VISITING SUPPORTERS' GUIDE

2026/27 SEASON



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Whether you're joining us for the first time or have visited London Stadium before, our Visiting Supporters' Guide is designed to provide all the information you need for an enjoyable and memorable matchday experience.

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WELCOME

Our Visiting Supporters' Guide has been designed to help you plan your visit to London Stadium with confidence. It includes essential information on travelling to the stadium, matchday arrangements, accessibility services and contact details, ensuring your matchday experience is as smooth and straightforward as possible.

If you require any further information or assistance, our Supporter Services Team will be happy to help. You can contact them by email at **supporterservices@westhamunited.co.uk** or via X at @**WestHamHelp.**

We look forward to welcoming you to London Stadium.



HERE TO HELP

To help ensure every supporter enjoys a safe and memorable matchday, our team of Supporter Liaison Officers (SLOs) and Disabled Supporter Assistants (DSAs) are available around the stadium and inside the Visitors section to help whenever needed.

Where you'll find them

Our Supporter Liaison Officers (SLOs) will be positioned in and around the stadium to welcome you on arrival and assist you throughout your visit, right through to your safe departure after the match. You can also visit them at one of our three main information points, located near turnstiles G, H and J, where they'll be happy to help with any questions or provide assistance.

Our Disabled Supporter Assistants (DSAs) are based at the visiting turnstiles and accessible lanes on each bridge to help ensure a smooth and welcoming arrival for supporters with accessible requirements. They remain available inside the away section throughout the match to provide support wherever it is needed.

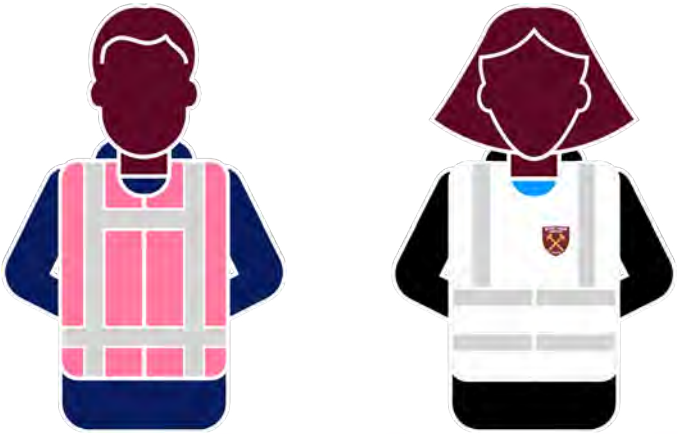
Our SLOs are easy to identify by their silver tabards, while our DSAs wear pink tabards, making them easy to spot if you require assistance

Who are our SLOs?

Our Supporter Liaison Officers (SLOs) and Disabled Supporter Assistants (DSAs) are friendly, approachable and knowledgeable, and are available throughout the matchday to help with any questions, provide assistance, gather feedback or direct you around the stadium.

The team has extensive experience across a range of areas, including:

- Matchday and stadium operations
- Supporter safety and crowd management
- Ticketing services and processes
- Fan engagement
- Local area knowledge and away supporter information
- Accessible support and assistance



GETTING TO LONDON STADIUM

Please refer to our **Access Statement** for further information on travelling to and from the stadium, including details of stations and transport options for disabled supporters and those with other accessibility requirements.

By Train:

Stratford Station:

Stratford Station is around a 15-minute walk to London Stadium. From Stratford Station, the most direct routes to London Stadium are via Bridge 1 (next to the London Aquatic Centre) or Bridge 5 (next to the ArcelorMittal Orbit).

Stratford International:

Stratford International Station is around a 20-minute walk to London Stadium. Shuttle buses operate from Stratford International Station for supporters with accessibility requirements. From Stratford International Station, the most direct routes to London Stadium are via Bridge 1 (next to the London Aquatic Centre) or Bridge 2.

Pudding Mill Lane:

Pudding Mill Lane Station is around a 10-minute walk to London Stadium.From Pudding Mill Lane Station, the most direct route to London Stadium is via Bridge 4 (next to the Lon- don Marathon Community Track).

