

Darren Eales
Chief Executive Officer
Newcastle United Football Club



Copy to: Sarah Medcalf, Head of Supporter Services,
Newcastle United Football Club

Via email only

22 January 2025

Dear Mr. Eales,

As Newcastle United fans, we are proud of the progress the club has made on and off the pitch and we stand behind the team as we look to build a bright future. However, as loyal supporters, we believe it is essential for the club to recognise the financial strain many fans are facing as they continue to support Newcastle United in the current climate.

With the expiration of long-term season ticket deals due for many supporters, we are concerned that the club may be contemplating another price increase for the 2025/26 season. At a time when supporters are already feeling the financial strain of the rising cost of living, such an increase would place an even greater burden on those who have been loyal to the club for years. We anticipate that over 10,000 supporters will see their long-term deals come to an end during the 2024-2025 season. The additional income generated from these renewals alone should see revenue increase to a level that means increases elsewhere are unnecessary.

The Newcastle United Supporters Trust calls on the club to freeze both season ticket and member ticket prices for next season, particularly in light of the ongoing economic challenges faced by many of our supporters. We ask that the club put the welfare of its fanbase first, ensuring that attending matches remains affordable and accessible to all who wish to be part of the St James' Park experience.

We support the FSA's #StopExploitingLoyalty Campaign, which calls on football clubs to show greater consideration for their supporters' loyalty and financial wellbeing, rather than exploiting it for short-term profit. Football should be about community, about shared experiences, and about fans standing side by side with their team - not about taking advantage of the unwavering commitment that supporters have shown over decades. As of this date, we are aware that Brentford and Wolves have frozen prices for next season, whilst Brighton have announced increases. The optics and impact of a club the size of Newcastle United freezing ticket prices next season should not be underestimated.



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Additionally, many fans have already felt the pull to spend significant amounts on new merchandise since the start of the current season, from kits to accessories, with these purchases representing not just an investment in the club's success but also a gesture of support during challenging economic times. The cumulative financial outlay of supporters is considerable, and we urge the club to recognise this when considering any future pricing decisions.

Finally, with Premier League television and commercial revenue up 17% to £12.25 billion for the 2025-2028 cycle, many supporters will question why they need to be out of pocket when presented with such staggering figures.

Whilst we call on Newcastle United to freeze ticket prices for next season, we would like to take this opportunity to thank the club for pricing domestic cup tickets competitively this current season, making them more accessible to a wide range of supporters.

As supporters, we are Newcastle United's greatest asset. We deserve to be treated with respect and understanding, and we believe that the club can continue to grow and thrive without placing further financial burdens on its loyal fanbase.

We stand ready to work alongside the club to ensure a fair and sustainable future for all supporters. Now is the time for Newcastle United to buck the trend and make a statement that supporters are the forefront of football. It is imperative that the custodians of our great club recognise the need to protect our long standing, unwavering support. As Jock Stein once said, "*Football without fans is nothing.*"

Yours sincerely,

Newcastle United Supporters Trust



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