

# FINAL Minutes

SSAG Meeting held on Friday 05 September 2025 @ 11am  
via Microsoft Teams

<b>Attendees:</b>	Edward King	LBN – Licensing and Regulatory Services - Chair
		LBN – Licensing and Regulatory Services - minutes
	Leah Pratten	LBN – Licensing and Regulatory Services
	Jessica Dempsey	LBN – Highways
	Kendra Graca	LBN – Highways
	Joel Mimbo-Hontang	LBN – Highways
	Paul Taylor	British Transport Police
	Sara-Ellen Williams	London Legacy Development
	Peter Swordy	London Stadium 185 Limited (LS185)
	Andy Fraser	London Stadium 185 Limited (LS185)
	Darren Raczkowski	London Stadium 185 Limited (LS185)
	Jason Eglash	London Stadium 185 Limited (LS185)
	James Clarke	London Stadium 185 Limited (LS185)
	Andy Sheldon	Metropolitan Police Services
	James Baster	Metropolitan Police Services
	Robert Glozier	Metropolitan Police Services
	Dan Window	Metropolitan Police Services
	Kelly Simms	Metropolitan Police Services
	Stuart Phillips	Southeastern Rail
	Ann Ramage	Sports Ground Safety Authority
	Bes Yemane	Stratfordcross Estates
	Matthew Atkinson	St John Ambulance
	Gary Ashe	Transport for London - Underground
	Anna Borowska	Transport for London - Buses
	Darryl Morgan	West Ham United Football Club
	Ryan Joy	West Ham United Football Club
	Kerry O'Shea	West Ham United Football Club
	Indre Kazlauskiene	Unibail-Rodamco-Westfield

Ref	Ongoing Actions from Previous minutes	Owner	Status
1 Nov 24	<b>Strategic learnings and actions</b> Discussions continued around colour scheme options for digital tickets to help clearly identify zones. WHUFC plans to implement these changes for all non-season tickets in the 2024-2025 season, with a phased approach leading to a full rollout in the 2025-2026 season. The SGSA also emphasised the importance of considering colour-blind accessibility when selecting the scheme.		
7 Feb 25	<u>Update</u> It is a SAG request to include all away tickets into the colour scheme. Colour scheme for digital tickets in the uppers and lowers is in place. A timeline is needed for when paper tickets will be phased out or included in the colour scheme.		
4 Jul 25	<u>Update</u> Planning to phase out print-at-home paper tickets by 2026-2027 season. Further updates will be communicated by NK (WHUFC)	NK (WHUFC)	Open

Ref	Ongoing Actions from Previous minutes	Owner	Status
4 July 25	<p><b>LBN will convene the working group to address the skater's issue with partners from MPS, TFL, Westfield, LS185 and LBN Community Safety.</b></p> <p><u>Update</u> This action will remain open, with partners encouraged to reach out and confirm interest in convening the meeting.</p>	EK	Open
4 July 25	<p><b>ATTRO</b> ATTRO is time limited and needs renewing. Discussion are ongoing between LLDC, LS185, MPS and LBN to address the next steps.</p> <p><u>Update</u> Temporary ATTRO in place with a permanent solution being reviewed.</p>	EK	Open

AGENDA ITEMS	Actions
<p><b>1. Introductions and apologies</b></p> <p>Edward King (EK) welcomed the group and meeting opened. Apologies received from: Matthew Atkinson (SJA); Jim Jordan (LBN Highways), Jack Ward (Southeastern Rail)</p>	
<p><b>2. Minutes</b></p> <p>Minutes from the last meeting held on the 4 July 2025, confirmed and approved as accurate.</p>	
<p><b>3. Marshgate Lane / Greenway update</b></p> <p>Updated Traffic Management onsite following consultation with London Stadium. Works are progressing well with a planned completion date March / April 2026.</p>	
<p><b>3. Strategic learnings and actions</b></p> <p>09 Aug 25 - WH v Lille, Kick-off: 3pm (Friendly) 22 Aug 25 - WH v Chelsea, Kick-off: 8pm</p> <p>Details of the fixtures shared and discussed, overview and key highlights noted as follows:</p> <ul style="list-style-type: none"> <li>Combined attendance across both matches reached 76,834</li> <li>Both games saw a surge of late walk-up crowds</li> <li>27 total ejections recorded</li> <li>Away fans in club colours present at the Lille match but swiftly managed</li> <li>Instance of fan movement towards the players dugout</li> <li>Flare ignited in the upper away section during the Chelsea game, police responded effectively</li> <li>Pitch incursions occurred</li> <li>Overall, both fixtures were well managed operationally.</li> </ul>	

