



DECEMBER 2019

YOUR FEEDBACK

OUR RESPONSE

Online conduct/comments

United with Pride
December 2019

The group has noticed a reduction in hateful comments on the club's platforms.

The club has continued to proactively promote inclusion and diversity across all channels under the United As One umbrella and is hopeful it is having a positive impact.

When offensive comments do appear, the club will continue to report instances through each platform's relevant reporting mechanism. The club will also block the accounts responsible indefinitely.

Should it be deemed appropriate, the club will look at providing an opportunity for individuals to attend educational workshops aimed at changing attitudes and subsequent behaviour.

Status: LIVE

Under-representation of women (16-25)

Newcastle United Supporters Trust (NUST)
December 2019

NUST stated that only 20% of respondents in its recent survey stated they are not interested in women's football but noted women's games suffer from low attendances. Linda Bush outlined plans to encourage more supporters to attend, starting with local girls' football clubs. NUDSA offered its support.

The club is keen to attract more women and girls into the game and more spectators to women's games. The club applauds NUST's intentions and will continue to highlight NUWFC's matches and operations on the club's major digital channels.

Newcastle United Foundation is continuing to make football accessible for women and girls across Tyneside.

Status: LIVE

Accessibility at NUWFC matches

Newcastle United Disabled Supporters Association (NUDSA)
December 2019

NUDSA raised the issue of access to NUWFC matches.

The club noted that Druid Park's facilities are currently set up to accommodate a few hundred supporters. Should more supporters attend en masse, facilities would need to be assessed.

Status: CLOSED

Visibility of rainbow imagery

Newcastle United Supporters Trust (NUST)
December 2019

NUST noted that there was a strong online presence of rainbow imagery for the recent anti-homophobia fixture. However, it was not as strong at the NUWFC fixture.

The club advised that there was a presence at the match, with the women's team wearing the same bespoke rainbow warm-up T-shirts provided by PUMA. The club will have some additional 'United As One' banners made.

Status: LIVE

United As One rainbow T-shirts

United with Pride
December 2019

It was discussed whether the United As One rainbow warm-up T-shirts would be sold in the club shop.

The club explained that the warm-up T-shirts were one-off items produced for a specific United As One fixture and therefore would not be available for sale. However, the club would provide relevant local charities with an application form to receive one, providing details were provided of where proceeds would go.

The club is looking into introducing a United As One range for the club store and/or a pop-up store.

Status: LIVE

Dedicated 'United As One' match feedback

December 2019

The group discussed the club's recent United As One match on 8th December 2019 (Newcastle United v Southampton, Premier League).

The club was pleased with the impact of the United As One campaign and welcomed the feedback.

The club will continue to explore ways to use players to amplify its messaging, such as the existing comments taken from Jamaal Lascelles, Ki Sung-yueng and Christian Atsu which have been used on social media and on poster sites across St. James' Park.

Status: CLOSED

Sizing at club shop

December 2019

It was noted that the sizing in the club shop is on the smaller side, with only replica shirts available in larger sizes.

The club will raise this with the store ahead of the new season's kit and merchandise orders.

Status: CLOSED

Under-representation of young supporters

NUDSA
December 2019

NUDSA shared the view that the club and fanbase are not attracting younger supporters to the stadium.

The club outlined the challenges it faces in attracting younger supporters, particularly in an ageing population generally. However, the club is committed to ensuring football is accessible for as many people as possible.

In reference to younger supporters in particular, the challenge of attracting and retaining young supporters is a key driver behind the club's digital strategy, which has seen content significantly increased and fine-tuned on Instagram and YouTube in addition to 'primary' channels, Twitter and Facebook.

From a ticketing perspective, the club currently offers a number of concessionary rates, including one for juniors and one for young people aged 18-21 and will continue to do so.

In terms of supporter engagement, the club is in the process of introducing its first Junior Fans Forum to ensure young people have an opportunity to offer their ideas and feedback directly to the club.

Status: LIVE