



WEST HAM UNITED

West Ham United Statement Friday 23 March

West Ham United Vice-Chairman Karren Brady has today confirmed the club has submitted a bid to be the anchor user of the Olympic Stadium post Games in line with the OPLC deadline.

Brady said: "Having spent the last two years dedicated to this project I am privileged to once more be submitting West Ham United's bid to become the anchor concessionaire of the Olympic Stadium post the 2012 Games. From the outset it has been my firm, unwavering belief that the Stadium can truly become a multi-use destination of which east London and the nation as a whole can be proud. I have never lost sight of our vision to play our part, along with the Stadium's major stakeholders, in ensuring it grows into a global asset, the 'jewel in the crown' of the Park that will be watched by the world.

"Our vision for the Stadium has always been about standing up for the promises made for London back in Singapore in 2005 and what they meant for our future generations. We are honoured to have once more received the support and backing of our friends at UK Athletics.

"I would like to thank the many West Ham supporters who have given their time to share their opinions on our proposed move ahead of this decision and despite the considerable constraints and confidentially agreements we were required to enter into, I can assure them their feedback has been instrumental in informing the Board's approach to our bid. We have not taken this decision lightly and I should be clear that any move to the Stadium is conditional on the fact that it must provide an arena that is fit for world-class football and feels like home to our deserving fans."

West Ham United's Joint-Chairmen David Sullivan and David Gold issued a joint statement, adding: "It has now been over two years since we came home to West Ham United and realised our lifelong ambition of running the club we grew up supporting.

"As we have always said, we remain committed to this magnificent Stadium and provided we are able to offer a world-class stadium for football for our prolific, loyal and passionate supporters we believe there is nobody better placed to help deliver the legacy for the East End community than us.

"This area – the one from which we both originate - deserves a true and lasting legacy to follow the 2012 Games. It will be a tremendous event that the whole world will be watching and will therefore present a real opportunity to showcase the UK at its best. However, the showcase must not stop there.

"We know that using the Stadium as our home will bring with it huge responsibility, but we are fully committed to making it our home for at least the next 99 years. We will take on with pride the mantle of what that means in terms of giving something back to the community."

- ENDS -



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West Ham United Statement Saturday 24 March

While others spend their time speculating on our plans we are focusing only on the long-term prosperity of our great club and how we can take it to the next level for the benefit of our loyal fans. We will ensure that we make our vision a reality should we get the opportunity to do so.

Our aim is to sell out a 60,000 stadium and we have a plan to do it. Other people's five favourite words might be 'What's in it for me', while West Ham United's are 'What's in it for us.'

We want a world-class stadium fit for football, not the stadium that is there today, but one that will be first-class for football in 2014.

To have no vision is to have no dream. We have the vision and we'll realise the dream.

- ENDS -



WEST HAM UNITED

Supporting our bid

“The club and its owners and shareholders are in this for the long haul. We’re fully committed to a lasting partnership that benefits the club, the Stadium and the Park as a whole.”

“I make this bid not just on behalf of West Ham United, our supporters and employees but also on behalf of East London as a whole and anyone who wishes to see the legacy promise realised.”

Karren Brady, Vice Chairman, West Ham United

“We remain committed to this magnificent Stadium as we have always said and provided we are able to offer a world-class stadium for football for our prolific, loyal and deserving supporters we believe there is no one better placed to help deliver the legacy for the East End community.”

David Sullivan and David Gold, Chairmen, West Ham United

“We have long been enthused by what a football club of West Ham's stature and local heritage can bring to this multi-purpose venue, and in particular by your own team's plans to be part of a vibrant future for the Stadium and the Olympic Park. That is why we endorse your bid.”

Ed Warner, Chairman UK Athletics





WEST HAM UNITED

Why it's important to us

- Because we believe it's the best move for our fans
- West Ham United's owners grew up from humble beginnings in the East End went on to become proven business men and will take on with pride the responsibility of giving something back to the community
- It will improve facilities for our supporters and resolve many of the current issues at Upton Park in terms of accessibility
- It gives us the opportunity to make attending matches more affordable
- It has excellent transport links
- It provides the club with the opportunity to increase revenue and improve our financial stability
- It's an opportunity too good to miss
- The high profile nature of the stadium will be leveraged to improve the club's profile and following on a global stage
- It's the only way for the club to grow
- It will help us to move to the next level



What about the running track?

- The Stadium has to work for football and athletics to deliver the legacy promise
- Our vision has always been that the Stadium will become more than a football stadium - a destination for the nation where athletics and football at the highest level can sit side by side
- These uses sitting alongside entertainment, education and culture, the Stadium and the Park as a whole ranks among the UK's most popular destinations
- We would take pride in sharing the venue with our friends at UK athletics as they proudly host the 2017 World Athletics Championships
- The top tiers will be closer to the action by several yards than Wembley and no seats will be further away than at Wembley
- Unlike many top stadiums every supporter will be able to see the ball whenever it's in play
- Our sightlines would stack up and we know how to make it work
- Our bid is conditional on the fact that it must provide an arena that is fit for world-class football and feels like home to our deserving fans



WEST HAM UNITED

Will it be fit for football?

- Our owners have pledged their commitment to ensuring this is the case and, as above, our bid is conditional on this
 - It has to be fit for football - we would not consider a move if we didn't believe this to be the case
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Can you fill it?

- Our database is huge with around 850,000 registered and active supporters
- We have tens of thousands of fans who tell us they would come to the Olympic Stadium for the cheaper tickets we could offer
- We have carried out extensive research and the demand is there, particularly for the fixtures against the most attractive opposition
- We also have the opportunity to build a new fan- base in the area as the Olympic Stadium will have easy access across several boroughs





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There is a lot of speculation in respect of whether this move will benefit the club commercially under the new structure?

