



CUSG 3 March 2025

Club update

This update is, focused on operational developments within since the last report. Further questions from CUSG groups at the meeting on 3 March 2025 will be detailed in the minutes.

Issue	Reference/Comments	Status
<p>Supporters The “120 years of backing the Blues” road-show mobile exhibition of highlights from Heritage memorabilia has been launched.</p> <p>Celebration event planned for May 2025</p> <p>The N&S has now requested the photo archive previously offered to the club and saved from landfill by the Collective for its memorabilia project, to be returned.</p>	<p>See SLO report https://www.carlisleunited.co.uk/news/backing-blues-road</p> <p>Further details to follow</p> <p>See SLO report.</p>	<p>Information</p> <p>May 2025</p> <p>Ongoing</p>
<p>Alan Shoulder Remembered Carlisle United Collective collated memorabilia to put on display at the club to recognise the sad passing of former player Alan Shoulder.</p>	<p>https://www.carlisleunited.co.uk/news/memory-alan-shoulder</p>	<p>Information</p>
<p>Every Minute Matter Relay Club is working with Sky Bet on cycle ride from Brunton Park to Stadium of Light to raise awareness of CPR training with British Heart Foundation.</p> <p>Volunteers from University of Cumbria bike to Brunton Project will represent the club as part our ongoing partnership.</p> <p>First leg arrives at Brunton Park on 25 March from Barrow. Carlisle to Sunderland leg is on 26 March.</p>	<p>https://www.efl.com/news/2025/february/10/efl---sky-bet-call-on-fans-to-join-the-every-minute-matters-relay-in-support-of-british-heart-foundation/</p>	<p>Information</p> <p>Mar 2025</p>
<p>Social Media Policy We are seeing a growing incidence of concerning posts on the club’s social media channels requiring the club to step in and moderate.</p> <p>We have begun the process of implementing a new social media policy to help confirm expectations for those using club social media channels, our approach to moderation and dealing with harmful behaviour.</p>	<p>This will follow best practice and government guidelines and be introduced in consultation with fan groups via CUSG for the 25/26 season.</p> <p>https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/973938/Social_Media_Code_of_Practice_Easy_Read_V2.pdf</p>	<p>30 April 2025</p>
<p>CUST defib appeal We are supporting CUST in its appeal to help fund raise to place four defibrillators both within and outside Brunton Park. The club has donated £1000</p>	<p>Please support if you can. https://www.cust.odonations/defib/rg.uk/</p>	<p>Information</p>
<p>Fan behaviour Following a series of incidents in recent seasons the club was required to implement a FA Fan Behaviour action plan to address matchday issues (see previous update reports).</p> <p>The new CCTV system introduced this season continues to be enhanced with additional cameras. At the end of the Swindon game a fan threw a missile onto the pitch from the Warwick Road End. This was caught on CCTV and the offender identified - this is being dealt with by the Police.</p>	<p>Fans who misbehave are dealt with in line with the Supporter Sanctioning Policy Supporter Sanctioning Policy</p> <p>It is proving successful in helping identify and deal with individuals that are misbehave. Cameras are now all around the stadium. Fans are encouraged to report incidents to the club if they our via stewards or the report line 07891 779015.</p>	<p>Information</p>



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<p>Hospitality, Commercial, Partnerships and sponsorships All remaining matches now have main sponsors in place 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. Contact commercial@carlisleunited.co.uk</p>	<p>Ongoing</p>
<p>The introduction of the new East stand hospitality facilities and increased capacity has seen total hospitality “covers” across the club increase by 44% in the season to date in comparison to last year and Match Day spend in hospitality areas has increased +80%.</p>	<p>The commercial activity continues to grow</p>	<p>Information</p>
<p>Carlisle United Business Club The club will be launching a new Carlisle United Business Club in March with our first event in April 2025 in readiness for the 25/26 Season. We are delighted to have secured a headline sponsor already. This is an important part of our commercial strategy to grow the club’s business.</p>	<p>The Carlisle United Business Club will meet 8 times during the season and will hear from guest speakers and provide great networking opportunities. Further information to follow.</p>	<p>Information March</p>
<p>Catering A new drink pre-order point has been introduced in the East stand and Halpy’s bar. The Viceroy has joined the Fan Zone as a new food vendor on matchdays. A live EFL Match Feed in now available in the East stand concourse, hospitality lounges and boxes in game and at HT and FT.</p>	<p>https://x.com/officialcufc/status/1892892020957729257 Further points are planned for the East stand. Started vs Gillingham to increase the variety of food on offer. A stadium wide solution to allow this on all TV screens is currently being worked on.</p>	<p>Information Information Ongoing</p>
<p>Media & Communications At the end of February, the Club App had 5101 downloads across all platforms which is a 16% increase from the end of December. The App and App notifications provide the best way to get all club news first, direct, and automatically.</p>	<p>https://www.carlisleunited.co.uk/news/cufc-app-now-available We are in the final stages of introducing further app features such as: -Predict the lineup -Guess the score -Quiz’s -Polls -Home Screen Widget</p>	<p>Sign up and download Ongoing</p>
<p>CUTV CUTV content is continuing to develop. We are creating a TV studio in collaboration with University of Cumbria to allow us to improve further. 31 Videos (Over 7 hours) posted on CUTV in February excluding match footage. This is the most since launch. Content Includes: - Special Feature series on the original construction of the East Stand - again with the support of University of Cumbria - We are now showing pre-match Head-coach press conferences in full - Priority access for club interviews Subscriber numbers continue to grow month on month.</p>	<p>Project implementation has commenced. We aim to have this in use in March. We continue to prioritise and invest in club media channels. Every penny of income generated is reinvesting into the club. Thanks to all who support the service. Sign up here https://watch.carlisleunited.co.uk/signup</p>	<p>March 2025 Ongoing</p>



