



# FAN ENGAGEMENT REVIEW

2022/23 SEASON

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Our commitment to strengthening communication,  
collaboration and engagement with fans.





# ONE CITY. UNITED.

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As a major regional capital with a storied history, Newcastle upon Tyne is famed for many things. But it is perhaps known best of all for its beloved football club – Newcastle United – and the club’s incredible supporters.

Since 1892, our supporters have experienced every twist and turn of our sporting journey. Whether sunshine or snow, home or away and night or day, they have been there to demonstrate that together, we are stronger.

## One city, United.

It is an ethos that runs through Newcastle United at all levels today and it underpins our values and our vision to be a results driven, world class, sustainable organisation that puts our supporters at the heart of what we do.



# A NEW ERA FOR FAN ENGAGEMENT.

In November 2022, we joined all Premier League clubs in unanimously approving the introduction of a new Premier League Fan Engagement Standard (FES).

The aim was to ensure meaningful, long-term dialogue between all clubs and their supporters on a consistent and sustained basis.

It is an objective we are passionately committed to, and to help us to deliver on it, we wanted to clearly set out the club's overall approach to fan engagement. Our Fan Engagement Review

evidences our activities so far this season and signposts our planned activity for the remainder of the campaign.

## THANK YOU FOR YOUR CONTINUED SUPPORT

We consulted with our supporters in producing the plan and welcome your feedback on this document and the club's overall fan engagement activities. Please send your comments to [Supporter.services@nufc.co.uk](mailto:Supporter.services@nufc.co.uk).

"We are committed to collaborative and constructive engagement with supporters on a consistent basis, ensuring all fans have an opportunity to inform the club's decision-making at all levels."



We understand the impact our senior leadership has in instilling a positive culture of fan engagement. Accordingly, Newcastle United CEO, **Darren Eales**, is the Nominated Board Level Official leading the club's fan engagement activities. In support of this role, Darren will present a Fan Engagement Report to the club's Board at the end of each season.

## 2022/23 SEASON

# HOW WE ENGAGE, LISTEN AND SHARE

In August 2022, a new Supporter Services department was created to deliver a best-in-class supporter experience, improved customer service and enhanced fan engagement. The club's Head of Supporter Services meets regularly with fans, both face-to-face and digitally, to ensure supporters are confident their voice is heard. This includes monthly meetings with individual supporters and groups including Newcastle United Supporters Trust (NUST).

Launched new in-stadium commentary service for all blind and visually impaired supporters in October 2022. First club in the country to include a successful female applicant in their matchday commentary team.

Supporter groups including NUST, Newcastle United Disabled Supporters Association (NUDSA) and United With Pride attended a 'United As One' fan event at St. James' Park in November 2022. This informal event gave 50 fans an opportunity to meet the club's CEO, Chief Commercial Officer and a number of senior executives as well as providing initial feedback on a range of supporter issues and ideas.

Following the formal acquisition of Newcastle United Women (NUW) in summer 2022, the club has enhanced engagement with women and girls of all ages. Cross-departmental support for NUW helped to generate a record attendance of 28,565 for the team's second-ever match at St. James' Park in November 2022.

In December 2022, the club held an official supporter engagement event in Riyadh, Saudi Arabia. 90 supporters from the UK and a number of overseas territories engaged directly with co-owners Amanda Staveley and Jamie Reuben, CEO Darren Eales, Head Coach Eddie Howe and first team players, underlining the club's commitment to its international fanbase.

The club continues to communicate with supporters across a range of digital platforms, passing the seven million follower-mark in 2022. As well as several English-language 'global' accounts on leading platforms, the club has social media accounts in Chinese and Arabic, as well as an online tool that translates the club's website to more than 100 languages.



To mark the club's 130th birthday on 9th December 2022, CEO Darren Eales issued an open letter to supporters to reflect on the club's past, present and future.

Continued engagement with key fan-focused organisations including Football Supporters Association (FSA) to gain a greater understanding of the key issues affecting supporters.

Our commitment to our supporter groups includes regular engagement with United with Pride, Newcastle United Disabled Supporters Association and our Independent Advisory Group which is accountable for ensuring we reflect and champion the diverse needs of the wonderful communities we serve.

The club 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. Local lads Dan Burn and Sean Longstaff backed Wor Flags' campaign for fans to bring their scarves to Newcastle United's Carabao Cup game against Leicester City in January 2023.



Newcastle United is committed to continuous support for the club's Foundation, ensuring a number of player appearances are delivered throughout the season.

Newcastle United and Newcastle United Foundation launched the 'Helping Hands' campaign in December 2022 to support the community at Christmas. The campaign featured a series of pledges, including a £150,000 donation to Newcastle West End Foodbank, a staff volunteering scheme, player visits to local hospitals and a warm, safe space to combat fuel poverty.

## UNITED IN THE COMMUNITY

450

fans have attended our monthly memory café supporting those who are isolated and lonely

04

themed matchday's highlight year-round commitment to equality and inclusion

120

NUDSA members attended the NUDSA Christmas party at St. James' Park

128

matchday fans accessed our Sensory and Quiet Rooms

263

individuals accessed Warm Room spaces at NUCASTLE

01

sponsored classroom at NUCASTLE funded by NUST fan 'Pledge Fund'

55,955

engagements across club social media channels for Club and Foundation community campaigns.



