



FAN ADVISORY BOARD

MEETING SUMMARY NOTES

29 September 2025

Monday 29 September 2025 (5pm-7:30pm)

Boardroom, St James' Park

Newcastle United

David Hopkinson (“ DH ”)	Newcastle United CEO
Peter Silverstone (“ PS ”)	Newcastle United CCO
Brad Miller (“ BM ”)	Newcastle United COO
Yvette Thompson (“ YT ”)	Newcastle United – Director – Commercial Venue
Lee Marshall (“ LM ”)	Newcastle United – Director – Communications
Simon Lilley (“ SL ”)	Newcastle United – Director – Retail and Licensing (Online)
Sarah Medcalf (“ SM ”)	Newcastle United - Head of Supporter Services
Chris Parkinson (“ CP ”)	Newcastle United - Head of Ticketing
Craig Oliver (“ CO ”)	Newcastle United - Head of Buying and Merchandising (6.30pm arrival)
Andrew Lisgo (“ AL ”)	Newcastle United – Corporate Communications Manager (Online)
Sarah Johnson (“ SJ ”)	Newcastle United – Fan Engagement Manager
Matt Willis (“ MW ”)	Newcastle United Supporter Liaison Officer (Online)

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

Fan Advisory Board Attendees

Michael McCarthy (“ MM ”)	Season Ticket Holder Representative (STH) - Chair
Rajat Nayyar (“ RN ”)	Member Representative - Vice Chair
Thomas Symonds (“ TS ”)	Young Person Representative
Natalie Noyes (“ NN ”)	International Representative
Paul Karter (“ PK ”)	NUST Representative
Karl Williamson (“ KW ”)	NUST Representative (Online)
Claire Wintrip (“ CW ”)	United with Pride Representative
Chris Baker (“ CB ”)	Disability Representative
Lisa Mole (“ LMO ”)	NUST Representative (Observer)

Apologies

Marion Williams (MW)	STH Representative
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Agenda

Time	Lead	Description	Owner
5.00pm	Welcome	Welcome to FAB meeting	MM
5.02pm	Chair Update	Meetings Held/Events Attended by FAB	MM
5.05pm	CEO Welcome	CEO Welcome to FAB	DH
5.10pm	NUFC	Stadium Update	BM
5.20pm	NUFC	NUFC Crest Update	PS
5.30pm	NUFC	• Ticketing Update • Season Ticket Waiting List • Unauthorised Ticket Sales	YT SM/CP YT/CP
6.10pm	NUFC	FAB Assessment - NUFC commitments PL Assessment update	SM
6.20pm	NUFC	FAB Communications Plan	SM/AL
6.25pm	NUFC	FAB Action Tracker – key FAB next steps for consideration	SM/MM
6.30pm	NUFC	Buying and Merchandising Plan 2025/26	SL/CO
6.50pm	NUFC	Fan Experience Strategy - Update	SM
7pm	AOB		All
7.10pm	Meeting Ends		

INTRODUCTIONS

MM, Chair of the Fan Advisory Board (“FAB”), welcomed attendees and shared updates from recent supporter events held in Seoul. These were well attended and provided valuable opportunities to discuss the role and work of FAB.

MM noted the upcoming FAB Chair London meeting, with ticketing forming the bulk of the agenda.

Thanks were extended to DH for attending and supporting FAB, and to CW and MW for representing FAB at a recent Business NUFC meeting, including speaking on behalf of the group.

CEO Welcome to FAB

DH expressed his enthusiasm for being part of the wider NUFC family, recognising the significance of the current moment for the club and its supporters. DH spoke of the energy, passion, and responsibility that comes with this role, and acknowledged - with 33 years’ industry experience - that he’s still learning and adapting.

Stadium Update

BM gave the group an update on the stadium project.

The Board continues to assess all stadium development options and has not yet reached a final decision. This remains a complex and long-term strategic consideration, with potential benefits for the Club, city and wider region.

The priority is to ensure any decision is the *right* one - both in terms of feasibility and long-term impact. The process is ongoing and will be approached with the necessary rigour.

Supporter Services has received 10 direct emails on the topic over the past six months. While volumes remain relatively low, it was acknowledged that the subject continues to generate interest and sentiment across the wider fanbase.

MM said it would be positive for fans to receive an update at the appropriate time, as nothing has been communicated since February. LM reiterated that no decision has been made, and this remains the genuine position.

MM thanked BM for the update.

