



FAN ADVISORY BOARD

MEETING SUMMARY NOTES

8 June 2026

Monday 8 June 2026 (5:00pm-8:00pm)

Boardroom, St James' Park

Newcastle United

Brad Miller (“**BM**”) Newcastle United COO
Kenny McIver (“**KM**”) Newcastle United Chief Creative Officer
Yvette Thompson (“**YT**”) Newcastle United – Director – Commercial Venue
Sarah Medcalf (“**SM**”) Newcastle United - Head of Supporter Services
Chris Parkinson (“**CP**”) Newcastle United - Head of Ticketing
Sarah Johnson (“**SJ**”) Newcastle United – Fan Engagement Manager

**Meeting notes to be taken by NUFC Legal team*

Fan Advisory Board Attendees

Michael McCarthy (“**MM**”) Season Ticket Holder Representative (STH) – Chair
Rajat Nayar (“**RN**”) Member Representative – Vice Chair
Marion Williams (“**MW**”) STH Representative
Thomas Symonds (“**TS**”) Young Person Representative (Online)
Natalie Noyes (“**NN**”) International Representative (Online)
Lisa Mole (“**LM**”) NUST Representative
Karl Williamson (“**KW**”) NUST Representative
Claire Wintrip (“**CW**”) United with Pride Representative
Chris Baker (“**CB**”) Disability Representative (Online)

Apologies

David Hopkinson Newcastle United CEO
Lee Marshall Newcastle United Director of Media and Communications

Introductions

SM opened the meeting by confirming that, following the vote by the FAB, MM had been reappointed Chair and RN had been reappointed Vice Chair by a majority of eight votes.

MM noted that, given one abstention, he remained open to any further discussion if members wished to revisit the position.

MM also updated the group on recent activity since the last meeting. This included attendance at a Foundation young person event, a Chair and Vice Chair meeting, several internal NUFC meetings, a Premier League meeting attended by MM, RN and LM, and a Premier League disability meeting attended by CB.

A number of FAB subgroup meetings had also taken place. MM suggested including a short update within the published notes to give the wider fanbase a clearer sense of ongoing activity. SJ agreed to do this (see Appendix I). Sustainability meeting notes were highlighted as a useful example to share.

Safe Standing and Seat Swap

FAB reported that supporter feedback on safe standing had been very positive overall and that the initiative had been well received. The only negative feedback related to some supporters only finding out about seat changes at the point the story was announced externally, rather than earlier in the process. He said this had not created a major issue, but earlier communication would have been preferable.

SM confirmed that no issues had been received through the Supporter Services inbox.

LM said communication on the changes had been strong and that supporters generally understood why the move had been made.

SM then showed a slide setting out the seat move information. LM suggested publishing the number of supporters moved into the safe standing area, as the volume was lower than might have been expected.

Number of seat moves		950			
	Moved in	Moved Out		Moved in	Moved Out
Stand			Safe standing		
East Stand	89	45	LWC - L7C	0	0
Gallowgate Stand	178	100	LWC - L7D	15	15
Gallowgate Stand East - Safe Standing	17	34	LWC - L7CE	0	0
Gallowgate Stand West	33	23	LWC - LL7C	1	8
Leazes Stand	112	119	LWC - LL7D	1	6
Leazes Stand East	223	32	LWC - LL7E	0	7
Leazes Stand West	167	201			
Milburn Stand	131	426			
Price level					
Bar 1892	5	20			
Category 1	97	77			
Category 2	737	694			
Category 3	50	73			
Family Area - Row X & Y	1	3			
Family Area Level 7	52	89			
Milburn Bar 1892 Wings LL2A/LL2H	0	2			
Milburn Platinum Club Wings L2A/L2H	3	7			
Platinum Club	5	15			

KW asked who would occupy the safe standing area going forward. CP confirmed that this would continue to be managed on a match-by-match basis. KW expressed concern that this might affect atmosphere. YT noted that there was still potential for the area to grow over time. LM said she was disappointed by the level of uptake and asked whether live movement would have made a difference. CP did not believe it would have materially changed the outcome. YT added that the team had managed more than 700 seat change appointments in the first two days and that most supporters affected had received one-to-one service from the Box Office.

Infrastructure update

BM led this item and shared updates on summer works.

BM showed visuals of the new screens planned for St James' Park and explained that they were intended to improve visibility of match information, including score, time and video assistant referee decisions.

KW asked whether the Gallowgate screen would face inward or outward. BM confirmed it would face outward. He also confirmed that no seats would be lost. RN asked whether any supporter views would be affected by the screens. BM confirmed that this would not be the case.

