



2021 ANNUAL SURVEY



INTRODUCTION

Earlier this summer we launched the first Newcastle United Supporters Trust (NUST) annual survey, with 2,406 responses of which 1,855 were from current NUST members. The survey ran from 25th July to 6th August with results presented to the newly elected Board on August 9th.

As a result of growing concerns over the performances on the pitch since the start of the 2021-22 season, we ran a quick pulse survey on Sunday 3rd October to seek the opinion of its membership on the current situation at Newcastle United to supplement the results from the main survey.

This evidence helps the Board of the trust do our work – and provide an evidence-based option on the matters that we campaign for on behalf of our members. We also share the results of this survey of with the club – as we seek to influence the club on the key topics set out in the survey.

There were a number of key takeaways from the survey in relation to the demographic of those responding with just 8% under the age of 30, highlighting the Trust needs to grow its engagement and membership amongst our younger fans – the future generations of Newcastle United fans – their views are vital to the long term future of Newcastle United.

The majority of responses were from male supporters with just 4.9% of member responses from women, and 3.3% of non-member responses. This further emphasises the need to increase the work we do with other organisations on inclusion and diversity in football.

The main survey was open to all Newcastle United fans. All members were contacted about the survey multiple times by email, alongside promotion on NUST social media channels. The survey was also open to non-members and well publicised on non-NUST platforms, including NUFC.com.



NEWCASTLE UNITED - ON THE PITCH

We asked a number of questions about the football – it is important that we have evidence to back up fan opinion. It will come as no surprise to most that 93.4% of members, and 90.6% of non-members believe that Newcastle United's performance last season was not good enough.

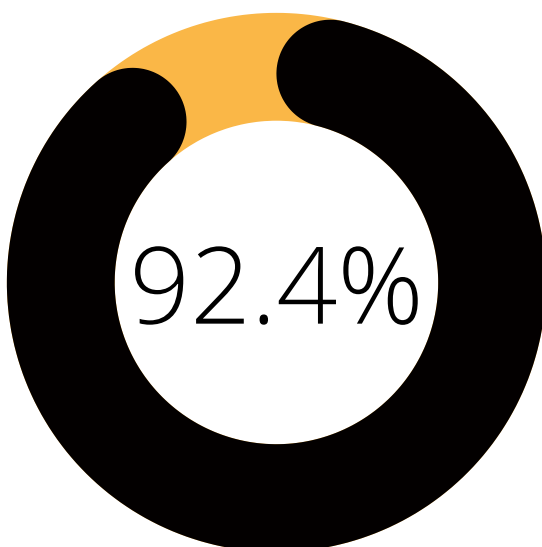
We also asked if you were satisfied with Newcastle United preparation of the new season, with 92.4% (96.4% non-members) were dissatisfied with our preparation for the season. At the time of publication, winless after seven games and leaking goals for fun, there has been little seen to allay any of those initial fan fears.

We also asked you about what you thought the club needed to do in the transfer window, with the majority of both members and non-members stating we needed to sign four players. We also asked (at the time) if you were confident that Newcastle United would take the necessary steps in the transfer market to be prepared for the new season. Only 3% of respondents thought the club would do what it needed to do in the transfer market. That lack of confidence was proven to be true, with the only signing being Joe Willock, essentially not improving the squad at all since the end of the previous season.

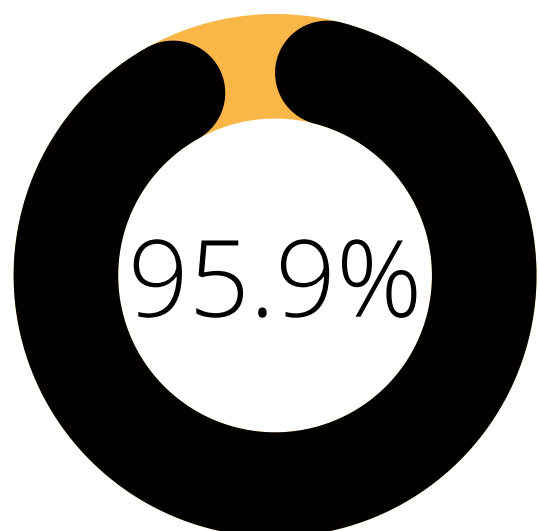
Repeated dissatisfaction for fans should send alarm bells ringing at any football club. There is serious concern that repeated mistakes and underperformance will ultimately contribute to a third relegation in 13 seasons.