NUFC Crest Update

PS provided an update on the crest redesign. In the first consultation phase, fan engagement surveys showed a high response rate, with 84% of fans wanting key elements of the current crest retained.

Initial designs were then shared with ownership, who responded positively but requested further iterations. As per FA rules, fans must be presented with all options before a final decision is made.

86% of fans indicated they understand the issues with the current crest in an independently ran survey sent in May 2025. MM highlighted the need to address the current information gap and ensure fans understand the process. RN welcomed the update and said further discussion would be needed before any decision is made.

PS reviewed new versions last Friday and shared them with ownership. These will be presented to FAB at the appropriate time, followed by a fan vote. The earliest the new crest could appear on kits is the 2027/28 season and therefore there is no further urgency.

A broader brand strategy launch is planned for early 2026, separate from the crest launch. PS confirmed the club will share the brand presentation with FAB, who will be kept up to date on brand strategy developments.

PS stated the club had chosen not to rush the crest to meet adidas deadlines, preferring to take the time and get it right. RN asked whether the crest was required for contractual purposes for Adidas. PS clarified there is no obligation to present a specific crest - only to meet printing deadlines.

Ticketing Update

DH acknowledged the complexity of the ticketing landscape and confirmed his awareness of the challenges involved.

MM described ticketing as a major topic and shared a list of questions submitted in advance to SM before the meeting, some of which would be addressed during the meeting. MM emphasised the importance of transparency. SM noted that several of the queries were operational in nature and had provided answers to FAB (see Appendix I). SM suggested a separate session to explore these in more detail if this was needed by FAB.

YT provided a detailed overview of the current ticketing structure, built around three pillars:

- Developing and improving processes
- Ensuring fair access to tickets
- Remaining open to consultation

YT outlined recent changes to the away ticketing process, developed in collaboration with fans. Key areas for further discussion include ticket touting, transparency, and the season ticket waiting list.

YT referenced a BBC video highlighting touting practices, including international organisations instructing buyers to delete tickets after use. NUFC continues to tackle this issue and is exploring broader solutions. Whilst we believe the club is subject to fewer bot attacks than some other Premier League teams, the issue remains significant.

YT confirmed that fans and individuals have tickets, and any associated memberships/season tickets revoked when violations occur. YT, CP, and PS have all attempted to purchase tickets to test the system. The club investigates cases where different individuals occupy the same seat across matches, though proof is required to take action. NUFC supports fans effected by touting in seeking refunds, but options are limited.

Due to the sensitive nature of touting tactics, some operational details are withheld from the public domain to prevent circumvention. PS emphasised that ticket touting is often driven by sophisticated commercial operations, some of which are linked to criminal activity. These are not simply isolated individuals, and the club remains committed to pursuing legal action. PK noted that FAB and NUST consistently receives emails on touting following ticket ballots. YT described how platforms like Live Football advertise tickets they do not always possess. When they can be identified, all associated tickets are cancelled.

YT shared a recent example involving a school in Dundee accessing tickets via a third party, where the club stood firm despite emotional appeals, prioritising general admission access to tickets via the official channels. PS acknowledged the issue had gone unnoticed internally until journalists raised it. Once escalated, action was taken swiftly. LM stressed that such issues should be reported directly to the club rather than played out online, NUFC acted in the best interests of supporters, balancing transparency with moral responsibility. PS clarified that while the school was no longer a valid group, no staff acted maliciously, and the club did not profit from the arrangement as other clubs do from similar arrangements.

PK praised Newcastle United's initiative to provide tickets to schools via the Newcastle United Foundation, giving disadvantaged children access to matches they might not otherwise attend. MM noted that had the tickets gone to underprivileged children in the North East, the reaction may have been different. The club will continue to welcome all school groups to the stadium exclusively through the Foundation's Matchday Experiences, which play a vital role in funding their incredible work in the local community. PK encouraged Newcastle United to communicate more openly about ticketing actions, including cancellations and reissued tickets, to build trust.

YT discussed behaviour tracking, including login and IP address monitoring. While many cases are genuine (e.g. mobile IPs), flagged individuals are blocked upon repeat offences. RN noted that this has affected genuine supporters, including during the Barcelona fixture. MM added that fans using multiple devices have also been impacted as FAB had been emailed about this.

YT reported that 4,500 members are flagged as suspicious, though member success rates remain high. The club asked FAB whether there should be a consideration to revise the member general sale process which is more vulnerable to bot attacks. PK suggested this would require fan consultation as it had been fan choice to split the ballot process. SM suggested a home ticketing workshop could be scheduled for October to review home ticketing generally with all supporters - what's working and what isn't.

