

## CUSG 14 April 2025

### Club update

This update is, focused on operational developments within since the last report. Further questions from CUSG groups at the meeting on 14 April 2025 will be detailed in the minutes.

Issue	Reference/Comments	Status
<p><b>Supporters</b>  <b>Good Friday Port Vale</b>            We are running a ticket promotion for the penultimate home game of the season.</p> <p>Adults will be able to purchase tickets for £10, whilst under-18s will be able to attend for only £5. Under-7s are FREE!</p> <p><a href="https://www.carlisleunited.co.uk/news/ticket-discount-against-port-vale">https://www.carlisleunited.co.uk/news/ticket-discount-against-port-vale</a></p>		<p><b>18 April</b></p>
<p><b>Backing the Blues</b>            The "Backing the Blues: 120 years of Carlisle United" roadshow mobile exhibition of highlights from heritage memorabilia has been completed.</p> <p>The Carlisle Collective is taking steps to give back the photo archive to N&amp;S (it was previously offered to the club and saved from landfill by the Collective for its memorabilia project).</p> <p>At the request of supporters, a fan stadium tour programme took place on 9 April, and all 120 places sold-out very quickly.</p> 	<p>CUSG funding donation of £3,500 is to be made.</p> <p>See SLO report.</p> <p>Feedback was excellent and it will be repeated in the closed season.</p>	<p><b>April 2025</b>  <b>Ongoing</b></p> <p><b>DONE</b></p>
<p><b>Former players</b>            Since the last meeting we have welcomed a number of former players as matchday guests:</p> <ul style="list-style-type: none"> <li>• Derek Mountfield, Bobby Parker, Denis Martin, Trevor Swinburne</li> <li>• Peter Beardsley, Rod Thomas, David Currie</li> </ul>		<p><b>Information</b></p>
<p><b>British Heart Foundation and Sky Bet Every Minute Matters Relay</b>            Volunteer fans from the University of Cumbria completed the Sky Bet Every Minute Matters Relay, cycling from Brunton Park to Stadium of Light to raise awareness of CPR training with BHF.</p>	<p><a href="https://www.carlisleunited.co.uk/news/sky-bet-every-minute-matters-relay">https://www.carlisleunited.co.uk/news/sky-bet-every-minute-matters-relay</a></p>	<p><b>DONE</b></p>



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<p><b>Club Social Media Policy</b> As detailed last meeting, we are seeing a growing incidence of concerning posts on the club's social media channels requiring the club to step in and moderate. We had 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>The draft policy has been shared with CUSG supporter groups as part of the consultation.</p>	<p>Feedback from CUSG to be collected.</p> <p>Policy to be implemented by 30 April 2025.</p>	<p><b>14 April</b></p> <p><b>30 April</b></p>
<p><b>CUST Defibrillator Appeal</b> We are supporting CUST in its appeal to help fundraise to get four defibrillators both within and outside Brunton Park. The club has donated £1000.</p>	<p>Please support if you can. <a href="https://www.cust.odonations/defib/rq.uk/">https://www.cust.odonations/defib/rq.uk/</a></p>	<p><b>Information</b></p>
<p><b>Fan Behaviour</b> 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 now has 41 cameras in operation all around the stadium. It is proving successful in improving supporter safety and helping identify and deal with individuals that misbehave.</p>	<p>Fans who misbehave are dealt with in line with the Supporter Sanctioning Policy <a href="#">Supporter Sanctioning Policy</a></p> <p>Fans are encouraged to report incidents to the club if they our via stewards or the report line <b>07891 779 015</b>.</p>	<p><b>Information</b></p>
<p><b>Hospitality, Commercial, Partnerships and Sponsorships</b> 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 <a href="mailto:commercial@carlisleunited.co.uk">commercial@carlisleunited.co.uk</a></p>	<p><b>Ongoing</b></p>
<p>The home game versus AFC Wimbledon saw the best hospitality day in the history of the club with 310 covers.</p>		<p><b>Information</b></p>
<p>Non-matchday events are growing with Champions League nights in the Cumbria Lounge the latest.</p>	<p>The commercial activity continues to grow</p>	<p><b>Information</b></p>
<p><b>Catering</b> The drink pre-order point has been introduced in the East Stand and Halpy's bar. <a href="https://x.com/officialcufc/status/1892892020957729257">https://x.com/officialcufc/status/1892892020957729257</a></p> <p>We will have popular E-bars in operation for the Port Vale fixture .</p> <p>The Fan Zone continues to go from strength-to-strength. Takings for the 21 home games today are +£18K up on L1 23/24.</p>	<p>Feedback is encouraging and usage is increasing Further points are planned for the East Stand.</p>	<p><b>Information</b></p>
<p><b>CUTV</b> CUTV content is continuing to develop. We are creating a TV studio in collaboration with the University of Cumbria to allow us to improve further.</p> <p>22 Videos (Over 4.5 hours) were posted on CUTV in March.</p> <p>Subscriber numbers continue to grow month-on-month.</p>	<p>We continue to prioritise and invest in club media channels. We are reviewing our plans for 25/26 season for highlights and commentary</p> <p>Every penny of income generated is reinvesting into the club.</p> <p>Thanks to all who support the service. Sign up here <a href="https://watch.carlisleunited.co.uk/signup">https://watch.carlisleunited.co.uk/signup</a></p>	<p><b>June 2025</b></p> <p><b>Ongoing</b></p>
<p><b>Key investment projects</b></p>		