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<p>Key investment projects</p> <p>1. The project to create a new first team and academy training facility at the Sheepmount is progressing. Focus is legals long term occupancy and pitch development in 2025.</p> <ul style="list-style-type: none"> On site groundwork investigations and other planning reports are being undertaken Pitch construction work will commence in late March to have pitches ready for use in pre-season 	<p>Project team in place with site master planning and design work ongoing:</p> <ul style="list-style-type: none"> Legal process started with Burnetts appointed as advisors STRI appointed as development manager for grass UJP Unwin Jones appointed as architect and overall project manager 	<p>Ongoing</p>
<p>2. We are continuing a refurbishment programme for the West stand first floor toilets</p> <p>-Next D stand gents</p>	<p>Male Toilets refurbishment is currently being planned.</p>	<p>Ongoing March 2025</p>
<p>3. We are working with CUSG and CUST at extending the Memory Garden</p>	<p>Plans being drawn up for work in the Spring</p>	<p>April 2025</p>
<p>4. Replacement dugouts for 25/26 season</p>	<p>New project for 2025 closed season</p>	<p>May-Jul 2025</p>
<p>5. Neil Sport Centre- - new goals installed</p>	<p>-</p>	<p>DONE</p>
<p>Finances</p> <p>Our short and long-term financial position is strong:</p> <ul style="list-style-type: none"> Creditors continue to be paid up to date including HMRC We have no interest - bearing third party secured debt Debt free apart from the unsecured and interest free legacy Pioneer debt Funding for club investment continues to be provided by CSG as equity We continue to operate within EFL SCMP rules. 	<p>No change No change This is reducing and being cleared over a 5-year period. This was significantly reduced in the 23/24 financial year. No change</p> <p>See below</p>	<p>Information</p>
<p>The annual financial audit for last year took place in September 2025. Headline details were provided in January 2025:</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) External debt was reduced to just £0.2m (a fall of £2.8m - reflecting £2.5m debt forgiven by CSG and other repayments) 	<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</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.</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.</p> <p>This is being funded by equity capital provided by CSG. This is all as previously indicated and detailed to fans.</p> <p>As indicated in December a £2m equity share issue was made in January 2025.</p>	<p>Further equity share issues will be made 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>https://www.carlisleunited.co.uk/news/financial-update-shares</p>	<p>Information</p> <p>Further issues will be made</p> <p>Information</p>



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<p>Safeguarding</p> <p>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 awaiting our scheduled independent safeguarding audit.</p> <p>We are currently recruiting for the position of Academy Head of Education.</p>	<p>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>University of Cumbria Partnership</p> <p>The partnership continues to grow. We are collaborating on a total of 18 workstreams with particular focus on:</p> <ul style="list-style-type: none"> • work placements – academy physio • CUTV media projects - Studio • sustainability projects – East stand flood zone, Bike-to- Brunton • Equality and diversity – Cumbria Pride, White Ribbon • Ticketing - student/staff discount scheme 	<p>We are working together to promote the club and the opportunities we can give to new and existing students when they arrive during “welcome week” in September 2025.</p> <p>Bike-ability project – funding bid submitted</p> <p>East side rewilding Project – Cumbria Wildlife Trust have evaluated the site and initial plans are being drawn up and funding options being looked at.</p>	<p>Sept 2025</p> <p>Ongoing Ongoing</p>
<p>Community</p> <p>Recent community initiatives / those in progress include:</p> <ul style="list-style-type: none"> • Baton Of Hope launch 18 January 2025 • NHS Testing 1 February • Football V Homophobia 15 February • Cumberland Council Community Panels 2 February <p>Upcoming initiatives include:</p> <ul style="list-style-type: none"> • Dementia Group 28 February • Her Game Too/International Women’s Day 15 March • Level Playing Field 4 March 7pm • Ramadan Friday 21 March • Green Football Weekend Saturday 22 March • Every Minute Matters Relay 25-26 March • Foodbank collection Saturday 5 April • Easter Celebration Friday 18 April CUFC V Port Vale 	<p>See EDI CUSG update</p> <p>Event takes place in September</p> <p>https://www.carlisleunited.co.uk/news/cumbria-health-fan-zone</p>	<p>Information 7 Sep2025</p> <p>DONE</p> <p>DONE</p> <p>DONE</p> <p>DONE</p> <p>March</p> <p>March</p> <p>March</p> <p>March</p> <p>April</p> <p>April</p>

Club update



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<p>EFL matters</p> <p>An all 72 club and club community trust meeting was held last week. Topics included:</p> <ul style="list-style-type: none"> • Independent Regulator is moving slowly toward becoming law – there is opposition from a small number House of Lords Tory Peers. Likely to be law in the Autumn • 3 up / 3 down from NL to L2 • Significant concerns over the football calendar and fixture scheduling/postponements/congestion - especially when new UEFA calendar comes in 	<p>Staff and organisation being set up already. Its immediate focus will likely be:</p> <ul style="list-style-type: none"> • the “State of the game” review (18 months to complete) • Consultation over detailed Regulator requirements 	<p>Information</p>
<p>EFL Sustainability</p> <p>Project Updates</p> <ul style="list-style-type: none"> • Green Weekend- Arrangements ongoing. <ul style="list-style-type: none"> - Komatsu Sustainable Forestry Simulator confirmed - Cumbria Action for Sustainability- Energy Advice, Charity partner for the day - Other stands being arranged. - Signing up to pledge ball 	<p>https://pledgeball.org/</p>	<p>In progress H1 2025 22 Mar 2025</p>