DAN BURN VISITS CANCER PATIENTS

In September the club activated the Foundation's partnership with the Sir Bobby Robson Foundation, with Dan Burn raising awareness for Childhood Cancer Awareness Month. The Newcastle United defender spent time with young patients receiving treatment, along with their families.

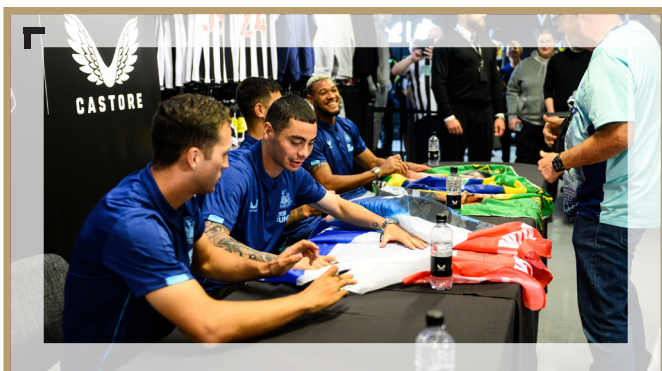


EDDIE HOWE SURPRISES WALKING FOOTBALL SESSION

To support World Mental Health Day, first team head coach Eddie Howe and his staff made a surprise visit to a 'walking football' session at NUCASTLE – the home of Newcastle United Foundation. They joined in a walking football match with 20 participants from the Foundation's 'Football Talks' programme, before joining them for a workshop on mental health and the social benefits of participating in sport.

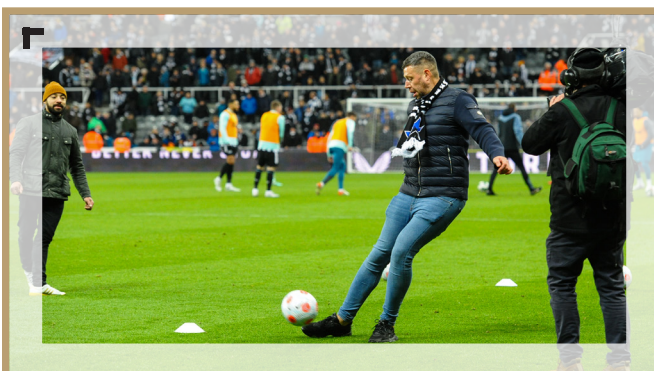
# COMMERCIAL

Newcastle United has worked closely with commercial partners to identify opportunities that bring supporters closer to their club:



## CASTORE

Activations this season have included first team players attending supporter 'meet and greet' events in Castore stores, allowing supporters the opportunity to meet their favourite players and get photographs and autographs.



## FUN88

The club's primary sponsor runs regular ticket competitions to enable more people to attend matches, as well as an interactive half-time challenge for supporters on the hallowed St. James' Park pitch.



## BOYLESPORTS

In collaboration with the club, Boylesports commissioned first team players Dan Burn, Sean Longstaff and Paul Dummett to create their own banner designs for the Wor Flags group. Supporters then had chance to vote online for their favourite, with Dan Burn's winning design made into a new banner for display at the Gallowgate End before matches.



## NOON.COM

Online marketplace specialists noon.com utilised their latest player access day by delivering players to a school in Riyadh, Saudi Arabia, where they surprised young football fans at a training session, gifting them with Newcastle United merchandise. Players spent time teaching the young fans a number of football drills and joined in with a small game of football.

# FURTHER COMMITMENTS

## 2022/23 SEASON

Introduction of a Fans Advisory Board by the start of 2023/24 season with the primary purpose to consult and engage with fans, creating structured strategic dialogue with regards to off-field matters. Topics to be discussed include the club's strategic vision and objective, agreed 'Club Heritage Assets' and Equality, Diversity and Inclusion (EDI) commitments. Terms of Reference and meeting frequency to be agreed during 2022/23 season.



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



Delivery of two Working Groups by July 2023, could include ticketing, home matchday experience and licensed standing. Topics to be discussed will be chosen by fans and Working Groups will become quarterly during 2023/24 season.

Bi-annual virtual meetings with global fans in regions including Asia, Europe, US & Canada and Middle East.

The club will continue to develop engagement with fans on a regional, national, and global level, including strengthening relationships with supporter groups and relevant individuals, and ensuring effective day-to-day service is delivered through the Supporter Services team.

## RELEVANT CLUB PERSONNEL

**DARREN EALES** Chief Executive Office/Nominated Board Level Official

**SARAH MEDCALF** Head of Supporter Services

**ZOE HINGSTON** Head of Inclusion

**SARAH COOK** Supporter Services Coordinator/Supporter Liaison Officer

If you would like to contact the club with regards to fan related queries, please email [supporter.services@nufc.co.uk](mailto:supporter.services@nufc.co.uk)

Please visit [nufc.co.uk](http://nufc.co.uk) for further updates of fan engagement events delivered by the club.