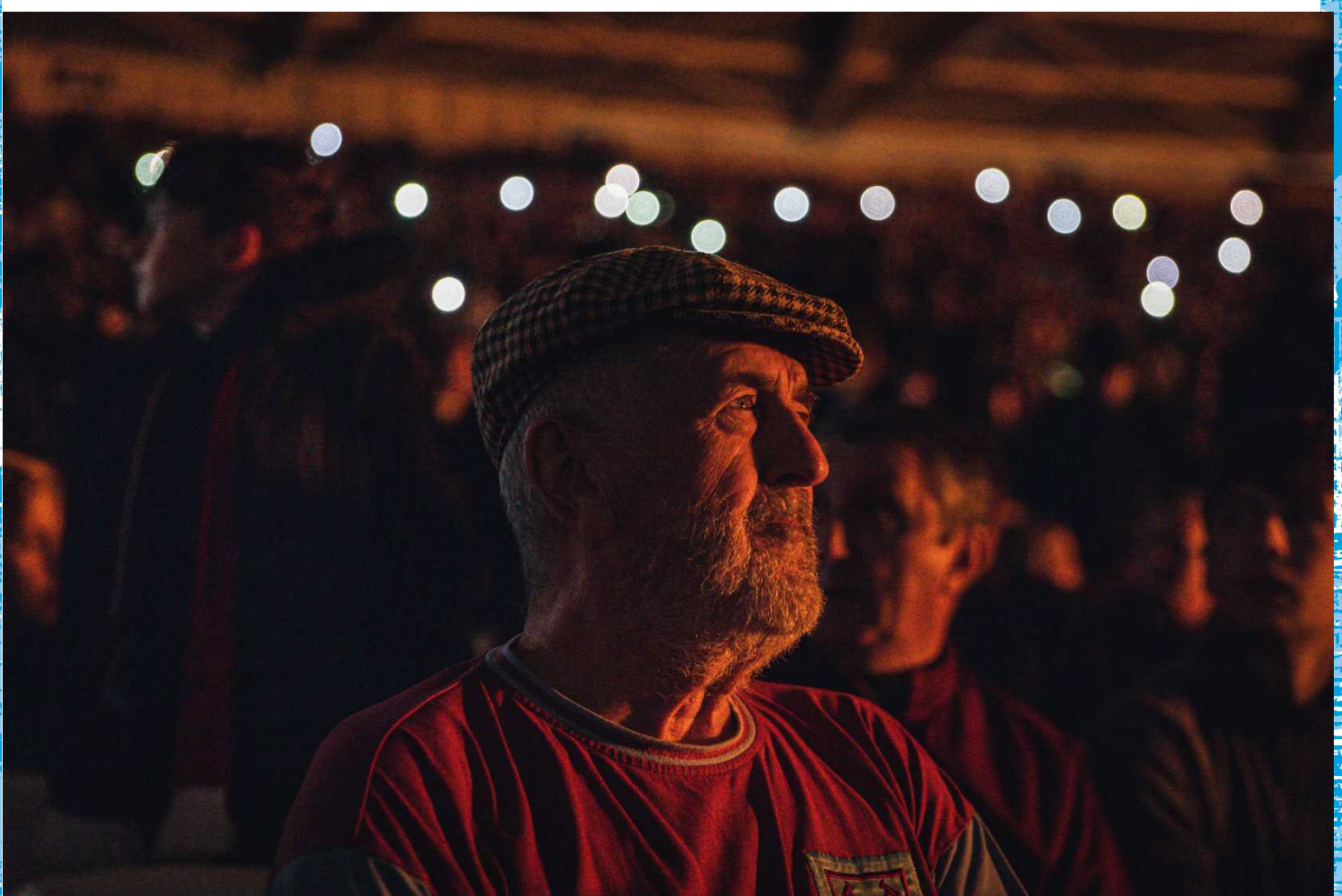
## Access to Main Ticket Office

The Main ticket office is located to the south of the stadium, opposite turnstile E and alongside the Stadium Store. All 20 windows are external, with level access around the Ticket Office and the queuing system is managed on matchday. All windows are fitted with hearing induction loops and audio microphones, with four low-level counters at windows 1, 2, 19 and 20. An electronic calling system with sound and digital display can be used to manage the queue during peak periods.

# ACCESSIBILITY INFORMATION

The Club now has 30 Disabled Supporter Assistants and 50 Supporter Liaison Officers on a matchday who will be delighted to assist you. DSAs and SLO Area Managers are all skilled in up-to-date disability awareness training, with some also trained in Signature level 101 British Sign language. We want to provide the best service and experience possible for all supporters at London Stadium, so please do talk to us! All feedback to the Club is gratefully received.

