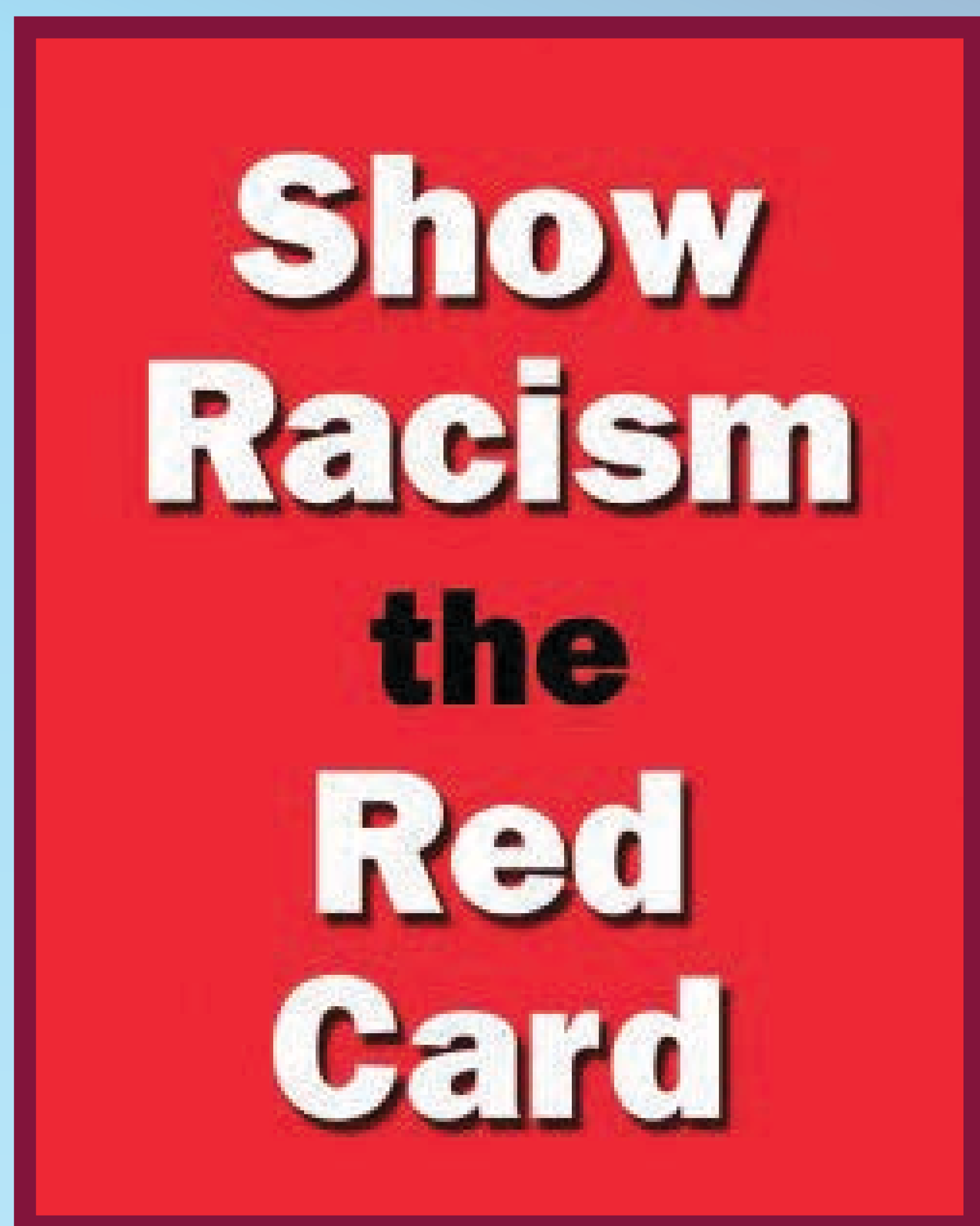




New Directions

“There’s different minority groups and we’ve got to, you’ve got to kind of work to engage with them all.”
David (b. 1964, fan)



Campaign logo

Show Racism the Red Card campaigns against racism in the sport. Steve, a West Ham supporter considers how:

“There’s so much information out there that kids don’t know, how to correctly describe someone who may have different coloured skin or culture or religion to them, this effects all children, doesn’t matter what nationality they are, what skin colour they are, it affects all of them. They’re using terminologies that are out of date and sometimes deeply offensive, they can as young people be storing up potential prejudices which will live with them for a lifetime, many of which they inherit from family.” Stephen (b. 1957, fan)

Although women have always been interested in the club their presence was not always felt on the terraces.

“I have to tell you... girls did not go to football matches; it took me a long, long, long, long time to get my Mother to consent to me going to see West Ham... And I would plead with my Mum, ‘Please let me go, please let me go’, and she would say the same thing, ‘Girls don’t go to football matches.’” Patricia (b. 1949, fan)

“Now, there’s loads and loads of girls and women go, but then it was a male thing to do, and my Mum although she didn’t want me to go, ended up knitting claret and blue scarves for me.” Patricia (b. 1949, fan)

“You know the women tend to know each other quite a bit because there’s so few of you but you’re not treated any differently to anybody else, you know, you support West Ham and you’re treated accordingly, if you know what I mean.” Lorraine (b. 1957, fan)



Nowadays there are many female fans at West Ham games

“I took someone who had’ never been before because her brother was West Ham so I took her and her brother and she just loved it because she had never been to a football game so I did have to explain various things and we went to Ken’s Café beforehand because it was part of the ritual and we get the salt and peppers and said,’ Right what do you need to know beforehand? I said, ‘Do you want to know about off-side?’” Stacey (fan since the 1970s)

Pride of Irons, is the official West Ham United LGBT Supporters Group.

“I’m more than confident being a gay man, I really like supporting West Ham football and Club and really like going to watch West Ham and being involved ...if you’re singing Forever Blowing Bubbles, you’re West Ham and that’s it.” David (b. 1964, fan)



Pride of Lions marching for LGBT awareness in football

West Ham ladies team



An Eastside Community Heritage exhibition. Visit our website www.hidden-histories.org.uk