



**This update is, focused on operational changes since the last report.** Any further questions from CUSG groups at the meeting on 9 December 2024 will be detailed in the minutes.

Issue	Reference/Comments	Status
<p><b>Supporters</b></p> <p>The memorabilia exhibition “<i>Backing the Blues</i>” at Tullie House has now closed.</p> <p>Road-show mobile exhibition of highlights has been launched.</p> <p>“Festival of Football” took place Wednesday 30 October. This was a two-site open day for all the family. Over 1,500 people attended both sites.</p>	<p><a href="https://www.carlisleunited.co.uk/news/backing-blues-tour">https://www.carlisleunited.co.uk/news/backing-blues-tour</a></p>	<p><b>DONE</b></p> <p><b>Information</b></p> <p><b>DONE</b></p>
<p>The 74/75 celebration reunion event is to be held on Friday 13 December in the East stand lounges. We will welcome many of the former players from the “Season in the Sun”. Fans can meet their heroes, there will be a Q&amp;A and panel discussion, with food and hospitality available plus film and memorabilia from the season on show.</p> <p>On 2 November we held an in-memoriam remembrance event for supporters who have passed. The list of those remembered and the video reel is available here.</p>	<p>Details here:  <a href="https://www.carlisleunited.co.uk/news/details-197475-celebration-evening-brunton-park">https://www.carlisleunited.co.uk/news/details-197475-celebration-evening-brunton-park</a></p> <p>Buy tickets here  <a href="https://carlisleunitedfc.ktckts.com/event/7475event/74-75-celebration-evening">https://carlisleunitedfc.ktckts.com/event/7475event/74-75-celebration-evening</a></p> <p><a href="https://www.carlisleunited.co.uk/news/memoriam-2-november-2024">https://www.carlisleunited.co.uk/news/memoriam-2-november-2024</a></p>	<p><b>13 Dec 2024</b></p> <p><b>Information</b></p> <p><b>Buy tickets</b></p> <p><b>DONE</b></p>
<p>Due to a change in Piatak Family schedule the next fans forum is provisionally planned to be in early January 2025 in the East stand.</p>	<p>Details to follow in late December</p>	<p><b>Wk2 January</b></p> <p><b>2025</b></p>
<p><b>Family excellence award</b></p> <p>New initiatives arising from the Family Excellence Award review from 23/24 season have been completed.</p> <ul style="list-style-type: none"> <li>• Further new signage around the ground</li> <li>• Matchday pocket guide</li> <li>• Kids inflatable fan zone game</li> <li>• New improved online supporter guides for travel, the away fans, first time visitors, matchday</li> <li>• New signing zone for player autographs</li> </ul> <p>Further initiatives will follow in 2025.</p>	<p>We are implementing a number of terms associated with improving the match experience, following our Silver award.</p> <ul style="list-style-type: none"> <li>• Complete</li> <li>• Complete</li> <li>• Complete</li> <li>• Complete</li> <li>• Complete</li> </ul>	<p><b>DONE</b></p> <p><b>Ongoing</b></p>
<p><b>Hospitality, Commercial, Partnerships and sponsorships</b></p> <p>A new member will join the commercial team in mid-December 2024.</p> <p>Gala evening open-day for businesses to view the new East stand hospitality areas was held on Friday 25 October 2024. Circa 150 business representatives attended.</p> <p>With the full opening of the East stand hospitality the hospitality capacity has doubled. The take up has been very good with most games at close to the new capacity. There is limited space over the Xmas and New Year period.</p>	<p>Further information to follow</p> <p>Email <a href="mailto:commercial@carlisleunited.co.uk">commercial@carlisleunited.co.uk</a> if you wish to attend.</p>	<p><b>December</b></p> <p><b>2024</b></p> <p><b>DONE</b></p> <p><b>Book now</b></p>



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<p>Commercial sales continue to grow with recent deals including</p> <ul style="list-style-type: none"> <li>• Story - back of shirt sponsorship for 25/26 onwards (3 years)</li> <li>• Mercedes – Club Partner 24/25</li> </ul>	<p><a href="https://www.carlisleunited.co.uk/news/mercedes-benz-carlisle-become-club-partner">https://www.carlisleunited.co.uk/news/mercedes-benz-carlisle-become-club-partner</a>  <a href="https://www.carlisleunited.co.uk/news/story-homes-continue-back-shirt-sponsor-three-more-years">https://www.carlisleunited.co.uk/news/story-homes-continue-back-shirt-sponsor-three-more-years</a></p>	
