

## CUSG 2 June 2025

### Club update







This update is, focused on operational developments within since the last report. Further questions from CUSG groups at the meeting on 02 June 2025 will be detailed in the minutes.

Issue	Reference/Comments	Status
<b>Club review</b> A full, top-to-bottom review of Carlisle United has been conducted. Football performance. Recruitment. Culture. Structure. Day-to-day operations. Everything has been examined, overseen by the Chairman, with support external specialist consultants in football and business and also senior football figures.  Planning for next season complete and implementation has already begun with changes made.  The objective is clear: build a squad capable of promotion, backed by professional standards and modern infrastructure.	The findings from this review have already shaped the decisions we have made since the end of season and are guiding what is happening behind the scenes.  We understand the desire for swift action, but we took the time necessary to make the correct decisions - deliberately and diligently.  The Chairman will issue his conclusions very shortly.	
<b>Supporters</b> <i>Backing the Blues</i> Agreement has been reached for the N&S photo archive to continue to be made available to the club.  The fan stadium tour programme took place in April and was fully sold-out with great feedback from those taking part.	We are grateful for the support of N&S.  We are making plans to repeat in the closed season.	DONE  DONE
<b>EFL Family Excellence award</b> The club has been awarded the Silver standard for the second year in a row.	The Silver Award is testament to all the hard work of staff and their commitment to delivering the highest standards and a great match experience. <a href="https://www.carlisleunited.co.uk/news/family-excellence-award-202425">https://www.carlisleunited.co.uk/news/family-excellence-award-202425</a>	
<b>Club Social Media Policy</b> Following consultation with fan groups via CUSG and feedback, a new club Social Media Policy will now be adopted. This will be updated to the club website and attached to the CUSG meeting minutes.	Thanks to all the groups who took part.	DONE
<b>CUST Defibrillator Appeal</b> We supported the CUST in its appeal to help fundraise to get four defibrillators both within and outside Brunton Park. The appeal has closed and the defibs will be installed in June.	See CUST report	30 June 2025
<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).  We have received a reminder from the FA following a fan incident at the Port Vale game.	Overall the season, saw improved fan behaviour at Brunton Park. We thank supporters.	Information
<b>Hospitality, Commercial, Partnerships and Sponsorships</b> The club is working with independent consultants GSW to review and develop the commercial activities of the club. New partnership and commercial opportunities are now available.	Contact <a href="mailto:commercial@carlisleunited.co.uk">commercial@carlisleunited.co.uk</a>  Further information will be issued on club channels.	Ongoing
<b>Tickets</b> After 21 selling days, sales to date are 2500. This is +20% up on the same selling period last season. Income is +12% despite the price reduction.	Buy here <a href="https://carlisleunitedfc.ktckts.com/package/car2525hst/season-ticket-202526">https://carlisleunitedfc.ktckts.com/package/car2525hst/season-ticket-202526</a>	Ongoing



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<b>Retail</b> The launch of the 25/26 replica kit and training wear will be in late June. Season ticket holders will have an exclusive first opportunity to buy.	Further information will be issued on club channels.	June 2025
<b>Key investment projects</b> 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: <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. The pitches are growing in well and are on track.</li> <li>Project team in place with site master planning and design work ongoing. Engagement with Community groups and users is now taking place on the long-term development plans for the site.</li> </ul>	Further updates to follow on club channels -	Ongoing Ongoing Ongoing
2. We are continuing a refurbishment programme for the West Stand first floor toilets - Next D stand gents	Work on 3 toilets block in the West stand upper is being scheduled to complete before the new season.	Closed season
3. We are working with CUSG and CUST at extending the Memory Garden. Work on phase two to have a player memorial is ongoing	Work commenced	Ongoing
4. Replacement dugouts for 25/26 season	Put on hold pending site investigations	On hold
<b>Finances</b> Our short and long-term financial position is strong: <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 for the year to 30 June 2025</li> <li>As reported previously equity will be issued before the year end</li> </ul>	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 See below Unchanged Unchanged	Information
<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 "Safer Together" being implemented. Our scheduled independent EFL safeguarding audit by Barnados took place in mid-April. Our scheduled independent EPPP PGAAC audit took place in mid-April. We have recruited a new Academy Head of Player Care The National League safeguarding compliance framework is different to the EFL.	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> 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> Recommendations are being addressed. Recommendations are being addressed. She will commence work in August. We will continue to work to meet EFL Safeguarding Standards in 25/26 in the National League	Information Contact DONE DONE DONE Ongoing

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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>Easter Celebration-Friday 18th April CUFC V Port Vale</li> <li>EDI Team also arranged a foodbank collection during the Easter Celebration</li> <li>Mental Health Awareness Week - Monday 12 to Friday 16 May.</li> </ul> <p><b>May</b></p> <p>CUFC hosted the Premier League Primary Stars football festivals at Brunton Park, which saw over 800 local primary school children involved across three days playing on the pitch, organised by the Community Sports Trust team.</p> <p>Behind-the-scenes tours for community groups from Cumberland Council Day Services: Broadcare, Denton Woodcraft and Garden Linx, our Silver Foxes over 65, and our Veteran groups.</p> <p>Girls Emerging Talent Centre teams had a fantastic evening on Friday playing fixtures at Brunton Park. The U10s, U12s, U14s took on Newcastle United while the U16s played Crewe Alexandra.</p> <p><b>June</b></p> <p>Brunton Park hosts Armed Forces Day on 28 June from 10am-4pm in the Fan Zone at Brunton Park <a href="https://www.carlisleunited.co.uk/news/celebrate-armed-forces-day-brunton-park">https://www.carlisleunited.co.uk/news/celebrate-armed-forces-day-brunton-park</a></p>	<p>See EDI CUSG update</p> <p>The Club and the Community Sport Trust team continue to undertake fantastic work in the community even in the closed season. <a href="https://www.carlisleunited.co.uk/news/united-support-mental-health-awareness-week">https://www.carlisleunited.co.uk/news/united-support-mental-health-awareness-week</a></p>   <p>We are proud to host a special Armed Forces Day event filled with activities, live entertainment, and opportunities to show your support for the UK's Armed Forces</p>	<p><b>DONE</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>Green Club Audit- Audit was held on 22<sup>nd</sup> May to ratify our score. Further evidence submitted and awaiting outcome.</p>	<p>Further updates to follow on club channels</p>	<p><b>Ongoing</b></p>
<p><b>Questions</b></p>	<p>Answer</p>	