



# CARLISLE UNITED CLUB CHARTER 24/25

# Club Charter 2024/25



## 1 Introduction

The Carlisle United Club Charter (“Charter”) brings together the Club’s principal aims, commitments and policies, including those for ticketing and supporter engagement.

We constantly review our key policies, which may change during the season; if changes are made, this Charter will be updated accordingly.

The Club will review the Charter in June each year, ahead of each new season. We will consult with Carlisle United Supporters’ Groups (“CUSG”) on changes which are reflected in the Charter and it will be adopted and approved by the 1921 Board.

### Who are we?

The Club was first founded in 1904. Brunton Park has been our home since 1909.

The Club is located nine miles from the border with Scotland, making us the most northerly-based in the Football League. We have no close geographical football rivals with the closest being over 50 miles away.

We are defined in part by our geography, and also our history. Weather, our rural landscape, local pockets of heavy industry and long distances combine to make us unique in the EFL.

We are a Club on the very northern border of England. Our location means we are the club for a wider region stretching far west and far south. We are the club of the regional capital and its biggest city. Our regional challenges demand a tough spirit.

We are the premier sporting organisation of Cumbria. We are a local community Club that reaches far.

We are traditional and proud of our heritage. We are used to highs and lows and have enjoyed success and adversity. We celebrate our past heroes and are not envious when they move on – we support them and welcome them back.

We are part owned by our Supporters’ Trust and they have representation as directors of the Club on its boards. Our fans want their voice to be heard. Our fans are fiercely proud and loyal. They are strong-minded and vocal. Our fans demand honesty, passion, fight and determination, and commitment on and off the field. They want to see local players flourish. We want to see our team over-perform the opposition and give no quarter.

Many come and go from our region, but they remain as Cumbrian’s and Carlisle fans born and bred.

### Motto

BE JUST AND FEAR NOT

# Club Charter 2024/25



## Mission statement

The Club's strategy is:

... *"all working together, building a sustainable and successful Club that we are proud of"* ...

## Values

The Club's values underpin what we do:

- **Pride** - recognising the efforts and achievement of the Club on and off the field. Courageous, straight talking, with grit and determination.
- **Trust** - give people confidence in what we do, especially honesty, integrity, fairness, adhering to high principles and professional standards.
- **Commitment** - we are devoted and dedicated to the Club, the players, the fans and its community. We will put the Club first. We are committed to providing excellent experience for fans, and value for money.
- **Success** - we will be driven and focused on achieving individual, collective and Club success. What matters is what we have and what we do, not what others have.
- **Quality** – we will strive to have the highest standards we can in everything undertaken by the Club.

## Objectives

We will:

- Strive to be **successful on the pitch** – this is our top priority.
- **Improve the match day experience** - on and off the pitch. Incremental improvement is the way forward for us at this point – focused on our Fan Zones.
- **Improve our engagement and communication** - with individual fans and supporters' groups.
- **Build a club that people want to be associated with.**
- Be a **place where fans want to come** - to enjoy football and their match day experience.
- Be **open, honest and welcoming** to everyone.
- **Make a difference in our community** - working closely with Carlisle United Community Sports Trust.
- **Behave with highest possible standards** - in a professional manner and with the utmost integrity

# Club Charter 2024/25



## EFL Charter for clubs

### The EFL

In 2018/19 the EFL introduced a new EFL charter, as a statement of the commitment and with an aim to run EFL Clubs to the highest possible standards in a professional manner and with the utmost integrity.

With that aim we are determined to:

- Conduct our respective Club's dealings with the utmost good faith and honesty.
- At all times maintain Regulations and Rules which are comprehensive, relevant and up-to-date.
- Adopt disciplinary procedures which are professional, fair and objective.
- Submit to penalties which are fair and realistic.
- Secure the monitoring of and compliance with the Regulations and Rules at all times.

We are committed to ensuring the EFL and our Club are run with the highest possible standards, and with integrity.

### The Club

We will ensure that our Club:

- Behaves with the utmost good faith and honesty to other clubs, does not unjustly criticise or disparage one another, and maintain confidences.
- Will comply with the laws of the game and take all necessary steps to ensure that the Manager, his staff and Players, accept and observe the authority and decisions of Match Officials at all times.
- Will take all necessary steps to ensure that all Officials at our Club comply with the decisions of the EFL and its various decision-making bodies at all times.
- Follow EFL and FA Rules and Regulations not only to the letter, but also to their spirit, and will ensure that our Clubs and Officials are fully aware of such rules and that we have effective procedures to implement the same.
- Will respect the contractual obligations and responsibilities of each other's employees and not seek to breach these or to make illegal approaches.
- Will discharge their financial responsibilities and obligations to each other promptly and fully and not seek to avoid them.
- Will seek to resolve differences between each other without recourse to law.

# Club Charter 2024/25



## 2 Complaints

The Club's complaints policy is published within the Club's Policies on the website: <https://www.carlisleunited.co.uk/news/complaints-policy>

### Complaints

The Club strives to provide and maintain a high level of service for all supporters and visitors of the Club. However, despite the best efforts of the staff, we do understand that problems can occur.

We encourage any supporter who feels that they have been mistreated in any way to bring the matter to the attention of the Club, who can then attempt to address and solve the issue to the best of their ability. Find out more here <https://www.carlisleunited.co.uk/news/2022/july/fans-how-to-get-in-touch/>

Any match day issues should be raised with the Supporter Liaison Officer, or a Ticket Office employee at the Match Day Ticket Office in the West Stand, or a member of the match day safety team as soon as they arise. The sooner we are aware of any problems that are occurring, the sooner we can deal with them.

If you feel that your issue on match day was not correctly resolved, or if you would like to discuss something unrelated to a match day, please contact us.

General enquiries response times may vary due to the high volume of calls, particularly when match tickets go on sale. Any complaints or general enquiries are initially channelled into our general enquiries telephone line 03300 945 930 and then will be routed to the relevant department if the enquiries line is not able to give a satisfactory answer.

The Club will endeavour to answer your complaint as soon as possible. However, due to many staff members not being based at the Club, and others just working on the day of a fixture, it is not always possible for us to get in touch with you straight away.

### Policy Statement

The Club welcomes comments, feedback and complaints from all members of the Club community and from supporters. We use this process to improve our services for stakeholders, fans and the wider community in which we exist.

CUFC is committed to the continuous improvement in all aspects of what we do. We recognise that, occasionally, mistakes will be made or what we do will not meet an individual's requirements or expectations. For these reasons it is Club policy that all complaints should be:

- Treated seriously and in an open manner
- Acknowledged immediately, preferably in writing
- Investigated
- Resolved, wherever that is reasonably practicable, within no longer than 13 working weeks
- Used as feedback to improve the Club

No complainant bringing a complaint under this procedure will be treated less favourably by any member of staff. If there is evidence to the contrary, the member of staff may be subject to disciplinary proceedings.

### Scope

The policy applies to all members of the Club but does not replace procedures for staff grievances and disciplinary action: those procedures should be used where appropriate.

Complaints and concern of a safeguarding nature should be reported to the Safeguarding Team. Also refer to the Club's Whistleblowing policy for raising issues.

# Club Charter 2024/25



## **Responsibilities**

All Club staff have a responsibility for receiving complaints, treating them seriously and dealing with them promptly and courteously in accordance with the procedure set out below.

Heads of Department have a responsibility for resolving a complaint, and leading or contributing to an investigation into a complaint when this is considered appropriate.

The Chief Executive is responsible for resolving complaints which have not been resolved. The decision made by the Chief Executive is final.

The 1921 Board is responsible for ensuring that the complaints policy and procedure are operating effectively and may become directly involved if a complaint is directed against the Chief Executive or a director of 1921.

## **Stage 1**

The Club expects complaints to be made informally to a member of staff in the first instance. The Club will then forward to the relevant member of staff. Where this does not result in satisfactory resolution, the complaint should be submitted in writing to the Club.

The Club usually expects complaints to be made by the person concerned. However, it will consider complaints made by a parent or advocate.

Anonymous complaints cannot be investigated.

## **Stage 2**

It is the Club's policy to respond to supporters within a maximum of seven working days and this will be done either by telephone, email or letter, explaining what has happened as a result of the complaint. Where this involves a member of staff, specific detail of action taken will not be made available. This is to ensure that our employees are afforded appropriate dignity at work.

If it is not possible to provide a full response at that time, an acknowledgement will be sent and a detailed reply will follow within 21 working days of receipt of the original communication.

## **Stage 3**

If the complainant is dissatisfied with the relevant manager's response, then the complaint will be forwarded to a senior member of staff to resolve.

The senior manager will acknowledge receipt of the complaint within two working weeks and a final reply will be completed within 8 working weeks to allow time for any formal investigations to take place.

## **Stage 4**

If the complainant is still dissatisfied with the response, then the matter will be referred to the Chief Executive. The Chief Executive will respond within three weeks. The Chief Executive's decision is final.

The total comments/complaints procedure should be finalised in no more than 13 working weeks unless there are exceptional circumstances in which case the complainant will be kept informed of progress.