<p><b>Media &amp; Communications</b>                      The Club App was launched in early November. Downloads to date 3900.                      Feedback has been good so far.</p>	<p><a href="https://www.carlisleunited.co.uk/news/cufc-app-now-available">https://www.carlisleunited.co.uk/news/cufc-app-now-available</a>                      It will continue to be developed.</p>	<p><b>DONE</b> <b>Ongoing</b></p>
<p>CUTV is the go-to place for club video content – interviews, features, highlights and streamed games.                      CUTV paying subscribers at the end of November 2024 currently around 1350.                      We will be stream the FAYC tie vs Plymouth to subscribers                      This is a new and growing income stream for the club. We plan to move to the next phase of development in the new year.</p>	<p>The content is evolving and developing.                      We are continuing to make adjustments and learn from what works and what doesn't.                      We have features on former player and unique archive footage of the demolition and then original construction of the East stand in the 1990's</p>	<p><b>Ongoing</b>  <b>Information</b></p>
<p>Internal camera feed to Fan zone TV screen and scoreboard is now functional.                      Players warm ups and tunnel entrance has been screened so far.</p>	<p>The club continues to develop its matchday usage of this functionality.</p>	<p><b>Ongoing</b></p>
<p><b>Key projects</b></p> <ol style="list-style-type: none"> <li>1. Purchases of new properties for players accommodation is continuing. CSG has bought properties which 1921 will operate free of charge.</li> <li>2. East stand all now complete</li> </ol>	<p>This is to improve the overall standard and replace existing rental properties with owned properties to save rental costs and improve viability.</p>	<p><b>Ongoing</b> <b>DONE</b></p>
<ol style="list-style-type: none"> <li>3. WRE rear Fan Zone. New big screen and sound installed</li> </ol>	<p>Complete</p>	<p><b>DONE</b></p>
<ol style="list-style-type: none"> <li>4. The project to create a new first team and academy training facility at the Sheepmount is progressing.                             <ul style="list-style-type: none"> <li>• Initial phase 1 - pitches</li> <li>• Phase 2 long term occupancy</li> </ul> </li> </ol>	<p>Phase 1 5 year lease complete</p> <ul style="list-style-type: none"> <li>• The timing of the works means the pitches won't be usable until Spring 2025 at the earliest</li> <li>• Legal process and negotiations started</li> <li>• Site master planning and design work ongoing</li> </ul>	<p><b>DONE</b> <b>Ongoing</b> <b>Ongoing</b> <b>Ongoing</b></p>
<ol style="list-style-type: none"> <li>5. Refurbishment of the Neil Centre is complete except for minor pitch repairs and new goals awaiting delivery. New skylights installed.</li> </ol>	<p>Minor works remaining – in use</p>	<p><b>Ongoing</b></p>
<ol style="list-style-type: none"> <li>6. A new state of the art CCTV has been installed. This will provide nearly 40 cameras across the site (we previously had 7)</li> </ol>	<p>Complete</p>	<p><b>DONE</b></p>
<ol style="list-style-type: none"> <li>7. We are working on a refurbishment programme for the West stand first floor toilets, starting with Foxy's and working towards A stand.</li> </ol>	<p>Commenced 26 November complete for Chesterfield</p>	<p><b>14 Dec 2024</b></p>
<ol style="list-style-type: none"> <li>8. Working with CUSG and CUST we are looking at extending the Memory Garden</li> </ol>	<p>Plans being drawn up</p>	<p><b>April 2025</b></p>
<ol style="list-style-type: none"> <li>9. Minor car park repair works have been completed</li> </ol>		<p><b>DONE</b></p>



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<p><b>Finances</b></p> <p>Creditors continue to be paid up to date including HMRC. We have no interest-bearing debtor third party secured debt either. We continue to operate within EFL SCMP rules.</p> <p>Financial audit took place in September</p> <p>Funding is being provided in 24/25 to pay for the ongoing investments.</p>	<p>Our short and long-term financial position is strong. The club is debt free apart from the unsecured and interest free legacy Pioneer debt which is being cleared over a 5-year period.</p> <p>Accounts approval planned</p> <p>Public filing at Companies House</p>	<p><b>Information</b></p> <p><b>31 Dec 2024</b> <b>31 Mar 2025</b></p>
