



## CUSG 1 September 2025

### 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
<b>Club Marketing &amp; Media</b> Tom Little has now joined the club as new Head of Marketing & Media following a restructure in July. The recruitment of a Marketing & Media Officer is in progress.	<a href="https://www.carlisleunited.co.uk/news/marketing-and-media-update">https://www.carlisleunited.co.uk/news/marketing-and-media-update</a> There will be a further update after this role has been filled.	<b>DONE</b> <b>Sept</b>
<b>Games</b> The home game versus Truro will be an in memoriam game. Fans wishing to have deceased loved ones remembered at the game. There will be a minute of applause	Please contact enquiries@carlisleunited.co.uk with their message and a photo.	<b>6 Sept</b>
<b>Supporters</b> Behaviour of supporters in the season so far has been excellent. One area of concern is the use of Vapes. No vapes are allowed in Brunton Park.	No issues to report. Thank you. Any fans using vapes in the stadium risk confiscation and sanction in line with the Sanctioning Policy.	<b>Information</b>
We have launched a new initiative aimed at “First Time Fans” visiting a game. Initially aimed at children. They receive a free welcome pack and discounted ticket offer to another game. “Soft launch” so far to allow learning and testing. 80 packs issued in the first 3 home games.	Any First Time Fans children coming to BP should inform the club.	<b>Information</b>
<b>CUST Defibrillator Appeal</b> We supported the CUST in its appeal to help fundraise to get five defibrillators for within and outside Brunton Park with a sixth earmarked for the Sheepmount.	We are awaiting the install by CUST, which is expected shortly.	<b>September</b>
<b>Key investment projects</b> 1. <b>Sheepmount</b> - Use of the facility is growing.	Work is ongoing with Cumberland Council, GLL and other site stakeholders for a long term tenure on the site. Development plans continue to	<b>Information</b>
2. <b>West stand toilets</b> - complete	No feedback received on the work.	<b>DONE</b>
3. <b>Memory garden</b> - We are working with CUSG and CUST at extending the East stand Memory Garden. Further progress has been made.	To be complete in September	<b>30 Sept</b>
<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>• Third party debt free apart from the unsecured and interest free legacy Pioneer debt</li> </ul>	No change No change This is reducing and being cleared over a 5-year period.	<b>Information</b>



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<b>Safeguarding</b> 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.  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>  Sarah McKnight is the club’s interim Designated Safeguarding Officer, her details are here: <a href="https://www.carlisleunited.co.uk/club-contacts">https://www.carlisleunited.co.uk/club-contacts</a> while Scott Taylor takes a period of absence.	<b>Information</b>  <b>Contact</b>
<b>Community</b> Baton Of Hope will be joining us on Sat 6/9 to promote the upcoming Baton tour which comes to the city on 7/9  CUST to arrange a community drop-in session at Brunton Park to teach CPR.	See EDI report  See CUST report	6 Sept  October tbc
<b>Questions</b> Will midweek matches on DAZN be shown in bars at the ground? Will England v Andorra be on in the fan zone 5pm ko on 6 Sep? When is the next In Memoriam game?  Away fans have been in A stand so far this season. Is it a model that will continue despite some issues?  Will the club be sticking with the goal celebration lights in the WRE following the raising of issues for fans with epilepsy?	Only shown inside if weather requires it YES See above - Truro  Given the number of visiting fans and holiday season. A stand has been used to accommodate away fans in the first 3 home games. A stand could be used in future if, opposition fans are low and there is no Community Tickets use (eg school holidays). A stand unlikely to be used Sept and Oct  The lights will continue to be used, but we will learn from the mistake.	<b>Information</b> <b>6 Sept</b> <b>6 Sept</b>  <b>Information</b>  <b>Information</b>