We also asked you if you were confident that Newcastle United will survive in the Premier League this season, 76.9% of members and 78.2% of non-members are either not very confident or not at all confident in Newcastle United surviving in the Premier League. We asked this question again on 3rd October 2021 and this figure had shot up to 95.9%.

These are alarming figures, which contradicts the clubs' own belief that the squad and manager are good enough to compete and improve on last season. Fan optimism is at a serious low and with no wins in seven Premier League games at the time of publication, Newcastle United is in serious danger of being relegated for a third time under the current owner.



92.4% of members were unhappy with our preparation for this season (August 2021)



95.9% of members are not confident Newcastle United will stay in the Premier League (October 2021)

THE MANAGER - STEVE BRUCE

We initially asked you if you were satisfied with our current manager Steve Bruce and the overwhelming majority of members are not happy with Steve Bruce. 89.9% of members and 85.5% of non-members are dissatisfied with Steve Bruce at the start of the 2021/22 season. Fan reaction at games so far this season clearly backs these results up.

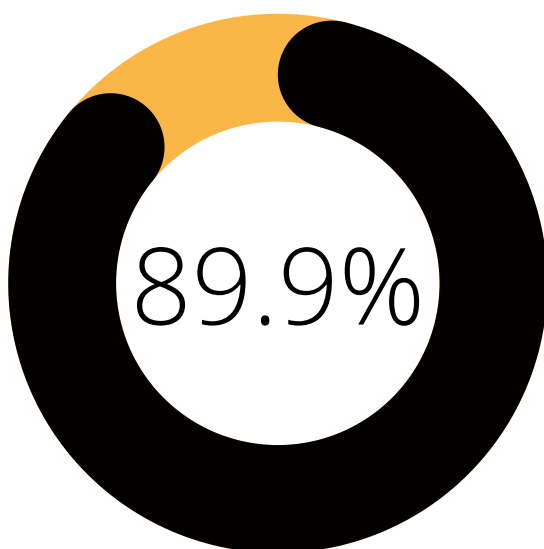
As a result of growing concerns over the performances on the pitch since the start of the 2021-22 season, we ran a quick pulse survey on Sunday 3rd October to seek the opinion of our membership on the current situation at Newcastle United.

Following a seventh straight Premier League game without a win at the start of the Premier League season, eight in all competitions, and with just 7 wins in the last 37, there was clear anger growing amongst the away end at Wolverhampton on Saturday 2nd October, and this anger is reflected across all social media channels, podcasts, and websites.

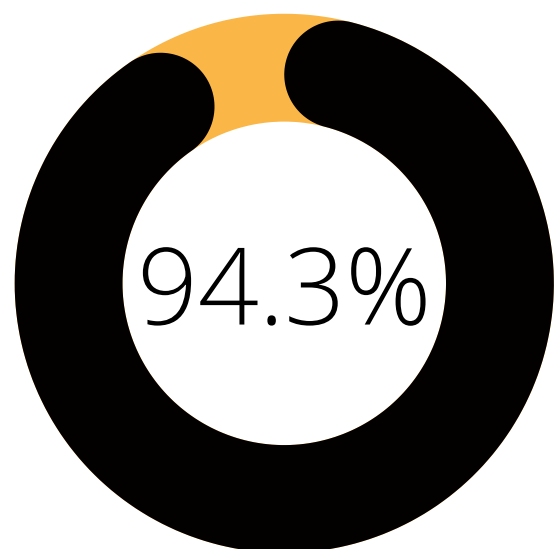
We asked our members if they believed Steve Bruce should resign in the best interests of Newcastle United, and from over 5000 responses in a 12-hour period? A resounding 94.3% said yes.

The board of The Newcastle United Supporters Trust strongly encourages Newcastle United, and manager Steve Bruce to listen to the fans.

The discontent amongst our fan base is completely justified, and the concerns fans raise are clear for all to see. The environment the club has set up inevitably leads to further anger in the stands and results in a toxic atmosphere for the players tasked with securing our Premier League status.



89.9% of members were unhappy with Steve Bruce as manager of Newcastle United at the start of the 2021/22 season



94.3% of members think Steve Bruce should walk away from his post in the best interests of Newcastle United (October 2021)

THE TAKEOVER

In April 2020 the Trust changed the entire narrative in local, national and international media around the proposed takeover of Newcastle United by publishing the results of a member poll which highlighted that 96.7% of Trust members were in favour of the takeover by PCP Capital Partners, the Reuben Brothers and the Public Investment Fund of Saudi Arabia. We asked the same question again and the majority remain in favour of the takeover going ahead. The majority of members (93.8%) and non-members (89.1%) remain in favour of the proposed takeover.