Should you have any questions ahead of your visit to London Stadium, our Accessibility team will be more than happy to offer expert advice and guidance. Please contact them on [accessibility@westhamunited.co.uk](mailto:accessibility@westhamunited.co.uk), or **0333 030 0174** Opening hours: Monday to Friday 09:00-17:00



# REPORTING INCIDENTS & CONCERNS

Equity, diversity, and inclusion are at the heart of West Ham United. We encourage everyone to stand side by side in supporting their team, providing an equal and inclusive experience for all our Supporters, whether that be on matchday, online, via our day-to-day services, or through consultation with our supporters' groups and forums, everyone is valued equally.

We promote our values, of equity, inclusion, and togetherness, and always celebrate diversity amongst our fanbase. However, we understand that we cannot legislate for everyone's behaviour before they come into the Stadium or in the way they conduct themselves on social media or in their private lives. West Ham United is unequivocal in its stance - we have a zero-tolerance approach to any form of discrimination or abusive behaviour.

We recognise our responsibility to dealing with incidents in the right way and the safety and welfare of our Supporters is our utmost priority. All incidents reported to the Club, on matchday or any other forum, are subject to the Club's offences, sanctions, and educational processes.



# REPORTING INCIDENTS & CONCERNS

## ON A MATCHDAY

The Club provides several reporting mechanisms on matchday to ensure that supporters can report any incidents discreetly and in confidence, this includes a dedicated SMS reporting service telephone/textphone number which is advertised in the matchday programme, on the big screens, on the Hammers Help centre, on WHUFC.com, via social media and in all the gangways in the upper and lower tier of the stadium.

Should you have witness or experience any incidents on matchday you can report your concerns by:

- Speaking with the nearest steward or Supporter Liaison Officer
- Sending a text to the SMS reporting service on **83121**

All incidents are reported to the Control Room. Text messages received are treated in the strictest confidence and are sent directly to the control room. This will enable the safety and security team to monitor and handle the situation at the time of it occurring

The safety and security of all supporters is of paramount important to us, and we are committed to ensuring that everyone has a safe and enjoyable experience while they are at London Stadium. It is vitally

It is important to our investigations that any incidents are reported to us at the time they occur. This will enable us to monitor the situation and take the appropriate action on the day. However, if you do need to report any concerns to the Club after the game, please contact [supporterservices@westhamunited.co.uk](mailto:supporterservices@westhamunited.co.uk)



## ONLINE OR SOCIAL MEDIA ABUSE

The Club routinely monitors all its social media channels in order to identify and deal with any discriminatory posts online.

We do everything possible to ensure our online communities are safe spaces for all West Ham United Supporters. We recognise that football cultivates a range of opinions from across the fanbase and so we ask that supporters always engage on our platforms respectfully, even when their views may differ. To help ensure our platforms continue to be safe and fun places for fans to enjoy, we encourage supporters to report any concerns to us and the platform host directly.

The Club will not tolerate any form of discrimination on its social media platforms and will act against any offending posts working with supporters and the platform host or moderator. If supporters do witness or experience any form of discrimination online, they should report it to us and the platform host/moderator in the following ways:

### Twitter

- By DM to [@WestHamHelp](#)
- By reporting the post and the user account directly to Twitter

We recommend that posts are reported to the Club and to Twitter or **Facebook**

- By DM to [@WestHamHelp](#)
- By reporting the post and the user account directly to Facebook

We recommend that posts are reported to the Club and to Facebook.

### Email

By email to the Supporter Services team at [supporterservices@westhamunited.co.uk](mailto:supporterservices@westhamunited.co.uk)

All enquiries and concerns are treated in the strictest confidence; however, we will require as much information as possible about the situation and any concerns you may have to conduct a thorough investigation.

All complaints are thoroughly investigated and there are several ways that we choose to act. Whether it be via the suspension or banning of membership, Acceptable Behaviour Agreements, or via educational sessions, all situations are reviewed on a case-by-case basis and outcomes are designed to support the safety and welfare of all supporters and staff and to ensure that everyone can continue to support their team.



# LONDON STADIUM



# CONTACT INFORMATION

## TICKET OFFICE

[Ticketoffice@westhamunited.co.uk](mailto:Ticketoffice@westhamunited.co.uk)

**0333 030 1966 (Option 3)**

09:00 – 17:00, Monday to  
Friday

## ACCESSIBILITY

[accessibility@westhamunited.co.uk](mailto:accessibility@westhamunited.co.uk)

**+44 (0) 333 030 0174**

## SUPPORTER SERVICES

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

[supporterservices@westhamunited.c](mailto:supporterservices@westhamunited.co.uk)

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

[whufc.com/help](https://www.whufc.com/help)

All opening hours are from Monday to Friday from  
09:00-17:00