BM then outlined hospitality works and moved on to the pitch redevelopment. He explained that changes were being made to the pitch gradient and drainage to support water movement and improve overall pitch quality. The work included new drainage and changes beneath the pitch surface, which should give the ground staff greater confidence to host more matches and, importantly, create a concert window across both June and July rather than only June.

KM left the meeting at this stage.

Single Match Pricing Proposal

YT introduced the item and confirmed that the proposal had been circulated to members in advance.

CP presented the proposed pricing model for the 2026 to 2027 season. He explained that memberships would go on sale in June, with fixtures on sale from July 2026, approximately four weeks ahead of the first home fixture. CP then showed a demand versus availability graph and outlined benchmarking work undertaken across the Premier League. He noted that there was no set model that clubs had to follow, but that the average number of match categories used by clubs was three. He also confirmed that away ticket pricing would remain capped at £30.

CP explained that Newcastle United currently operated within a narrower overall pricing range than some comparable clubs. He showed data on ticket pricing against inflation and noted that the club remained behind inflation when compared with historical pricing movement. The average Newcastle United ticket price currently sat at £37.

CP discussed cup scheme ticket pricing. The proposal was to consider aligning cup pricing more closely with league pricing, moving to a model based on seat location (option 2). He said this would allow for fairer pricing, with better seats carrying a higher price, while not materially altering overall revenue.

TS stated that Emirates FA Cup fixtures were especially important for younger supporters as a point of access, and asked for an objection to option 2 to be formally noted. LM added that the family price under this option risked pricing families out of occasional attendance and could affect the club's ability to fill seats. She also highlighted the importance of allowing supporters flexibility to choose different seating areas for cup matches.

CP said supporters would still retain some element of choice, and that the model felt fairer and was consistent with wider benchmarking. YT said the club had also received anecdotal feedback on the issue.

The discussion concluded with general feedback from the Fan Advisory Board that members could not support advising the club to increase prices and club needed to consider affordability particularly for younger supporters and families.

CP then briefly outlined associated ticketing changes, including a new seating map which will better show areas of seat availability, updates to the "My Account" function, easier forwarding and distribution, and a new ballot process aligned by category.

Tickets

Upcoming events

All Events Search Forwarding Distribution

Up next

Newcastle United v AFC Bournemouth
Sat, 18/04/2026 • 15:00
St. James' Park

Newcastle United v Brighton & Hove Albion
Sat, 02/05/2026 • 15:00
St. James' Park

Newcastle United v West Ham United
Sun, 17/05/2026 • 15:00
St. James' Park

Ticket management is now much clearer and easier to use.

Back 2 Tickets

Newcastle United v AFC Bournemouth
Sat, 18/04/2026 • 15:00
St. James' Park

Forwarding Resale Distribution

Adult - Season ticket

STAND
Milburn Stand

SECTION ROW SEAT

Forward Resell Donate Distribute

Adult - Season ticket

STAND
Milburn Stand

SECTION ROW SEAT

Member General Sale presentation

CP explained the current approach to ticket sales and outlined some of the issues experienced within member sales, particularly in relation to demand and availability. He also shared details of the club's sanctions policy and noted that most sanctions currently related to ticketing matters.

CP then compared supporter behaviour within members ballot and member sale environments.

He asked whether the club should present the data to the wider supporter base with the option of moving to a full ballot model, along with the associated pros and cons. MM felt strongly that this information should be shared more widely with supporters and that they should be able to make an informed judgement. The initial decision to split ticket sales between the ballot and traditional first come, first served methods was made following supporter consultation. RN asked whether further context could be included around the percentage figures shown i.e % of supporters securing tickets through the ballot and Members sale routes. YT confirmed that proposed communications would be shared with the Fan Advisory Board before consultation, and that supporters would then be asked which option they supported. YT also noted that changes to the ballot process might reduce some of the existing issues around touts accessing tickets.

CP then outlined a potential identification verification tool, which would require supporters to upload photographic identification and a selfie before purchasing a ticket. KW suggested this could be limited to higher-risk accounts, but CP said the proposal was to consider wider rollout. RN asked how this would work for children and young people. CP said this would need to be considered with Safeguarding. YT added that it would also support concerns arising on matchdays. MM stressed the importance of having infrastructure in place to support those who could not easily complete the process digitally, and YT said this could include appointment-based support.

KW noted that the Newcastle United Supporters Trust planned to ask survey questions around ticket touting and said that failed identification checks ought to be central to the story. RN agreed and said it needed to be made very clear that these were accounts specifically flagged through concerns.

