



Fan Engagement Plan

2026/27 SEASON

Strengthening communication and engagement with fans.

AUGUST 2026

Our fan commitment

We're in this together. Your passion and loyalty drive us forward, wherever you are in the world. Last season, you helped shape what we do, sharing ideas, giving feedback, and making your voice heard.

At Newcastle United, our values aren't just words. They're how we connect with you, our supporters, every day. The Newcastle United Code brings fans and the club together, raises standards, and builds trust.

Every part of the Code is about making your experience better, more connected, and true to the spirit of our club. We listen, we act, and we keep you in the loop. That's what One Club means. The Code guides us, but it's your energy that brings it to life.

We're not standing still. Together, we'll keep pushing, keep improving, and keep making Newcastle United a club you're proud to call your own.

THE NEWCASTLE UNITED CODE



ONE CLUB

We are all in.

We are United and we move as one – players, staff and supporters. We debate, decide and unite behind the decision. When we win, we win together. When we fall short, we rise together.



EXCELLENCE

We raise the bar.

We don't stop at 'good enough'. We keep raising the bar every day until the impossible becomes routine. We deliver excellence – every task. every tackle. every team, every time.



RELENTLESS

We are always in the fight.

We are bold, ambitious and hungry. We never stop. We move with purpose, drive for results and we never give up. No graft, no glory. Our destiny is up to us.



ACCOUNTABLE

We own the outcome.

We give feedback with respect and purpose, and we receive feedback as the fuel we need to learn, innovate and win.



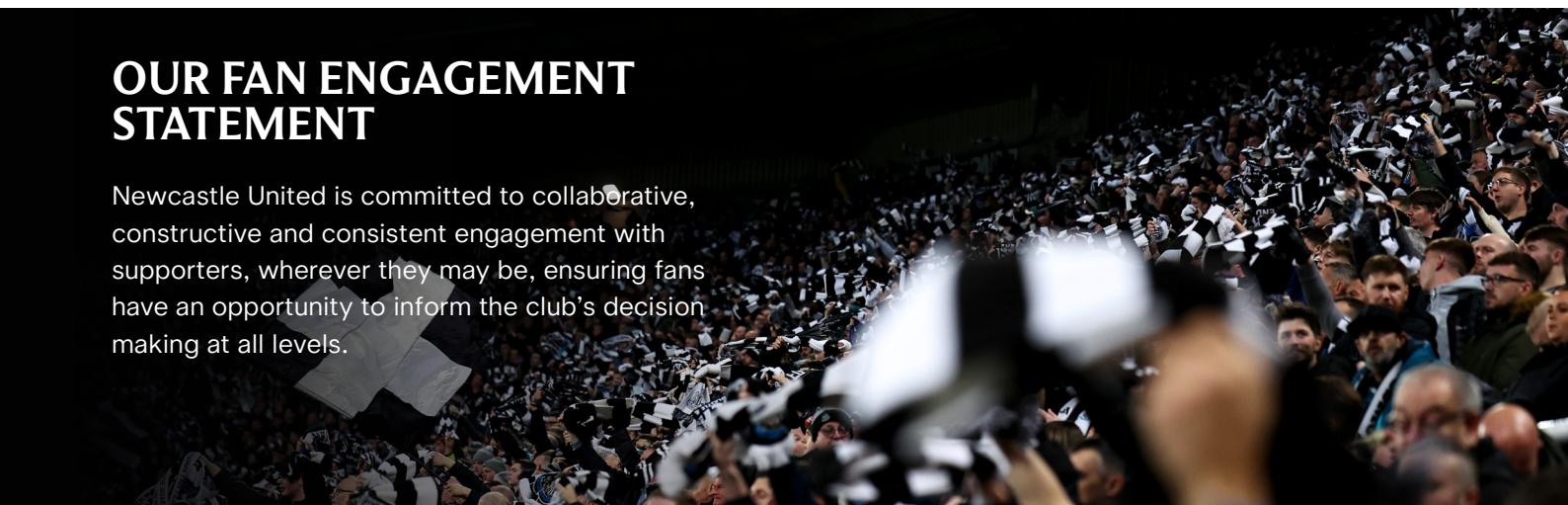
INTEGRITY

We honour the badge.

