



CUSG 20 January 2025

Club update

This update is, focused on operational changes since the last report. Any further questions from CUSG groups at the meeting on 20 January 2025 will be detailed in the minutes.

Issue	Reference/Comments	Status
<p>Supporters</p> <p>The exhibition at Tullie concluded on 10 November, having had almost 9,000 visitors with a further 14,000 visitors attending the programme of engagement events. Road-show mobile exhibition of highlights has been launched.</p>	<p>https://www.carlisleunited.co.uk/news/backing-blues-tour</p> <p>See SLO report</p>	Information
<p>The 74/75 celebration reunion event was held on Friday 13 December. The event was as sell out with positive feedback received.</p> <p>The event is now available to stream on CUTV.</p>	<p>The club are considering options for future legend events.</p> <p>https://watch.carlisleunited.co.uk/purchase?from=/video/734282%3F</p>	DONE
<p>Fans Forum held and was well received. Issues with sound quality on live stream are being looked at for future events.</p>	<p>https://www.carlisleunited.co.uk/news/tom-piatak-speaks-fans-forum</p>	DONE
<p>Family excellence award</p> <p>The Club received their first visit report and scored 8.3/10. The visit took place for the league 2 fixture against Fleetwood held on 14 September.</p> <p>Feedback was positive highlighting the investment in pre match facilities.</p> <p>Parking was highlighted as an area of improvement where more information about parking options can be provided. As was post-match feedback for new fans.</p> <p>Further initiatives will follow in 2025.</p>	<p>Club currently reviewing recommendations and what actions will be taken to further improve.</p> <p><i>"The facilities and general offer for families was great and made us feel really valued by the club. There has clearly been a lot of investment and focus on the pre-match offer in particular, with great fan zones and an impressive food and drink offering."</i> Assessor Feedback</p> <p>We have a project commencing on 27 January to develop our matchday feedback and follow up.</p>	Ongoing
<p>Hospitality, Commercial, Partnerships and sponsorships</p> <p>Back of shorts sponsorship deal to be announced.</p> <p>All remaining matches now have main sponsors with limited availability for associate and match ball sponsorship.</p>	<p>Commercial team continue to work hard on filling hospitality lounges for the remaining fixtures and on new player sponsorship opportunities.</p> <p>Contact commercial@carlisleunited.co.uk</p>	Ongoing
<p>Media & Communications</p> <p>At the end of December the Club App had 4,400 downloads across all platforms which is a 12% increase from the end of November.</p> <p>It will continue to be developed.</p>	<p>https://www.carlisleunited.co.uk/news/cufc-app-now-available</p> <p>The App and App notifications provide the best way to get all club news first, direct and automatically.</p>	Sign up and download Ongoing
<p>CUTV featured content from the 1974/75 Event and live streamed the fans forum and FA Youth cup tie.</p> <p>CUTV paying subscribers at the end of December 2024 currently around 1,500 with radio subscribers on top.</p> <p>Club is implementing a plan to increase the quantity and quality of content being produced on CUTV.</p>	<p>The club are aware of issues with sound quality from these events and are working on a solution for future events.</p> <p>This is a 10% increase from November</p> <p>We are investing in a TV studio and extra resources working with University of Cumbria.</p>	Ongoing Information Information



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<p>Key projects</p> <ol style="list-style-type: none"> Purchases of new properties for players accommodation is continuing. CSG has bought properties which 1921 will operate free of charge. East stand all now complete 	<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>Ongoing DONE</p>
<ol style="list-style-type: none"> The project to create a new first team and academy training facility at the Sheepmount is progressing. <ul style="list-style-type: none"> Initial phase 1 - pitches Phase 2 long term occupancy 	<p>Phase 1 (5-year lease)</p> <ul style="list-style-type: none"> The timing of the works means the pitches won't be usable until Spring 2025 at the earliest Legal process and negotiations started Site master planning and design work ongoing 	<p>DONE Ongoing Ongoing Ongoing</p>
<ol style="list-style-type: none"> Neil Sport Centre- Minor pitch repairs carried out to centre circle- new goals awaiting delivery. 	<p>Minor works remaining – in use</p>	<p>Ongoing</p>
<ol style="list-style-type: none"> We are working on a refurbishment programme for the West stand first floor toilets. <ul style="list-style-type: none"> starting with Foxy's and working towards A stand Next D stand gents 	<p>West Stand Female toilets at foxes refurbished. Male Toilets refurbishment is currently being planned.</p>	<p>Ongoing DONE Feb 2025</p>
<ol style="list-style-type: none"> Working with CUSG and CUST we are looking at extending the Memory Garden 	<p>Plans being drawn up</p>	<p>April 2025</p>
<ol style="list-style-type: none"> WRE lights New CCTV system – installation of over 40 new very hi-resolution, movable cameras across the inside and outside of Brunton Park. 	<p>Coloured lights Installed and working.</p> <p>New safety lights have also been installed on the walkway to improve lighting when entering and leaving the stand.</p> <p>New system is already paying dividends, with almost 100% success rate in identifying individuals engaged in disorder – including recent examples for throwing objects, discharging flares, drug use and abusive offensive chanting.</p>	<p>DONE DONE DONE</p>
<p>Finances</p> <p>Creditors continue to be paid up to date including HMRC.</p> <p>We have no interest - bearing third party secured debt.</p> <p>The club is debt free apart from the unsecured and interest free legacy Pioneer debt</p> <p>We continue to operate within EFL SCMP rules.</p>	<p>-</p> <p>-</p> <p>This is being cleared over a 5-year period. This was significantly reduced in the 23/24 financial year. Our short and long-term financial position is strong.</p>	<p>Information</p>