Hackney Wick:

Hackney Wick Station is around a 15-minute walk to London Stadium. From Hackney Wick Station, the most direct route to London Stadium is via Bridge 3 (next to the London Marathon Community Track).

To plan your journey, please visit the TFL website by clicking here.

GETTING TO LONDON STADIUM

By Car:

London Stadium is a green stadium and a public transport destination, so public car parking on matchday is not available. Supporters are advised to use the many public transport options, Westfield shopping centre being the largest with over 4500 parking spaces across three main car parks, A, B and C.

Chargeable parking may be available at Westfield Stratford City. Note that there are road closures in place on matchdays for the safety of fans travelling on the surrounding roads. We always advise checking travel and parking availability before departing.

By Bus:

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

Parking for Supporters with Blue Badges

Please view our **Access Statement** for more travel and parking information for supporters with accessible requirements.

Bike Parking:

The Queen Elizabeth Olympic Park is extremely cycle-friendly and there are lots of places to park bicycles. Santander hire bikes have docking stations scattered throughout the Olympic Park. Nearby docking points include:

- Copper Box Arena
- London Aquatics Centre
- Monier Road
- The Podium

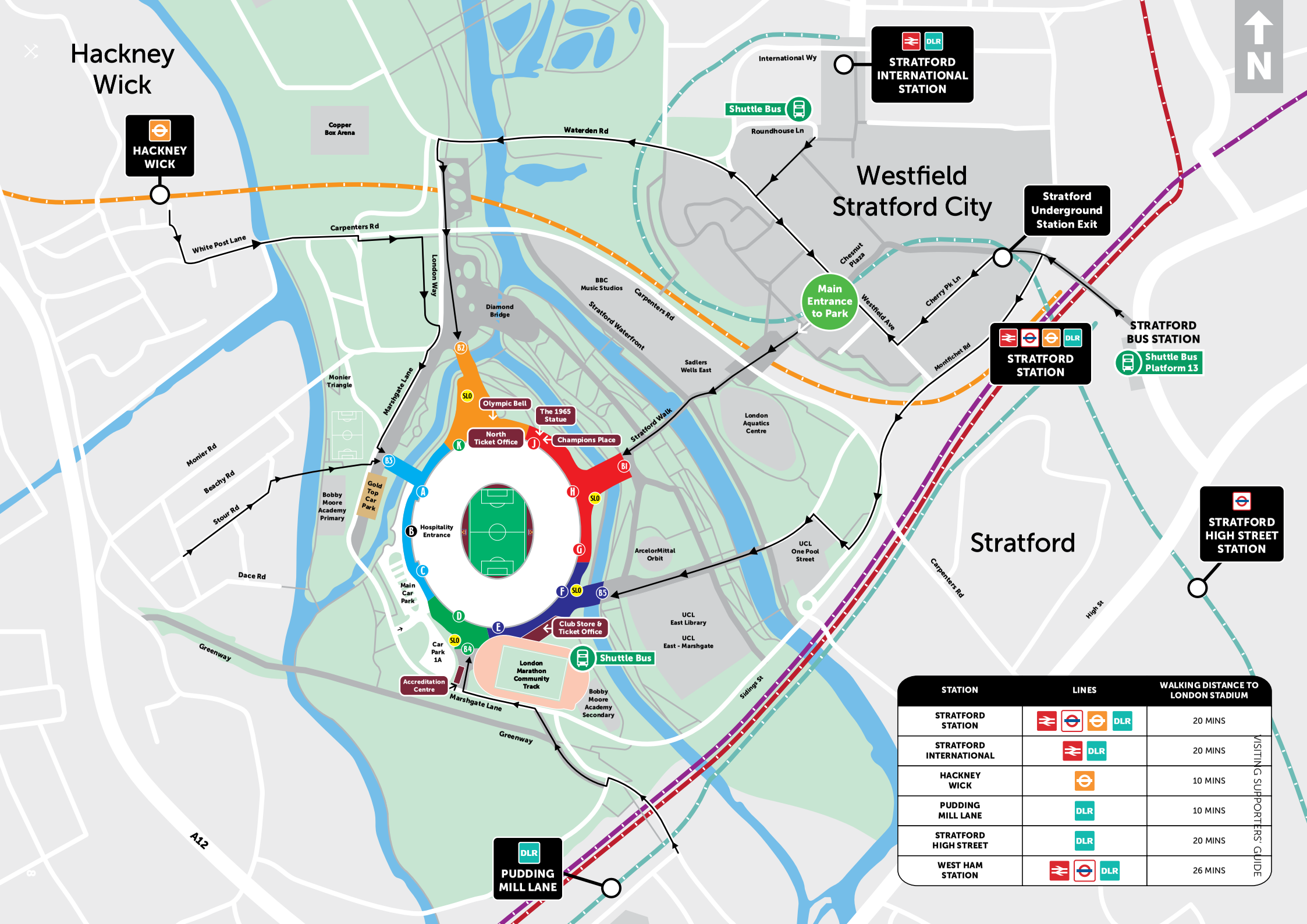
Stratford Station:

