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Subject: West Ham - Debrief
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Attachments: [West Ham debrief 08082016_final.pdf](#)

Hi [REDACTED],

Hope you're well.

I've prepared a debrief following the two first games at the Olympic Park. I've attached it if you want to have a look prior to our meeting so that we can discuss it tomorrow.

Overall, it went really well for us, the Park Champions had a really good time and we had good feedback from customers as well.

Thanks.

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Debrief following the two first West Ham Games at London Stadium

Park Champions assisted West Ham supporters on 4th August and 7th August for West Ham United's two first games in London Stadium.

On 4th August, kick off time was at 7.45pm; the Information Point team assisted until 6pm.

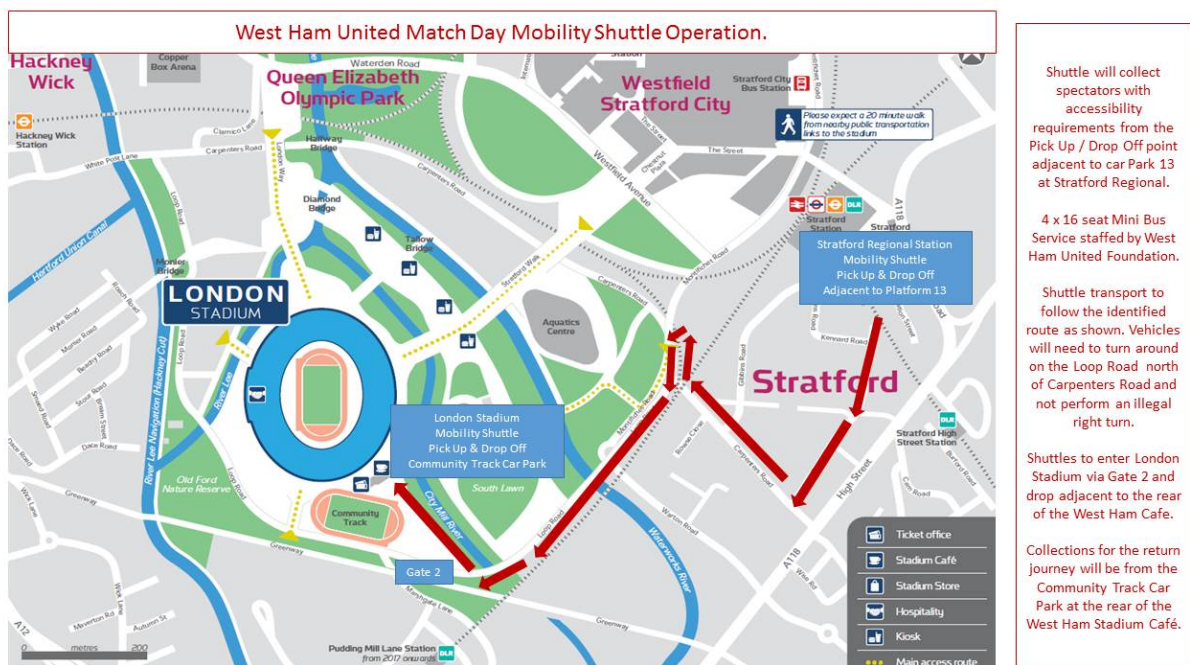
On 7th August, kick off time was at 1pm.

Ten Park Champions volunteers were acting as West Ham hosts and located on the F10 bridge and at the three main entry points of the Stadium island.



Mobility service

- West Ham ran a shuttle service from Platform 13 to the community track before and after the game.
- The shuttle information below was provided to us and we printed some to inform customers on the pick-up & drop off points as well as the route.



- During ingress, Park Champions (both West Ham hosts and Information Point volunteers) were encouraged to engage with customers they saw struggling walking towards the Stadium to let them know about the mobility shuttle service available to them for egress. On 4th August, the Park Champions based in front of the Information Point offered this information

to over 40 ticket holders who were worried they would have to walk back to the Station and were relieved that a service was in place to assist them.