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<p>The annual financial audit for last year took place in September. The audited accounts for the Club as at 30 June 2024 (which is operated by the company Carlisle United Association Football Club (1921) Limited) will show a very significant strengthening of the finances of the club:</p> <ul style="list-style-type: none"> • Net assets of £10.9m up £2.1m (from £8.1m at 30 June 2023). This is before circa £6m capital investment additions since 1 July 2024 in the current year • Overall profit of £2.8m (reflecting the £2.5m Purepay external debt repaid by CSG and then forgiven) - as detailed • External debt was reduced to just £0.2m (a fall of £2.8m - reflecting £2.5m debt forgiven by CSG and other repayments) • Cash in hand of £0.8m at 30 June 2024 	<p>Accounts approval for the year ended 30 June 2024 will take place in Q1 2025 with public filing at Companies House before 31 March 2025.</p>	<p>31 Mar 2025</p>
<p>Equity share issues Money is provided to fund the club by the Piatak family through Castle Sports Group Limited (CSG) with cash then flowing into the Club (Carlisle United Association Football Club (1921) Limited).</p> <p>As supporters know, there has been a large investment in off-the-field in facilities since the end of last season across a series of projects. This has been the biggest capital infrastructure investment in the club for over 25 years - all in the first year of the new ownership.</p> <p>Additionally, as fans can also see, there has been further funding provided for the team and all aspects of football operations on-the-field this season - players, coaching, staff, transfers, facilities etc since the closed since. This has continued in the latest window, with significant player trading as nine new players have joined to date.</p>	<p>Further equity share issues will start to be made by CSG from January 2025 between now and the financial year end on 30 June 2025.</p> <p>It means the funding required for both long term capital investment and the day-to-day operating needs of the club in the 24/25 financial year is all in place, solely in the form of equity (rather than debt).</p> <p>It ensures the club's balance sheet is strengthened even further, the club has all the cash it needs, it not burdened by debt or interest charges and its financial structure continues to be strong.</p>	<p>Information</p> <p>31 Jan 2025 onwards</p> <p>Information</p>
<p>Safeguarding Safeguarding remains a key area of focus for the club. https://www.carlisleunited.co.uk/news/2022/july/efl-safeguarding-standards/ . We have our strategy "Safer together" being implemented.</p> <p>We are undertaking our pre-assessment for the next independent audit of safeguarding in 24/25.</p> <p>We are currently recruiting for the position of Academy Head of Education.</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: https://www.carlisleunited.co.uk/club-contacts</p>	<p>Ongoing</p> <p>Contact Audit date tbc</p>
<p>Community Recent community initiatives have included:</p> <ul style="list-style-type: none"> • Sensory Packs • Foodbank Collection • Christmas Visits • February half-term Soccer Schools and Gymnastics and Dance Camps <p>The Autism Awareness Day vs Morecambe saw a number of actions take place on the day including:</p>	<p>See EDI CUSG update</p> <p>https://www.carlisleunited.co.uk/news/sensory-packs-loan-scheme-launched https://www.carlisleunited.co.uk/news/foodbank-and-homeless-support https://www.carlisleunited.co.uk/news/united-visit-local-hospital-hospice https://www.carlisleunited.co.uk/news/cst-february-half-term-activities</p> <p>Special thanks to Ross Mattinson for all his work.</p>	<p>Information</p>



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<ul style="list-style-type: none"> workshop on Autism Awareness and delivered to our fan base and the match day stewards Pan Disability junior football match between Bee Unique and Carlisle Reivers pre CUFC match KO. Bee Unique raised £100 from their bucket collection Sensory packs made available Ear defenders for home and aware players 	<p>A simple miscommunication and misunderstanding on the day meant not all the CUFC players wore them. This was no reflection on the players who were not at fault. We have reviewed the circumstances to learn for future events. As a first for the club, overall, the event was still very positive.</p>	<p>Information</p>
<p>EFL Sustainability Initial meeting of the club's new Sustainability Group took place and next meeting to be arranged. Initiatives include:</p> <ul style="list-style-type: none"> Bike-ability project – funding bid being prepared Rewilding Project – East side former car park flood plain Bromley Game on 22 March identified as game to promote green weekend. The theme is “The Great Save”. It will focus on preventing sports kit from going to landfill through four key actions: <ul style="list-style-type: none"> Donate your unused kit to someone who needs it Sell your old kit onto someone who wants it Swap your kit / clothes Cherish the kit you have - tell us the amazing stories behind your favourite item (will also focus on upcycling to keep cherished kit in use for longer in different ways) 	<p>Working with UoC and Bike-seven Working with Cumbria Wildlife Trust</p> <p>Two fan volunteers have come forward - more welcome. Working with CUCST on the event. Contact enquiries@carlisleunited.co.uk to get involved</p>	<p>In progress H1 2025 22 Mar 2025</p>
<p>EFL regulations New spending controls (SCMP) were approved by L1 and L2 clubs to start from 1 July 2025.</p> <p>These new regulations will constrain club spending and/or increase equity funding coming into clubs to fund club expenditure. They should reduce the financial risks faced by clubs.</p>	<p>The Club supported the proposals.</p> <p>They will not reduce the losses incurred by clubs. They will be advantageous to the clubs with most access to equity funds.</p>	<p>Information</p>