<p><u>MPS</u> Investigations continue into away fans occupying home areas. Offending individuals were escorted out, no risk posed to West Ham supporters. Fixtures all appropriately resourced.</p> <p><u>WHUFC</u> Club conducted a full ticket audit and blocked offending entries. Collaborating with Ticketmaster to implement AI-driven safeguards against ticketing abuse, with a trial planned for the Spurs fixture. Additional efforts are underway to prevent ticket concession misuse and away fans in home areas. Half and half scarfs which will be prohibited.</p> <p><b>SAG Chair has requested an email update outlining actions and further mitigations strategies.</b></p> <p><u>SGSA</u> The SGSA expressed satisfaction with LS185 handling of away fans in home area and that WHUFC fans were not put at risk. AR (SGSA) reaffirmed confidence in the existing robust processes in place. Welcomed WHUFC's initiative to enhance their ticketing strategy using AI.</p> <p><u>LS185</u> Ongoing proactive media campaign aimed at deterring away supporters from entering home area. Continues to work closely with WHUFC.</p>	<p>WHUFC</p>
<p><b>4. Upcoming Premier League fixtures</b></p> <p><u>13 Sept 25 - WH v Tottenham Hotspur KO: 5.30pm</u> Categorisation changed based on late kick-off time.</p> <p><u>20 Sept 25 - WH v Crystal Palace KO: 3pm</u> Police confirmed their role in ensuring any protests remain lawful, in light of potential demonstrations planned at gate one. The black balloon protest is expected to return inside the stadium. Mitigation measure will be in place to manage any protests activities.</p> <p><u>18 Oct 25 - WH v Brentford KO: 3pm</u> Business as usual (BAU) fixture and will be resourced accordingly.</p> <p><u>01 Nov 25 - WH v Newcastle United KO: 3pm</u> No concerns, BAU fixture</p> <p><u>08 Nov 25 - WH v Burnley KO: 3pm</u> Low categorisation, no concerns BAU</p> <p><u>29 Nov 25 - WH v Liverpool KO: 3pm</u> Monitoring away fans in home section, no risk groups or concerns.</p>	
<p><b>5. ATTRO update</b></p> <p>Members reviewed the temporary ATTRO currently in place for an 18-month period and continued discussions on the next steps towards implementing a permanent ATTRO. It was agreed that a walkthrough would be scheduled on a non-event day, followed by a second stage involving a site visit during a live fixture to observe egress in real time.</p> <p>The Police will prepare a memorandum of understanding taking into consideration updated road layout and outline the delegation of powers to relevant parties. Following this, a formal letter of recommendation will be submitted.</p>	