RN raised concerns about rising membership numbers and potential impacts. PK noted that ballot entries would increase and suggested publishing figures.

MM reiterated that membership numbers have likely increased significantly. CB asked whether there would ever be a cut-off for memberships.

PS clarified that memberships offer broader benefits beyond ticketing, including discounts and events. 18% of members have not applied for ballot or bought tickets this season. RN asked whether non-ticketing benefits would be something the club would look to offer. YT reported that 165,000 bots were blocked from accessing Barcelona tickets and shared additional figures. YT proposed a quarterly and annual operational report similar to Arsenal and Liverpool's approaches, covering touting, ID checks, and ballot success. While not yet established, the club is working on it. YT shared current ballot success rates to date:

- 11% of adults successfully secure tickets per game
- 19% of juniors successfully secure tickets per game
- 13% people that are successful in the ballot, do not go on to purchase a ticket
- 14% of unsuccessful applicants later buy tickets via member general sale or ticket re-sale
- 23% overall success rate for members in sourcing tickets via ballot, General Sale, forwarding or ticket resale.

RN requested clarification on the 23% figure, which YT confirmed includes all seating categories across the stadium. KW asked for a breakdown of where successful tickets are allocated. YT confirmed this data can be provided.

MM, KW, and RN requested figures for family areas versus the rest of the stadium.

YT shared comparative data on ticket demand.

On average, 67 supporters have tickets revoked per game, with a total of 405 revocations to date.

A discussion took place regarding the size of NUFC's membership base. PS noted that only a small number of clubs publicly disclose their membership figures, referencing Manchester United's Q1 Fiscal Report 2024, which reported 400,000 members. PS asked FAB what membership target NUFC should aim for, acknowledging that while the club has an approximate understanding of top six membership numbers, NUFC's own figures are comparatively lower. YT and PS presented data on the ratio of members to ticket availability, noting that not all members use their membership to purchase tickets. PK, as a season ticket holder, acknowledged the revenue benefits associated with unlimited memberships but expressed interest in exploring alternative propositions for supporters who are not primarily seeking ticket access.

YT confirmed that so far this season 85-89% of the standard away ticket allocation has been made available to season ticket holders. Tickets are released in phases onto the site.

For away fixtures, around 4% of away supporters request emergency transfers on matchday, rising to 8% for some fixtures. Separately, where fans that are randomly selected for an ID check 12% presented an incorrect ID and 18% did not go the box office (and therefore did not access the game). These ticket buyers are then subjected to further ID checks at subsequent games.

MM noted that a level of away ticket transferring was expected when the emergency transfer option was introduced, though 8% is a high figure. YT clarified that away tickets can only be transferred twice per season ticket holder under emergency circumstances.

PK highlighted that transparency is key - fans are more accepting when growth is explained clearly. While corporate partners will always receive ticket allocations, how this is communicated matters.

YT noted Box Office ticketing team is now also managing NUW operations.

DH reflected on the scale of the challenge. He emphasised the shared ambition across the club and fanbase to ensure tickets reach passionate supporters. Gaps in communication can lead to mistrust, and education is key - particularly around the risks of buying from third parties. Building trust is a priority for NUFC.

Season Ticket Waiting List (STWL)

SM acknowledged FAB's work on the season ticket waiting list. An initial workshop facilitated by Newcastle United but led by FAB highlighted that all clubs approach to their STWL were different. FAB then developed suggested criteria around priority access and discussed whether to charge for access.

MM reiterated the importance of clarity for season ticket holders on the access criteria. PS noted that wider fan consultation may be necessary. SM asked FAB to confirm whether a workshop would be helpful. This was confirmed for December 2025.

PS and MM discussed the indirect cost of joining the waiting list, as membership is required. PS highlighted that membership offers broader benefits beyond ticket access.

PK noted that some away supporters appear to be purchasing memberships primarily to access ticket ballots, while simultaneously securing tickets through third-party sources. MM acknowledged that loopholes will always exist. CW stressed the need for NUFC to be ready for questions about list placement. CP confirmed that fans will be able to view their position on the STWL via their individual accounts.

TS queried whether legal advice on inability to prioritise a young person's season ticket allocation could be shared by the club, and whether NUFC could provide data on broader representation of younger fans who attend home games. SM to look at this.

