



FAN ENGAGEMENT REPORT

2023/24 SEASON REVIEW

Strengthening communication and engagement with fans.



OUR FAN ENGAGEMENT COMMITMENTS

In August 2023, Newcastle United published its first Fan Engagement Plan (FEP). We wanted to clearly set out the club’s overall approach to fan engagement, what activities we would deliver during the season, and demonstrate our passion for putting fans at the heart of the family that is our football club.

We are privileged to have a special place in communities and to have such passionate support.

We know how important it is to continue to listen and work in partnership with supporters as we continue our exciting journey together.

This Fan Engagement Report (FER) details our commitment to ensuring Newcastle United has meaningful, long-term dialogue between the club and supporters and will review our fan engagement successes and initiatives during the 2023/24 season.



FAN ENGAGEMENT STATEMENT

We are committed to collaborative, constructive and consistent engagement with supporters, wherever they may be, ensuring fans have an opportunity to inform the club’s decision-making at all levels.

PREMIER LEAGUE FAN ENGAGEMENT STATEMENT

‘In addition to overseeing the delivery of the Fan Engagement Standard, the Premier League engages on a range of subjects raised by supporters via regular communication and meetings with Clubs, their Fan Advisory Board representatives and others including the Football Supporters’ Association, Level Playing Field and Kick It Out.

Through these channels matters such as fixture scheduling, refereeing including VAR, fan behaviour, tackling discrimination, promoting inclusion, sustainability and community initiatives are raised

with the Premier League to ensure it is aware of fan sentiment and can provide clarity, support and guidance where required.

The Premier League also has a research programme which surveys fan opinion including the annual Matchday Fan Experience survey.

The Premier League is currently reviewing all aspects of its engagement and structured dialogue with partners across the game to ensure that it also meets the expectations of the Fan Engagement Standard.’



KEY ENGAGEMENT COMMITMENTS

During the 2023/24 season, we have worked in consultation with supporters’ clubs, representative groups and our wider fanbase to deliver meaningful fan engagement activities.

These included:

- Conducting our first ‘We Are United’ fan event in November 2023 attended by the club’s CEO, our men’s and women’s head coaches, Eddie Howe and Becky Langley and senior Newcastle United executives providing feedback on a range of supporter questions.
- Implementation of a new Fan Advisory Board (FAB) with associated terms of reference and code of conduct. Convenes three times per year, with the first formal meeting held in February 2024.
- Delivery of Working Groups, with over 2000 supporters from the UK attending face-to-face and digitally. Topics for discussion voted for by fans and included away ticketing, membership and connecting with our global fanbase.
- Commissioning of surveys to the wider fan base on key topics affecting fans.
- Communication from the Newcastle United CEO with fans bi-annually.
- Regular meetings with independent fans groups including NUST, NUDSA and United with Pride. Hosted a number of fan groups events at St James’ Park including NUDSA 25th anniversary.
- Quarterly meetings with our Inclusion Advisory Group (IAG) which is made up of independent members, helping to ensure the club is open and accessible to people from different backgrounds and better reflects the demographic of our communities.
- Bespoke digital events delivered for season tickets holders and members including Q & A with Nick Pope and Shay Given.
- Hosted the club’s second Iftar, bringing together over 200 community members to join in prayer at the stadium and learn more about the club and foundation.
- Introduction of ‘Local Heroes Hub’ for fan matchday support and Wellbeing Officers to ensure the safety and wellbeing of visitors and staff within the stadium.
- Ongoing support for Premier League matchday initiatives including Stonewall’s Rainbow Laces campaign and Inside Matters mental health campaign.
- Delivery of supporter events and consultation workshops with over 1000 global fans in Australia, Saudi Arabia and USA.

OUR TEAM



Darren Eales
Chief Executive Officer
and Nominated Board
Level Official



Dominica O'Neill
Director of People and Talent

Responsible for EDI team
that delivers EDI framework
and Premier League PLEDIS
requirements.



