

Club update



This update is, focused on developments within since the last report. Further questions from CUSG groups at the meeting on 21 July 2025 will be detailed in the minutes.

| Issue | Reference/Comments | Status |
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| Club review Conclusions from the review were published on 11/6. CEO interviewed widely across the media. Chairman to attend London Branch meeting videocall 24/7 A number of personnel changes since last CUSG. Paul Hart joined as an advisor to the Board. Martin Foyle joined as the club's Head of Recruitment. Frankie McAvoy and Gav Skelton joined as first team coaches. Further changes will continue to be made on and off the field in response to the findings in the review. | The findings from this review have already shaped the decisions we have made since the end of season and continue to guide what is happening behind the scenes. Chairman issued report to fans. https://www.carlisleunited.co.uk/news/conclusions-club-review-tom-piatak https://www.carlisleunited.co.uk/news/paul-hart-joins-united https://www.carlisleunited.co.uk/news/martin-foyle-appointed-head-recruitment | DONE Information Ongoing |
| Supporters National League Cup- The club has decided not to enter the National League cup this season following experience in the EFL trophy. Fixtures- The Club hosted its annual fixture launch event with around 90 sponsors in attendance. Players, coaching staff and leadership team also answered questions. Host Families search continues- The Academy are looking for families to host players for the upcoming season. Women's Euros in Fan zone- The fan zone has been open for all England games and crowds are gradually increasing as we head into the knock outs. Semi-final 22/7 to be screened. | https://www.carlisleunited.co.uk/news/united-decline-national-league-cup-invitation https://www.carlisleunited.co.uk/news/202526-fixtures-confirmed https://www.carlisleunited.co.uk/news/united-searching-host-families https://www.carlisleunited.co.uk/news/womens-euros-shown-fan-zone | Information DONE Applications welcome Next game 22/7 |
| CUST Defibrillator Appeal We supported the CUST in its appeal to help fundraise to get four defibrillators both within and outside Brunton Park. | We are awaiting the install by CUST | 9 Aug |
| Media and News Policy Club has issued Media Policy published on club website to bring clarity to the dealing with media requests for interviews and responding to misinformation / misreporting. The Social Media Policy was launched in April after consultation with CUSG groups detailing the club's approach to engagement and behaviour on social media. BBC have a national contract to broadcast NL match commentary in 25/26. | https://www.carlisleunited.co.uk/news/media-policy-fake-news-policy https://www.carlisleunited.co.uk/news/social-media-policy | DONE DONE Information |
| Hospitality, Commercial, Partnerships and Sponsorships | | |



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| <p>The club continues to work with GSW on commercial opportunities. They are providing long term support.</p> <p>Hospitality on sale- This year's seasonal hospitality packages are now on sale as is Match by Match Hospitality. New this year we have the 1904 lounge (formerly the Chairman's lounge) which offers a formal dining experience. Match Sponsorship Package- Packages now live and available for booking.</p> <p>Birthday Party Packages are now on sale with three packages available.</p> <p>Mascot packages have sold out.</p> <p>Matchday Programme – NL requires the club to produce a programme. We are looking for volunteers to contribute content.</p> | <p>https://www.carlisleunited.co.uk/news/202526-seasonal-hospitality https://www.carlisleunited.co.uk/news/book-matchday-hospitality-now</p> <p>https://www.carlisleunited.co.uk/news/202526-birthday-packages-confirmed</p> <p>https://www.carlisleunited.co.uk/news/202526-mascot-packages</p> <p>Anyone interested please contact lottery@carlisleunited.co.uk</p> | <p>Ongoing</p> <p>Book now</p> <p>Book now</p> <p>Sold out</p> <p>Volunteers welcome</p> |
| <p>Tickets</p> <p>Season Tickets- Sales have passed last year's total and currently sit at 3320. Flexi Cards- 45 sold so far. Olgas Army- 52 Sold so far.</p> <p>Preseason Fixtures on Sale- Tickets are available via the home club ticketing system. Links are available on preseason fixture article. No tickets are available through the ticket office.</p> <p>Away tickets- Two clubs mistakenly launched ticket sales for our away fixtures. The ticket office has contacted all clubs to try and secure ticket sales from Brunton park to help manage demand and ensure that season ticket holders are able to take advantage of priority sales.</p> <p>We are aware that due to away capacities at some grounds, the number of priority season ticket holders will exceed ticket availability, and not all CUFC season ticket holders are guaranteed an away ticket if they want one.</p> <p>Wealdstone- Game moved to a 5.30pm Kick off for screening on DAZN.</p> | <p>This is the highest number on record. https://www.carlisleunited.co.uk/news/olgas-army-membership</p> <p>https://www.carlisleunited.co.uk/news/202526-pre-season-friendlies</p> <p>We are working as closely as we can with opposition club to ensure efficient, effect and safe ticketing arrangements are place for our fixtures- especially away from home. These are governed by NL rules and home club policies and are not under the control of CUFC. This is beyond the club's control.</p> <p>The NL policy is to provide at least 4 weeks' notice of fixture changes, https://www.carlisleunited.co.uk/news/wealdstone-fixture-selected-dazn-coverage</p> | <p>Information</p> |
| <p>Retail</p> <p>A new approach was adopted this year with two separate launch dates for the home and away kits. The aims were to build excitement and have double the opportunity to launch, allow better service to fans in store and online. To date [] shirts have been sold</p> <p>Bucket Hats have been popular, and limited stock is available at the time of writing this. A further order has been placed.</p> | <p>https://www.carlisleunited.co.uk/news/202526-umbro-home-kit-revealed https://www.carlisleunited.co.uk/news/202526-umbro-away-kit-reveal</p> | <p>Information</p> |
| <p>Key investment projects</p> <p>1. Sheepmount- Academy used the facility for the first time with round 300 people in attendance. The U16 play Newcastle on 26/7. The aim is to have all academy age groups experience the new facility during the summer and early autumn. The facility is available for use by the first team</p> | <p>https://www.carlisleunited.co.uk/news/youth-team-play-first-game-sheepmount-saturday</p> | <p>Information</p> |