# Club Charter 2024/25



## **Complaints against the Chief Executive or 1921 Board**

Complaints against the Chief Executive should be addressed to the Chairman of the 1921 Board at the Club. Complaints against 1921 should also be addressed to the majority shareholder of the Club.

If the matter is still not resolved, you can contact:

### **Independent Football Ombudsman**

**Premier House**

**1-5 Argyle Way**

**Stevenage**

**Hertfordshire**

**SG1 2AD**

**Tel:** 0330 165 4223

**Email:** [contact@theifo.co.uk](mailto:contact@theifo.co.uk)

## **Staff conduct**

The Club staff will conduct themselves in a courteous manner at all times when dealing with supporters.

Our staff will promote the match day experience as a safe, fun and community orientated event which encourages people of all ages to attend and give us their support.

We are thoroughly committed to the principle that all staff, customers, fans, spectators, players and officials treat each other with respect and courtesy, irrespective of race, colour, religion, culture, gender, sexual orientation or age. Only if we are given constructive feedback from our supporters can we develop any areas that you feel need to be improved.

If you feel that we have not met the high standard of service you deserve and expect, we would like to know about it, so that we can improve the products and experience you are delivered.

# Club Charter 2024/25



## 3 Away supporters

The Club abides by the EFL's regulations governing the allocation of tickets to away supporters.

The Club abides by the Football League Regulations governing the allocation of tickets to visiting clubs.

The Club does not charge admission prices to supporters of visiting clubs which are higher than those charged to our own supporters for comparable accommodation. In particular our concessionary rates offered to senior citizens and junior supporters apply to supporters of a visiting club.

An Away fan guide is available on our website: <https://www.carlisleunited.co.uk/primary/guides/away-fan-guide>

## 4 Disabled supporters

Brunton Park currently has a minimum of 27 wheelchair spaces, all have provision for the carer to sit with the supporter, situated in:

- 16 Home East Stand (covered)
- 4 Home Paddock North (covered)
- 10 Home Warwick Road End (covered)
- 6 Away East Stand (covered with other away fans)

Disabled tickets are available with free access for the PA or carer (this applies to both match tickets and Season Tickets). Details of all ticketing arrangements can be obtained from the Ticket Office.

### ***Disabled parking***

There is a Club car park situated on the east side of the ground at the northern end of the East Stand with 12 accessible spaces for both home and away supporters who must be blue badge holders. Spaces are allocated on a first come first served basis.

For away supporters, this is adjacent to the East Stand Away turnstiles/access gates but for home fans this is some 100 yards from the home turnstiles/access gates.

Drop off facilities are available if you approach the ticket office in advance. The Club suggest that if a fan needs to be dropped off that they contact the Club in advance so that match day staff can be made aware. For general enquiries contact our Disability Liaison Officer. Also see Appendix I for details about Brunton Park.

We have a disabled lift into Foxy's and the East Stand offices and hospitality areas.



# Club Charter 2024/25



## 5 Behaviour

### Codes of conduct and our Respect policy

The Club's commitment is to promote Equality, Diversity and Inclusion and to confront and eliminate discrimination whether by reason of age, gender, gender reassignment, sexual orientation, marital status or civil partnership race, nationality, ethnicity (race), religion or belief, ability or disability, pregnancy and maternity and to encourage equal opportunities. These are 'protected characteristics' under the Equality Act 2010.

We want everyone to feel welcome when they visit Brunton Park or any CUFC games at all levels from first team to Academy teams. Whether they are our own supporters or supporters of other clubs. Likewise, we want to be welcomed when we travel away from home.

We want our supporters to encourage CUFC teams and players, but at the same time we want to show respect for our opponents, the match officials, opposition fans and our own staff, stewards and office bearers.

All fans at Brunton Park must adhere to the EFL Ground Regulations which are displayed around the stadium and are also found on the Club's website: <https://www.carlisleunited.co.uk/news/ground-regulations>

Club staff should be treated with respect and be free from abuse, threats or violence in conducting their duties.

Carlisle United fans at all games involving CUFC teams from first team to Academy teams have a right to expect an environment where:

- Players respect and appreciate every spectator.
- Fans will be treated in a consistent, professional and courteous manner by all Club personnel.
- Fans will enjoy the football experience free from disruptive behaviour, including foul, offensive, insulting or abusive language or obscene gestures, racial, religious, homophobic or discriminatory abuse.
- Fans will consume alcoholic beverages in a responsible manner.
- Interventions with impaired, intoxicated or underage fans will be in a prompt and safe manner.
- Fans will sit only in their ticketed seat or stand in the designated terraced areas and show their season card or ticket when requested.
- Fans who engage in anti-social behaviour, fighting, throwing objects or causing distress to any other supporter will be immediately ejected from the game.
- Fans who enter the field of play will automatically be ejected.
- Fans are forbidden to smoke or use vapes in Brunton Park Stadium.
- There will not be any obscene or indecent messages on signs or clothing.
- Fans will comply with requests from Club personnel regarding stadium operations and emergency evacuation procedures.
- Fans are not subject to threatening behaviour.
- Fans respect the players and officials.

Misbehaviour including, foul, abusive, insulting, indecent or threatening words, vicious chanting, racism, anti-Semitism, or directed at other religions, sexism or any other form of abusive behaviour, including towards Club officials, its staff or players and fellow supporters is unacceptable and will not be tolerated. Perpetrators will be subject to sanction under the CUFC Supporter Sanction Policy

<https://www.carlisleunited.co.uk/news/sanctioning-approach>

# Club Charter 2024/25



## Family Areas

The Family Areas of our stadium are subject the highest possible regards to anti-social behaviour with no leeway. It will result in ejection from the ground and possibly arrest.

## Reporting

If as a fan you have cause to witness any of the above or have any concerns including bad language or behaviour at a match please report the matter to a nearby steward/steward supervisor. However, we appreciate that you may not want to be seen approaching a match day member of staff, so we have introduced a help line that goes directly to our Support Liaison Officer.

Club personnel have been trained to intervene where necessary to help ensure the above expectations are met, and guests are encouraged to report any inappropriate behaviour to the nearest steward or by phone to Match Day reporting line mobile 07891 779015 or by email to: [kickitout@carlisleunited.co.uk](mailto:kickitout@carlisleunited.co.uk) or [slo@carlisleunited.co.uk](mailto:slo@carlisleunited.co.uk) or [edi@carlisleunited.co.uk](mailto:edi@carlisleunited.co.uk)

On the back of our match tickets under the Terms & Conditions is a phone number 07891 779 015 for supporters to text or ring should they wish to report any abuse or behaviour concerns they are experiencing. Once they have provided us with their stand and seat details a steward can go to their aid.

Any incidents that cannot be dealt with on the day should be reported to [enquiries@carlisleunited.co.uk](mailto:enquiries@carlisleunited.co.uk) in the first instance or by calling the club on 0330 094 5930.

## Carlisle United Supporter Sanctioning Policy

In response, the Club reserves its right to take reasonable action, as it sees fit.

In March 2023 following wide consultations, we adopted our Carlisle United Supporter Sanctioning Policy.

All the key and core elements of the EFL/FSA best practice guide are retained and adopted, especially procedure and sanctioning principles. We have detailed the procedure for investigating incidents, including panels to review cases and then consider appeals. All is made public so fans can be aware, and there are no surprises. <https://www.carlisleunited.co.uk/news/sanctioning-approach>

Carlisle United Supporters Group is committed to the values of equality, diversity and inclusion in our group and among our constituent member groups <https://www.carlisleunited.co.uk/news/cusg-constitution-october>

In addition, where the misconduct contains reference to any one or more of a person's ethnic origin, colour, race, nationality, faith, gender, sexual orientation or disability, or are of a sexual nature including pertaining to LGBTQ+ then this will be deemed as aggravating matters.

## Anti-Discrimination policy

The Club seeks to ensure that the talents of all employees are used to the full and that opportunities afforded to employees and prospective employees will be solely on the grounds of capability.

See Equality Policy <https://www.carlisleunited.co.uk/news/equality-policy>

In order that this may be achieved, no employee or job applicant will receive less favourable treatment by the Club on any of the following grounds: gender, marital status, race or ethnic origin, religious belief, age, sexual orientation, disability or any other unjustifiable reason. This policy applies to all current and prospective employees.

The Club is a long standing and committed supporter of 'Kick It Out' and the 'Football v Homophobia' campaign amongst others. Contact Kick It Out on 0207 842 8932 or 0800 1699414 [www.kickitout.org](http://www.kickitout.org) or email to [info@kickitout.org](mailto:info@kickitout.org). Football v Homophobia [www.footballvhomophobia.com](http://www.footballvhomophobia.com) or email [info@footballvhomophobia.com](mailto:info@footballvhomophobia.com)

# Club Charter 2024/25



The Club is working towards compliance with the new EFL Code of Practice having previously being awarded accreditation <https://www.carlisleunited.co.uk/news/2022/august/efl-launches-new-equality-diversity-and-inclusion-strategy-together/>

## **Stewarding, Crowd control, First-aid procedures**

The Club regards good Health & Safety practice as a vital part of its overall business. It is therefore the Club policy for management and employees at all levels, to do all that is reasonably practicable to attain the highest level of H&S. Our overall aim is to prevent injury and protect from any foreseeable harm all members of the general public who attend the Brunton Park. The Club recognises that the safety, security and comfort of spectators, players, officials and others present is of paramount importance.