Sarah Medcalf
Head of Supporter Services

Lead on fan engagement
framework and meeting Premier
League Fan Engagement Standard
requirements.



Matt Willis
Supporter Liaison Officer

Developing and maintaining effective
relationships with supporter network
and key matchday contact.



Tallulah Paddick
Fan Engagement and Events
Coordinator

Increasing engagement with fans at
home and internationally.

FAN ENGAGEMENT PLATFORMS

Please see below an overview of Fan Engagement Platforms utilised by the club and the personnel responsible for their delivery.

	Head of Supporter Services	Head of Inclusion	Head of Digital	Head of Safeguarding	Fan Engagement and Events Coordinator	Supporter Liaison Officer
Non-Matchday Fan Engagement						
Fan Advisory Board (NBLO attendance)	X					
Fan Workshops					X	
Fan Events (NBLO attendance)					X	
Fan Surveys	X					
Regular Fan Group Consultation - NUST	X					
Regular Fan Group Consultation – NUDSA, UWP		X				
Inclusion Advisory Group (IAG)		X				
Official Supporter Clubs (OSC)					X	
NUFC Website			X			
NUFC Social Channels			X			
Jugo Digital Platform					X	
Matchday Fan Engagement						
Match Day Fan Engagement						X
Local Heroes	X					
Wellbeing Officers				X		

INTRODUCING NEWCASTLE UNITED'S FAN ADVISORY BOARD

The Fan Advisory Board (FAB) is an inclusive and diverse forum for fan group representatives and independent fans to represent the interests of supporters. The FAB is part of the club's wider Fan Engagement Plan announced in August 2023.

The FAB's primary purpose is to consult and engage with fans, creating structured and strategic dialogue in relation to off-field matters and to assist the club in decision-making that affects supporters.

The FAB comprises of nine fan members who assist and advise the club's leadership team on areas including, but not limited to:

- The club's vision and strategic objectives.
- Improving the matchday fan experience through face-to face and digital connection.
- Proposals relating to the club's heritage assets.
- Equality, Diversity and Inclusion (EDI commitments).
- Development plans at St. James' Park
- Supporting the growth of the club's fanbase domestically and globally.
- Communications, by the club, with its supporters.
- Work in the local community.

On-pitch, and commercially sensitive, matters are not in scope for the FAB.

Darren Eales, Newcastle United CEO, and a Nominated Board Level Official (NBLO), has strategic oversight of the FAB, with the group meeting at least three times a year. The Fan Advisory Board also meets independently of the club during the season.

Michael McCarthy, is the nominated FAB Chair, with Marion Williams elected as Vice-Chair. FAB meeting summary notes are published on [newcastleunited.com](https://www.newcastleunited.com) and available for all supporters to view [here](#).

To contact the FAB, supporters can email board@newcastleunitedfab.co.uk



The club agrees that the following 'Heritage Assets' will be in scope for fan discussion:

- First Team Home Shirt Club Colours
- Club Crest
- Club Name

FAN SUPPORT

The club will continue to develop engagement with fans on a regional, national, and global level, including strengthening relationships with supporter groups and individual fans, and ensuring effective day-to-day service is delivered through the Supporter Services team. Please visit our dedicated fan web page [here](#).

CONTACT THE CLUB

Whether you have feedback, a new idea, want to set up a new supporter club or feel we can do something better, we are always looking to hear from supporters. To contact Newcastle United, please email supporter.services@nufc.co.uk.

Your correspondence will be picked up directly by the team, or sent to the correct department, and we will get back to you within five working days. For more information, please click [here](#).

INFORMATION FOR DISABLED FANS

We take great pride in the service and facilities we offer supporters with disabilities.

We encourage fans with disabilities to inform us of their personal situations in order to allow us to make your matchday experience as comfortable and enjoyable as possible.

You can download Newcastle United's Disability Access Statement in full by clicking [here](#).

SAFEGUARDING OR EDI CONCERN

Anybody wishing to report a safeguarding concern or an equality, diversity or inclusion (EDI) related incident can contact the relevant club team [here](#).

