



STATEMENT FOR IMMEDIATE RELEASE

06 March 2026

2026/27 Season Ticket Pricing

As we have two representatives of the Newcastle United Supporters Trust on the Fan Advisory Board (FAB), we fully support the position outlined in the FAB statement regarding the club's plans to increase season ticket prices for the 2026/27 season.

Alongside other FAB members, we made our position very clear to the club: there should be no increase in season ticket pricing. We asked the club to freeze prices in line with the Stop Exploiting Loyalty campaign led by the Football Supporters' Association, which calls on clubs to recognise the financial commitment already made by supporters.

We are therefore disappointed that the club has chosen to proceed with a price increase despite the clear and unanimous recommendation from the FAB. Season ticket holders in Category 2 seating (for example) have now faced a 21.5% increase in prices over the past four seasons. That level of continuous increase raises a serious question about sustainability for supporters. If prices continue to rise at this rate, many loyal fans will inevitably be priced out of supporting their club.

Supporters have already faced several seasons of rising costs, and prices at Newcastle United are already high enough. At a time when many fans are feeling the financial pressure of following their team, further increases risk pushing loyal supporters too far. Football clubs should value loyalty, not exploit it.



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The club has also indicated that additional revenue from ticket increases will help support stadium improvements. However, infrastructure projects such as stadium development are not included within the Premier League's Profitability and Sustainability Rules (PSR) calculations. This raises an important question about the justification being used for these price increases. If stadium investment sits outside PSR restrictions, it should not be used as a reason for supporters to pay more in order to help address PSR pressures.

Whilst we understand the reasoning in reducing the Family Area, it is important for the club to acknowledge that this will also increase revenue due to the recategorisation of a large section of seats to Category 2 pricing. This will also undoubtedly have a knock-on effect on costs for Mags Members entering the ballot with children as tickets will be more limited in the new Family Area.

NUST were against any change to the disability discount and supported FAB's recommendation for the club to consult with NUDSA. We do welcome the positive outcomes from engagement through the FAB - including reconsideration of additional booking fees and the decision not to remove certain student discounts. However our fundamental position remains unchanged: Stop Exploiting Loyalty! We also believe it is fair to ask why supporters should be expected to carry the burden of rising costs when there remain a number of commercial and revenue opportunities that have yet to be fully maximised by the club. Loyal fans should not be treated as the easiest solution to close financial gaps.

Newcastle United supporters have backed this club through every era. That loyalty deserves respect and protection.

We will continue to represent supporters' interests and push the club to put fans at the heart of its decisions.



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