Trust is earned every day, through honesty, respect and discipline. We abide by the rules while playing to the limits, achieving our ambitions with integrity and pride.

OUR FAN ENGAGEMENT STATEMENT

Newcastle United is 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.



How we engage

Through our Supporter Services team, Fan Advisory Board, supporter groups and engagement channels, you have real ways to share feedback, influence decisions, and help shape the fan experience across both the Men's First Team and Newcastle United Women.



Our Team



DAVID HOPKINSON
Chief Executive Officer and Nominated Board Level Official (NBLO)
NBLO will attend a minimum of two Fan Advisory Board meetings each season.



SARAH MEDCALF
Head of Supporter Services
Leads the fan engagement framework and delivery of Premier League Fan Engagement Standard requirements.



SARAH COOK
Supporter Services Manager
Ensures high-quality communication, care, and engagement across all supporter touchpoints.



AMY PATTERSON
Fan Experience Manager
Enhances the supporter experience across venues and matchdays through supporter feedback.



SARAH JOHNSON
Fan Engagement Manager
Drives supporter engagement across the UK and globally, ensuring fan perspectives help shape club decisions.



HANNAH DE KONING
Supporter Liaison Officer
Develops and maintains effective relationships with supporter networks and key matchday contact.



TALLULAH PADDICK
Fan Engagement and Events Coordinator
Strengthens fan engagement, with dedicated support for Official Supporters Clubs.

Fan Advisory Board



MICHAEL McCARTHY (CHAIR)
Season Ticket Holder Fan Representative



RAJAT NAYYAR (VICE-CHAIR)
Member Representative



MARION WILLIAMS
Season Ticket Holder Fan Representative



THOMAS SYMONDS
Young Person/Under-25 Fan Representative



CHRIS BAKER
Disability Fan Representative



NATALIE NOYES
International Fan Representative



CLAIRE WINTRIP
United with Pride Fan Group Representative



LISA MOLE
NUST Fan Group Representative



KARL WILLIAMSON
NUST Fan Group Representative

The Fan Advisory Board (FAB) is an inclusive, diverse forum where supporter group representatives and independent fans come together to represent Newcastle United supporters. Its purpose is to support meaningful consultation and engagement, creating structured, strategic dialogue on off field matters and helping inform decisions that affect fans.

Nine supporter representatives assist and advise on areas including:

- The club's vision and strategic objectives
- Improving the matchday fan experience, both in person and online
- Proposals relating to heritage assets
- Equality, Diversity and Inclusion (EDI) commitments
- Development plans at St. James' Park
- Growing the fanbase at home and abroad
- Communications with supporters
- Community work

On-pitch and commercially sensitive issues are not within the FAB's scope.

During the 2025/26 season, the FAB contributed to engagement on topics like the season ticket waiting list, stadium redevelopment, and the club crest consultation. The FAB also meets independently throughout the season to discuss supporter feedback, set priorities, and prepare for future discussions.

To strengthen collaboration, FAB topic leads were introduced in 2025/26, focusing on Retail, Sustainability, and EDI. In May 2026, Michael McCarthy and Rajat Nayyar were re-elected as Chair and Vice-Chair for another two-year term.

Summary notes from all formal FAB meetings are published in the [Fans](#) section of [newcastleunited.com](#), so supporters can stay updated on discussions, priorities, and actions.

The Fan Advisory Board will hold three formal meetings during the 2026/27 season, scheduled for September 2026, March 2027 and June 2027.

Fan Advisory Board

Highlights 2025/26

Influenced strategic club decisions on the proposed season ticket waiting list, potential cup final ticket allocation and club crest consultation.

Led development of the Season Ticket Waiting List, helping shape the criteria, priority groups and supporter consultation process to support fairness and transparency.

Acted as a sounding board on ticketing matters, providing supporter insight on ticket access, pricing and process changes before wider fan consultation.

Supported fan consultation and engagement, with FAB members participating in workshops focused on matchday experience, ticketing, digital, membership, NUW and the club crest.