COMPLAINTS PROCEDURE

The club takes seriously its duty to all its supporters and will always seek to resolve any complaints in the most effective way possible. Full details of our complaints procedure can be found [here](#).

Once you have been through the club's complaints process outlined above, any unresolved supporter complaints can be referred to the Independent Football Ombudsman (IFO). Please visit the IFO website at theifo.co.uk for more information or click [here](#).

FAN ENGAGEMENT INITIATIVES

2023/24 SEASON

23/24 SEASON COMMITMENT	EVENT DESCRIPTION	ACTIONED	DATE
Support communication from the Newcastle United CEO with fans bi-annually	Over 900 fans participated in our 'We Are United' hybrid fan event. Attended by the club's CEO Darren Eales, men's and women's head coaches, Eddie Howe and Becky Langley and senior Newcastle United executives.	✓	Nov-23
	Darren Eales – Media interviews on all areas of club business.	✓	Jan-24
Fan Surveys	St. James' Park STACK fan zone - digital and public consultation.	✓	Sep-23
	Specially commissioned survey to wider fanbase to help shape the club's future stadium facilities.	✓	Dec-23
	Key topic surveys on ticketing and membership.	✓	Jul-24
Fan Advisory Board (FAB)	Implementation of new Fan Advisory Board (FAB). See further details here .	✓	Jan-24
	Two formal meetings held - attended by NUFC CEO and senior executives.	✓	Feb, May-24
Fan Working Groups	Over 2000 supporters discussing topics such as away ticketing, ballots, membership and connecting with our global fanbase.	✓	Jan, Feb, Mar-24
	Launch of Young Person's Forum.	✓	Feb-24
Fan Groups Meetings	Regular meetings with NUST (monthly), NUDSA and United with Pride.	✓	Ongoing
Fan Group Support	London Mags event in Dortmund Germany - NUFC legend in attendance.	✓	Nov-23
	London Mags vs AC Milan Charity Match.	✓	Dec-23
	Matchday operational support for Wor Flags.	✓	May-24
	Working with Wor Flags to enable young fans with autism using our sensory room to participate in their iconic pre-match displays.	✓	May-24
	Operational matchday support from Supporter Liaison Officer at over 50 games and meeting with fans from over 20 countries.	✓	Ongoing

FAN ENGAGEMENT INITIATIVES

2023/24 SEASON CONTINUED

23/24 SEASON COMMITMENT	EVENT DESCRIPTION	ACTIONED	DATE
Inclusion Advisory Group (IAG)	Independent group helping to ensure the club is open and accessible to people from different backgrounds.	✓	Quarterly
Digital Fan Events	Over 1000 fans attended two events including Q&A with Nick Pope and Shay Given.	✓	Feb, Apr-24
Local Heroes staff and hub	Over 25 'heroes' supporting home and away fans pre match at St. James' Park.	✓	Every home match
Wellbeing Officers	Team ensuring the safety and wellbeing of visitors and staff within the stadium.	✓	Every home match
Premier League matchday initiatives	Stonewall's Rainbow Laces campaign. Inside Matters mental health campaign.	✓	Dec-23 May-24
Global Fan Events	Supporter events and consultation workshops with 1000 global fans in Australia, Saudi Arabia and USA.	✓	Jan, Apr, May 24
Community Initiatives	A Helping Hand at Christmas community campaign helping to tackle food poverty, provide warm safe spaces and create magical experiences for local people. Club and Foundation volunteer programme contributing 6000 hours to good causes.	✓	Dec-23
	Newcastle United Foundation participants attended employability workshop learning about job opportunities at St. James' Park STACK fan zone.	✓	March-24
	First Premier League football club to be a fully awarded 'Football Club of Sanctuary' in recognition of club's inclusive commitment and dedication to supporting people in the city who are seeking sanctuary.	✓	March-24
	'Unsilence the Crowd' campaign - a world-first initiative by the club's front-of-shirt partner, Sela.	✓	May-24
	Foundation donation from club home kit sales - £5 from every 2024/25 adidas home shirt that it sells by the end of August.	✓	June-24
	NUST classroom in community hub NUCASTLE - 4100 young people have accessed this fan funded learning space over last 12 months.	✓	Ongoing