The Club, through its Boards of Directors, senior management, staff and safety officials resolves to take all action necessary to provide a safe, welcoming environment to all those using the Stadium.

The stewards are here for the safety of supporters. We encourage all supporters to behave in a controlled and decent manner while watching the match, if a fan feels that they have been put into a threatening, uncomfortable or potentially dangerous situation they should report their issue to the match day stewards as soon as possible, so that it can be dealt with in a timely manner with minimum damage caused and to improve the situation for them.

In order to provide the best available suitably trained and qualified stewards, the Club has contracted with an external provider for the training of its in-house stewards and each event shall be stewarded in such numbers required to fulfil all safety positions and additional roles as identified by the Safety Officer.

The Club will work towards the guidelines of the Football Licensing Authority in ensuring all stewards are qualified to the level required.

Whilst the requirement to provide first aid and medical cover is set out in the Club's Safety Certificate, the Club has a positive interest in the level and quality of cover provided.

The Club employs first aid staff, paramedics and ambulances and provides a First Aid room equipped for their use. The equipment provided will comply fully with the minimum standards specified by both the EFL, FA and the Football Licensing Authority.

## **6 Tickets**

### **Introduction**

The Club is committed to making attending matches as simple as possible. We understand personal circumstances change which can affect the ability to attend matches. We will always try to be understanding and flexible. If you have a problem always speak to our ticket office staff who will do all they can to help.

The Club will use all reasonable endeavours to give the earliest possible notice of any changes to its ticketing policy and the reasons for such changes.

All ticket sales are subject to terms and conditions and Brunton Park regulations. For full details on the ticketing policy please visit the ticket section on the website. All fans aged U14 must be accompanied by someone over the age of 18.

The Club will use complementary tickets to introduce new supporters and reward supporters.

The Club is committed to giving added benefits to Season Ticket holders wherever possible.

# Club Charter 2024/25



## Purchasing

Tickets can be purchased in the following ways, subject to ticket allocation and on-sale dates:

1. In person by visiting at Brunton Park at the relevant ticket office hours (see below)
2. By phone, calling the Ticket Office on 03300 945 930 option 1 during relevant ticket office hours (see below)  
See <https://www.gov.uk/call-charges> for typical charges.
3. Online, by visiting [www.carlisleunited.co.uk](http://www.carlisleunited.co.uk) and following the 'buy tickets' option.

Please refer to the Club's communication channels for full ticket details of the relevant fixture. When the Club announces on-sale date and times, the same on-sale date and time applies to the online ticket service (booking fees apply).

Before booking home match tickets, please note that the online booking service is the fastest and most effective way of securing your tickets for matches.

### In-person – Ticket Office opening times

Monday to Friday 10am - 5pm (East Stand, first floor)

### Matchdays (3pm kick-offs)

#### From 10am until 1:15pm

Match Day Ticket Office (West Stand) - all tickets and all collections

#### From 1.30pm – 3.15pm

Match Day Ticket Office (West Stand) -West Stand seated tickets and Paddock standing tickets– collections for West Stand, Paddock and complementary tickets.

Paddock South Ticket Office -Paddock standing tickets only

Pioneer East Stand Ticket Office (ground floor) for:

Pioneer East Stand tickets and collections

Warwick Road End standing tickets and collections

Away Ticket Office (North end of Pioneer East Stand) – away tickets and away collections

**Weekday evening kick offs** - All ticket offices open from 6:15pm except main West Stand Ticket Office which opens at 5:30pm

**Saturday (non-match days)** – all ticket offices are closed.

### Online

The Club has an online ticket purchase system to satisfy demand and increase speed of purchase. Tickets may be purchased 24 hours a day, seven days a week:

- Log on to our home page [www.carlisleunited.co.uk](http://www.carlisleunited.co.uk)
- Click on 'Tickets'
- Click on 'buy tickets'

### Payment options

Online- all major credit/debit cards are accepted with the exception of American Express and Diners Club Cards. The Club offers supporters the chance to pay for Season Tickets by instalment plan using Direct Debit.

In person -we accept Apple/Google pay, cash payments and credit/debit cards with the exception of American Express and Diners Club Cards.

Details of changes to the ticketing policy are publicised through the Club's official website, social media channels and advertisements placed in the local paper and other media.

# Club Charter 2024/25



## 7 Pricing

### Matchday

The Club continues to strive for wider access to matches by offering a broad range of ticket prices both Seasonal and Match Day. The Club will continue to promote greater accessibility of tickets for matches, with a range of prices and facilities that encourage the widest possible support. A discount applies to match tickets purchased in advance before match day.

<u>Seating</u>	<u>Pre-sale match prices</u>	<u>Match day prices</u>
Adult	£23	£26
Senior (65+)	£20	£23
Young Person (18 -22)	£17	£20
Junior (U18)	£12	£13
*Junior (U14)	£12	£13
*Family Junior (11 -17)	£10	£11
*Child Under 11	£9	£10
*Child Under 7	£5	£6
Ambulant Carer	FREE	FREE
W/Chair	£20	£23

<u>Terracing</u>	<u>Pre-sale match prices</u>	<u>Match day prices</u>
Adult	£20	£23
Senior (65+)	£17	£20
Young Person (18 -22)	£14	£17
Junior (U18)	£9	£10
*Junior (U14)	£9	£10
*Family Junior (11 -17)	£7	£8
*Child Under 11	£6	£7
*Child Under 7	FREE	FREE
Ambulant Carer	FREE	FREE
W/Chair	£17	£20

\*All children under 14 (season ticket or match ticket) must be accompanied by someone aged 18 years or over

### Cup Competitions

Tickets for Cup competitions are set game by game in accordance with competition rules, dependent on the stage of the competition and agreement with the opposition.

### Price categories and concessions

The Club operates price categories and concessions as follows:

- Adult (23 – 64 Years of Age)
- Seniors (65+)
- Young Persons (18 – 22 Years of Age)
- Junior (U18)
- Junior (U14)
- Family Junior (11-17)
- Child Under 11
- Child Under 7

### Flexi-cards

This membership is aimed at those who are loyal supporters of the Club however for whatever reason are unable to commit to a Season Ticket. Customers with a 'Flexi card' pay a small membership fee enabling them to seven home league matches of their choice throughout the season at a discounted price.

This way they are not tied down to attending matches each week but are afforded their tickets at a cheaper price than those purchasing on a weekly basis.

### Benefits of being a Flexi Member

- Priority ticket purchases for cup-ties and special matches.
- A one off 10% discount voucher to use in the Blues Store on all full priced products only (not to be used in conjunction with any other offer).

### Season tickets

Details will be published on the club website.

# Club Charter 2024/25



## Community Ticket Scheme

This scheme is managed by our Ticket Office team and sponsored by The Cumberland Building Society. It gives local schools, youth groups and football teams the chance to attend a live football game for free as part of their group. The aim is to give a good feeling with regards to the club in the hope that they will then want to return.

All the children that attend are given a letter inviting them to attend the next home league game free of charge plus a half price paying adult. We also allow groups to take part in our pitch parade.

## Fixture changes

The complex combination of TV and the EFL, added to Cup fixtures for both the League Cup and the FA Cup, means certain matches may be subject to change of match date and kick-off time. It is the responsibility of the ticket holder to ascertain the rescheduled match date and kick-off time, which is communicated through the Club's communication channels.

## Relocating/Returns/Refunds

Home matches - Unwanted tickets must be returned, intact, before kick-off on the day of the game where, only in exceptional circumstances will a full refund be given.

Away matches - Unwanted tickets must be returned, intact, 48 hours prior to the day of the match date where, only in exceptional circumstances will a full refund be given.

Refunds will only be issued to the same method of payment that the tickets were purchased under. Refunds will not be given for lost or stolen tickets.

## Ticket Exchange

Season Ticket holders can 'bank' three matches that they are unable to attend per Season and use this banked game to bring a friend or relative with them to another match during the same season. Where possible we will allocate a seat next to your season ticket.

You must give 24 hours' notice to 'bank' the game in question.

This can be done in person or by phone only.

## Season Ticket upgrade

Season Ticket holders can transfer their season ticket to another part of the stadium and from the start of the 2024/25 campaign, it can be done up to five times within the season. An extra charge of £3 will apply. This can be done in person or by phone only.

**All exchanges or upgrades should be carried out prior to match day.**

## Away matches

The Club's supporters are allocated tickets for away matches at variant levels determined on the home club's capacity. Should it be necessary, tickets will be offered for sale in the following order of priority:

- Season Ticket Holders
- CUOSC, CUSC - London Branch and CUSC - South Cumbria
- General sale

The Club reserves the right to amend these priorities throughout the course of the season.