Introduced FAB topic leads and working groups covering Retail, Sustainability and Equality, Diversity and Inclusion to strengthen supporter input in key areas.

Contributed to the club's Sustainability Plan and provided supporter perspectives on community and environmental initiatives.

Played an active role in the Atmosphere Working Group, supporting initiatives including seat moves and the expansion of safe standing.

Championed inclusion and accessibility, contributing to discussions on accessibility, equality and the matchday experience for all supporters, while supporting the launch of the United with Pride scarf, which sold out following its launch, in June 2027.

Engaged with younger supporters through the Young Persons Forum, helping develop initiatives such as increasing awareness of and attendance at Under-21 matches.

Represented supporters nationally and internationally, attending Premier League events, supporter network meetings and community activities, while supporting the development of an Official Supporters' Club Council.

Raised awareness of the FAB through supporter, community and business events, helping strengthen understanding of its role and impact.

Volunteered over 1,200 hours collectively, representing supporters and contributing to consultation, engagement and club discussions throughout the season.

Strengthened communication between supporters and the club, providing a structured route for supporter feedback, challenge and discussion.

Through formal consultation, independent meetings and ongoing dialogue, the FAB helped ensure supporter voices were considered on matters that impact the wider fanbase.

Fan Advisory Board

The 2025/26 Fan Advisory Board (FAB) assessment demonstrates positive progress across all key areas of effectiveness, with the FAB continuing to mature as an established part of Newcastle United's fan engagement structure. Feedback was gathered from Fan Advisory Board members, recognised fan groups and Newcastle United staff to provide a balanced view of performance and identify priorities for future development.

The overall average score across all effectiveness measures (marked out of 5) increased from **2.70 in 2024/25 to 3.44 in 2025/26**, representing a year-on-year improvement of **+0.74**.

Improvements were recorded across all five assessment themes: Composition of the FAB, Meetings and Administration, Communication, Contribution of the FAB and Fan Engagement Impact.

Feedback highlighted the commitment, expertise and dedication of FAB members, together with stronger senior club involvement, improved fan group representation and an increasing contribution to strategic supporter engagement activity. Respondents recognised the FAB as an important forum for supporter consultation, challenge and dialogue with the club.

Top Strengths

The five highest scoring effectiveness measure were:

1. Chair and Co-Chairs support balanced contribution	4.31
2. Representation of recognised fan groups on the FAB	4.24
3. Diversity of backgrounds, gender and race among fan representatives	4.22
4. Open and honest discussion within meetings	4.15
5. Effectiveness of the current size of the FAB	4.11

Areas for Improvement

While significant progress has been made, the assessment identified five priority areas for continued focus:

1. Setting realistic deadlines for consultation and action completion	2.25
2. Improving the FAB's profile with the wider fanbase	2.40
3. Issuing papers earlier before meetings	2.67
4. Ensuring sufficient time for discussion within meetings	2.75
5. Better communication of FAB activity and achievements	2.88

Fan Advisory Board

Looking ahead to 2026/27

The Club and FAB have agreed to a comprehensive action plan for the 2026/27 season. Key priorities include improving visibility and communication, introducing regular “You Said, We Did” updates, strengthening supporter group engagement, increasing transparency around outcomes, improving meeting planning and consultation timelines, further developing working groups, and ensuring supporters can clearly see how their feedback influences decision-making.

The FAB will also continue to strengthen representation, succession planning, supporter insight, strategic discussion and impact measurement to ensure it remains effective and representative of Newcastle

United’s diverse supporter base. Supporters can contact the Fan Advisory Board directly at **board@newcastleunitedfab.co.uk** or visit the FAB web page [here](#) to share feedback, raise issues for consideration or learn more about the FAB’s work.

The Club and FAB remain committed to meaningful supporter engagement and continuous improvement throughout the 2026/27 season.

The club thanks the Fan Advisory Board for their continued challenge, support and dedication as volunteers - your time and insight is very much appreciated.



Ongoing Supporter Collaboration

Alongside the Fan Advisory Board, the club delivers a programme of workshops, working groups and other consultation activities throughout the season, providing supporters with regular opportunities to share feedback and contribute to key discussions.