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“Newcastle United Disabled Supporters Association (NUDSA) are delighted to have continued our strong and positive working relationship with Newcastle United. The social events for our members are a key part of the work we do. Hosting them at St James’ Park gives members an opportunity to visit the stadium and spend time with their fellow supporters. We were pleased to be invited to all four of the workshop sessions held by the club so our members were represented and in turn we can share information with them. Our aim is to continue our positive and open dialogue with the club to support our members.”

JOE AYTON, CHAIR, NUDSA

“A strong Fan Engagement Plan is crucial for all football clubs, and as Newcastle United develops its on- and off-field strategy post-takeover, it’s vital that supporters are able to provide valuable feedback to the club in its upward trajectory. The connection between fans and the custodians of the club is imperative to ensure the continued success of NUFC. This is especially important given the need for the club to maintain the values which this club and region are built upon, while also seeking to welcome new supporters from around the world.

As one of the largest, democratically elected, all-issue Supporter Trusts in the country, Newcastle United Supporters Trust (NUST) welcomes ongoing consultation with the club to ensure that our members are listened to at executive level through meaningful dialogue and open communication.”

PAUL KARTER, CHAIR, NUST

ST. JAMES' STACK PRESENTED BY SELA FAN CONSULTATION

Newcastle United hosted a public consultation event at St. James' Park on Monday 11th September as part of the planning process for the proposed 'STACK' fan zone at Strawberry Place.

The public consultation event was attended by over 200 fans who viewed site plans and provided feedback both verbally and through feedback forms. CGI images were on display at the event, including internal and external images - giving fans, local residents and members of the public a close-up look at designs for the Strawberry Place site and a chance to share their views on the scheme.

The consultation process was a hugely important step in the planning process and followed a season ticket holder survey commissioned by the club. Over 98% of respondents were in support of the development. St. James' STACK, presented by Sela will now open Summer 2024 and will introduce a thriving food, drink and entertainment option for supporters visiting matches at St. James' Park and during the week.