<p>LS185 noted that disabled parking and use of the ATTRO may be an issue and needs reviewing.  <b>Signage for loading bays need to be updated for match days.</b></p> <p><u>Westfield Avenue</u>  Directional closure now on Olympic Avenue. Partners will received ongoing updates regarding the progress of works.  Westfield highlighted concerns about delays experienced on event days, linked to signal timings.  <b>Chair added that a meeting needs to be held with LBN Highways and TFL to review signal timing adjustments during events.</b></p>	<p>LBN</p> <p>LBN</p> <p>LBN</p>
<p><b>6. Zone Ex – specific areas of concern or focus</b></p> <p>No specific areas of concern raised.</p>	
<p><b>7. SGSA update</b></p> <p><b>Outside broadcasters and sports grounds safety.</b>  As we head into the new season, we wanted to remind SAGs and grounds around the considerations of outside broadcasters and the impact on sports grounds safety. The ground management is responsible for ensuring the safety and security of all people present at the ground during an event. This includes press reporters, commentators, presenters, camera operators, photographers and all production personnel working for media companies within the ground. Just as critically, management must ensure that the activities of media personnel do not interfere with or negate the normal safety operation of the ground. In addition, any media overlay cannot put at risk the safety, security, comfort or viewing standards of spectators. At the same time, media providers are responsible for the health and safety of their own staff and sub-contractors during an event. Camera Operators working in restricted access areas – <b>medical care and extraction</b>. Both the ground management and the employer of the camera operator need to undertake a risk assessment (separately) to assess what suitable controls are required and then co-operate with each other to ensure the relevant controls are in place – so essentially have an agreed finalised risk assessment. Ultimately the ground management needs to ensure there is a medical provision and extraction plan in place and that this is reflected within their risk assessments and within the Operations Manual. To be clear, such a plan could involve either the camera operator’s employer or the Club providing medical assistance and recuse, but this would need to be agreed (in writing) and have exercises to ensure it works as planned.</p> <p>Central points to consider around outside broadcasters at sports grounds:</p> <ul style="list-style-type: none"> <li>• Liaison between ground management and media providers is essential before events, with as much notice as possible to help manage activities.</li> <li>• Risk assessments should be developed, and the health and safety duties and responsibilities of each party are clearly defined, documented and communicated to each other.</li> <li>• The design and management of any media installations, including how trip hazards will be avoided with any cabling being installed.</li> <li>• How gantries and platforms will be installed, particularly around how they should be designed and positioned so as not to obscure spectator views or obstruct ingress or egress routes.</li> <li>• The accreditation and identification of media personnel, including how roving media personnel (such as photographers) will have access and positions which do not obstruct spectators’ views.</li> </ul> <p>Chapter 19 of the Green Guide offers further information on Media Provision. In addition, the Health and Safety Executive has a handy guidance note available on its website around safety and broadcasting at sports events: <a href="https://www.hse.gov.uk/pubns/etis1.pdf">https://www.hse.gov.uk/pubns/etis1.pdf</a>.</p>	

### **Licensed / safe standing in seated areas.**

The number of grounds offering licensed standing continues to expand. There is a large fan demand for this. As at 12 August 2025, there are now 35 grounds offering it, which is over half the grounds subject to the all-seater policy. Grounds continue to be able to apply to offer licensed standing areas. This can be done throughout the season as well as via the annual SGSA licence application process. This has had a significant impact on the safety risks associated with persistent standing in seated areas.

### **Green Guide 7.**

Work has commenced towards the review of the current edition of the Guide to Safety at Sports Grounds (Green Guide) and the publication of the next (seventh) edition. This is a significant undertaking for the SGSA, and the next edition is likely to be published in 2028/29. Over the coming months, further information will be provided as to how the SGSA will engage with all in the sector around the review and potential additional topics of consideration/expansion.

### **Emergency Planning revision**

<https://vimeo.com/1094003003/108e4817bd?share=copy> - JESIP

<https://vimeo.com/1094003080/20ab8d0b0d?share=copy> - METHANE

<https://vimeo.com/1094002905/c2b3499529?share=copy> - JDM

### **Persistent standing**

There is ongoing dialogue with LS185 around persistent standing with SGSA. The work of the subgroup on persistent standing is ongoing, and I know the Club have been an important component of this as have the LA. The PS working group will meet in the next 2/3 weeks and invites will be circulated.

### **Fan representation**

SGSA updated on history and importance of this and welcomed the introduction of a supporter group at the next meeting.

## **8. Safety related issues raised by fan groups**

Following the SGSA conference where fan representation at SAG was raised and subsequent meetings with WHUFC, it was agreed that FAB will be invited to their first SAG on 5<sup>th</sup> December 2025.

## **9. Any other football safety related business**

### North Bar

Trial of the north bar used pre match went well. Fans escorted out 15mins before kick-off. Working on second trial with 300 people.

## **10. Date of next Football SAG**

Friday 5 December 2025 at the London Stadium.