Dockless e-bikes including Lime and Forest do not have fixed stations; they can be parked on pavements within selected zones. Please check the relevant app for more information.

Travel Planning:

Supporters are reminded to plan their journey in advance and check timetables to ensure timely arrival at the ground to avoid long queues before kick-off. For the latest travel advice, visit the TFL website **here**, or view our **matchday FAQs**.





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

VISITING SUPPORTERS' GUIDE

ARRIVING AT THE GROUND

Visiting Supporters' Arrival:

The location of the visiting supporters' entrance is at Turnstile D. Supporters with any matchday enquiries are welcome to visit our dedicated Visiting Supporters' information point to speak to one of our friendly matchday SLOs. We encourage all visitors to arrive via Bridge 4 where there is lift access to Turnstile D.

Away Coach Parking:

To book Official Supporters' Coaches, we require the information below to be submitted no later than three days before the fixture. This allows us sufficient time to liaise with London Stadium and make the necessary matchday arrangements.

The booking form includes guidance and requests the following information:

- Fixture
- Driver's full name
- Driver's contact number
- Coach company
- Vehicle registration number
- Number of supporters travelling
- Details of any accessible supporters on board

Providing this information in advance helps ensure the matchday operation runs smoothly and allows us to allocate coach parking appropriately, avoiding any issues on arrival.

Please find the form linked **here**.

Please note that if we do not receive the required information by the deadline, we will be unable to accommodate coach parking on site.



Ticketing:

All visiting supporter ticket collections are available from **Windows 19–20** at our Main Ticket Office, located opposite Turnstile E.

If you need to collect a duplicate ticket on matchday, you must contact your club in advance of the fixture to arrange this. The Ticket Office will be open from 10:00 for a 15:00 kick-off, this may change for later kick-off times.

Visiting supporters collecting tickets or duplicate tickets may be asked to provide photo identification on matchday. This helps us ensure that tickets are only issued to the named ticket holder. Please note that only government-issued photo ID will be accepted. If you are unable to provide valid identification, we may be unable to fulfil your ticket request.

Food and Drink:

There is a wide range of food and drink outlets both around the outside and inside the stadium. These outlets change regularly so there is always a wide range of new food and drink to be enjoyed. For any specific dietary requirements or allergen information, please speak to our catering staff who will be able to advise on ingredients.

Cashless Stadium:

The stadium operates on a cashless basis at all food and retail outlets and programme kiosks.

Programmes:

There is a programme seller outside the visiting supporters' entrance at Turnstile D, as well as a large marquee selling programmes outside the Stadium Store at Turnstile F. Please note that programme sellers are now cashless.

Multi-faith Rooms:

At London Stadium we have two multi-faith rooms that are available between blocks 103 and 104. Please speak to a member of staff for access into a multi-faith room should you require this.