- On Sunday 7th August, the Information Point team handed out over 30 WHUFC Mobility service sheets, more during egress than ingress.
- Some ticket holders didn't have the information about the shuttle service and were told by a steward to come to the Information Point for assistance. We provided those two customers (one of them had a stick and the other was a blue badge holder) with an ad-hoc scooter shuttle (photos below) as the F10 bridge was too busy to use the buggy. The volunteers escorted the customers towards the East Stand of the Stadium (opposite the F10 bridge) and drove the scooters back to the Information Point. The customers were happy and advised to take the shuttle bus to return to the station after the game.



- Customers asked if the shuttle service was stopping at different places or just at Platform 13. We informed them.

Customers assisted

	04/08/2016 - Domzale	07/08/2016 - Juventus
Park Champions – West Ham hosts	Over 230	Over 400
Information Point	445 customers from 3pm-6pm	292 before 3pm

Frequently asked questions

- Where are the commemorative bricks/stones?
- Where can I collect my tickets?
- Is it possible to buy tickets for today's game? For another game?
- Which entrance should I use with this ticket number?
- What is the best way to return to Stratford station after the game?
- Is the programme sold in the Stadium?

Other questions

- Is the Stadium going to be fenced off after each game? Customers are asking about the commemorative bricks even when West Ham is not playing.

- It seems that the Santander bike stands were unavailable on Sunday. Will it be unavailable at each game? Some customers came cycling and were expecting to park by the Podium but were unable to.
- How can customers go about booking a blue badge space?

Health & Safety

- One of the crowd barriers behind the Information Point was removed overnight. During egress, large numbers of people used the route behind the Information Point, tripping over the electric cabling cover.
- General Park visitors had issues coming onto the Park during egress. They used the back of the Information Point to avoid being 'trampled' by the hordes.
- People are going down to the canal from H05 via the trees and are using it as toilets. We suggest to barrier it off or to post a steward at this point. It was especially an issue during the game on 4th August.



Park Champions' feedback

- Amazing! Everybody had a really good time.
 - A briefing on everything there is to know about West Ham and frequently asked questions would be useful to ensure that we can assist as many ticket holders as possible.
 - Many supporters ask to take photos with us; it is a pleasure to do it!
 - We are being asked really frequently to take photos for the supporters.
- Suggestion: By experience, customers really like to take photos with frames as below. Is it something West Ham would be interested in having?



- Stewards are asking us questions about where to find various places on the Park – happy to help! Our Parklife can provide a Park Induction training, sighted guiding, Welcome All.
- On Sunday, the H05 bridge was really quiet until 12noon. It then became really busy. Were stewards directing ticket holders towards the H05 to avoid too many people on the F10 bridge? This was really good as the H05 bridge was under used before 12noon.
- We have been asked for the press entrance.
- Supporters want to know where they can buy the hammers and foam fingers. We direct them to the shop.

Going forward

- On both games, long queues were forming in front of some of the programmes' stands whilst others were quite quiet. We would suggest having a pair of mobile Park Champions walking on the Stadium Island, being this friendly face, advising customers on quiet entrances, quiet programme stands and answering any other questions.
- A group of 16 Park Champions has been selected to be West Ham hosts for the duration of the pilot programme (until December 2016). The Park Champions have been sent their rota and will collect their accreditations from Our Parklife duty manager at the start of each game.
- Seating in the Stand after the Game?
- Overall access to stadium island during the match
- Monitor numbers but expect a slightly larger team would be even more effective
- Planning for cold/wet and dark weather (welfare)
- Update on Mobility service volunteers/services?
- The Park Champion pink uniform with the West Ham cap, hammers and fingers was really effective. The volunteers were easy to locate in the middle of the crowd and supporters already recognised them between Thursday and Sunday.
- Confirm marketing and social media protocol going forward