FAB Assessment

SM shared feedback from the anonymous survey circulated to FAB members in July 2026. Responses highlighted the value of honest and important conversations, while also identifying areas for improvement—particularly around earlier involvement in strategic discussions and adherence to meeting timelines. SM acknowledged that much of FAB's work is not visible externally, however, their contribution for last season can be found in the [Fan Engagement Plan 25/26](#) on page 11.

Key actions include formalising the Fan Engagement Plan, improving meeting planning, sharing documentation earlier, and involving FAB in discussions at an earlier stage. SM confirmed that the club continues to meet Premier League assessment framework and is progressing well, though greater communication between fans and the Chief Executive remains an area for improvement. The "United as One" event at STACK and a BBC Newcastle studio session where DH answers supporter questions was discussed. Premier League feedback also indicated that FAB has influenced multiple strategic decisions.

AL provided an update on upcoming communications activity, including collaboration with the Foundation and FAB. The "Be A Game Changer" campaign will relaunch using proceeds from August shirt sales. David will attend a walking football session to surprise fans. Over £500k has been invested into NU Foundation over two years, combining NUW fixtures, shirt sales, and related initiatives—this figure will be included in external communications. The campaign will align with World Mental Health Day on 10 October. LM highlighted the significant positive impact on the community.

MM will attend the press room at the Forest game to meet key members of the media. MM thanked AL for his work on these initiatives.

SM confirmed there were no outstanding items on the FAB action tracker.

Buying & Merchandising Strategy

SL provided an update on NUFC's retail strategy. The goal is to build a global retail proposition where fans can purchase directly from NUFC due to the breadth of product and high-quality service, allowing revenues to be reinvested in the club.

The strategy aims to engage both local and international fans. PS confirmed that the retail business has generated approximately £30m in new revenue, highlighting the importance of product sales and the development of the retail offering.

SL outlined the expansion of the club's physical and online retail spaces, including five new stores at St. James' Park, the Metrocentre, our new Fenwick concession, Gateshead Stadium (NUW), and a matchday outlet. The club now works with 28 leading suppliers across 37 product categories.

The licensing business has grown rapidly and includes 34 licensees - 22 in the UK and 14 internationally - covering a diverse range of categories. SL noted that success on the pitch supports retail growth. Following the cup win, 75,000 products were sold led by the Winners 25 shirt and the official programme

PS raised concerns about counterfeit adidas, and other Newcastle United products and encouraged fans to report them. Purchasing unofficial items undermines quality and diverts revenue from NUFC. MM and CO echoed the importance of protecting club revenue and brand integrity. SL confirmed that an anti-counterfeit programme is in place, with a third-party managing product takedown efforts. This is consistent with other leading football and sports organisations.

SL noted that more product categories are in development. CO highlighted the improved Christmas range compared to last year's limited offering. MM stressed the importance of affordable items for lower-income households.

SL presented charts showing sales volume by category. Women's sales were lower than men's but showed solid performance. International ecommerce orders totalled 29,000, with USA and the Australia leading. Overall women's products saw 43,000 units sold, with 37 clothing options on order. Year-end women's product sell through reached 58%, lower than other categories.

SL emphasised the importance of using feedback to build on this strong foundation. The game at St James' Park generated £48k in retail revenue during the NUW fixture against Sunderland, this compares favourably with men's games played at a similar time in the season. CO reviewed best and worst-performing women's items.

For the 2025/26 NUW season, SL confirmed two trading areas will be available at Gateshead Stadium. Fans can now purchase shirts with "Howay the Lasses" as well as "Howay the Lads." Five Women's player names are currently available for shirt printing, with plans to expand the selection based on levels of demand.

Fan Experience Strategy

This item was deferred to the next meeting.

AOB

CW asked what the club intends to do with the Rainbow Laces campaign following the conclusion of the Stonewall/Premier League partnership. The club will review this and feedback next steps.

FAB members wished to formally note their thanks to Darren Eales, acknowledging his contribution and ongoing support for the group when CEO of Newcastle United.

Meeting Closed MM thanked all attendees and closed the meeting.

Appendix I – FAB Operational Questions

What are the club doing about third-party ticket sites?

Included as an agenda item and will be covered during the main meeting discussion.

We strongly advise supporters not to purchase tickets through third-party sellers and to only book directly via the official club website. These external platforms are general event sites and have no affiliation with the club.

You can find more information [here](#).

The Premier League also lists unofficial sites [here](#) which fans should reference.

