



## ISC/Club Meeting Tuesday August 23rd 2022 at 18:00 hours

### Attendees

ISC - Robina Ahmed (RA), Steve Applebee (SA), Andy Byrne (AB), Paul Christmas (PC), Imtiaz Patel (IP) and Sue Watson (SW).

Club - Karren Brady (BKB), Phillipa Cartwright (PhC), Jake Heath (JH), Ben Illingworth (BI), Nicola Keye (NK), Sophie Lawson (SL), Ian Taylor (IT) and Tara Warren (TW).

Apologies for Absence - Don Adams, Cathy Bayford, Jim Dolan and Sara Page

### 1.0 End of Season Review

The meeting attendees reviewed the progress made though the previous season. The consensus was that significant steps and progress have been and there remain opportunities for improvement in the future. It was agreed that the levels of communication between the Club and the ISC were extensive, although the ISC felt that there were instances where timely consultation was absent, although it was recognised that the dialogue between meetings was an opportunity to provide input in real-time situations or items for consultation.

### For Information

**1.1** It was agreed that for the forthcoming season a meeting calendar underpinned by decision making milestones would be established. JH shared a proposal for the season with SW in advance of the meeting.

**Responsibility JH, SW & SA**

**1.2** In addition the ISC will establish key priorities for the forthcoming season and delegate responsibility for delivery to the appropriate ISC subcommittee/members, to work with the Club representative(s) and other stakeholders responsible. JH added that more significance should be placed on dialogue between meetings to maximise progress.

To avoid a proliferation of meetings in the future it was proposed that the agenda should be focused with three main meetings and it was agreed that the Club and ISC need to continue to establish a more efficient and cohesive communication process.

**Responsibility JH & SW**

## **2.0 Future Supporters Group Initiatives**

JH advised that the Premier League, clubs and the FSA were continuing discussion in respect of fan engagement and the fan led review. With consultation outcomes expected November 2022. This would see the evolution of the Club and ISC relationship and supporter engagement with continued dialogue throughout the process.

**Responsibility JH**

## **3.0 Future ISC/Club Meetings**

Following a request from PC, BKB agreed that future meetings should be held face to face and of two hours duration. This will form part of the future discussions to agree a generic milestone meeting calendar.

**Responsibility JH & SA**

## **4.0 Toilet Malpractice**

BI outlined the actions taken by the Club and stadium operators to address the problem, including targeting areas with stewarding, signage on all women's toilets, PA announcements, identifying, ejecting, and banning offenders. While this is a very small minority it was acknowledged that one transgression is one too many and persistent offenders may receive banning orders. Education programmes are also being considered which the ISC were in support of **and** that the Club and London Stadium are taking this extremely seriously and agree with the Club's approach and all of the measures they have put in place.

**For Information**

## **5.0 NFC Ticketing Status**

AB stated the Club NFC ticketing system including downloading, forwarding and exchange functionality was the optimum digital solution.

**For Information**

**5.1** NK presented an overview of the NFC season ticket launch status and key metrics are as follows; The ingress speed for the Manchester City game was 23% faster than last season's first home game against Leicester City.

77% used an iPhone and 23% android.

The ticket office received 600 queries prior to the first home game and 400 for the second.

Further enhancements include 'touch & go' signage and further education e.g. downloaded ticket cannot be upgraded online.

Late walk-ups 20 minutes prior to kickoff have seen the start of the game, while arriving 10 minutes before kickoff should expect to miss the start of the game. The Club encourages fans to arrive at least 60 minutes before kick-off to avoid peak periods.

#### **For Information**

#### **5.2 Season Ticket Cards**

NK reported 1232 cards have been issued (approximately 2% of season ticket holders) and all applications received have been processed. AB said that approximately 20 supporters had already contacted Hammers United about cards and agreed to forward those 20 requests that had already been received to NK for her team to review.

#### **Responsibility AB & NK**

#### **5.3 NFC Tickets for Away Games**

A trial of digital tickets is under consideration for the Liverpool away fixture.

#### **Responsibility NK**

#### **6.0 Bridge 5 Congestion**

PC raised the issue of congestion at Bridge 5 security and BI agreed to monitor security staff utilisation at future games.

#### **Responsibility BI**

#### **7.0 New Season Ticket Holders Welcome Pack**

RA raised the idea of a welcome pack for new season ticket holders, including a gift and instructions etc. KB responded positively and the Club will be doing so.

#### **Responsibility RA & JH**

#### **8.0 Safe Standing**

It was agreed the focus this season must be on embedding the new West Stand. The Club made a commitment to work with the ISC to formulate a plan with the objective for introduction of safe standing for the 23/24 season.

#### **Responsibility SW & JH**

#### **9.0 Street Vendors**

A lengthy discussion took place in respect of three pitches adjacent to the aquatic centre and the outcomes were;

selection process will be agreed with LLDC and the Club based on a process to be agreed between the ISC and the Club (JH).

The ICS agreed with the LLDC and Club criteria in that it is not intended to benefit external commercial businesses but will ensure that experience enhancement, including a focus on children and young supporters, heritage, identity and entertainment are to be considered (BKB).

Ambience and not necessarily a commercial aspect (TW).

SA suggested they may also be an opportunity for fan groups to introduce themselves to the wider fan base.

#### **Responsibility SW & JH**

#### **10.0 Lower West Stand Wall**

The Club requested a meeting with stadium management on Friday August 26th. Subsequent to the meeting it was advised this will now take place on week commencing 29<sup>th</sup> August due to stadium management staff availability.

#### **Responsibility JH**

### **11.0 Away Colours**

Following a question from RA, BI reiterated that anyone found or reported to be wearing any colours other than West Ham in home fans areas will be refused entry to the stadium and face immediate ejection and asked all instances to be reported to stewards or via the match day reporting phone line.

### **For Information**

### **12.0 Catering Pricing**

KB advised that while some progress has been made, the Club recognise that the mean average pricing level has not yet been reached and legal avenues are still on the table.

### **Responsibility BKB**

**Meeting Closed at 19:40 hours**