The home club determines the cost of these tickets. Tickets for all fixtures will be put on sale two weeks in advance of the game being played. Should this change at any point during the season it will be advertised on the website.

# Club Charter 2024/25



The Club can only refund tickets for away matches if the ticket is returned, intact, to the Club before the date that tickets go off sale with Carlisle United (usually Thursday 4pm before a Saturday away game).

## 8 Families

The Club recognises the need to encourage the attendance at matches of families and children to help ensure continuity of support in future years. We view all areas of our ground as 'Family Friendly' however; we admit that some areas are likely to be more suitable than others.

The Club has a dedicated family area in the Pioneer East Stand Section 8. This area is for home supporters in family groups. Adults without accompanying children will not be admitted except in exceptional circumstances at the discretion of the Club.

Family tickets will be offered at discounted rates.

Please note that Junior U14, Child U11 and Child U7 tickets must be purchased with an Adult, Senior (65+) or Young Adult (18-22) ticket.

## 9 Retail merchandise policy

The Club promises that to its knowledge, its products are:

- Of satisfactory quality and safe to use
- Fit for the purpose for which they are sold
- As described (packaging and signage)

The Club offers refunds on the merchandise in accordance with its legal obligations.

Time limit for returned goods is 28 days after date of purchase. They must be accompanied by proof of purchase on return. All goods must be returned in an unworn/unused condition with original packaging (goods will be examined and a form will be completed). Refunds will be returned according to original payment method.

If there is no receipt and the price has been subsequently reduced, then only the sale price is given as credit note/voucher or replacement goods. Any goods found to be faulty may be given a cash refund.

The Club is unable to exchange or refund a custom printed shirt if the size is incorrect (unless it is faulty) or accept responsibility if a player leaves the Club or changes his squad number.

Home and away shirts have a lifespan of one season. Away shirts will be introduced every season and may be used the following campaign as a third kit shirt. If the kit clashes, the Club may use another change of kit. Training kits are changed annually. The kit cycle is dependent on kit and main sponsors. From time to time the Club may introduce one-off limited-edition shirts.

## 10 Flag and banner policy

We know that many supporters like to display flags at football matches, and we always aim to be as accommodating as possible. The Club welcomes flags and banners from home and away fans. They add to the spectacle of the game.

Flags and banners are not generally confiscated, however the obstruction of gangways, access routes, exits and entrances, signage and stairways are strictly forbidden. In the event of an emergency, we must have all access and exit points clear.

Flags of any size that are attached to wooden or metal poles, or rigid-plastic tubing, are NOT permitted. Small hand-held size flags on flexible plastic handles are acceptable.



# Club Charter 2024/25



Small to medium sized flags that can be hung downwards from a single crush barrier in the standing areas are acceptable.

However, they are NOT allowed to be hung over the pitch perimeter walls in any part of the ground as they obscure the advertising boards. They will be removed by stewards if not removed by supporters when requested.

Large flags in standing areas are NOT allowed as they can obscure views of the crowd, especially the activities of anyone intent on causing trouble. In seated areas only small or medium size flags that have been made out of flame-retardant material or have been fire proofed, and there is a valid certificate of authenticity, will be permitted in these areas. In addition, they can only be positioned on seats not occupied or along the back wall of the grandstand.

Large flags, or those not fireproofed, can be hung on the crush barriers in the Petteril End if the area is not in use. This applies to both sets of supporters and can be arranged with the Safety Officer via Supervisor stewards on the day.

Flags with signs, slogans or messages that are considered to be unsuitable or offensive will be refused entry or removed at the discretion of the Safety Officer. These include those of containing offensive, defamatory, discriminatory or inflammatory messages.

If you have any queries or wish to bring a flag or banner, you must contact the Club. Please get in touch with the Club in advance so we can confirm arrangements and avoid disappointing you on the day.

## 11 Community

### Corporate Social Responsibility (CSR)

The Club is totally committed to achieving best practice and being a good corporate citizen in our community. This involves corporate leadership by creating innovative programmes in our immediate and wider community beyond the industry norm.

The 'Community Ticket Scheme' and 'Play on the Pitch' will run to attract more school groups and football teams to attend matches at Brunton Park. We offer free children's tickets to groups with a maximum of forty and every 8<sup>th</sup> child entitles the group to a free adult ticket.

These children will also receive a discounted adult and free child ticket package voucher for the following Saturday Home League match to encourage their support in the Club.

As we are always looking for ways to improve the match day experience for our fans, we also welcome feedback from parents and children alike in our 'Community Ticket Scheme' and 'Play on the Pitch' questionnaire which allows those who have visited the Stadium as part of the scheme to analyse their trip and state what they did and did not enjoy.

The Club will continue to support the development of community-based projects.

### The Carlisle United Community Sports Trust

The Club's highly successful and award-winning programme is managed by the Carlisle United Community Sport Trust ("CUCST") and continues to grow and provides many different activities for the community.

CUCST seeks to actively encourage more people, especially children, to play and watch football and also educate them in issues including teamwork, racial discrimination, fair play and healthy lifestyles. It offers a wide variety of activities (that include a schools programme, Futsal, Walking Football and holiday soccer schools and other projects which are open to people of all abilities). It also offers holiday courses,



# Club Charter 2024/25



beginners clubs, after school and curriculum time coaching and sponsored skills days along with Birthday parties. It provides high standard and quality coaching to a cross section of the community.

We incorporated discounts on CUCST courses for our loyal membership holders who are under the age of eleven plus a discount period if purchased before a certain date.

## 12 Environmental policy

We will ensure that every aspect of our activities is conducted in accordance with sound environmental practices. We will achieve this by:

- working towards compliance with the EFL Green Code
- reducing the creation of paper waste
- ensure that all waste is disposed of in a responsible manner, recycling where possible
- investing in new products and processes that have an improved performance regarding their impact on the environment
- complying with environmental legislation

The Club aims to promote sustainability among its staff and fans, along with our community. Our collective task is to ensure that we continually improve the environmental impact of our activities.

By this policy, we recognise our responsibility towards protection of the environment, and issue this statement as a commitment of both management and employees to minimise the environmental impact of our operations.

## 13 Charity policy

As an organisation, like most football clubs, we receive many requests for support from a huge number of really worthwhile causes.

It is impossible for us to help every one of them and choosing between them has proved incredibly difficult for our staff, as such individual requests cannot normally be supported. We do not provide merchandise (including signed items) except in exceptional circumstances.

We do offer charities with a base or significant presence in Cumbria the opportunity to apply to be supported by the Club. We will support other EFL and football related charities.

The Club regrets that other requests for charitable support outside these arrangements will be declined.

## 14 Transfer of shareholdings

### Carlisle United Association Football Club (1921) Limited

Any shareholders wishing to transfer their shares must request the transfer in writing to the Finance department.

The original share certificate must be provided along with authorisation from the current shareholder and personal details for the receiver of the shares. In the event of the death of a shareholder, shares can be transferred with a written request enclosing the share certificate, a copy of the death certificate and personal details for the receiver of the shares.

This process can take up to eight weeks to action and cannot be undertaken without an original share certificate.

# Club Charter 2024/25



## 15 Data Protection policy

We take your privacy very seriously and are committed to protecting your personal information.

We follow The Data Protection Act 2018 which updates data protection laws in the UK. It is a national law which complements the European Union's General Data Protection Regulation (GDPR).

This privacy policy sets out the way in which any personal information you provide to us is used and kept secure by Carlisle United. It applies whenever we collect your personal data, so please read it carefully.

Please note that this privacy policy should be read alongside our Digital Privacy Policy which can be found at <https://www.carlisleunited.co.uk/website-privacy-policy/>

### About this privacy policy

This privacy policy explains what information we may collect about you, how we may use it, and the steps we take to ensure that it is kept secure. We also explain your rights in respect of your personal data.

Please note that our website and other digital platforms may contain links to third party websites / digital platforms which are provided for your convenience. We are only responsible for the privacy practices and security of our own digital platforms. We recommend that you check the privacy and security policies and procedures of each and every other website / digital platform that you visit. How to contact us about your personal data or this privacy policy

If you have any questions about this privacy policy or about your personal data, please write to us at the following address:

Data Protection Officer c/o Finance Director  
Carlisle United Association Football Club Limited (1921) Limited  
Brunton Park  
Warwick Road  
Carlisle  
CA1 1LL

### Information we collect and what we use it for

All personal information that we collect about you will be recorded, used, and protected by us in accordance with applicable data protection legislation and this privacy policy. We may supplement the information that you provide with other information that we obtain from our dealings with you or which we receive from other organisations, for example, The EFL, our sponsors and partners.