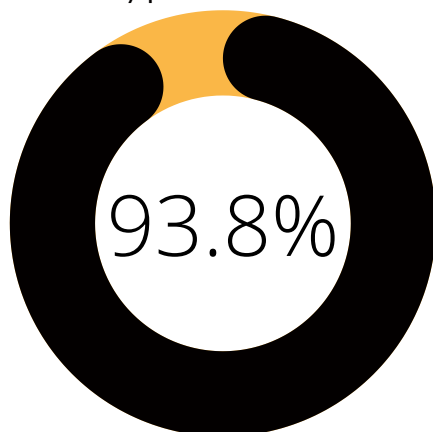
The Trust Board has made its position clear, that it does not believe the Premier League is fit for purpose or fit to govern itself. We asked you if you were satisfied that the Premier League had sought to protect the best interests of Newcastle United throughout the takeover process. A whopping 98% are dissatisfied with the Premier League and their claims they have sought to protect Newcastle United throughout the takeover process. We will relay these results to the Premier League and to the governments' fan-led review of football governance. We will continue to seek further clarification as to how the Premier League believe Newcastle United have been protected in this matter.

We also asked you about transparency given to supporters on the progress of the proposed takeover. An almost unanimous 99% of our members are unhappy with the transparency given to supporters throughout the takeover process. We will again relay this information to the Premier League and to the club. Fans have been left in the dark about the future of their football club and we believe this is unacceptable.

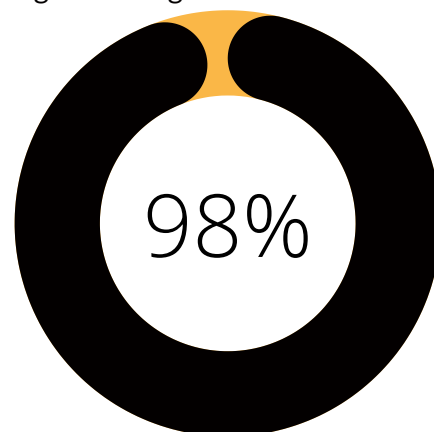
We also asked if you were confident the takeover would happen. The longer this has gone on the less confident members (69.5%) and non-member respondents (83.3%) are of this proposed takeover succeeding. For at least 18 months this has dragged on with little to no answers as to why it has yet to find a conclusion. More must be done by those involved to find a conclusion as soon as possible before or immediately after arbitration in early January 2022.

97.4% of members (95.3% non-members) believe takeover processes should be decided in a timely manner. We do not believe at least 18 months without a conclusion is acceptable. The majority of our members (over 80%) have no confidence in the Premier League's Owners and Directors test.

The Premier League told NUST in August 2020 it was seeking to make changes to the test, and we will seek further information on any progress in this area. The fan-led review into football governance may prove to be the deciding factor in enforcing the change that is needed.



93.8% of members are in favour of the takeover



98% dissatisfied with the Premier League

FAN-LED REVIEW

Tracey Crouch MP is leading a comprehensive examination of the English football system with the aim of exploring ways of improving the governance, ownership, and financial sustainability of clubs in the football pyramid. In July this year, the Trust was one of few clubs' supporters to be given the opportunity to give evidence to Tracey Crouch and the panel in relation to how Newcastle United is operated and on the takeover saga.

The interim findings of the fan-led review recommend the introduction of an independent regulator, reform of the FA, Football League, and the Premier League, and greater fan engagement and influence at all levels of the game. Over 90% of respondents support Tracey Crouch MP's initial findings.

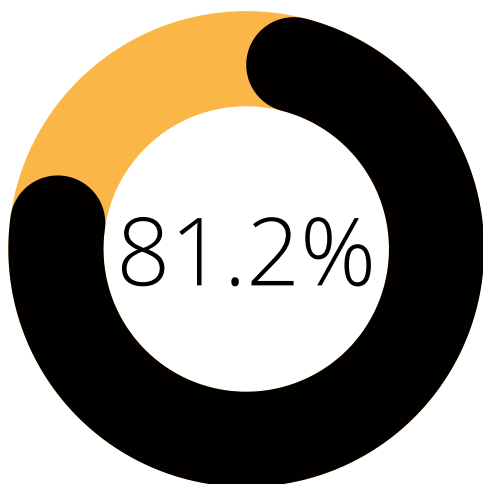
We also asked if you were in favour of Tracey Crouch MP's recommendation for the introduction of a "Golden Share". Again, the majority support Tracey Crouch MP and her findings. The Board of the trust supports the idea that a democratically elected, legally constituted organisation should be in control of any 'Golden Share' and the majority of respondents agreed with this.