MW advised the club to be cautious in how it communicated the introduction of identification checks, so that supporters were not unfairly portrayed as deliberately doing something wrong where there may have been confusion or lack of understanding.

You Said – We Did - Further insight from recent workshops with supporters and actions.

2025/26 Mags Membership Fan Feedback

TOPIC	CONTEXT	ACTION
TICKET ACCESS	Improving experience for members who are successful but can no longer attend fixture	Listing tickets on resale to be available for Members (as it currently is for STH)
TICKET ACCESS	Exploring removing Mags Member Sale, and instead returning to ballot and resale only	To be discussed with FAB and taken to fan vote + remove queue numbers from Ballot
SEASON TICKET WAITLIST	Create an official ST waiting list with visible queue numbers.	250 members to be successfully offered season tickets
EXCLUSIVE PRODUCT	Improved exclusive product available internationally	Confirmed adidas collab for Junior and Adults for 26/27 – available through retail for a more cohesive customer experience.
EXCLUSIVE EVENTS	More access to the Training Ground to see behind the scenes	First training ground tour in May 26 and offered to members who participated in membership filming. Looking to secure for 2026/27 season
TRANSPARENCY & COMMUNICATION	Supporters do not feel that benefits aside from ticketing are clearly communicated	Publish a clear 'what membership gives you' for the 26/27 season and communicate how members can get the most from their membership
TRANSPARENCY & COMMUNICATION	Ensure benefits can be accessed easily, and are communicated to all members	Aim is to digitise membership benefits, currently in process with digital to move away from reliance on email communications for all competitions/events

YOU SAID WE DID – FACILITIES, INFRASTRUCTURE & MATCHDAY ENVIRONMENT

TOPIC	CONTEXT	ACTION
PA SYSTEM BEING UNCLEAR	Fans experienced difficulty hearing announcements, especially in certain stands.	Stadium wide speaker upgrades are underway, with final replacements being installed. Once complete, the full system will deliver clearer audio and consistent sound quality across all areas.
POOR WI FI / MOBILE CONNECTIVITY	Supporters highlighted that mobile signal and Wi Fi coverage impact digital ticket access, payments, and engagement.	5G rollout is in progress throughout the stadium. Wi Fi has already been upgraded in hospitality, with wider stadium infrastructure currently under review to ensure consistent, reliable connectivity.
REQUESTS FOR TRADITIONAL MUSIC	Supporters expressed a desire for the return of classic pre match music, contributing to atmosphere and routine.	The original pre match playlist has been fully restored, aligning with supporter feedback and enhancing the matchday build up.
TOILET BLOCKAGES & LACK OF SOAP/TOWELS	Recurring concerns around cleanliness, overflowing bins, and inconsistent availability of toiletries.	Bins have been replaced and additional checks introduced. We are also scoping the replacement of paper towels with electric hand dryers to provide a more reliable, hygienic and sustainable solution.
LIMITED SCREEN VISIBILITY	Certain areas of the concourse had restricted sight lines to screens showing team announcements and build up content.	Three new screens are being added across the stadium, and an existing unit is being replaced to enhance visibility and engagement.
RAIN LEAKS AND WET SEATS	Supporters noted water dripping onto seats, causing discomfort and safety concerns.	Details of all affected seat numbers have been shared with the Operations team for inspection and remedial work where required.
TICKET CONFUSION (DIGITAL VS SEASON TICKET CARDS)	Supporters were unclear whether Champions League tickets would load to Season Cards or need downloading.	We are reinforcing pre match communications confirming UCL tickets must be downloaded separately. This will be monitored in future fixtures and reviewed if issues persist.

FAB updates

SM explained that the annual Fan Advisory Board effectiveness survey would be shared with Fan Advisory Board members, selected Newcastle United staff and relevant fan groups. She noted that responses would be anonymous, but that results would still be analysable by respondent type. The completed assessment would be submitted to the Premier League in July.

FAB introduced the idea of a Fan Conference following discussions within the group, which could involve around 100 supporters attending an event Spring 2027. This concept had been raised by MM for further club discussion.

MM welcomed this and said he would be keen to see a wider fan group conference held at St James' Park, bringing fan groups together for discussion and collaboration

SM confirmed that a 2026/2027 consultation calendar would also be developed, setting out the subjects the Fan Advisory Board would be consulted on across the season.

AOB

Pride Scarf

SJ confirmed that the Pride scarf would launch on 19 June, priced at £20, and would be available both online and in the club shop. Photography was underway, and the approach to launch would follow the same process as other product launches.