In broad terms, we use your data for the following purposes:

- to administer and provide products and services you request or have expressed an interest in
- to enable us to administer any competitions or other offers/promotions which you enter into
- to communicate with you in the event that any products or services you have requested are unavailable
- for fraud screening and prevention purposes
- for record keeping purposes
- to carry out market research so that we can improve the products and services we offer
- to create an individual profile for you so that we can understand and respect your preferences
- to personalise and/ tailor any communications that we may send you
- for profiling purposes to enable us to personalise and/or tailor any marketing communications that you may consent to receive from us

When we provide you with products or services we may collect and store any personal information that you provide to us. We may, for example, keep a record of your name, address, delivery address, email address and telephone number. We may also record details of any disability or health needs you may have at the time of booking an event or service which will take place at the stadium or any of our other premises to help to ensure

# Club Charter 2024/25



your comfort and safety.

When you register to receive marketing communications from us (and/or our sponsors and partners), enter one of our competitions, fill in one of our forms (whether online or offline) or otherwise expressly provide us with your personal information, we may collect and store any personal information that you provide to us and may use it to personalise and improve your experience on our digital platforms, provide products and services you request from us, and carry out profiling and market research. News, offers and opportunities from us and our sponsors and partners will only be issued with your consent.

We want you to be the first to know about new signings, competitions, club news, ticket availability and occasional offers from official sponsors and partners. If you haven't already signed up to receive these exciting benefits please do.

You can unsubscribe by emailing [media@carlisleunited.co.uk](mailto:media@carlisleunited.co.uk) or by writing to us at the address above. Please note, if you don't choose to receive this information, we will be unable to keep you informed of new services, products, events or special offers that may interest you and our ability to inform you of ticketing opportunities may be affected.

## **Disclosure of your information**

In order to provide our products and services to you or to otherwise fulfil contractual arrangements that we have with you, we may need to appoint other organisations to carry out some of the data processing activities on our behalf. These may include, for example, payment processing organisations, delivery organisations, fraud prevention and screening and credit risk management companies, and mailing houses.

We may share your data with our carefully selected sponsors and partners (as may change from time to time) but we will only do this if you have consented to receive marketing relating to our sponsors and partners or if one of the conditions in the paragraph above applies.

Some of the organisations to which we may disclose your personal information are situated outside of the United Kingdom and European Union in countries which may not have laws that protect privacy rights as extensively as in the United Kingdom. If we do transfer your personal information to other territories, we will take proper steps to ensure that your information is protected in accordance with this privacy policy. In all instances where we disclose your information to third parties, we will ensure that your information is appropriately protected.

## **Cookies**

In common with many other website operators, we use standard technology called 'cookies' on our website. Cookies are small pieces of information that are stored by your browser on your computer's hard drive and they are used to record how you navigate this website on each visit.

For further, more detailed information on how we use cookies, please refer to our Cookie Policy which you can read here: <https://www.carlisleunited.co.uk/cookie-policy>

# Club Charter 2024/25



## Security of information

We take the security of your personal information seriously. When you submit your credit card details to us, we use industry standard Secure Sockets Layer (SSL) encryption technology to guard your information. In addition, we have security procedures in place to protect our paper-based systems and computerised databases from loss and misuse, and only allow access to them when it is absolutely necessary to do so, and then under strict guidelines as to what use may be made of the personal information contained within them. Where a password is required to access certain areas of our digital platforms, you are responsible for keeping your password secure and confidential. Please do not share or disclose your password to any other person.

## If you are under 16

For so long as you are under 16 we will not send you any marketing communications or share your details with our commercial partners. However, if you have signed up to receive a product or service we may contact you about this.

## Ages 13-15

If you are aged 13-15, you must first tell your parent or legal guardian that you wish to register on our digital platforms and get their consent. You must make sure that your parent or legal guardian knows and agrees each time before you:

- email us or ask us to email anything to you;
- send any information to us;
- enter any competition or game that requires information about you or offers a prize;
- purchase an official membership; or
- offer or agree to buy anything online.

If you are the parent or legal guardian of a user of our digital platforms who is aged 13 to 15, we do not seek your direct consent to their registration, but we expect them to inform you and get your agreement in advance before they register and before each time they do any of the activities listed above.

## Aged under 13

If you are under 13 and wish to register, you must truthfully tell us your name, email address, country and date of birth. Our system will then ask you for the name and email address of your parent or legal guardian. We will send them an email so they are aware of your request and will ask them for their consent and to confirm they have authority to give that consent. We need their consent or refusal within 7 days, or else we will assume consent is not granted. Their consent can be withdrawn at any stage.

Even if your parent or legal guardian gives their consent to your registration, if you are under 13 we still expect you to tell them and get their agreement in advance each time before you:

- email us or ask us to email anything to you;
- send any information to us;
- enter any competition or game that requires information about you or offers a prize;
- purchase an official membership; or
- offer or agree to buy anything online.

## More about your information - your rights

You may correct or update your personal information at any time by emailing us at

[enquiries@carlisleunited.co.uk](mailto:enquiries@carlisleunited.co.uk).

Please include your name, address, date of birth and email address when you contact us as this helps us to ensure that we accept amendments only from the correct person. We encourage you to promptly update your personal information if it changes. We will securely retain your information for as long as is reasonably necessary and in accordance with applicable law. If you wish to submit a request that your data be deleted, please write to us at the above address. You have the right to receive a copy of the personal information that we hold about you. Please write to us at the address above if you wish to exercise this right. We may charge a

# Club Charter 2024/25



small fee towards the cost of administering any request you make. The current fee is £10. If you have subscribed to receive marketing communications, you can unsubscribe here at any time.

## Changes to this privacy policy

We aim to meet high standards and so our policies and procedures are constantly under review. From time to time we may change this privacy policy. Accordingly, we recommend that you check this page periodically in order to review the latest version.

## Where to make a complaint

If you have a complaint regarding any aspect of your personal data or this privacy policy, please write to us at the above address (see Section 2). If you are still not satisfied with the outcome of your complaint, you may write to the Information Commissioner's Office <https://ico.org.uk/global/contact-us/email/> at the following address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire SK9 5AF

## 16 Safeguarding policy

The Club is committed to safeguarding children, young people and vulnerable adults and to protect them from harm. The Safeguarding Policy is available on the Club's website

<https://www.carlisleunited.co.uk/news/safeguarding-policy>

All our policies and procedures are reviewed regularly to ensure they are in line with current guidance and good practice. The Safeguarding Policy is considered on an ongoing basis to ensure it remains in line with statutory guidance, EFL and FA advice and relevant to the work of the organisation. It is subject to annual review and approval by the Boards. We consider safeguarding across all our activities:

- Overall Safeguarding policy and associated specific policies
- Disability Policy
- Internal Disciplinary policy and grievance procedures
- Complaints policy and procedures
- <https://www.carlisleunited.co.uk/news/2022/july/fans-how-to-get-in-touch/>
- <https://www.carlisleunited.co.uk/news/complaints-policy>
- <https://www.carlisleunited.co.uk/news/equality-policy>
- Email, internet and telephone policy
- Whistle blowing policy
- <https://www.carlisleunited.co.uk/news/raising-concerns-policy>
- Data protection policy (Section 15)
- <https://www.carlisleunited.co.uk/news/safeguarding-policy>

Our arrangements in fulfilling our commitment to safeguarding children and young people:

- The Chief Executive of the club has responsibility for safeguarding as Senior Safeguarding Manager
- The Designated Safeguarding Officer (DSO) Scott Taylor
- The Designated Safeguarding Officer (DSO) for the Matchday is Sarah McKnight.

# Club Charter 2024/25



## 17 Communication and Supporter Engagement policy

The Club recognises that it must communicate proactively and widely with all its supporters and community. Our Supporter Engagement Policy which defines our approach.

All major news and announcements are publicised through the official website and the Club's social media feeds.

The Club will endeavour to publicise changes to what we do via all channels of communication including Brunton Park reception, official website and direct mailings. The Club engages in a two-way relationship with supporters.

In the 2016/17 season, the Club developed 'CUSG' The Carlisle United Supporters' Groups. It involves Directors and Club staff meeting with representatives of supporter groups around every 6 weeks to feedback and discuss important issues. As part of this the Club sends surveys out to the wider fanbase at intervals during the season. CUSG agendas and meeting minutes are published at <https://www.carlisleunited.co.uk/news-tags/cusg>

The Club welcomes and actively encourages communication, interaction and engagement with supporters, including via Q&As, fan meetings and social media.

### Supporters Liaison Officer

CUSG has appointed an independent Supporter Liaison Officer by our supporters' groups who are members of CUSG, with a role they defined. The SLO shall:

- <https://www.carlisleunited.co.uk/news/2021/june/slo-description-of-the-role/>
- act as a point of contact for supporters; and
- liaise regularly with the Club's management (including, but not limited to, on safety and security-related issues)

The EFL does not require Clubs to specifically employ an individual to fulfil the role of Supporter Liaison Officer on a full-time basis, and existing or new staff can take on dual/multiple roles including that of SLO if required.

### Equality, Diversity and Inclusion Officer

The club has appointed an Equality, Diversity & Inclusion (EDI) Officer with a role they defined. The EDIO shall:

- act as point of contact for supporters on EDI related issues and projects
- liaise regularly with the Club's management regarding EDI issues
- work closely with the Club's supporter groups, local community groups, organisations and individuals to develop relationships and encourage wider participation in the Club
- Attend CUSG meetings

# Club Charter 2024/25



## **18 Abandoned game policy**

If the game is abandoned prior to the entry of spectators to the ground, the media will be used to publicise the fact and the visiting team and supporters will be informed at the ground.

