

## **Matchday Experience Subcommittee Stakeholder Meeting**

**15 June 2022**

### **Attendees-**

**ISC:** Steve Applebee (SA), Robina Ahmed (RA), Sue Watson (SW), Trevor Twohig (TT)

**West Ham United:** Tara Warren (TW), Ben Illingworth (BI), Jake Heath (JH), Sophie Lawson (SL)

**Other:** Elliot Moore (EM) Delaware North, Peter Swordy (PS) LS185, Mark Camley (MC) LLDC, Nathan Homer (NH) LLDC

**Observer:** Ashley Brown (AB) FSA Lead on Governance and Supporter Engagement.

### **Welcome and introductions**

All present introduced themselves and outlined their roles.

### **Supporter experience and benefits of local sellers**

The ISC representatives shared the sterile nature of the walk from stations to the ground. The walk from Stratford station was discussed in detail with the lack of WHU atmosphere experienced. The benefits for supporters, the Club, stakeholders and vendors shared. This view was reinforced by the Club with their perspective adding to the ISC position.

The importance of heritage and fan culture was discussed with LS185/LLDC open to exploring options to improve the atmosphere. It was agreed to focus on the walk from Stratford station to bridge 1 initially then review with a view to expand to other routes to the island.

AB pointed out that all supporters approaching the London Stadium, need to know they are approaching WHUFCs ground.

### **Opportunities to facilitate local/community sellers on matchday**

Discussions around badge sellers, legitimate merchandise seller, range of WHU related entertainment options and potential fan zone followed. It was agreed that branding leading to the London Stadium should include WHUFC branding.

Discussion included the importance of knowing the potential number of pitches, placements, size of pitch and other relevant criteria.

WHUFC branded banners to be part of atmosphere for matchdays raised. ISC and Club feel this is a positive step towards developing approach to London Stadium.

### **Next Steps/Actions agreed**

- **ISC/Club to work on criteria and list of 3-4 initial pitches.**
- **Club to work on WHUFC branded banners to use on approach to bridge 1**
- **Club to propose final plan for fan zone**
- **ISC/Club to work with EM (Delaware North) on additional Island vending opportunities.**