Unsurprisingly, the majority of those participating in the survey are in support of mandatory supporter engagement, something the club has failed to live up to despite their own commitments. We support any recommendations for regular, mandatory dialogue between club officials and fans.

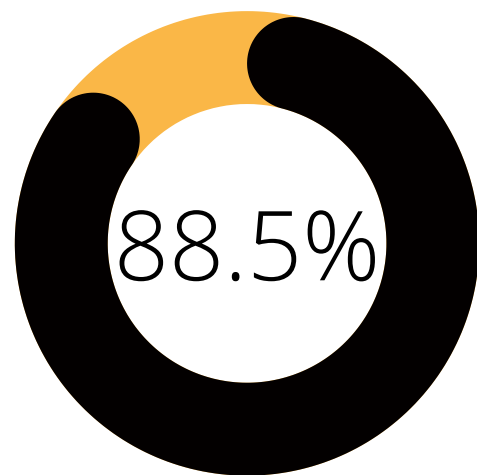
81.2% of our members (74.8% non-members) believe the club is not following the guidance set by the Premier League on supporter engagement.

The last structured dialogue meeting to take place between the club and the fans was in December 2019. We believe this must improve immediately with tensions rising between the club and fans once again.

93.4% (82.8% non-member) believe there should be punishments in place for clubs who do not adhere to proper supporter engagement. Whilst no one likes the idea of our club being punished, it highlights how seriously fans take engagement, and we hope the club would take it just as seriously and realise its benefits.



81.2% of members think NUFC is not following supporter engagement guidance



88.5% of members are supportive of the introduction of a "golden share"

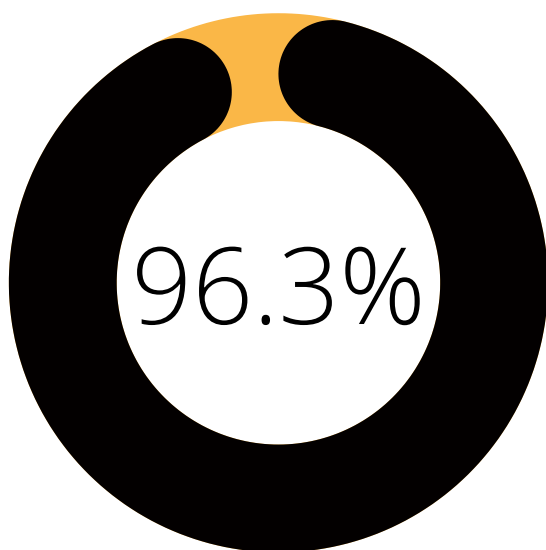
THE TRUST

Regular dialogue between the Supporters Trust and the club should be an easy concept to adopt, yet the door remains closed on many conversations related to the running of our football club. 96.3% of members (89.5% non-member) believe the club should liaise with the Trust on a regular basis and we will pass this feedback onto the club in the hope arrangements can be made for regular, constructive dialogue.

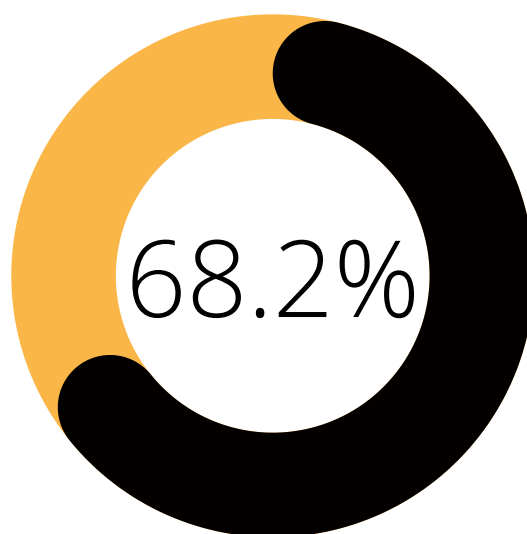
Our rules state we must charge a minimum of £1 per year subscription to be a member, and we are proud of the fact that we make Trust membership as affordable as we can. Most Trusts around the country charge more for membership, but we firmly believe in making becoming a member as cheap and as easy as possible. 95.5% of our members think membership costs are fair.