If the abandonment is immediately prior to the match, arriving supporters will be informed by P.A. announcements together with the information regarding any rearrangements of the fixture.

If the abandonment is immediately prior to the match, arriving supporters will be informed by P.A. announcements together with the information regarding any rearrangements of the fixture.

If spectators have already been admitted, turnstiles will be closed and those outside and inside the ground informed.

Club policy on refunds or reallocation of tickets will be implemented for the rearranged fixture and spectators informed accordingly. Additional information is publicised on posters throughout the ground.

Stewards will be utilised to assist spectators out of the ground and hand out passes to claim refunds or discount at next admission as they leave.

# Club Charter 2024/25



## Appendices

- I About Brunton Park
- II Ground regulations
- III Supporter Engagement Policy
- IV Contact information





# Club Charter 2024/25

## Appendix I About Brunton Park

### General information

If you are visiting the Club to watch a game, check out our guide:

<https://www.carlisleunited.co.uk/primary/guides/away-fan-guide>

The Club introduced a full no smoking policy at the Brunton Park which includes all areas (seating, concourses, corporate hospitality lounges, toilets etc). This includes e-cigarettes and vapours.

Generally, there will be no re-admittance for fans who wish to leave the Stadium except on an extraordinary case-by-case basis approved by a steward. Specific arrangements for re-admittance of home fans to allow them use of the Fan Zone at Half-time will be published on a match-by-match basis.

### Parking

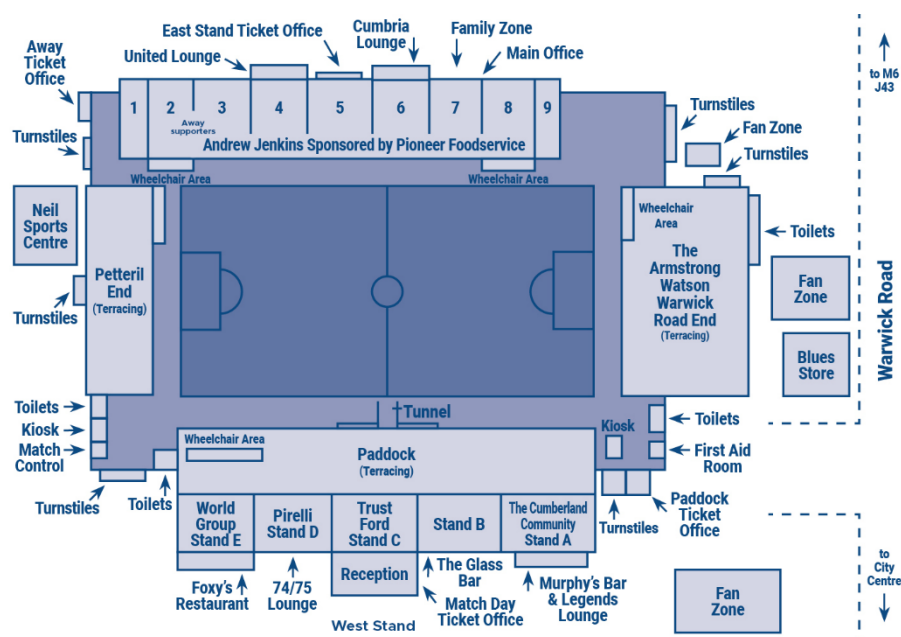
#### General parking

The main supporters' car park is situated behind the East Stand. It is accessed via Warwick Road if coming from the city centre or from the M6 motorway via Warwick Road. Entrance is at the traffic lights opposite Fourways shop. If coming from the west access is via St Aidan's Road via Stoneyholme Golf Club. Car Park signs will be in place and car park stewards will assist on arrival.

**Please check with the club before each game as the car park is frequently out of use.**

Charges are: Cars - £5, Mini-buses - £15 and Coaches - £20.

### Stadium map



# Club Charter 2024/25



**Brunton Park** is located approximately a twenty minute walk east from Carlisle city centre on A69.

You can travel by train and walk from the station to the Stadium; alternatively, you could get the number 63 or 685 bus which will stop at the entrance to the ground.

If coming via the motorway turn off the M6 at junction 43 which will take you onto A69 Warwick Road and follow signs to the Football ground.

**Car Parking** for supporters both home and away is located behind the Stadium. This can be entered via the Stoneyholme Golf Course or Pioneer East Stand entrance, off Warwick Road and found towards the rear of the east side of the Stadium. There are 12 spaces available for blue badge holders allocated on a first come first served basis these are also free of charge.

The nearest car park is at the rugby club which is pay and display £3 for 4 hours [PAY & DISPLAY CAR PARKING \(Carlisle Rugby.Club\)](#)

Local streets operate as disc zones and offer 2 hours free parking.

For details of council city centre car parks [Find a car park near you | Cumberland Council](#)

**Access into the ground** for wheelchairs can be found at the following points.

Pioneer East Stand Away Entrance - access is via large blue gates, this entrance is for any away fans. Pioneer East Stand Home Entrance access is via the turnstiles off Warwick Road.

Paddock access is via the large blue gates, this entrance is used by home fans.

Wheelchair spaces in the Pioneer East Stand (16 spaces) and Away End (6 spaces) are all at pitch level. Wheelchair spaces in the Paddock (4 spaces) are elevated. Wheelchair spaces in the Warwick (10 spaces) all are covered.

All Ambulant Disabled fans who require a personal assistant/carer will receive a free carer ticket provided

they have proof of Personal Independence Payment stating that they are in the higher or middle rate of care. Ambulant Disabled fans may sit anywhere in the ground with their personal assistant/carer.

If any Ambulant or wheelchair users need assistance please ask any of the stewards in yellow jackets who will be able to help and direct where possible.

## **Wheelchair users arriving by train**

The Club is served by Carlisle Railway Station (West Coast main line), Carlisle to Leeds (Settle line), and Carlisle to Newcastle (Northern Rail line) and the station will be approximately 20 minutes from the ground if in a wheelchair. However, there is a taxi rank across the road from the station, travel time is approximately 5 minutes to the Stadium.

National Rail have published links to the nearest stations to sporting venues including The Club see [here](#) for more information.

**Toilets** are located in all areas of the ground. Disabled toilets can be found in the Pioneer East Stand concourse (south end) Away End concourse (north end) Paddock (north end) and Warwick Road End all located close to the wheelchair area bays.

Catering Facilities can be found in various locations around the ground, for away fans these are located in the concourse (north end) for home fans there are food kiosks in the main car park situated behind the west (next to match day ticket office).

Retail Facilities - the club shop is located at the entrance to the ground on Warwick Road. The entrance for wheelchairs can be found to the rear of the shop which spirals round to the main entrance. The merchandise is well placed in the shop and can be browsed with ease of movement.

The shop can be busier on a match day but you can also visit our website to view the merchandise. If you would like something specific or for any advice please call 0330 945 930 (option 2)

Any queries please contact 0330 945 930 (option 1) and ask to speak to the Clubs Ticket Office Manager. Alternatively email [louise.banks@carlisleunited.co.uk](mailto:louise.banks@carlisleunited.co.uk)

# Club Charter 2024/25



## Appendix II Ground regulations- 2024/25 season

### GROUND REGULATIONS

Notice: Entry to the Ground is expressly subject to acceptance by the visitor of these Ground Regulations and the rules and regulations of FIFA, UEFA, The Football Association, the Premier League and The English Football League (EFL) in respect of the relevant competition and the terms of the Supporter Code of Conduct (if any). The Ground Regulations incorporate the Club's Customer Charter (if any). Entry to the Ground shall constitute acceptance of the Ground Regulations.

"Club" means this football club.

"Football Authority" means each of The English Football League (EFL), the Premier League, The Football Association, the Football Association of Wales, FIFA, UEFA and any other relevant governing body of association football.

"Illegal Substance" means any drug which is not legally obtainable, or which is legally obtainable but has not been legally obtained. The term includes prescribed drugs not being used for prescribed purposes.

"Ground" means this football stadium and all locations owned, occupied or utilised by the Club.

"Match" means any association football match (or any part or aspect of such a match) taking place at the Ground.

"Material" means any audio, visual and/or audio-visual material and/or any information or data.

"Supporter Code of Conduct" means the code of conduct to be adhered to by all those attending the Ground which can be found on or accessed via the Club's website or can be provided upon written request to the Club.

1 Notwithstanding possession of any ticket the Club, any police officer or authorised steward may refuse entry to (or eject from) the Ground any person:

1.1 that fails (or in the Club's reasonable opinion is likely to fail) to comply with these Ground Regulations and/or the Supporter Code of Conduct and/or any reasonable instruction issued by a police officer or authorised steward or officer of the Club; and/or

1.2 whose presence within the Ground is, or could (in the Club's reasonable opinion), constitute a source of danger, nuisance or annoyance to any other person.