Lost Property:

If you have lost an item during your visit to London Stadium, please contact the Supporter Services Team on supporterservices@westhamunited.co.uk and they will be able to assist you with your enquiry.

SAFETY & SECURITY

Steward Guidance:

Please always follow the instructions given by our stewards. They are here to help and to ensure your visit is safe, secure, and enjoyable. See full list of prohibited items **here.**

Security Searches and Bag Policy:

Security and bag searches will be conducted on the bridges as you approach the stadium. London Stadium operates a 100% bag search policy for your safety and security, so please have your bag open and ready to be searched to avoid delays and do not bring any prohibited items.

Bags should be no larger than A4 in size and there are no luggage facilities available at London Stadium. If in doubt on any bag policies, look at our Bag Policy FAQ **here**, or get in touch with our Supporter Services team. There are dedicated entrance lanes for supporters with disabilities or other accessible requirements. We appreciate your support in keeping these lanes free for fellow supporters.

Flags, Banners, Drums and Megaphones:

London Stadium upholds the highest standards of health and safety. Supporters who 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** or look at our Flag Policy FAQ **here**.

London Stadium does not permit any musical instruments or megaphones inside the stadium.

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 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 behavior or chanting, including tragedy or homophobic 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 behaviors, including potential lifetime bans and referral to the police. Your own Club can also face disciplinary action if any of its supporters are found to have engaged in this behavior.

West Ham United provides a number of support mechanisms on matchday to ensure that supporters can report any incidents discreetly and with 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**. 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 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 recognized 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.

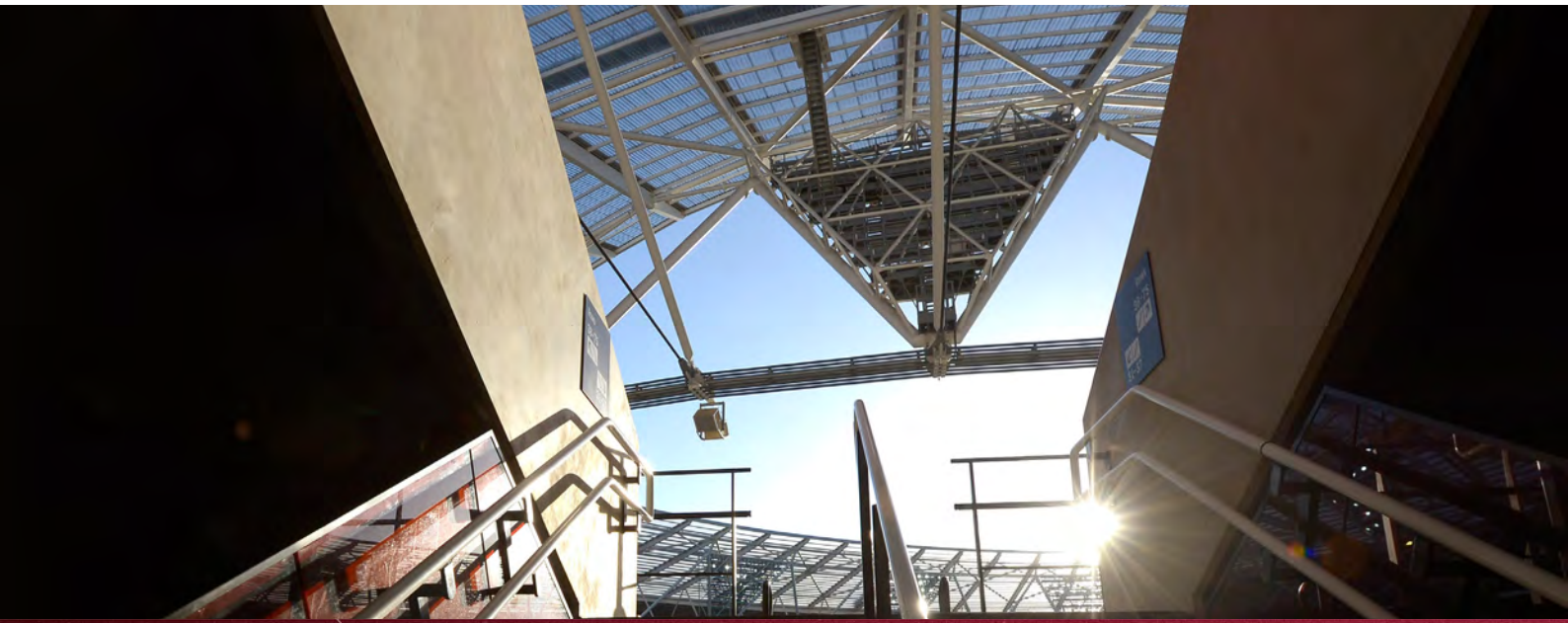
Post-Match:

The area outside of Turnstile D 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 routes to train stations and the visiting supporters' coach park.

Lift access is available directly outside the visiting supporters' section on Bridge 4 onto Marshgate Lane.

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. To view our Ground Regulations, please click **here**.



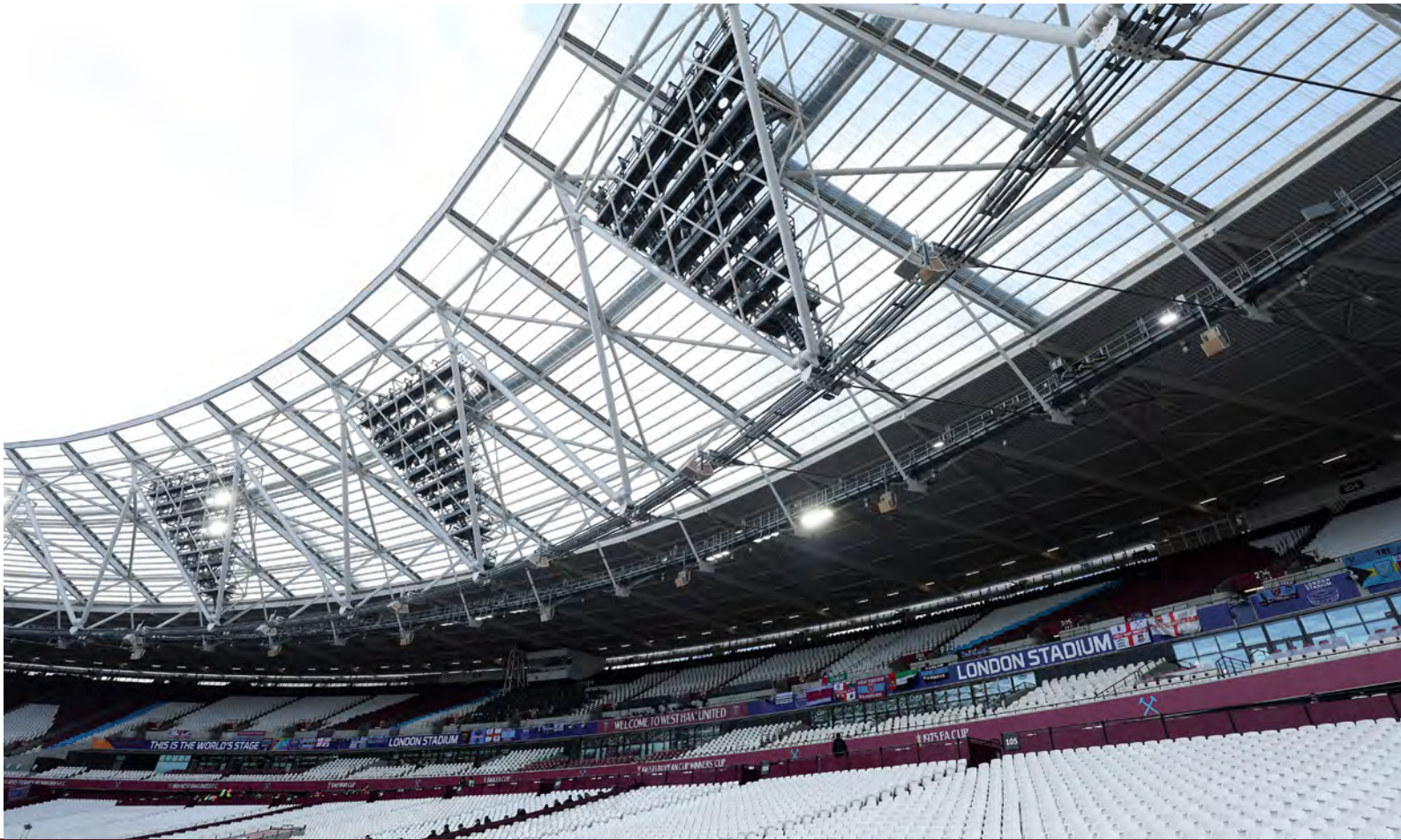
SAFEGUARDING

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.

We actively promote a culture where safeguarding is everyone's responsibility and where concerns can be raised and dealt with appropriately. Our policies and procedures are regularly reviewed and align with the latest legislation and best practice.

All juniors under the age of 16 must be accompanied by a ticket holder aged 18 or over on arrival and entry at London Stadium.

For more information and contacts, or to report a safeguarding concern, **visit our website**.



ACCESSIBILITY INFORMATION

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

Since moving to London Stadium in 2016, we have created a range of facilities and services to assist supporters with disabilities. Our stadium is a fully accessible venue, with lifts and all public areas designed specifically to accommodate the needs of supporters with access requirements.

Our **Access Statement** will provide you with all the information you need in relation to access, services and facilities and to help you plan your visit to London Stadium.

Visiting Supporters Car Parking:

As a designated green stadium, the Club has provision for 55 accessible parking spaces, including six bays for visiting supporters. Any visiting supporters wishing to enquire about accessible parking on matchday need to contact their own Club directly as they are responsible for allocating the spaces.

Accessible Viewing Areas:

There are 24 wheelchair accessible viewing spaces available at an elevated level to visiting supporters for Championship 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 Disabled Supporter Assistant or Steward Supervisor, who will be happy to help.