<p><b>Safeguarding</b></p> <p>Safeguarding remains a key area of focus for the club. <a href="https://www.carlisleunited.co.uk/news/2022/july/efl-safeguarding-standards/">https://www.carlisleunited.co.uk/news/2022/july/efl-safeguarding-standards/</a> . We have our strategy “Safer together” being implemented.</p> <p>We are undertaking our pre-assessment for the independent audit of safeguarding by Barnardo’s in 24/25.</p>	<p>Our strategy and all club safeguarding policies are being reviewed for 24/25. Our overall strategy, approach and the documents are detailed on the website</p> <p>Scott Taylor is the club’s Designated Safeguarding Officer, his details are here: <a href="https://www.carlisleunited.co.uk/club-contacts">https://www.carlisleunited.co.uk/club-contacts</a></p>	<p><b>Ongoing</b></p> <p><b>Contact</b> <b>Audit date tbc</b></p>
<p><b>Community</b></p> <p>Recent community initiatives have included:</p> <ul style="list-style-type: none"> <li>• Remembrance Day</li> <li>• Deaf Awareness</li> </ul> <p>Carlisle United Community Sports Trust were pleased to receive a Highly-Commended award for Community Initiative of the Season – All Other Leagues at the North West Football Awards. The CST’s Komatsu Climate Heroes Project was recognised as one of the top Community Initiatives in the region, amongst many other vital programs</p> <p>Over 300 children competed in the Utilita Kids and Girls Cup hosted by Carlisle United Community Sports Trust in November. The initial stage of the national competitions saw Workington Academy win the Girls Cup while St Catherine’s Catholic Primary School triumphed in the Kids Cup.</p> <p>Members of the first team squad have been attending groups run by Carlisle United Community Sports Trust this week to mark the EFL’s Week of Action. Club captain Sam Lavelle and Jack Robinson were present at Carlisle Youth Zone on Tuesday night for the Premier League Kicks session, while Jon Mellish and Jude Smith went down to Football For All on Wednesday evening.</p>	<p><a href="https://www.carlisleunited.co.uk/news/united-part-wreath-laying-ceremony-part-remembrance-sunday">https://www.carlisleunited.co.uk/news/united-part-wreath-laying-ceremony-part-remembrance-sunday</a> <a href="https://www.carlisleunited.co.uk/news/deaf-awareness-event-brunton-park">https://www.carlisleunited.co.uk/news/deaf-awareness-event-brunton-park</a> <a href="https://www.carlisleunited.co.uk/news/community-sports-trust-highly-commended-nwfa">https://www.carlisleunited.co.uk/news/community-sports-trust-highly-commended-nwfa</a> <a href="https://www.carlisleunited.co.uk/news/over-300-children-compete-kids-and-girls-cup">https://www.carlisleunited.co.uk/news/over-300-children-compete-kids-and-girls-cup</a> St Catherine’s will play in the Regional Finals in March 2025, while Workington will compete in the January Area Finals. <a href="https://www.carlisleunited.co.uk/news/united-support-efl-week-action">https://www.carlisleunited.co.uk/news/united-support-efl-week-action</a> <a href="https://www.carlisleunited.co.uk/news/carlisle-united-cst-newsletter">https://www.carlisleunited.co.uk/news/carlisle-united-cst-newsletter</a></p>	<p><b>Information</b></p> <p><b>January 2025</b></p> <p><b>DONE</b></p>
<p><b>Sustainability</b></p> <p>The club recently took part in the EFL Green Club self-assessment and are awaiting feedback and a definitive date for audit in May 2025. Peter Dunn is the Club Operational Lead for Sustainability and is coordinating efforts to help the club improve in this area.</p> <p>The club are looking for fans who are interested in this area to act as fans representative and link with the club on engagement programmes.</p>	<p>Sustainability working group set up and will meet monthly. Group will coordinate improvements in this area and help to reach silver accreditation for the next audit.</p> <p>Anyone fans interested please contact <a href="mailto:peter.dunn@carlisleunited.co.uk">peter.dunn@carlisleunited.co.uk</a></p>	<p><b>In Progress</b></p> <p><b>Jan 2025</b></p>