2 On no account will admission be granted to a person:

2.1 who is the subject of a current Banning Order under the Football Spectators Act 1989 (as amended); or

2.2 who has been convicted of ticket touting offences under section 166 of the Criminal Justice and Public Order Act 1994 (as amended).

3 The Club excludes to the maximum extent permitted by law any liability for loss, injury or damage to persons/property in or around the Ground.

4 No guarantees can be given by the Club that a Match will take place at a particular time or on a particular date and the Club reserves the right to reschedule the Match without notice and without any liability whatsoever, save only to the extent provided pursuant to paragraph 5.

5 In the event of the postponement or abandonment of the Match, refunds (if any) will be made in accordance with the Club's Customer Charter. The Club will have no further liability whatsoever, including (but not limited to) any indirect or consequential loss or damage, such as (but not limited to) loss of enjoyment or travel costs.

6 All persons seeking entrance to the Ground acknowledge the Club's right to search any person entering the Ground and to refuse entry to or eject from the Ground any person refusing to submit to such a search.

# Club Charter 2024/25



7 The following articles must not be brought within the Ground - knives, Illegal Substances, fireworks, smoke canisters, air-horns, flares, weapons, dangerous or hazardous items, laser devices, bottles, glass vessels, cans, poles and any article that might be used as a weapon and/or compromise public safety. Any person in possession of such items will be refused entry to the Ground.

8 Further, you may not bring into the Ground:

8.1 any sponsorship, promotional or marketing materials save in respect of official club merchandise and/or other football related clothing worn in good faith;

8.2 any flags or banners larger than those maximum dimensions permitted by the Club from time to time (or, in the absence of such stipulations, 2 metres x 1 metre) and/or of an offensive nature;

8.3 nor may you offer (either free or for sale by any person) any goods (including literature) of any nature, without the express written approval of the Club's management.

9 The following activities are strictly forbidden and will result in arrest and/or ejection from the Ground. The Club may impose a ban for one or more Matches:

9.1 use of threatening behaviour, foul or abusive language;

9.2 attempting to enter the Ground or be inside the Ground whilst under the influence of an Illegal Substance; and /or

9.3 being in possession of an Illegal Substance when entering the Ground or inside the Ground

10 Racial, homophobic or discriminatory abuse, chanting or harassment is strictly forbidden and will result in arrest and/or ejection from the Ground. The Club may impose a ban for one or more Matches.

11 The following acts are offences under the Football (Offences) Act 1991 (as amended):

11.1 the throwing of any object within the Ground without lawful authority or excuse.

11.3 the chanting of anything of an indecent or racist nature.

11.3 the entry onto the playing area or any adjacent area to which spectators are not generally admitted without lawful authority or excuse. Conviction may result in a Banning Order being made.

12 All persons entering the Ground may only occupy the seat allocated to them by their ticket (including those who have tickets to the Licensed Standing In Seated Area pursuant to paragraph 15 below) and must not move from any one part of the Ground to another without the express permission or instruction of any steward, officer of the Club and/or any police officer.

13 Nobody may stand in any seating area whilst play is in progress (except those persons who have tickets to the Licensed Standing In Seated Area pursuant to paragraph 15 below). Persistent standing in seated areas, other than Licensed Standing Seated Areas, whilst play is in progress is strictly forbidden and may result in ejection from the Ground.

14 The obstruction of gangways, access ways, exits and entrances, stairways and like places is strictly forbidden. Nobody entering the Ground shall be permitted to climb any structures within the Ground.

15 Where the Club operates licensed standing in seated accommodation areas at the Ground as part of the UK Government's scheme on safe standing in conjunction with the Sports Grounds Safety Authority (the "Licensed Standing In Seated Areas"). Only ticketholders who have tickets to the Licensed Standing In Seated Areas are permitted to access the Licensed Standing In Seated Areas. Ticket holders who have tickets to the Licensed Standing In Seated Areas shall:

15.1 occupy the space in front of the seat allocated to them on their ticket only and must not move to different spaces within the Licensed Standing In Seated Areas or to different areas of the Ground;

15.2 expect that other spectators will be standing while play is in progress (although of course they may sit on their allocated seat before and after the activity, or during an interval or halftime break);

# Club Charter 2024/25



15.3 not sit or stand on the rails, or stand on the seats in the Licensed Standing In Seated Areas;

15.4 not be permitted to admit anyone who does not have a ticket to the Licensed Standing In Seated Areas to the Licensed Standing In Seated Areas;

15.5 be respectful towards staff, stewards, and other fans at all times;

15.6 behave appropriately in the Licensed Standing In Seated Areas – anti-social behaviour will not be tolerated;

15.7 unless needing to use facilities, not move around in the Licensed Standing In Seated Areas and shall stay in the designated space only as described on the relevant ticket and in accordance with paragraph 15.1;

15.8 not be permitted to stand in the gangways or on the steps in the Licensed Standing In Seated Areas to watch the Match and acknowledges that these are for accessing and leaving seats only; and

15.9 acknowledge that any failure to comply with the conditions set out in this paragraph 15 may lead to ticketholders being ejected from the Ground and/or banned from all Matches, and the Ground may lose the right to maintain the Licensed Standing In Seated Areas.

17 FL stadia are smoke-free and smoking or the use of electronic cigarettes is not permitted inside the Ground.

17 Mobile telephones and other mobile devices are permitted within the Ground PROVIDED THAT (i) they are used for personal and private use only (which, for the avoidance of doubt and by way of example only, shall not include the capturing, logging, recording, transmitting, playing, issuing, showing, or any other communication of any Material for any commercial purposes); and (ii) no Material that is captured, logged, recorded, transmitted, played, issued, shown or otherwise communicated by a mobile telephone or other mobile device may be published or otherwise made available to any third parties including, without limitation, via social networking sites.

18 Under the Sporting Events (Control of Alcohol etc.) Act 1985 (as amended), the following are offences for which a person can be arrested by a police officer and conviction could result in a Banning Order being made:

18.1 attempting to enter the Ground or being inside the Ground whilst drunk; and / or

18.2 being in possession of any intoxicating liquor, or bottle, can or other portable container and which could cause damage or personal injury, when entering the Ground or in a public area of the Ground from which the event can be directly viewed.

19 Any individual who has entered any part of the Ground designated for the use of any group of supporters to which they do not belong may be ejected from the Ground either for the purposes of their own safety or for any other reason.

20 Save as set out in paragraph 17 above, no person (other than a person who holds an appropriate licence) may capture, log, record, transmit, play, issue, show or otherwise communicate (by digital or other means) any Material in relation to the Match, any players or other persons present in the Ground and/or the Ground, nor may they bring into the Ground or use within the Ground (or provide to, facilitate or otherwise assist another person to use within the Ground) any equipment or technology which is capable of capturing, logging, recording, transmitting, playing, issuing, showing or otherwise communicating (by digital or other means) any such Material.

21 The copyright, database rights and any other intellectual property rights in and to all Material that you produce at the Ground in relation to the Match, any players or other persons present in the Ground and/or the Ground (whether produced in breach of paragraph 20 above, or pursuant to paragraph 17 above, or otherwise) is hereby assigned (including by way of present assignment of future copyright pursuant to section 91 of the Copyright, Designs and Patents Act 1988) to the Club and the EFL. You further agree (if and whenever required to do so by the Club and/or the EFL) to promptly execute all instruments and do all things necessary to vest the right, title and interest in such rights to the Club and the EFL absolutely and with full title guarantee.

22 No goods (including literature) of any nature may be offered either free or for sale by any person within the Ground without the express written permission of the Club.

23 Tickets are not transferable and may not be offered for sale without the prior written permission of the Club or otherwise in accordance with the relevant ticket terms and conditions. Any tickets that are transferred are transferred subject to these Ground Regulations. Any tickets offered for sale may be confiscated by any steward, officer of the Club or any police officer.

# Club Charter 2024/25



The Club reserves the right to refuse admission to or eject from the Ground, and/or exclude any person who has offered for sale or transferred his/her ticket in contravention of the relevant ticket terms and conditions (and/or the holder of any ticket that has been transferred in contravention of the relevant ticket terms and conditions). Tickets remain the property of the Club at all times.

24 CCTV cameras are in use around and in the Ground. Body worn video cameras recording video and/or audio may also be used as appropriate, to record images or audio which identifies you as an individual, for example to record prohibited behaviours as referenced in paragraphs 9, 10 and 11. The Club may itself use or pass to the police or any Football Authority or other clubs, any recordings for use in any proceedings.

25 At all times whilst present in the Ground, persons must comply with any and all instructions of any steward or officer of the Club and/or any police officer (including without limitation any instructions regarding health and safety such as those in respect of communicable diseases (and such persons shall comply with any government guidelines in respect of the same). Failure to comply with any instruction may lead to immediate ejection from the Ground.