As part of a Premier League pilot initiative, the club continued its partnership with White Ribbon to promote a safer and more inclusive matchday experience for female supporters, with fan representatives from NUST, Wor Flags, FAB, and the Football Supporters Association actively involved as White Ribbon Ambassadors.

We continue to support the efforts of NUFC Fans Foodbank through their matchday collections, and proudly collaborated with Newcastle United Foundation, Newcastle Foodbank, and key city partners to deliver the 'A Helping Hand at Christmas' initiative.

Case Study: Enhancing Matchday Atmosphere at St. James' Park

The atmosphere at St. James' Park is at the heart of every matchday. In 2025/26, feedback from 5,799 supporters in a Wor Flags survey showed that 73.9% felt the atmosphere had declined, and 69% supported a new singing section.

A dedicated Atmosphere Working Group was formed, bringing together representatives from Wor Flags, the Fan Advisory Board, Newcastle United Supporters' Trust, United with Pride, Newcastle United Disabled Supporters Association, NUSC, and senior club staff. The group used supporter feedback and survey results to shape practical recommendations, ensuring fans' voices were central to every discussion.

Following consultation with the Atmosphere Working Group, a new safe standing area was introduced in Level 7 Leazes End, covering Blocks L7C, L7D and L7E and accommodating 1,741 supporters. A seat move process also gave season ticket holders the opportunity to relocate elsewhere in the stadium or into the new safe standing area, helping like-minded supporters come together while ensuring no one was required to move unless they wished to do so.

This initiative shows how supporter feedback leads to real improvements at St. James' Park. It highlights the value of working with fan groups to create a better matchday experience for everyone.



“The Atmosphere Working Group has shown the value of bringing supporters and the club together to discuss practical improvements. Through open dialogue and fan insight, we have been able to support changes that strengthen the matchday atmosphere while giving supporters a clear voice in the process.”

David Hopkinson, Newcastle United CEO

Case Study: Introducing the Newcastle United Season Ticket Waiting List

With demand for tickets at an all-time high, supporters called for a fairer, clearer way to get season tickets.

The Fan Advisory Board (FAB) took the lead, working with club staff and supporters to shape a new Season Ticket Waiting List. Together, they looked at different options, listened to feedback, and built a process that's open and fair.

Workshops, consultations, and FAB meetings helped shape the details - who's eligible, how priority works, and how we keep everyone informed. The goal: make it easy to join, clear to understand, and true to what supporters asked for.

Ahead of the 2026/27 season, Newcastle United launched its first-ever Season Ticket Waiting List. For the first time, fans could register their interest and see their place in line. At least 250 season tickets were set aside for the new process.

The response was huge - almost 50,000 fans signed up. That shows just how much this matters, and why a structured, transparent system is so important.

This project proves what happens when supporters, the FAB, and the club work together. Fan feedback shaped real change, making the process better for everyone.



“Following requests from supporters, the Fan Advisory Board developed a proposal for a season ticket waiting list. We are delighted that the feedback has been actioned and that supporters now have a clear and transparent route to register for future season tickets.”

Michael McCarthy, Fan Advisory Board Chair

Case Study: Green Bay Packers partner with Newcastle United

In the 2025/26 season, Newcastle United and the Green Bay Packers joined forces to create a unique fan exchange via the Premier League, bringing together two clubs built on loyalty, community, and unforgettable matchday experiences.

Anth and Sarah Nicholson - lifelong Newcastle fans - traveled to Green Bay first, experiencing an NFL gameday and seeing what makes the Packers special: a one-club town, a team part-owned by its fans, and a derby atmosphere that rivals our own. After that, we hosted Green Bay fans at St. James' Park for the Tyne-Wear derby, giving them a taste of our city's passion and rivalry.

The connection didn't stop there. Newcastle United then hosted the Green Bay Packers Fan Engagement team in Newcastle. Inspired by the visit, the Packers invested significant funding into the Newcastle United Foundation. This support will launch American football sessions for disadvantaged young people in Newcastle, starting September 2026 - helping to boost physical and mental wellbeing across the community.

This partnership shows what happens when two clubs put fans first and work together to create new opportunities. It's more than football. It's about community, ambition, and making a difference for the next generation.



