

Darren Eales
Chief Executive Officer
Newcastle United Football Club



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

Via email only

09 May 2025

To Darren Eales,

We are writing to express our concern at the survey issued to supporters today regarding the club crest.

While two members of our Board are also part of the Fan Advisory Board(FAB) and have rightly emphasised through FAB that this is a significant decision requiring thorough consultation with all supporters, we find it difficult to view this survey as a genuine example of such consultation.

The survey is framed in an incredibly leading manner throughout, and it is hard to see how any meaningful fan engagement or reliable conclusions can be drawn from it.

Furthermore, we do not believe the survey in its current form can produce results which would satisfy Clause M9 of the Football Association's Rules of the Association:

"A Club must be in a position to evidence that the majority of its supporters are in favour of a material change to its club crest prior to making any such change."

As it stands, the survey is not able to provide information on whether the majority of our supporters are open to the idea of making a material change.

To comply with FA rules, we strongly urge you as a club to provide a new survey, written in a neutral tone and to include an option for supporters to indicate that they do not wish to pursue any change at all.

As a Heritage Asset our club crest is a vital symbol that unites our city. We only ask that FA guidance is properly followed in the consultation process.



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We appreciate that the club has shared its concerns regarding the current crest with supporters. However, as the crest is a recognised Heritage Asset and a vital symbol that unites our city, we simply ask that the consultation process strictly adheres to FA guidance.

By doing so, we are confident the club will receive valuable and valid feedback from supporters to help guide this important decision.

We look forward to continuing this dialogue with you.

Yours sincerely,

Newcastle United Supporters Trust



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