



### **NUST Board Application Statement Kevin Patterson**

Due to unforeseen family circumstances, I had to resign from the board in 2021 not long after I had been elected because I was unable to dedicate the time to the plans that the board were putting together. I am now in a position to stand again and to be able to give the Trust the time it so richly deserves, representing the best fans in the world and being committed to the three- year term.

The negative press our club and fan base wrongly receive regarding our owners needs to be addressed. Whilst appreciating that we must be sensitive to the human rights issues, we have no control over who owns our club but we can try to work together in the right and proper way.

In my original submission which was pre takeover I presented some ideas to reunite the club under the owner at that time, particularly for the fans and the club to be UNITED as one. Thankfully, under our new ownership we entered a new era and things have moved on and a lot of what I originally said has come to fruition. But there is still a lot of work to be done ensuring our voices are heard and continue to be heard in any decisions that are made effecting both fans and club.

#### **About me**

A season ticket holder in level 7, I have been a NUFC supporter for 58 years. I attended my first game as a four-year-old, so I blame my late father for bestowing me with the curse of following this great football club. As Sir Bobby intimated, *you are just hooked and the club is now in your blood!*

I am deeply passionate and extremely proud of this club and will die a happy man if the club win one of the three domestic trophies before I clock out!

I've been to 4 cup finals and a charity shield at Wembley all without a win and only one goal scored in all that time in 1976. Standing in the old Wembley stadium with a crowd of 100,000 was something to behold!

Having retired from a long career in sales management, I feel I have a lot of skills and experience acquired during my working life which would transfer across to this role if I'm successful: empathy, a strong negotiator, an effective communicator, resilience, tenacity, articulate and a great listener.

The achievements of NUST to date are outstanding and should be applauded. I would like to enhance that work by bringing a fresh perspective and new ideas. I firmly believe we have the most passionate and loyal fans in the world at NUFC and they deserve to have that support rewarded.

I have a passion for NUFC, the City of Newcastle, the North East region and the game of football. A vibrant Newcastle United means a vibrant Newcastle Upon Tyne. Success on the pitch and harmony in the ranks will enable NUFC to achieve the great heights as a club that they so rightly deserve!

### **So why do I feel the Trust would benefit from me joining the Board?**

NUST's energy and focus in representing the fans is fantastic and has inspired me to want to be a part of that work moving forward to benefit not only all Newcastle United fans but also football fans across the UK. What happened to our club in its dealings with the EPL regarding the takeover, could happen to any club and other supporters need to realise that.

I want to try and help NUST move forward to achieve its objective of representing the fans in their dealings with the club and the club in its dealings with the fans.

I believe we have two issues to address as a Trust, those locally and those nationally.

#### **Locally**

We have some well-established local and national companies based here in the North East; NUST could look to engage with these companies for support. For example, an option could be to allow businesses to advertise on the NUST website to generate additional income. This additional income could be used in

a number of ways from getting our message out to a wider audience or for fan led supporter events.

### **Nationally**

Supporters Trusts across the country need to put rivalries to one side and join together to let the EPL know that they must have dialogue with the fans and for the fans to claim the game back from the powers that be. The European Super League debacle of a couple of years ago clearly demonstrated the power of the fans. Football is nothing without the fans and the pandemic has proved that fans are the lifeblood of the game. Without the fans the game is nothing so we need to be treated accordingly.

There are wider issues in football that the fan led government review will tackle and I'm sure NUST will be heavily involved in this.

Issues which need to be addressed:

- Transparency from the governing bodies
- Racism
- Diversity and inclusion
- Communication with the grass root fans
- Affordable ticket prices
- Ticketing/loyalty points
- Away fixture lists, particularly at Christmas and New Year being geographically problematic
- Safety of fans heading to Europe

If you've got this far, I'd like to thank you for taking the time to read my statement. Vote for me and I will channel all of my energy, enthusiasm, passion and love for this football club by representing the best fans in the world in the way they deserve to be. I will work tirelessly to ensure the club continue to engage with the Trust as we all strive for long overdue success. I want all of our fans to enjoy the match day experience and for the club and the fans to continue to be **UNITED!**