

The 10-Point Pledge

The plan focused on the following key areas:

1. **Appoint the right manager:** Ensuring the team was led by someone who played an attractive brand of football.
2. **Sign new players:** Continuing to provide significant funds to bring in world-class players.
3. **More world-class signings:** Investing in top-tier talent who fit the traditional "West Ham Way".
4. **Retain best players:** Enduring that the board would resist selling the club's top talents, a common issue in previous eras.
5. **Develop the Academy:** Continuing the club's proud tradition of producing and nurturing youth prospects.
6. **Move to the Stadium:** Successfully executing the transition from the Boleyn Ground to the Olympic Stadium.
7. **Freeze season ticket prices:** Keeping season ticket prices frozen upon renewal to make games affordable for loyal supporters.
8. **Build the status and image:** Elevating the global profile and status of the club.
9. **Enhance matchday experience:** Making the trip to the stadium an enjoyable, family-friendly event for all.
10. **Listen to supporters:** Fostering better communication and transparency with the fanbase.