

Darren Eales  
Chief Executive Officer  
Newcastle United Football Club



Copies to: Sarah Medcalf, Head of Supporter Services,  
Matt Willis, Supporter Liaison Officer

Via E-Mail only

**9th April 2024**

Dear Darren,

We write to you today as passionate supporters of Newcastle United and our local community. Football is a huge driving force in uniting communities, but it can only do this by being accessible to all. Across the league we are seeing unprecedented costs for fans to support their clubs. This coinciding with record broadcast deals and revenues across the league, has not gone unnoticed by supporters.

Newcastle United has a rich history and a devoted fanbase that stretches far and wide. We are aware that our fanbase is growing around the world and this is something to be incredibly proud of. We commend both yourself and all at the club right now, that it is currently being run in such a way that there are football fans from all four corners of the globe who want to support our club –especially as this is a far cry from the state of our club merely two and a half years ago. We must however not overlook that both our game and our club are rooted in the working class communities of our city which has made and continues to make us what we are today as a one club city.

This is exemplified as at the time of the takeover Amanda Staveley said:

“We looked at a number of big clubs around Europe. And we got the chance to look at Newcastle, while looking at Liverpool. We went there and fell madly in love with the fans, the team and the passion. St James’ is a really unique place.”



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We understand the financial pressures and challenges faced by modern football clubs in the form of Profit and Sustainability Rules (PSR). However, we urge you to resist the temptation to prioritise profit over people. While ticket prices and matchday expenses may seem like mere figures on a balance sheet, they have real-life implications for fans; and those implications for fans are far greater than the benefits they provide for clubs. For many, attending a match is a significant investment, requiring careful budgeting and sacrifice. By keeping ticket prices affordable, you are not only showing appreciation for the loyalty of existing fans but also welcoming new supporters into the fold.

At the recent We Are United supporter engagement event it was mentioned by representatives of the club that following our trip to Borussia Dortmund we saw them as our ambition of a club whom we can aspire to be like. However we would remind the current custodians that this is not just about taking a club with a working class supporter base and turning it into one of the best clubs in the world and a huge global brand. On the BVB website you can find the following which we believe would be perfectly suited to Newcastle United also:

'We enjoy a special place in the hearts of all our fans: their unconditional loyalty has carried us through the good times and the bad for more than 100 years. We are determined to give them something back. Be it through sporting success, or through our promise to remain true to our traditional ethos and be as we've always been: sincere, candid, battling and grounded in the values of Dortmund - the city and its people.'

With that in mind we strongly urge you as custodians of our club to live this ethos, and maintain affordable pricing aligned with the core values of Newcastle United as a club deeply rooted in its community.

In closing, we implore Newcastle United to prioritise the needs and interests of its supporters by maintaining affordable pricing for match tickets and associated expenses. Let us ensure that the spirit of football remains alive and thriving, not just for today's fans, but for generations to come. Football has the power to inspire, empower, and uplift individuals from all walks of life.



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Be the club who goes against the grain and does everything possible to drive down the prices for supporters to attend games.

We welcome the opportunity to discuss this matter with you further and look forward to hearing back from you. Together, let us uphold the values of inclusivity, community, and passion that define our club.

"What is a club in any case? Not the buildings or the directors or the people who are paid to represent it. It's not the television contracts, get-out clauses, marketing departments or executive boxes. It's the noise, the passion, the feeling of belonging, the pride in your city. It's a small boy clambering up stadium steps for the very first time, gripping his father's hand, gawping at that hallowed stretch of turf beneath him and, without being able to do a thing about it, falling in love." Sir Bobby Robson

Yours Sincerely

**The Board of Newcastle United Supporters Trust**



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