



FAN ENGAGEMENT PLAN 2024/25 SEASON REVIEW

Strengthening communication and
engagement with fans.

OCTOBER 2024



OUR COMMITMENT TO FANS

We are proud to publish Newcastle United's Fan Engagement Plan (FEP) for the 2024/25 season. This sets out the club's overall approach to fan engagement, the activities we will deliver during the season, and demonstrates our passion for putting fans at the heart of everything we do. As part of the Premier League Fan Engagement Standard guidelines, we established our Fan Advisory Board (FAB) in November 2023. The FAB is comprised of nine members who assist and advise the club's

leadership team on strategic issues. Our Nominated Board Level Official (NBLO) is Newcastle United CEO Darren Eales, who is accountable for the club's fan engagement activities.

We are privileged to have a special place in our communities and to have such passionate support. This season, we will continue to listen and work in partnership with our supporters as we continue our exciting journey together.

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.



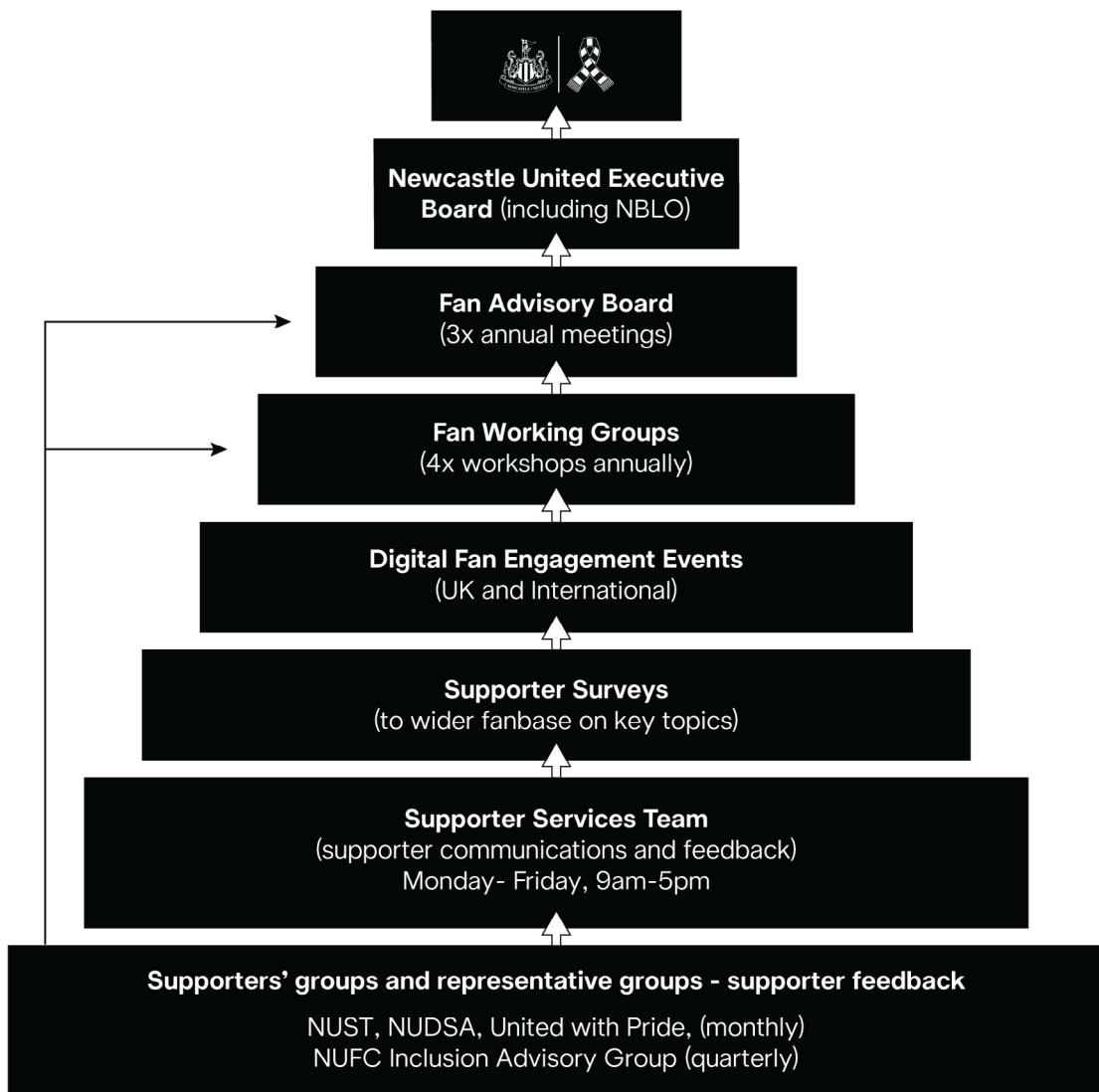
HOW WE ENGAGE

Our vision is to be a results driven, world class, sustainable organisation. We know this is best achieved together – one city, one club, united.

As a club, we are committed to engaging with our Fan Advisory Board (FAB), supporters’ groups, representative groups and our wider fanbase to deliver meaningful fan consultation and activities. Our Fan Engagement Framework below is designed to foster a strong, ongoing relationship between the club and its supporters.

These key components enable wider fanbase consultation, with strategic feedback directed to the Fan Advisory Board and operational feedback channelled to Supporter Services.

board@newcastleunitedfab.co.uk
supporter.services@nufc.co.uk



FAN ENGAGEMENT FRAMEWORK

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 Social	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](#).