Any reports of ticket touting are taken seriously. If sufficient evidence can be sourced, we will investigate and take appropriate action. Tickets bought through unofficial channels often lack clear seating details, so we rely on individuals coming forward with information to help us look into specific cases.

Versus Liverpool and Barcelona there were away fans all over the home areas - what are the club doing about this and what future plans do the club have to tighten systems?

We are aware of limited infiltration of home areas by Away fans. This is unfortunately and common occurrence across the Premier League due to inherent ticketing issues, namely:

- Prevalence of touting websites (discussed separately)
- Home fans bringing away supporters as guests
- Home fans transferring tickets to away fans
- Away fans buying membership in pursuit of securing tickets

The above issues can be discussed in the meeting.

Any away supporters found in home areas will be ejected from the stadium, and we will investigate how those tickets were obtained. Where appropriate, this will lead to sanctions including membership cancellations and future bans. Strengthening these systems remains a priority, and we continue to monitor and refine processes to prevent recurrence.

We also encourage supporters to share details if they know of tickets through third-party platforms or spot tickets being resold elsewhere - this helps us investigate and take appropriate action.

In addition, the ticketing team temporarily applied client type restrictions to accounts suspected of bot-like behaviour ahead of the Members Sale for the Forest fixture. This was in response to concerns around fairness and access.

Would / should away fans in the home end (clearly away fans / in colours etc) be removed by Stewards? Is this within the ground or ticket regulations?

Yes - away supporters in home areas, particularly those clearly identifiable by colours or behaviour, should be removed by stewards. This is in line with the club's ground regulations and ticketing terms and conditions, which state that home match tickets are strictly for Newcastle United supporters. Specifically:

"Home Match Tickets are for the use of supporters of the Club only. By applying for the Home Match Ticket and/or using the same, you hereby warrant and represent that you are a supporter of the Club and/or that you are not a supporter of the Visiting Club."

How are changes being communicated between departments (Supporter Services / ticketing / Box Office)? Is there a clear training plan for staff where issues / themes are cross departmental.

We have well-established lines of communication between Supporter Services and Box Office. Teams are based on the same floor, which enables daily conversations to respond quickly to operational demands and any last-minute changes.

In addition, we hold regular weekly meetings to discuss more in-depth operational planning, supported by a shared activity calendar to ensure alignment across departments.

Our staff are trained and committed to deliver the best possible experience for supporters. Shared learning and collaboration are embedded in our day-to-day working practices.

What is the reasoning behind not discounting tickets in the front row (as per last time in CL) due to the restricted viewing?

Prior to the last Champions League campaign, certain seats were classified as restricted view due to the anticipated volume of media positions. For this season, that classification no longer applies. Seating areas will continue to be reviewed on a match-by-match basis, and if any changes arise, the Box Office will contact affected supporters directly.

Has there been a change of policy of distribution of digital tickets for Bradford as many fans have not received emails? If so, why was this not communicated?

There has been no change in the digital ticket distribution policy - supporters should have received an email as usual. For future domestic cup fixtures, tickets will be uploaded directly to season cards.

Are the club looking at member history being used for key fixture ticket applications? For example – you need to have applied for XX number of games to apply for the likes of Barcelona.

There are currently no plans to introduce purchase restrictions based on member history for key fixtures. All eligible members will continue to have equal access to ticket applications under the existing process.

Supporter Services has not received any emails regarding this issue to date.

Are there plans for transparency around numbers of ST holders and members?

Will be covered during the main meeting discussion.

Will the club share with FAB (and publish) the % chance for a member to ‘win’ home ballot tickets? Will the club share with FAB (and publish) the success rates for members?

Will be covered during the main meeting discussion.

There are still issues with people being removed from cup schemes. Last year we advised the club communication around this could be improved as the instances we know about are admin or system errors on the club side, we think this should be revisited, what do the club do this season for failed payments?

Supporters receive a payment notification ahead of the due date, followed by two further reminder emails if payment fails. If the issue remains unresolved, a final email is issued confirming removal from the Cup Scheme.

We are happy to consider any suggestions from the FAB regarding further communications, though we believe the current plan is clear and robust.

All Cup Scheme complaints are thoroughly investigated. Supporters agree to the scheme's terms and conditions upon enrolment, which outlines how and when payments will be taken, depending on the specific scheme.

