



NUFC VISIT

Wellbeing & Sport Scheme

Module 001
13th/14th November 2025



KNOWLEDGE
SCHEMES

NUFC VISIT SUMMARY

The 2025/26 Wellbeing and Sport Scheme launched in Newcastle, with Module one hosted by Newcastle Utd FC. This document summarises the visit in the words of the MPs following a varied and interactive agenda created and delivered by NUFC.

Agenda Overview

13th November

Cochrane Park
Men's Training Ground
St James Park Dinner

14th November

Academy
NuCastle NUFC Foundation

MP Attendees:

Paul Foster
Kate Osamor
Kim Leadbitter
Rachel Taylor
Chris Webb
Chris Kane
Katrina Murray
Chi Onwurah

MP Interview Summaries

Community Integration: All MPs consistently went back to just how deeply the club is embedded, invested and reflected in the local community.

Foundation Work: Multiple MPs highlighted the club's foundation and its work with young people, particularly those from disadvantaged backgrounds.

Youth and Women's Development: The investment in the Academy, Women's Team and how the club is looking to drive best practise rather than do what is required. Setting an example for others to follow.

Professionalism: MPs were struck by the data-driven approach, commitment to excellence and the scale of operations to run a world class club.

Sharing Best Practice: Strong theme of wanting to take learnings back to lower league clubs and their own constituencies (Bury, Blackpool, Charlton mentioned specifically)

**COMMUNITY
ELITE
FOUNDATION**

Key MP Words



CHRIS W.

MP for Blackpool South

“It’s the impressively comprehensive facilities they’ve got here, not just at the stadium for the professional footballers, but at the Academy and also the Foundation which really sits at the heart of this community.”





KIM

MP for Spenn Valley

“ Sport sits at the very heart of our communities.. at the point that wellbeing and social value overlaps. Newcastle utd is an outstanding example of how a club makes a community stronger”



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CHRIS K.

MP for Stirling and Strathallan

“The science behind elite football is phenomenal... to see how the club is using that psychology, nutrition, training, the data that they’re collecting... it’s been a real privilege.”





KATE

MP for Edmonton and Winchmore Hill

“The one thing that my big takeaway from this visit is actually seeing how much the club is at the heart of the community and actually using its role to ensure that the community benefits.”







RACHEL

MP for North Warwickshire and Bedworth

“Just the level of commitment of the whole club that they’re building around their players... from nutrition to the groundsman... how the club is integrated into the community and is making a real difference to the town.”





PAUL

MP for South Ribble

“I have learned so much about how this football club is embedded in the hearts of its community, not just at the elite level... they embedded the Foundation, right in the heart of the city, where it’s needed the most.”



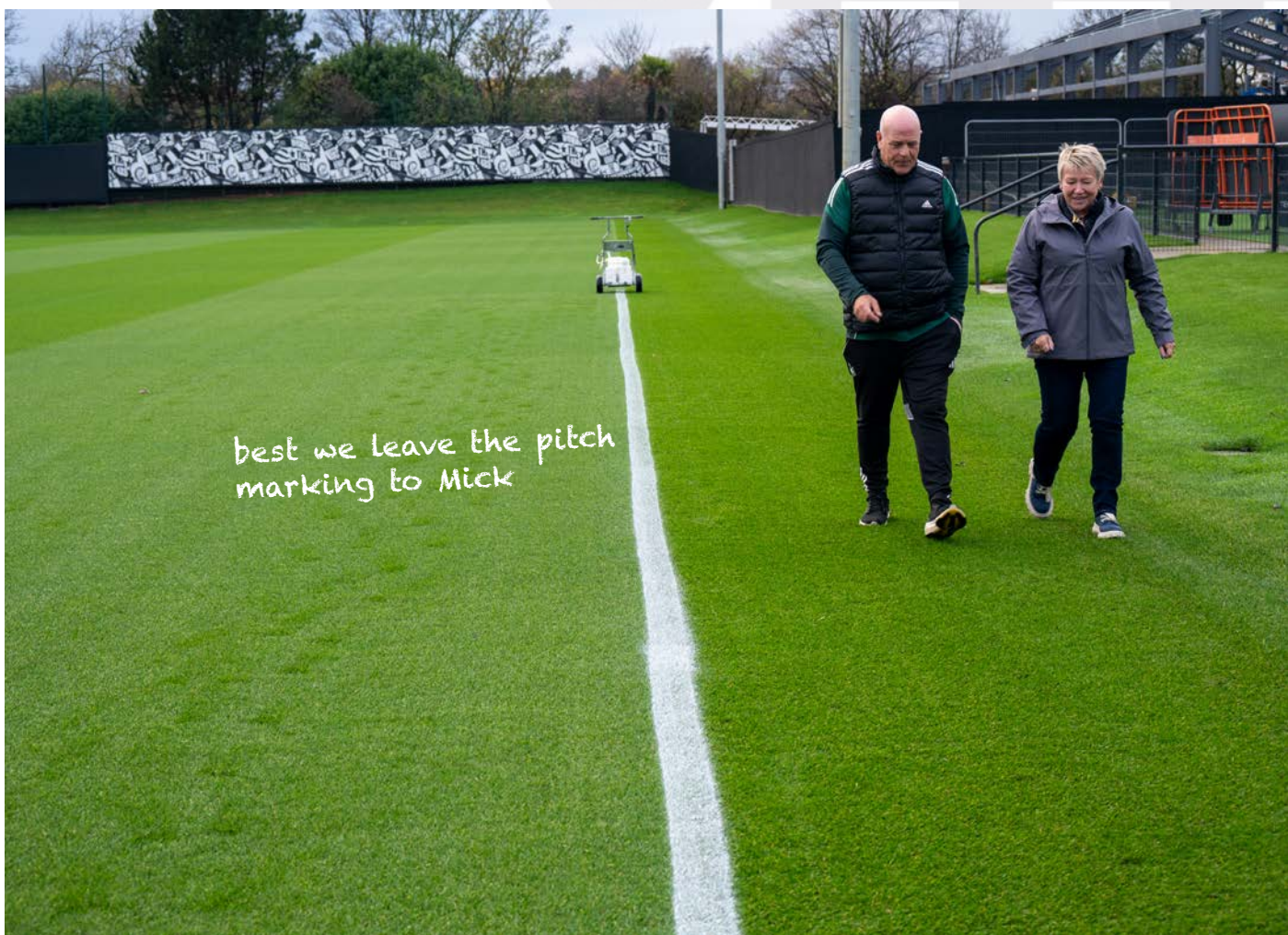


KATRINA

MP for Cumbernauld and Kirkintilloch

“What surprised me was how such a big club has been able to not only have an international stage... but also how rooted they are in the community and how they’ve been able to help people that are not as wealthy.”





best we leave the pitch marking to Mick

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