Club Heritage Assets

The club agrees the following Heritage Assets are in scope for fan discussion.

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

For any proposed significant changes, the club will first consult with the Fan Advisory Board (FAB) and then determine a process for broader fan consultation. The club's NBLO leads on all fan consultation around heritage assets, ensuring supporter voices are central to decisions that reflect our history and identity.

Our Club Crest Consultation 2025/26

We're shaping the future of our club crest together. Our badge means everything - history, identity, and a connection that runs around the world. But to keep it fit for the future, we need to make sure it works everywhere, from shirts to screens.

That's why we put supporters at the heart of this project. We've worked side by side with the Fan Advisory Board, supporter groups, and independent fans to talk through what matters most. More than 1,000 of you joined workshops, focus groups, and events - sharing your views, challenging our thinking, and helping us get it right.

[Read more about our crest journey](#)

Every step, we've listened. The Fan Advisory Board has kept us honest, offering feedback and recommendations. Now, in August 2026, you'll get to share your opinion on the crest options. This is one of the biggest supporter consultations we've ever run. You've told us loud and clear: protect our heritage, evolve - don't overhaul. Your feedback has

shaped every option on the table and made sure the heart of Newcastle United stays front and centre.

Key Engagement Activities

- Fan Advisory Board consultation and discussion
- Engagement with recognised supporter groups
- Supporter workshops, both in person and digital, involving over 1,000 supporters
- Supporter poll launching August 2026



Leadership Update

We're committed to keeping you in the loop and making sure your voice shapes our future.

We'll keep you updated throughout the season on what matters most when we can - our finances, stadium progress, and the priorities you care about. Just like David Hopkinson, our CEO, did in February 2026 when he joined TalkSport to share

his new ambition for Newcastle United, including bold plans for St. James' Park and the future we're building together. You also saw it at 'We Are United' - over 1,000 of you joined us in December 2025, and we'll do this event again to keep the conversation going and make sure your voice is heard.

This is your club. We're here to listen, share, and move forward together.



Newcastle United
Newcastle United Women



@nufc
@nufcwomen



@nufc
@newcastleunitedwomen



@nufc

How to become involved

See how you can stay connected with the club in a number of ways including - memberships, Official Supporters' Clubs, independent supporters' groups, and other fan-led opportunities.

- Be part of our new Official Supporters' Clubs and help us grow closer to the communities that share a passion for Newcastle United.
- Join our Young Supporters Fan Forum, meeting twice a year to connect with fellow young fans and share your views on the issues that matter most to you. Email Supporter.Services@nufc.co.uk for details.

Newcastle United works closely with a number of independent fan groups that help shape our approach to inclusion and engagement. **These include:**

Newcastle United Supporters' Trust ([NUST](#))

Newcastle United Disabled Supporters Association ([NUDSA](#))

United with Pride ([UWP](#))

Matchday atmosphere group [Wor Flags](#)

Each group represents key voices across the supporter base.

- Visit our Memory Café, which provides a warm and supportive space for individuals living with Dementia or Alzheimer's. Fans can register to attend through the Supporter Services team and sessions often include nostalgic conversations with former players.
- Our annual 'A Helping Hand at Christmas' campaign in partnership with Newcastle United Foundation supports families across the region through pledges that tackle food poverty, offer warm spaces, and bring festive joy. Fans can also get involved by donating to Newcastle Foodbank or supporting NUFC Fans Foodbank matchday collections.
- Support Newcastle United Foundation by getting involved in community programmes, making a donation, or volunteering to help make a lasting impact across the North East.



Newcastle United
Newcastle United Women



@nufc
@nufcwomen



@nufc
@newcastleunitedwomen



@nufc

How to become involved

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 and we will get back to you within three working days. For more information, please click [here](#).

Supporters are also welcome to share their views directly with our Supporter Liaison Officer, Hannah de Koning, on matchdays.



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](#).



Newcastle United
Newcastle United Women



@nufc
@nufcwomen



@nufc
@newcastleunitedwomen



@nufc

Appendix

Overview of 2025/26 Season Fan Engagement Activities.

