



Wednesday 29 January, 2025

Dear Newcastle United Supporters Trust,

Thank you for your recent letter and for raising the important issue of ticket pricing.

I want to firstly echo your comments on our incredible supporters. Our teams continue to receive magnificent support wherever they play, and that is a source of immense pride for all of us. Our supporters are what makes Newcastle United truly special.

We are committed to growing, sustaining and empowering that support. We want as many people as possible to feel a deep connection with Newcastle United, wherever they are, and to experience the magic of matchday, while also recognising and rewarding the steadfast loyalty of those who follow the team week in, week out.

In parallel to that, we are committed to developing teams that everyone connected with the club can be proud of – by investing in our talent pathway and by going up against fierce global competition to find, attract and retain top talent who will drive us forward.

That is especially challenging within the parameters of profit and sustainability rules, and we have continued to grow and optimise our commercial incomes to fuel our progress. That has also supported our investment in fans' matchday experience and alleviated some of our sharply rising operational costs.

It is incumbent on the club to strike the right balance that keeps Newcastle United growing and competing on and off the pitch while ensuring tickets are as affordable and accessible as possible, and that is a challenge we will always approach with great care and consideration.

To support us in striking that balance, we continue to benchmark our ticket prices at Premier League level and across other sports and entertainment events, while being cognisant of rising costs elsewhere. Accordingly, we now offer the cheapest entry-level adult season ticket in the Premier League and consistently compare favourably across all pricing categories.

Thank you also for your kind comments about our cup ticket prices. Alongside the amazing passion that exists within our supporters, we hope our approach to pricing has helped to bring even more fans into St. James' Park who may not otherwise be able to do so due to the extremely high demand for Premier League matches.

We have not yet made a final decision on ticket pricing for the 2025/26 season, but I want to assure you we will be applying the same high degree of care and consideration as we try to maintain a balance that helps us to build towards our future successes together.



Finally, I'd like to take this opportunity to express my sincere gratitude to the Newcastle United Supporters Trust Board and your members for your continued support for the club and its teams.

I look forward to meeting with you and your fellow members of the Fan Advisory Board soon.

Darren Eales  
CEO, Newcastle United