



Statement in support of nomination

Hi,

My name is Adam Stoker and I think I would be an excellent candidate for the Newcastle United Supporters Trust Board.

I am 27 years old and have been attending games at St, James' Park with my family since 2001. I have been a season ticket holder since 2012 as well as regularly attending away games.

In addition, I am a part of 'Wor Flags', and hugely enjoy helping to play my part in making St, James' Park the ground with the best atmosphere and fan displays in the country. As part of this I have gained experience of working with the club and have attended a fan engagement meeting earlier this year, so expressing views of fans to the club is not something that would be entirely new to me.

Ensuring ticketing is affordable and accessible for working class fans would be my number one priority if I were to be elected. With the 'ten-year deals' reaching the end of their lifetime it is hugely important that the same fans who have provided outstanding support to our team over the years are not priced out at a time when demand is understandably through the roof.

With the changing environment within elite football and the introduction of an independent regulator, it is more important than ever that our football club meets the needs of its supporters and represents our traditional values. As part of that, ensuring that fair pricing is in place for our fans is absolutely vital. For years the main selling point of Newcastle United has been the atmosphere from the stands, this is something that we need not only to maintain but build upon. Enhancing this advantage will be even more integral that this is not lost now we are competing on the European stage. The introduction of safe standing in the Strawberry Corner is exciting and I would hugely look forward to working with the club on looking into how else we could maximise the advantage that we can create for our players at home.

Away ticketing is also one of the most hotly debated talking points within our club at the moment. Ensuring that the process for fans to attend away games is fair and rewards the loyalty of supporters who have travelled everywhere to support the club in tougher times, whilst working to prevent it from being a closed shop would be another of my main priorities. It is undoubtable that the loyalty of those supporters who have followed the team over the years should be rewarded in having priority access to away tickets now that the team on the pitch is worthy of their loyalty over the years. Equally we do not want to create a situation where a generation of supporters never have the chance to build up their own points. From

my personal experiences of attending away games I believe there are solutions to be found that can reward the loyalty of our supporters and simultaneously give this opportunity to the next generation.

The Fan Engagement Standard set out by the Premier League, means all clubs are required to meet and discuss with fans on issues such as ticketing, match day experience and many other topics. Because of this it is hugely important that NUST are able to passionately and reasonably get across the feelings of our fans and work with the club to reach sensible and fair solutions.

My professional background, working in communications leaves me well placed to clearly present the feeling of our supporters to the club and subsequent decisions from the club back to supporters which is integral to club-supporter relations and ensuring a transparent process is followed.

In doing so I believe that my own skills and experiences would leave me well placed to represent the interest of supporters at a time when it could not be more exciting to be a fan of our football club, however there remains a huge importance on making supporting our club accessible to all fans which I believe is of utmost importance to the trust.

If I were to be elected to the board of the Newcastle United Supporters Trust it would be a huge honour for me personally and I would do all that I can to represent our fans in a passionate but respectful manner to the club.