68.2% of members (65.3% non-members) believe the success of a supporter's trust is based on its relationship with the club. The supporters' trust is open for constructive dialogue with the club in helping strive to be the best it can be, and hope the club realise the benefits of such an organisation in working to progress the club with the best interests of fans.

We also asked you on which platform to you hear most from the Trust, with the majority of our members and those responding to the public survey hearing from the Trust either by email or on Twitter, there is a need for the Trust to spread our message offline, whilst continuing to recognise the benefits of using social media and email to liaise with fans.



96.3% of members believe the club should liaise with NUST on a regular basis



68.2% believe the success of a trust is based on its relationship with the club

1892 PLEDGE SCHEME

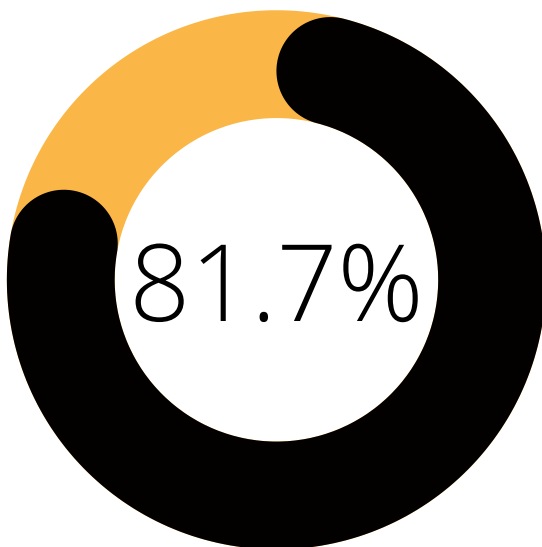
In April we launched the 1892 Pledge Scheme, which has raised over £150,000 in just a few months. The Trust exists to have all Newcastle United supporters involved in the ownership of our great club. We launched the 1892 Pledge Scheme as the best way to raise the funds so that through the Trust the fans can have a stake in the Club

We asked if you support this idea, and it is clear that our members do support the 1892 Pledge Scheme with 81.7% of members supporting the idea. The pledge scheme can succeed in the future and we hope to encourage more fans to pledge in the near future. Over 50% of respondents stated they had donated to the 1892 Pledge - we are highly appreciative of everyone who has donated to the 1892 Pledge Scheme, with over 6000 people have pledged so far.

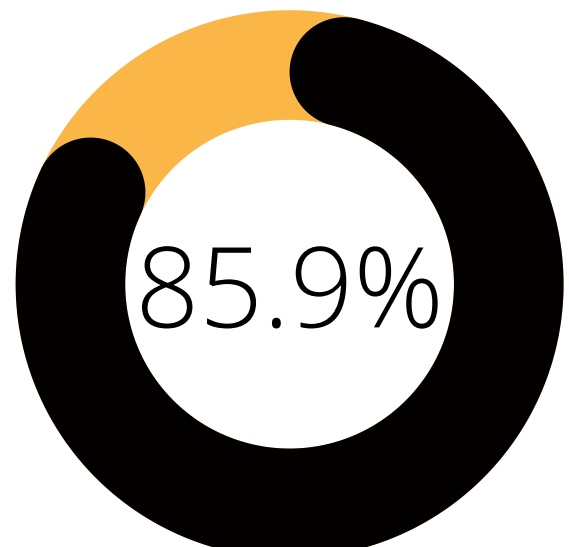
The majority of those answering the survey, 85.9% of members and 76.4% of non-members, support the idea of Newcastle United fans one day owning a part of their football club. This is exactly what the 1892 Pledge Scheme is all about, a long-term project to hopefully one day makes owning a part of our club a reality.

We asked if you support the idea of supporters having a pot of money available should the opportunity arise to buy a share in the club, or if the worst was to happen, to save the club. Having the support of the majority of our members (83.6%) and non-members (71.3), it's clear fans believe that we as supporters should start making the move to raise funds that would protect the football club in the future, in the desperate and unwanted situation that it is ever needed. Recent events in football have highlighted the severe threat our game is under, and it will only be the fans left to pick up the pieces.

Donate today at 1892pledge.co.uk



81.7% of members are supportive of the 1892 Pledge Scheme



85.9% of members support the idea of NUFC fans one day owning part of our club



Contact us:

Web: nufctrust.co.uk

1892pledge.co.uk

Email: info@nufctrust.co.uk

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