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| when they wish. All U16 and U18 league fixtures are planned to take place at the Sheepmount. The Crieghton facility will continue to be available and used by CUFC Ladies. We aim to host Ladies some games at the Sheepmount too in 25/26. | First fixture 9 August Work is ongoing with Cumberland Council, GLL and other site stakeholders for a long term tenure on the site. Development plans are being drawn up. | 9 Aug Ongoing |
| 2. West stand toilets - We are continuing a refurbishment programme for the West Stand first floor toilets. | Work on full rebuild of 3 toilets block in the West stand upper is in progress, with completion before the first home game of the season. | 2 August |
| 3. Memory garden - We are working with CUSG and CUST at extending the East stand Memory Garden. | Work on phase two is ongoing. Groundworks complete, fence complete, landscaping to finish before the first game. Memorial to former players to add | Ongoing |
| Finances Our short and long-term financial position is strong: <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 • As reported previously equity will be issued before the year end | No change No change This is reducing and being cleared over a 5-year period. This is significantly reduced and is now down to £187k at 30 June 2025. A further debt equity transaction took place at the year end for accounting purposes | Information |
| Safeguarding Safeguarding remains a key area of focus for the club. We are updating our Safeguarding strategy "Safer Together" for the next three-year period 2025-2028. 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. https://www.carlisleunited.co.uk/news-tags/safeguarding Scott Taylor is the club's Designated Safeguarding Officer, his details are here: https://www.carlisleunited.co.uk/club-contacts We have achieved NL Safeguarding compliance ahead of the new season. She will commence work in August. | Information Contact DONE |
| Community Summer Activities- CUFC CST will be in eight locations across Cumbria during the summer holidays, with activities taking place in Carlisle, Cockermouth, Kendal, Keswick, Maryport, Penrith, Whitehaven and Wigton. Armed Forces Day- hosted by the club for the first time and has received excellent feedback. Well done to the community sports trust and Teresa for organising. Disability Confident Employer certification- CUFC & CST have been awarded the Disability Confident Employer certification. | https://www.carlisleunited.co.uk/news/cst-summer-activities https://www.carlisleunited.co.uk/news/armed-forces-day-bp https://www.carlisleunited.co.uk/news/disability-confident-employer-certified | Book now DONE DONE |
| Carlisle Weekender On Friday 6 th June and Saturday 7 th June Brunton Park hosted the Carlisle Weekender. Feedback was positive from those who attended. A key theme that came through was that marketing of the event could be improved to reach the non-football fan audience. | https://www.carlisleunited.co.uk/news/carlisle-weekender-day-one https://www.carlisleunited.co.uk/news/carlisle-weekender-day-two We are already looking at a concert event in 2026 | DONE Ongoing |

CUSG 21 July 2025

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| Green Club Audit We received a bronze award this year. Plans to be developed for reaching silver standard when re audited in two years' time subject to league status. | https://www.carlisleunited.co.uk/news/united-receive-efl-green-club-bronze-award | DONE |
| Fire Risk Training Event Brunton Park hosted a training event for local fire services. This involved filling the East stand concourse with smoke and rescuing casualties. It was a valuable exercise for both the fire service CUFC. | https://www.carlisleunited.co.uk/news/fire-risk-training-brunton-park | DONE |