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<p>1. The project to create a new first team and academy training facility at the Sheepmount is progressing. Focus is on legals, long-term occupancy and pitch development:</p> <ul style="list-style-type: none"> <li>On-site groundwork investigations and other planning reports are continuing.</li> <li>Pitch construction work for 25/26 season has been completed to have pitches ready for use in pre-season.</li> <li>Project team in place with site master planning and design work ongoing.</li> </ul>	-	<p><b>Ongoing</b> <b>DONE</b></p> <p><b>Ongoing</b></p>
<p>2. We are continuing a refurbishment programme for the West Stand first floor toilets - Next D stand gents</p>	Male Toilets refurbishment is currently being planned.	<p><b>Ongoing</b> <b>Closed season</b></p>
<p>3. We are working with CUSG and CUST at extending the Memory Garden. Work on phase two to have a player memorial has commenced</p>	Work commenced	<p><b>Commenced</b> <b>April 2025</b></p>
<p>4. Replacement dugouts for 25/26 season</p>	New project for 2025 closed season	<p><b>May-Jul 2025</b></p>
<p><b>Finances</b> Our short and long-term financial position is strong:</p> <ul style="list-style-type: none"> <li>Creditors continue to be paid up to date including HMRC</li> <li>We have no interest - bearing third party secured debt</li> <li>Debt free apart from the unsecured and interest free legacy Pioneer debt</li> <li>Funding for club investment continues to be provided by CSG as equity</li> <li>We continue to operate within EFL SCMP rules.</li> </ul>	<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><b>Information</b></p>
<p>The annual financial statements for club have been approved and filed. Headline details were provided in January 2025 and again in the last CUSG report, A full analysis was provided on the website</p> <ul style="list-style-type: none"> <li>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</li> <li>Overall profit of £2.8m (reflecting the £2.5m Purepay external debt repaid by CSG and then forgiven)</li> <li>External debt was reduced to just £0.2m (a fall of £2.8m - reflecting £2.5m debt forgiven by CSG and other repayments)</li> </ul>	<p><a href="https://www.carlisleunited.co.uk/news/audited-annual-accounts-202324">https://www.carlisleunited.co.uk/news/audited-annual-accounts-202324</a></p>	<p><b>DONE</b></p>
<p><b>Safeguarding</b> 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 “<i>Safer Together</i>” being implemented.</p> <p>Our scheduled independent safeguarding audit will take place in mid-April. Our scheduled independent EPPP PGAAC audit will take place in mid-April.</p> <p>We have appointed a new Academy Head of Education, We are recruiting a new Academy Head of Player Care</p>	<p>Our overall strategy, approach and policy documents are detailed on the website. <a href="https://www.carlisleunited.co.uk/news-tags/safeguarding">https://www.carlisleunited.co.uk/news-tags/safeguarding</a></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>He will commence work in August. Applications being processed</p>	<p><b>Information</b></p> <p><b>Contact</b></p> <p><b>Wk2 April</b></p> <p><b>Wk2 April</b></p> <p><b>DONE</b></p> <p><b>April 2025</b></p>