Claire confirmed that UWP were very pleased with the initiative. SJ also advised that the United with Pride event at STACK would take place on 20 June between 1.00pm and 6.00pm. A group photograph was also planned.

MM thanked BM for the positive progress in this area. BM said he was genuinely pleased the club had been able to do it. He also noted that inclusion remained important from both a values and commercial perspective.

Supporter Services Proposal

CB advised that the group had developed a separate proposal relating to Supporter Services and social media, and that this would be picked up outside the meeting.

Website Testing and Data Analysis

BM confirmed that the club is strengthening its approach to website testing and analysis, with monthly website testing and quarterly independent third-party testing now being introduced.

Also shared he would like to bring in specialist data expertise to help analyse activity and identify any unusual patterns or trends. BM welcomed Fan Advisory Board involvement in this work as the club continues to develop and enhance its ticketing systems and processes.

Equality, Inclusion and Incident Reporting

NN raised an incident of racial abuse and asked for more information about the process for reporting incidents, as well as a broader update on equality and inclusion strategy.

SM confirmed that further information would be emailed to the group. She explained that the current reporting mechanism included a confidential text reporting service and posters around the stadium, with further detail to follow from the Safety and Security team.

RN also referred to wider discussion from the Premier League conference around equality and diversity, particularly in relation to the Black, Asian and minority ethnic community and the subgroup established by the Fan Advisory Board. He confirmed that he would continue this discussion with both the Premier League and Newcastle United.

Fan Advisory Board Terms

MM raised the future terms of service for Fan Advisory Board members and suggested that, as supporter representative members were approaching the midpoint of their two-term appointments, it would be appropriate to introduce a clear review process. He felt this would support good governance, provide clarity on member contribution and ensure transparency. MM noted that any review process should be designed and led by the Fan Advisory Board itself, rather than the club, to avoid any potential conflict of interest. MM suggested involving the Football Supporters' Association to develop a rigorous, transparent and fair process.

BM suggested that the new Chief People Officer could be involved to support this thinking.

LM asked how decisions around standing again would work for members coming to the end of their term, and whether those who did not wish to stand again would go through the same process. MM explained that members not wishing to stand again would prompt wider recruitment, whereas those wishing to continue would likely go through an external performance-based review. He said work on this would begin soon, with a timeline of around six months based on the dates the first of two terms were due to end.

Meeting ended 20:02.

Appendix I

Further questions raised by the Fan Advisory Board prior and during the meeting with club responses.

1. Summary from EDI, Sustainability and Retail Meetings with FAB members

We have held a series of meetings with our FAB subgroups across EDI, Retail and Sustainability, generating a range of positive ideas which are now being explored further by the club.

Key actions include:

EDI

- Assessing the safety and accessibility of the Gallowgate steps and exploring alternative accessible entrances
- Expanding use of the Disability Passport to improve access at food and beverage counters
- Reviewing increased BSL interpreter provision on matchdays, including potential volunteer support
- Identifying opportunities to increase awareness and usage of the Sound Shirt
- Strengthening Pride Month delivery through more visible, club-wide activations

Sustainability

- Expanding football boot donation schemes with additional locations and year-round availability
- Increasing local artwork across the stadium to enhance the environment and reflect community identity
- Explore opportunities to expand the club's memorial offering, providing meaningful ways for supporters to remember loved ones connected to NUFC
- Repurposing old retail stock into community items (e.g. blankets for hospitals and hospices)

Retail

- Introduction of a Pride scarf, launching 19th of June.
- Enhancing the Christmas retail range with a better mix of premium and lower price point items
- Considering purchase limits on high-demand items during initial sale windows

Overall, there has been strong collaboration with our FAB subgroups who have been key in highlighting these initial ideas. The Club are now in discussion re the above point and potential delivery plans.

2. Support and protocol for supporters raising issues of discrimination

- Encourage supporters to use the Confidential Text Service on 60070
- Supporters can speak to a steward at half/full time if they don't want to be identified
- Supporters can email complaints after the match to supporter.services@nufc.co.uk
- The Safety & Security team do not need to identify those reporting incidents, to put sanctions in place
- Can place plain clothed staff in seats nearby to gather evidence, to support any sanction
- If there is any likelihood of a report being identified, seat moves can be considered (for either party).
- Those reporting will always be supported.

3. Season Ticket Waiting List – % Allocation per Priority Group

The table below shows the percentage of supporters currently allocated to each priority group.

Priority Group	% of Waiting List
Priority 1	21%
Priority 2	25%
Priority 3	17%
Priority 4	11%
Priority 5	11%
Priority 6	14%