SELA'S SOUNDSHIRTS

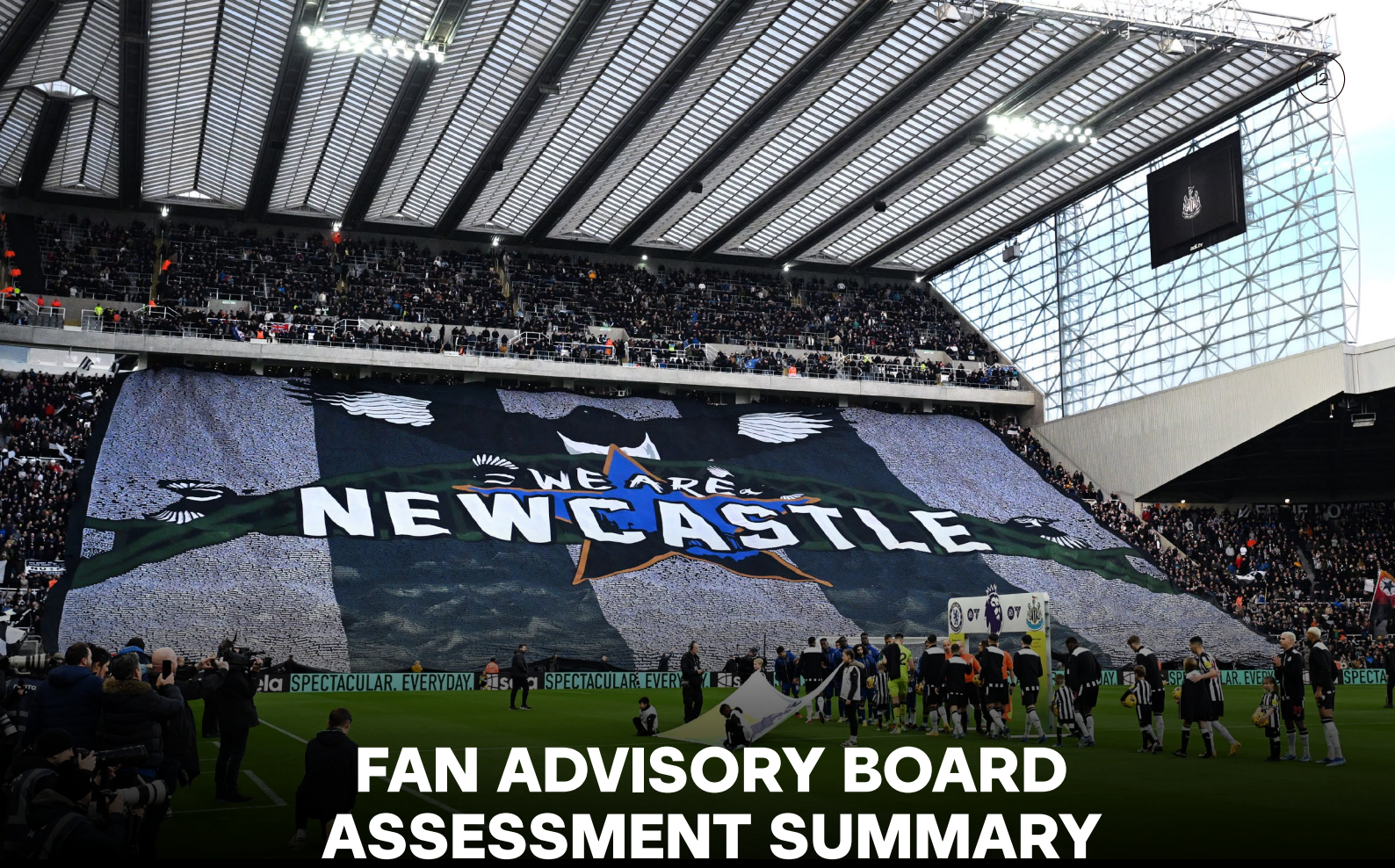
Newcastle United's principal partner, Sela, led on a supporter focused activation which changed matchday experiences for supporters who are deaf or living with hearing loss.

Specially designed SoundShirts were worn by deaf mascots and fans for the game against Tottenham Hotspur, with the shirts transforming the noise of the stadium into a real-time touch sensation.

71% of people surveyed by RNID believed that new technology could improve the matchday experience, making live sporting events more accessible. Sela set out to improve the fan experience.

The activation saw young supporters surprised with the opportunity to be mascots for the game after Magpies stars Keiran Tripper and Dan Burn attended a Foundation session to meet with the group.

This activation was a first of its kind in world football and a catalyst for future work to support match-going supporters who are deaf, or have hearing loss, to experience the atmosphere of St. James' Park. Through the global appeal of Newcastle United, Unsilence The Crowd reached fans in over 200 countries around the world.



FAN ADVISORY BOARD ASSESSMENT SUMMARY

A core commitment of the Fan Engagement Standard (FES) is the completion of a FAB assessment, executed by the FAB Chair and Nominated Board Level Official (NBLO).

Each FAB member completed a FAB Assessment Questionnaire in July 2024 and this was anonymised to ensure confidentiality. This was followed by a review meeting between the FAB Chair and NBLO to discuss the initial survey findings and areas for development. The FAB Chair will discuss the survey findings with the FAB and agree proposed actions for next season in consultation with the club.

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“While the Newcastle Fans Advisory Board is in its infancy, there are already positive examples of the way we are interacting with the club, being able to advise effectively and being listened to. Consultation is improving over time, and we are incredibly proud that the club took up the idea of donating to the Newcastle United Foundation from shirt sales and made it a reality. As things progress, we look forward to becoming an integral part of how the club makes decisions and communicates to our incredible fan base.”

MICHAEL MCCARTHY
FAB CHAIR AND SEASON TICKET HOLDER