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<p><b>Community</b></p> <p>Recent community initiatives / those in progress include:</p> <ul style="list-style-type: none"> <li>• Dementia Group 28 February and 28 March</li> <li>• Level Playing Field 4 March</li> <li>• Her Game Too/International Women’s Day 15 March</li> <li>• Iftar Ramadan Friday 21 March</li> <li>• Green Football Weekend Saturday 22 March</li> <li>• Show Racism the Red Card</li> <li>• Every Minute Matters Relay 25-26 March</li> <li>• Foodbank collection Saturday 5 April</li> <li>• Walk Safe App launched 5 April</li> </ul>	<p>See EDI CUSG update</p> <p><a href="https://www.carlisleunited.co.uk/news/united-celebrate-international-womens-day">https://www.carlisleunited.co.uk/news/united-celebrate-international-womens-day</a></p> <p><a href="https://www.carlisleunited.co.uk/news/open-iftar-event">https://www.carlisleunited.co.uk/news/open-iftar-event</a></p> <p><a href="https://www.carlisleunited.co.uk/news/green-football-game-weekend">https://www.carlisleunited.co.uk/news/green-football-game-weekend</a></p> <p><a href="https://www.carlisleunited.co.uk/news/united-support-show-racism-red-card-campaign">https://www.carlisleunited.co.uk/news/united-support-show-racism-red-card-campaign</a></p> <p><a href="https://www.carlisleunited.co.uk/news/sky-bet-every-minute-matters-relay">https://www.carlisleunited.co.uk/news/sky-bet-every-minute-matters-relay</a></p>	<p><b>DONE</b></p>
<p><b>EFL matters</b></p> <p>The Football Governance Bill had cleared the Report Stage in the House of Lords, and it has now passed on to the House of Commons where it received its First Reading on Thursday 27 March 2025.</p>	<p>It will continue its passage to becoming law.</p>	<p><b>Information</b></p>
<p>The club has been nominated for EFL Club Community Project of the Year for the Komatsu Climate initiative.</p>	<p>-</p>	<p><b>April</b></p>
<p><b>Carlisle Weekender</b></p> <p>Brunton Park will host a weekend of live music on 6/7 June. It marks the return of concerts to the stadium for the first time since 2018.</p> <p><a href="https://www.carlisleunited.co.uk/news/craig-david-announced-first-headliner-brunton-park-concert">https://www.carlisleunited.co.uk/news/craig-david-announced-first-headliner-brunton-park-concert</a></p> <p>Buy tickets here <a href="https://carlisleunitedfc.ktckts.com/event/carcon2501/carlisle-weekender-day-1">https://carlisleunitedfc.ktckts.com/event/carcon2501/carlisle-weekender-day-1</a></p>	<p>Bringing back concerts to Brunton Park is part of our plan to grow non-matchday income, to improve the viability of the club.</p> <p>As major events, they draw visitors to the city and that benefits the community and the club.</p> 	<p><b>6/7 June 2025</b></p>
<p><b>Questions</b></p>	<p><b>Answer</b></p>	

Club update



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<p><b>Q1</b> To CUSAT and the club – “We understand that the away coach travel will change from next season – what will this entail and will occasional travellers e.g. 5-6 times per annum still be able to get seats and if so, how?”</p>	<p>CUSAT to reply – club not involved.</p>	
<p><b>Q2</b> I am curious about how ticket prices may go next season, and hospitality too.</p>	<p>Pricing for 25/26 is still under review pending confirmation of divisional status. Prices will be announced in early May after the season concluded, in line with normal timetable.</p>	
<p><b>Q3</b> Can there be regular updates from the Chairman?</p>	<p>Yes – we will consider this as part of the annual Fan Engagement Plan for 25/26 season.</p>	
<p><b>Q4</b> Could the player banners around the ground be of legends?</p>	<p>Yes – CUSG to make selections</p>	
<p><b>Q5</b> Can ST holders benefit from ticket deals when they happen e.g. voucher for a pint?</p>	<p>Historically, the club has limited ticket deals to one per season to avoid upsetting season ticket holders. Given the adverse feedback from season ticket holders regarding the second ticket promotion and the impact on their value – we will review the offers in future.</p>	
<p><b>Q6</b> Can the team-sheet be shown in a box on the FZ screen so the football match can still be watched</p>	<p>We have been trialling putting the team on the big screen. We cannot show in a window at present – we are looking at further IT investment to allow that in 25/26. Given the feedback we will review.</p>	