26 By entering the Ground, all persons are acknowledging that photographic images and/or audio, visual and/or audio-visual recordings and/or feeds (and/or stills taken therefrom) may be taken of them and may also be used, by way of example and without limitation, in televised coverage of the game and/or for promotional, training, editorial or marketing purposes by the Club, the EFL or others (including commercial partners and accredited media organisations) and entry into the Ground constitutes consent to such use. You further acknowledge that videographic images and/or audio, visual and/or audio-visual recordings and/or feeds (and/or stills taken therefrom) may be used (by the Club or by a third party, such as a law enforcement body) to identify you as an individual, where permitted by data protection laws, for the purposes of preventing or detecting crime, or any breach of these Ground Regulations. Information about the Club's use of your personal data will be brought to your attention by the Club (see for example any applicable privacy policy, signage and/or other forms of announcement in or around the ground). For further information please contact the Club.

27 All ticket holders agree that the Matches for which the tickets have been purchased are public, and that their appearance and actions inside and in the perimeter of the Ground where a Match occurs are public in nature, and that they shall have no expectation of privacy with regard to their actions or conduct at Matches.

28 Further to paragraph 26, if such person is under 18 years of age, the parent, guardian, or responsible adult who is accompanying them into the Ground shall be deemed to have provided consent on their behalf.

29 Refused entry to (or ejection from) the Ground may lead to further action by the Club including, but not limited to, the withdrawal of any season ticket (without reimbursement), Club Membership and other benefits. Please read the applicable Terms & Conditions of Entry.

**Published by The EFL Season 2024/2025**

# Club Charter 2024/25



## Appendix III Supporter Engagement Policy

### 1. Overview

The Club believes it is crucial to have a positive and proactive approach to engaging with all our supporters. It is hugely beneficial and provides opportunities for everyone.

We are a top performing club in the EFL in independent surveys in terms of fan engagement.

Different supporters have different needs and expectations. It is important we reach out to all. The Club is committed to a structured approach to consult and engage with different supporter interests and groups in an honest and open way consistent with the Club's Charter and overall strategy.

The Club will not always be in a position to discuss all issues connected with the Club. Where there are issues of confidentiality or where it is felt it would not be in the best interests of the Club. This may be because of confidentiality, or because it is not consistent with the fiduciary duties of the attendees or because it is not felt to be in the best interests of the Club overall. For clarification, we will explain and give the reasons why some issues cannot be disclosed.

During July 24/25 we will be developing our first Fan Engagement Plan as required by new EFL Regulations.

### 2. Carlisle United Supporters Group (CUSG)

Directors and management of the Club will offer to meet with the independent Carlisle United Supporters Group (CUSG) groups on at least bi-monthly basis. CUSG is independent of the Club and comprises representatives as it determines.

All CUSG members should be given the opportunity to table items for the agenda in line with the CUSG constitution. The agenda will be public and published in advance. Minutes of meetings must be agreed and published on the Club website, individual supporters' groups sites and sign-posted on social media.

The operations of CUSG are detailed in its constitution

<https://www.carlisleunited.co.uk/news/2021/october/cusg-constitution/>

The Club will be represented by owners, directors or management as invited by CUSG.

The Club will seek feedback on an on-going basis on all CUSG activities and undertake regular research into supporters' opinions.

Representatives of the Club will attend individual supporters' club branches meetings where possible.

External guests may be invited to attend for specific discussions/presentations.

### 3. Supporter meetings

The Club will meet with supporters at least twice per season in an open Fans Forum. The format of the meetings to be agreed prior to the meeting. Format may be open door or first-come-first-served policy, through to a smaller sit-down meeting. CUOSC will be invited to attend. No individuals will be excluded without good reason, the Club will apply this provision reasonably.

The Club will be represented by owners, directors or senior executive management.

In determining the matters to be discussed, the Club will consult with supporters to ensure material issues are discussed and consulted upon in particular:

- any permanent ground move,
- change of Club badge
- substantial change to Club colours
- future opportunity for supporters to invest in the Club



# Club Charter 2024/25



The meetings will provide for discussing matters that might be relevant to the Club at a wider League level or day-to-day matters. A summary will be published on the Club website and sign-posted on social media.

## **4. Individual supporters**

Club staff, officials and shareholders will meet individual supporters if requested. Fans may ask to meet officials using any of its communication channels or by visiting the Club. Alternatively, they can email [enquiries@carlisleunited.co.uk](mailto:enquiries@carlisleunited.co.uk)

The Club will use social media and all its communication channels to engage in a two-way conversation and engage with supporters.

The Club will follow EFL and best practice guidelines regarding fan engagement.

## **5. Visiting Supporters**

CUFC welcomes away supporters and will afford them the hospitality expected to be given to CUFC fans when travelling away.



# Club Charter 2024/25



## Appendix IV

### Club contact information

Academy/Football	Sarah McKnight	<a href="mailto:sarah.mcknight@carlisleunited.co.uk">sarah.mcknight@carlisleunited.co.uk</a>	03300 945 930
Blues Lotto - Lottery	Ewan Wood	<a href="mailto:lottery@carlisleunited.co.uk">lottery@carlisleunited.co.uk</a>	03300 945 930
Blues Store - Retail	Stef Mclean	<a href="mailto:blues.store@carlisleunited.co.uk">blues.store@carlisleunited.co.uk</a>	03300 945 930
Catering	Peter Johnston	<a href="mailto:peterjohnston@johnwatt.co.uk">peterjohnston@johnwatt.co.uk</a>	03300 945 930
Club Football Secretary	Sarah McKnight	<a href="mailto:sarah.mcknight@carlisleunited.co.uk">sarah.mcknight@carlisleunited.co.uk</a>	03300 945 930
Commercial	Kerry Jardine	<a href="mailto:commercial@carlisleunited.co.uk">commercial@carlisleunited.co.uk</a>	03300 945 930
	Scott Mattinson	<a href="mailto:commercial@carlisleunited.co.uk">commercial@carlisleunited.co.uk</a>	
Community Sports Trust	James Tose	<a href="mailto:james.tose@carlisleunitedcst.co.uk">james.tose@carlisleunitedcst.co.uk</a>	03300 945 930
Disability Liaison Officer	Louise Banks	<a href="mailto:ticket.printing@carlisleunited.co.uk">ticket.printing@carlisleunited.co.uk</a>	03300 945 930
Finance	Suzanne Kidd	<a href="mailto:suzanne.kidd@carlisleunited.co.uk">suzanne.kidd@carlisleunited.co.uk</a>	03300 945 930
General Office		<a href="mailto:enquiries@carlisleunited.co.uk">enquiries@carlisleunited.co.uk</a>	03300 945 930
Hospitality	Kerry Jardine	<a href="mailto:commercial@carlisleunited.co.uk">commercial@carlisleunited.co.uk</a>	03300 945 930
Ladies Football	Tracy Gannon	<a href="mailto:tracy.gannon@carlisleunited.co.uk">tracy.gannon@carlisleunited.co.uk</a>	07979 753040
Media	Amy Nixon	<a href="mailto:media@carlisleunited.co.uk">media@carlisleunited.co.uk</a>	03300 945 930
Stadium Manager	David Mitchell		07908 633253
Safety Officer	Tim Wordsworth	<a href="mailto:enquiries@carlisleunited.co.uk">enquiries@carlisleunited.co.uk</a>	03300 945 930
Deputy Safety Officer	Emma Salt		
Ticket Office	Louise Banks	<a href="mailto:ticket.printing@carlisleunited.co.uk">ticket.printing@carlisleunited.co.uk</a>	03300 945 930
<b>Safeguarding</b>			
Senior Safeguarding Manager	Nigel Clibbens	<a href="mailto:nigel.clibbens@carlisleunited.co.uk">nigel.clibbens@carlisleunited.co.uk</a>	03300 945 930
Designated Safeguarding Officer	Scott Taylor	<a href="mailto:scott.taylor@carlisleunited.co.uk">scott.taylor@carlisleunited.co.uk</a>	03300 945 930
Matchday Safeguarding Officer	Sarah McKnight	<a href="mailto:sarah.mcknight@carlisleunited.co.uk">sarah.mcknight@carlisleunited.co.uk</a>	03300 945 930

### The Carlisle United Supporters Club ("CUOSC")

The current representatives on the Club's Boards are Matt Spooner (1921) and William Atkinson (Holdings) and they can be contacted by email on [info@cuosc.org.uk](mailto:info@cuosc.org.uk)

### Carlisle United Supporters Groups ("CUSG")

<https://www.carlisleunited.co.uk/news-tags/cusg>

CUSG Chair John Kukuc [john.kukuc@btinternet.com](mailto:john.kukuc@btinternet.com)


### Supporter Liaison

Support Liaison Officer Simon Clarkson [slo@carlisleunited.co.uk](mailto:slo@carlisleunited.co.uk) 07891 779015

### Equality, Diversity & Inclusion and disability

EDI & D Officer Teresa Mulholland [Edi@carlisleunited.co.uk](mailto:Edi@carlisleunited.co.uk)

### Review

Document version	240708 Club Charter 2425 FINAL	
Reviewed and updated	June 2024	CEO
Board approval	9 July 2024	
Next review	By 30 June 2025	1921 Board
Signed		Nigel Clibbens Chief Executive