

From: [REDACTED]
To: [REDACTED]; [REDACTED]; [REDACTED]
Subject: charity collections
Date: 15 September 2016 10:43:16

Hi there,

I am just looking to set up our official charity activity for the season before I leave – who do I need to speak to at LS185/QEOP with regards to bucket collections on the Stadium island?

We have also had an extraordinary request from a young fan's family who are urgently trying to raise money for life saving treatment – the Club have made a donation and Dimitri Payet face timed the young lad in hospital this week – we would really like to help them if possible. He's a local lad so it's a nice one for everyone to support if possible.

We could with a nice story!

But I do need to map out the collection and match day activation plans for all of our official charities for the 2016/17 season asap also so if you can put in me touch with the right contact I'd be very grateful.

I have cc'd [REDACTED] who will be leading this piece of work after my departure. (drinks in the Railway Tavern on Friday night BTW – from 6ish – tell your friends).

Best,

[REDACTED]



[REDACTED] | PR and Communications Manager
E: [REDACTED] [@westhamunited.co.uk](mailto:[REDACTED]@westhamunited.co.uk) | T: [REDACTED] | M: [REDACTED]
West Ham United
whufc.com



From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]
Subject: Re: 60k sell out
Date: 04 May 2016 16:56:38

We no longer need access for this launch - the Payet shirt pics have gone out today and we won't get access to players between now and next Thursday.

[REDACTED]

Sent from my iPhone

[REDACTED]

West Ham United Football Club Limited

London, E13 9AZ

T: [REDACTED]

F:

M: [REDACTED]

www.whufc.com

From: [REDACTED]
To: [REDACTED]; [REDACTED]; [REDACTED]
Cc: [REDACTED]
Subject: Fwd: Tomorrow
Date: 04 May 2016 09:43:11
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)

Hi all,

Can we get a photographer and camera person in today to capture the Payet shirt going up?

That is all we need, no external, no players.

We will just use the pic alongside a desk announcement of the 60,000 and an interview with [REDACTED] in a national.

[REDACTED] is aware of the change in plans.

Please can you confirm that this is ok?

Best,

[REDACTED]

Sent from my iPhone

From: [REDACTED]
To: [REDACTED]; [REDACTED]
Cc: [REDACTED]
Subject: Stadium access - east stand concourse - Thursday 5 May 2016
Date: 27 April 2016 13:06:00

Afternoon all,
I hope this finds you all well.

Thank you again for all of your help with Juve announcement on Monday Morning – it went really well in the end!

We are planning to announce ‘sold out’ on Season tickets for the new Stadium next week – on Thursday 5 May. We would like to surprise the last fans that buy, bringing down to the Stadium saying we are going to show them around but when they get there Dimitri Payet is waiting for them under his freshly hung giant Hammer of the Year shirt (we are expecting this to be announced at the player awards on the Tuesday before.

It would be from 3pm to 4pm – 2 players about 6 fans and maybe 6 media?

Is this possible?

Thanks,

[REDACTED]



[REDACTED] | [REDACTED]
E: [REDACTED] [@westhamunited.co.uk](mailto:[REDACTED]@westhamunited.co.uk) | T: [REDACTED] | M: [REDACTED]

West Ham United

whufc.com



From: [REDACTED]
Sent: 22 March 2016 12:24
To: [REDACTED]@londonlegacy.co.uk
Subject: FW: Revised Wrap announcement

From: [REDACTED]
Sent: 22 March 2016 11:28
To: Tara Warren <[REDACTED]@westhamunited.co.uk>; [REDACTED]
<[REDACTED]@westhamunited.co.uk>
Subject: RE: Revised Wrap announcement

Please see below for updated version. I hope this is better but can absorb any more changes.

Thanks,

[REDACTED]

Media Plan: Revised Wrap Planning, Wednesday 23 March

12:00pm: Wrap planning story broken with Evening Standard and whufc.com with artist's impression of the design.

12:15pm: Press release sent to sport desks, local media, specialist sport business fansites. This will ensure all channels carry our messaging and we get the story out first.

External release and whufc.com copy

West Ham United are pleased to confirm that a planning application has been submitted for a spectacular wrap solution for the former Olympic Stadium, which, if approved, promises to set a new benchmark in world stadia.

The Club and its stadium partners have worked tirelessly with leading digital experts to develop an optimum solution that would revolutionise the exterior of the Stadium. It would see the largest digital screens in Europe, measuring a massive 83m by 12m, installed on the outside of the Stadium.

If approved, the new installation will provide immense benefit to all partners of the Stadium, enabling events throughout the year, including West Ham United matches, to have a highly-visible, cutting edge digital platform for content, information and promotional material, all in glorious HD.

For West Ham matches, Hammers fans will be able to enjoy clips of their heroes past and present as they make their approach to the world-famous venue they will call home from August. So expect goals from Dimitri Payet or classic clips from Bobby Moore's heyday to enthral the Claret and Blue Army on their way in to the Stadium.

And crucial to that end, the screens would be designed to respond to different brightness settings, meaning definition remains at an optimum level for day or night games in any weather condition.

The exciting new plans – which replace the previously submitted application - also include including prominent, Olympic legacy-inspired Claret and Blue shards and the Club's crest and colours, in addition to branding and advertising. This is key to the Club's absolute commitment to ensuring the Stadium looks and feels like the unmistakable home of West Ham United.

Now that the above proposal has been submitted for consideration, West Ham United and its Stadium partners will be working hard with the planning authority to reach an agreeable outcome. A response is expected within the next eight weeks, to allow installation to take place between May and July.