A key aspect of the Premier League Fan Engagement Standard (FES) is conducting a FAB assessment, carried out by the FAB Chair and the Nominated Board Level Official (NBLO). At the end of the season, the FAB Chair will collaborate with the NBLO and other senior club representatives to produce an assessment report, highlighting best practices and providing recommendations for improvements.

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

FAN ADVISORY BOARD SUPPORTER REPRESENTATIVES



Michael McCarthy (Chair)

Season Ticket Holder Fan Representative



Marion Williams (Vice-Chair)

Season Ticket Holder Fan Representative



Rajat Nayyar

Member Fan Representative



Thomas Symonds

Young Person / Under-25 Fan Representative



Natalie Noyes

International Fan Representative



Paul Karter

NUST Fan Group Representative



Adam Stoker

NUST Fan Group Representative



Claire Wintrip

United with Pride Fan Group Representative



Position Vacant

Disability Supporter Representative

UNITED AS ONE

We are committed to our long-standing relationship with fan groups including, but not limited to, Newcastle United Supporters Trust, United with Pride, Newcastle United Disabled Supporters Association and our Newcastle United Independent Advisory Group (IAG), which is designed to ensure the club reflects and champions the diverse needs of the communities it serves.

The club also proudly supports independent fan group Wor Flags, which is dedicated to enhancing the matchday atmosphere at St. James' Park through coordinated displays of flags, banners and scarves.

“As the 2024 – 2025 season unfolds, our vision at NUST is clear: We aim to build deeper connections between our incredible fanbase and football club to ensure that every Newcastle United supporter feels heard, valued, and involved in everything from match day experience to off field engagement.

We want to build on our positive relationship with the club and continue to have honest and transparent dialogue around our club, based on the views of our members.

Together we seek to improve the experience of following the club for all our incredible supporters, alongside the desire to increase and connect the community of our supporters around the world as we seek to grow our successes on the pitch. We truly believe that The Fan Engagement Plan is a positive step in the right direction.”

PAUL KARTER | Chair, Newcastle United Supporters Trust

“As a dedicated supporter’s group, we are thrilled to see this new fan engagement plan introduced by the club. It shows a real commitment to bringing fans closer to the heart of the team.”

KIRK SPENCER (he/him) / CLAIRE WINTRIP (she/her) | Co-Chairs, United With Pride

“Newcastle United Disabled Supporters Association (NUDSA) are pleased to have continued our strong working relationship with Newcastle United.

We want to maintain our positive dialogue with the club in the hope that we can continue to have input on things that affect all disabled supporters. This would include access to the stadium and its amenities and be involved in anything that will help enhance the match day experience for not only our members but all disabled supporters. NUDSA was involved in the first fan workshop session of the current campaign, and we hope to participate in others across the season.

Our social events are a key part of our work. They offer our members the chance to visit St. James' Park and be amongst friends and fellow fans; we are grateful for the continued support Newcastle United has shown for these events, which are so important to our members.

We are proud to have a long-standing working relationship with the club, which we hope will continue this season and for years to come.”

JOE AYTON | Chair, Newcastle United Disabled Supporters' Association

“As ever with Wor Flags, we're always looking for ways to be bigger and better and provide support to our team through displays that equally resonate with the supporters.

Over the last eight years, we've built a very good working relationship with Newcastle United which is crucial given the logistical requirements to put on a full display, and we are very grateful for their support in helping us put on the best fan-funded displays in England. Long may that continue.”

WOR FLAGS

HERITAGE ASSETS

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

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.



OUR FAN ENGAGEMENT TEAM

Introducing our Newcastle United team, who are responsible for key fan engagement roles at the club.



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.



Seth Ejukwu

Equality, Diversity and
Inclusion Advisor

Supports the delivery of the club's EDI strategy.



FAN ENGAGEMENT INITIATIVES 2024/25

- Continue to work with our Fan Advisory Board (FAB), with meetings attended by senior club executives when relevant and our NBLO for one meeting annually. The FAB will convene three times per year, with meetings in November, March and May and an end-of year assessment of the FAB will be conducted.
- Publish our annual Fan Engagement Report at the end of the season, detailing fan engagement activities during the campaign.
- Deliver Working Groups both face-to-face and digitally on a quarterly basis on off-pitch topics that are of importance to all fans.
- Support communication from the Newcastle United CEO with fans twice annually through media interviews on all areas of club business and event attendance.
- Launch an Official Supporters Club network to support the growth of the club's domestic and international fanbase, supported by a dedicated webpage and branding.
- Hold regular meetings with independent fans groups including NUST, NUDSA, United with Pride and Wor Flags.
- Hold quarterly meetings with our Inclusion Advisory Group (IAG) to ensure the club is open and accessible to people from diverse backgrounds.
- Create a 'young persons' fan forum for 18–25-year-olds to ensure this group has a voice on issues affecting them.
- Hold bespoke digital events for season tickets holders and members.
- Work with club partners to reward loyal fans and support the matchday experience.
- Commission regular fan surveys.
- Continue to give supporters access to our 'Local Heroes Hub' and Wellbeing Officers to improve matchday support.
- Work with fans to improve matchday experience, including further development of the Newcastle United app and website.
- Review club communications within our FAB framework to ensure we bring fans closer to the club.
- Deliver a programme of global fan engagement activities face to face and digitally.
- Support Newcastle United Women to engage with fans during the season.

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](#).

CLUB'S OFFICIAL SOCIAL MEDIA PLATFORMS:



Newcastle United
Newcastle United Women



@nufc
@newcastleunitedwomen



@nufc
@nufcwomen

