

EDI Update CUSG 14/04/25

Level Playing Field-4th March 7pm CUFC V Walsall

We promoted the Level Playing Field campaign, using the physical and digital assets that Level Playing Field provided.

Various community groups wore the LPFT-shirts to promote the campaign as well as the CUFC Ladies team. We also had our Football for All Disability Team as flag bearers at the evening game.



Cumbria Fire and rescue Service also came along and promoted their Water Safety Campaign.

Her Game Too/International Women's Day-15th March

As part of the International Women's Day calendar, we interviewed inspirational women from our community and shared the videos on CUTV. On match day our guests shared their life experiences/roles in the community in our study centre before heading to hospitality for a lovely lunch and watched the game. I managed to source a further 10 HG2 T-Shirts for FREE! Via HG2 rep Lucy Ford, these were distributed to CUFC first Team/ladies team and community groups to wear and promote the campaign. Thank you to Nigel Clibbens for allowing us to purchase the customised HG2 Selfie board and flag which was utilised on the day of which the fans loved. We were also joined by many girls from the CST Emerging Talent Centre.



Dementia Group -28th February and 28th March

We had 52 attendees at our United in Memories session in February and 57 in March's session. All of which took place in the East Stand. Participants enjoyed a quiz with prizes in February's session followed by a talk via Tony Mason Historian during March's group.



The next session will be on Friday 25th April with a Chocolate Bingo activity! Again, a huge thank you to Keith Ward for all his help with this and to Nigel Clibbens for allowing this to take place in the East Stand.

Ramadan Friday 21st March -5:30pm

A celebration of Ramadan took place in the East stand on Friday 21st March 5:30pm. An evening of talk/prayers and food with guests from the mosque/community groups, Cumberland Council resettlement team, Cumbria Constabulary, Cumbria Fire & Rescue and the Football Association. The event was a huge success and links have now been established with the Fans for diversity lead to look at setting up additional supporter groups.



Green Football Weekend -Saturday 22nd March

The Sustainability event in the fan zone was a great afternoon with fans enjoying the simulator via Komatsu and the stalls via Cumberland Council and CAFS providing sustainability advice and games.



Walk Safe App & The Children's Society -Saturday 5th April

43 members of the club's hospitality and stewarding team attended a pre-match talk by DC Mike Taylor from Cumbria Constabulary on the Walk Safe App, this was followed by a talk from Rosemary Plummer from the Children's Society on Child Exploitation. I am arranging for Rosemary to pop back in June to deliver a more in-depth session to club/academy and CST staff.

Upcoming events

Foodbank Collection-Friday 18th April-CUFC V Port Vale

Another foodbank collection will take place on Friday 18th April to be distributed to the foodbank of essential items needed for families in our community. Poster has been sent to media team for circulation.

Easter Celebration-Friday 18th CUFC V Port Vale

Easter competitions taking place in Fan Zone, “Find the Easter chicks” which will be located in areas of the ground, with crème eggs as prizes kindly donated via Peter Johnston (John Watt),we will also have prizes for best decorated Easter head dress with a creative crafty station and face painting in the EDI Gazebo.(Poster to be circulated)Pastor Dave Allen will also be in attendance.



Saturday 3rd May CUFC V Salford

On the run up to Mental Health Awareness week we will have stalls providing mental health support information with guests from Andys Man Club, The Smmiles project, Every Life Matters and Carlisle Eden Mind.