Given the exceptionally high demand for tickets and the large number of supporters enrolled, it is essential that we apply the Cup Scheme terms consistently. The scheme operates on a strict opt-in basis, with clear terms published on 16 June via our website, email, and social media - stating that non-payment for any fixture would result in removal from the scheme.

Why was there no communication, except direct emails – as a surprise – to fans who were successful in getting one of the returned Barcelona tickets?

Returned tickets were received from FC Barcelona at very short notice, which made prior communication operationally challenging. To ensure these were allocated to genuine Newcastle United supporters - and reduce the risk of ticketing software being used to purchase these tickets - we allocated tickets to the unsuccessful members from the ballot. Several fans were successfully

allocated seats from the original Barcelona allocation, which was a positive outcome. While the process was not widely communicated in advance, it was designed to prioritise fairness and supporter loyalty.

Feedback from Members – can the club separate the hospitality from GA for ‘F5’ tickets on the website? Can the shades of grey be changed to more contrasting colours?

Hospitality and general admission seating appear on the same map, so they cannot currently be separated visually. However, we can explore adjusting the colour contrast to make the seating options clearer for supporters.

International fans often rely upon tickets for The Barracks as the most cost-effective way to visit SJP as they could access these tickets on a timeline which allows cost effective travel to be booked, can the club explain the ticketing strategy for early availability versus executive / business club access?

In previous seasons all tickets for The Barracks sold out in a 24-hour window, which was frustrating for supporters. This season we have phased approach into sales phases to maximise opportunities for supporters to purchase tickets.

Sales phases can be viewed here: <https://www.newcastleunited.com/en/tickets/matchday-hospitality>

Did the club conduct more away ticket ID checks versus Bournemouth? If so, why was this the case?

No - there were no additional away ticket ID checks conducted for the Bournemouth fixture.

Is there a plan to revisit the method of ID checks for away games?

There are no plans to revise the current method of ID checks for away fixtures at this stage. ID checks will continue into the 2025/26 season as part of our commitment to maintaining the integrity of the loyalty point system.

What process is in place for away tickets if:

a) A ticket is not collected from away box office?

If a ticket is not collected from the away box office, the supporter will be flagged for an ID check the next time they buy a ticket.

b) A ticket is scanned, turns red, but then not collected?

If a ticket is not collected from the away box office, the supporter will be flagged for an ID check when purchasing their next away ticket.

Are there plans, as most other clubs do, to share the breakdown in allocation of away tickets into GA / corporate partners / friends and family / staff? If not, why not?

There are currently no plans to publish a breakdown of away ticket allocations across categories such as general admission, corporate partners, friends and family, or staff.

We are happy to take on board any feedback from the FAB regarding whether other clubs share breakdowns of away ticket allocations, and to what extent.

When can FAB see the data and responses from the matchday experience survey emails?

The matchday experience survey data is operational and used internally to monitor trends and inform improvements. We will reach out to the FAB if advice is needed on specific issues arising from the feedback.

For context, the current Net Promoter Score (NPS) - which measures how likely someone is to recommend us - is 70.7, a very positive result. The overall experience (FX) score stands at 4.26 out of 5, based on 3,768 responses across two fixtures.

Accessibility Questions

Has the allocation of accessibility tickets reduced at all compared with last season?

- The overall allocation of accessibility tickets has not been reduced compared to last season.
- What has changed is the process for accessing specific features like the Sela Sound Shirt. Last season, these shirts were balloted separately in a 'Sela shirts' ballot alongside the Accessibility ballot and often had more availability than demand.
- This led to some supporters receiving tickets in the Sela shirt ballot but not collecting their shirts, including the limited larger sizes.
- To ensure fairness and better usage, the Sound Shirt is now included within the general accessibility ballot.
- The accessible ballot supports a wide range of needs and prioritises those who've registered and provided documentation for specific access requirements. Sela shirts are part of that offer.

Have other match day sensory related facilities/services changed?

- The sensory viewing room will not be available for upcoming Champions League home matches, including Benfica, due to UEFA's operational requirements. While the UEFA Accessible Stadia guide recommends Sensory Room provision wherever possible, these are not mandated. The space is being used for broadcast purposes,

- The non-viewing sensory room will remain open, offering a quiet space for supporters experiencing sensory overload. Supporters can use this area to regulate before returning to their seats.
- Noise-cancelling headphones and sensory backpacks will continue to be available, and we've invested in enhancing these provisions to support fans during European fixtures.
- We fully recognise that the viewing room offers a unique and valuable experience, and we're actively exploring ways to protect and prioritise this space going forward.