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 alongside the assistance of our friendly queue management team.

Audio Commentary Service:

Available to supporters who have a visual impairment, this service is free to use. Pre-book via **accessibility@westhamunited.co.uk** this avoids any delay on arrival or missing kick-off. We will confirm where to pick up and return the receiver, dependent on where your seat is allocated.

Please note that headphones are not provided due to hygiene concerns and recommend all supporters bring their own headphones for comfort. These should be wired with the standard 3.5mm jack.

Disabled Supporter Assistants:

The Club has a dedicated team of Disabled Supporter Assistants (DSAs) available throughout matchday to provide support whenever needed. Our DSAs are positioned on the accessible entry lanes outside the turnstiles and at key locations inside the stadium. Simply look out for the team wearing pink tabards.

Accessibility FAQs:

If you have a question relating to accessibility, visit the Hammers Help Centre, our 24/7 self-service portal designed to assist with a broad range of Accessibility FAQs.

Hammers Help is a fully accessible platform, and the Club has invested in an Accessibility toolbar to assist supporters with disabilities when using the Hammers Help Centre.

The toolbar is a Cloud-based web accessibility solution, which allows supporters to customise Hammers Help in the way they need it to work for them.Supporters can access the toolbar through clicking the 'Enable Accessibility Toolbar' at the bottom lefthand corner of the page to enable features including; text to speech

functionality, dyslexia software, an interactive dictionary, magnifying tool, translation software with over 100 languages and many other features.

Should you have any other 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 or call 0333 030 0174 (opening hours: Monday to Friday 09:00-17:00).

CONTACT INFORMATION

TICKET OFFICE

ticketoffice@westhamunited.co.uk

0333 030 1966 (Option 3)

09:00 – 17:00, Monday to Friday

ACCESSIBILITY

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.co.uk @WestHamHelp whufc.com/help

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