- David Sullivan and David Gold are international award-winning businessmen who know how to make football as a business work
- With Karren Brady at the helm they guided Birmingham City FC from the brink of extinction when they took over in 1993 into a profit-making club that sold in 2009 for £82 million
- Karren Brady's record speaks for itself. In the relatively short period of her two year tenure at West Ham she has led the club in the delivery of its first operating profit (£6.8m) in recent years, has reduced the clubs debt by £7m and cut costs by £3.2m. Karren has already led the business to realise profit in every operational area during her time at the club and continues to make a significant impact on global brand expansion
- There is no question as to whether the move will benefit the club financially. We simply wouldn't move if it didn't
- The current Board can make the Stadium work
- There are many financial benefits associated with the move but our business plan is commercially sensitive at this time



What about the Naming Rights?

- Under the current structure there is an opportunity to bid for Stadium Naming and Associated Rights as part of your bid but this is not a requirement
- The club will consider the opportunities available
- The club does not have a current naming rights deal at Upton Park, however and does not rely on this either as a major revenue stream or to ensure revenue growth at the Stadium
- As above there are numerous financial benefits associated with the move



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Will it be West Ham's home?

- Yes we will ensure it becomes West Ham's home and this is another key priority of the Board, which is reflected in our bid
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What will happen to the Boleyn Ground and surrounding area should you move?

- This will be one of the most positive aspects for the regeneration of the area if the club was to move
- The club would ensure a lasting legacy on the site to maintain its reputation
- The redevelopment of the Boleyn Ground which would occur as a direct result of the move to the Stadium would provide the legacy of community redevelopment around Green Street This would lead to vast private investment in that area, as well as new employment prospects and key social benefits such as affordable family housing
- Essentially, a move would ensure major regeneration of the area



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Has the club consulted with its supporters and will there be an opportunity for supporters to have their say?

- The club carried out consultation with supporters during the first process and this was just beginning to gain momentum when the process was ended by OPLC
- The club has carried out every form of consultation available with supporters given the strict restraints imposed on the process. An open meeting with its Supporter Advisory Board, who in turn issued the club with a full 80 page report which collated all supporter concerns and feedback. This document was fully considered by the club as part of its bid
- The process remains confidential awaiting the outcome of the OPLC's preferred bidder and the club and its senior executives remain bound by the constraints of a legally binding confidentiality agreement
- The bid the club has submitted is on the basis of occupying the Stadium for the maximum terms available under the Stadium Competition rules and no such agreement would be finalised and entered into without supporter consultation at an appropriate level



Teaming

- West Ham United has confirmed it is prepared in principle to team with any other bidder
- However, it has been our position throughout that any such use by another party does not impact on the performance of the playing surface and allows full adherence to the rules and regulations of the relevant football governing bodies, for example, the club would not be in favour of pairing with rugby clubs or another football club playing in the same league.

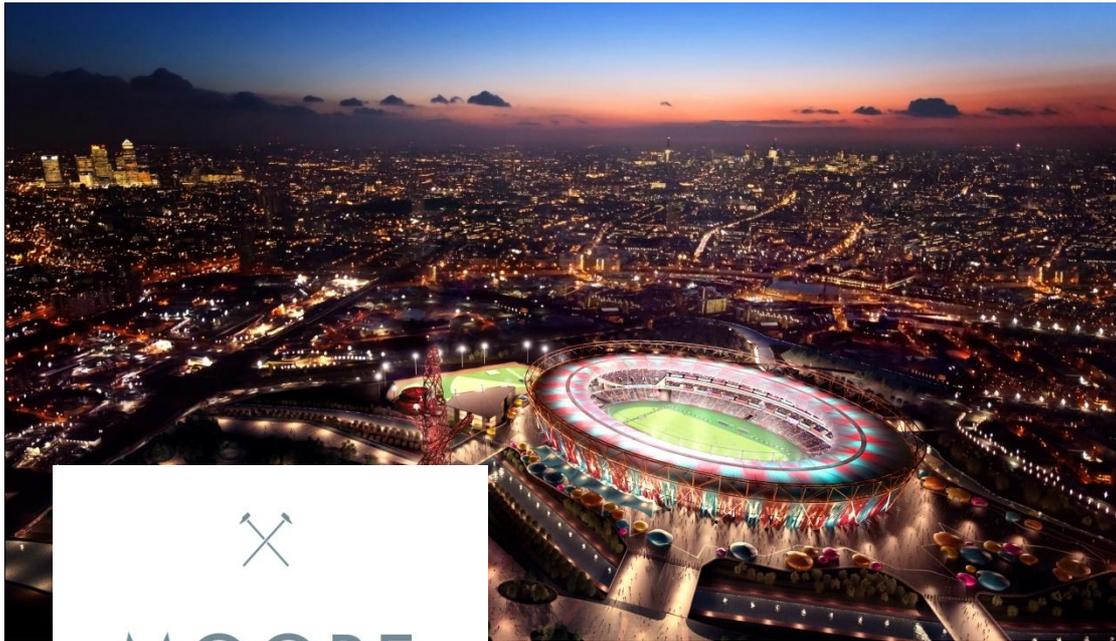


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To follow up on our facts you may wish to contact:

Paul Stringer
Press and Media Manager
West Ham United
07885 706299

Tara Warren
Marketing Director
West Ham United
07891 610 885



**MOORE
THAN A
FOOTBALL
CLUB**

SINCE 1895 ROOTED IN LONDON,
WORKING WITH AND FOR THE COMMUNITY