Fan Consultation and Supporter Representation

- Delivered a programme of Fan Advisory Board meetings, supporter workshops, surveys and consultation activities throughout the season.
- Introduced the club's first [Season Ticket Waiting List](#), following a proposal developed by the Fan Advisory Board and supporter consultation.
- Consulted supporters on key strategic topics including home ticketing, memberships, digital services, the proposed Season Ticket Waiting List, stadium development and the club crest.
- Established an Atmosphere Working Group, bringing together supporter groups and club representatives to explore ways to strengthen the matchday atmosphere.
- Introduced a [new safe standing area](#) and dedicated singing section following consultation with supporters and the Atmosphere Working Group.
- Continued monthly engagement with Newcastle United Supporters' Trust, Newcastle United Disabled Supporters Association, United with Pride, Wor Flags and the Inclusion Advisory Group.
- Maintained a live action tracker with Fan Advisory Board and Newcastle United Supporters' Trust to provide transparency and accountability for supporter feedback and actions.

Supporter Communications and Feedback

- Continued to strengthen supporter communications through Supporter Services, supporter surveys, Official Supporters' Clubs and digital engagement channels.
- Delivered Digital Ideas and Feedback [Workshops](#) to gather supporter insight.
- Published [consultation updates](#), meeting summaries and "You Said, We Did" actions.
- Provided regular supporter updates on ticketing, stadium developments and club matters through direct communications and fan events.

Ticketing and Matchday Experience

- Introduced a [new away ticketing process](#) following supporter consultation.
- Introduced the Season Ticket Waiting List to provide a fair and transparent route to future season tickets.
- Enhanced [supporter safety](#) through the Barrack Road matchday closure trial.
- Strengthened [action](#) against ticket misuse and unauthorised sales, including the cancellation of season tickets following breaches of policy.
- Delivered discounted supporter travel initiatives, including [Magpie Mover](#).

Club Leadership

- The Chief Executive Officer and senior club executives attended Fan Advisory Board meetings, supporter workshops and consultation activities throughout the season.
- Hosted the [We Are United](#) supporter event, providing supporters with direct access to the Chief Executive Officer and senior leadership team.
- Participated in community, Foundation and supporter engagement events throughout the season.
- Supported consultation on key strategic topics including ticketing, stadium development and heritage assets.

Appendix

Inclusion, Accessibility and Equality

- Supported the Premier League's White Ribbon pilot programme, working with fan groups to promote safer and more inclusive matchday environments.
- Continued engagement with disabled supporters through Newcastle United Disabled Supporters Association and accessibility consultation.
- Supported campaign activity including [No Room For Racism](#), [Unite For Access](#), [Inside Matters](#) and [Play Safe](#).
- Worked alongside supporters to launch the club's first United With Pride scarf.
- Supported anti-racism education initiatives through Newcastle United Foundation and Show Racism the Red Card.

Community Engagement

- Delivered the [Carabao Cup Trophy Tour](#), engaging more than 1,000 community participants across the region.
- Extended the [A Helping Hand at Christmas](#) campaign to more local families than ever before.
- Continued monthly [Memory Café](#) events and special fan engagement activities.
- Supported local [community programmes](#) through player, staff and Foundation engagement.
- Celebrated Newcastle United's community impact through [Foundation](#) events and fundraising initiatives.

Atmosphere and Fan Culture

- Worked collaboratively with Wor Flags through the Atmosphere Working Group to enhance the matchday atmosphere.
- Supported [fan-led fundraising](#) activity for displays and tifos.
- Collaborated on major matchday displays, including [Champions League](#) and domestic fixtures.

Newcastle United Women

- Continued to expand supporter engagement for Newcastle United Women through consultation, supporter communications and dedicated fan engagement activity.
- Supported the move to [Gateshead International Stadium](#) and engagement with supporters throughout the transition.
- Celebrated [record attendances](#) and increased supporter participation.

International Fan Engagement

- Continued to strengthen relationships with international supporters through Official Supporters' Clubs and overseas fan events.
- Supported supporters travelling to [Asia](#) during the club's pre-season tour.
- Hosted supporter engagement [events](#) in the [United States](#).

