

Club update

This update is, focused on developments within since the last report. Further questions from CUSG groups at the meeting on 13 Oct 2025 will be detailed in the minutes.



Issue	Reference/Comments	Status
Club, Marketing & Media The club has defined five core objectives to align everyone on and off the pitch. In combination with our vision and values, this will ensure clear direction and cooperation, a 'one club' approach. The second Marketing & Media Officer post has been filled. Ben Pitkeathly has joined from the club's Community Sports Trust. The club has also increased its investment in the match-day M&M operations with the recruitment of part time and interns which means we now have 5-6 staff providing matchday content. Lloyd Motor Group Big Shot competition now includes the opportunity to win a brand-new MINI Cooper worth over £28,000. Anyone making the big shot will enter a cross bar challenge competition with at the final game of the season. New club Hall of Fame project is advancing as a collaborative cub and fan initiative. CUSG invited to nominated rep to be participate.	Information see M&M report https://www.carlisleunited.co.uk/news/win-brand-new-mini-cooper-brunton-park Further information to follow	DONE Information November
Games The home game against Eastleigh will be a ticket promotion game with prices starting at £10 for adults. The target is to achieve a gate of 10,000. The FA qualifying round match vs Boston saw some stands closed. Prices were reduced to £12/ £6. CUFC requested £10 with an additional 50% discount for season ticket holders making £5 to encourage a bigger crowd. This was declined by Boston who wanted no discount and £15 adult price. The closing of stand reflected the expected crowd and costs of opening stands.	Fan groups are asked to support with their media channels, Further information to follow. https://www.carlisleunited.co.uk/news/ticket-information-boston-united-h For cup competitions we need to balance financial considerations and fan demands.	15 November 11 October
Supporters Behaviour of supporters in the season continues to be excellent both home and away. One area of concern remains the use of Vapes inside the stadium. No vapes are allowed in Brunton Park and the stewarding response will be enhanced at future games. Club is planning an open day on Thursday 30/10 with open training day, meet and greet and signing session with players, games and attractions for kids. Sponsors were given a brilliant opportunity to meet players on the pitch at the first team photo event.	No issues to report. Continued thanks. Any fans using vapes in the stadium risk confiscation and sanction in line with the Sanctioning Policy. Information to follow	Information 30 October
Following feedback from the CUSG disabled reps changes have been made to the East stand car parking with a new exclusive zone earmarked for Blue Badge (BB) holders. Priority is for BB season ticket holders and then other BB match ticket holders on a first come first served on the day. We have also released more car park spaces in the West stand for disabled fans.	Information.	DONE



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In advance of the Truro game, we took the decision to move away fans to Petteril end. Following feedback, before the Hartlepool game we installed 66 seats for away fans.		DONE
A Charter is not a requirement of the NL. However, we have updated the club's charter. This was shared with CUSG for consultation and comments. Feedback has been reflected.	The updated Club Charter will go live in October.	DONE
CUST Defibrillator Appeal Five new defibrillators have been installed around the ground (taking the total to 6), including 1 for each stand following an initiative by CUST. Training will take place this week.	These are all now active and working and ready for use.	DONE 16 October
Key investment projects 1. Sheepmount - Use of the facility is growing. It is now the usual location for most training and games for Academy U18-U19.	Work is ongoing with Cumberland Council, GLL and other site stakeholders for a long term tenure on the site. Public consultation with local community groups has commenced. A pre-planning application has been submitted for consideration and consultation.	Information
2. Memory garden – The second phase of the memory garden is complete except for a memorial feature. We are working with University of Cumbria on the feature.	Target for the installation of the feature is 15 November unveiling as part of Remembrance activity.	15 November
3. Bike facilities – The Club has been awarded a grant by Travel Actively to install two secure bike shelters and a repair station and undertake a project to encourage active bike travel to games.	Installation work to start in late October	30 October
Finances The loss of EFL status and lower away crowds in NL reduces club income significantly while cost of operating the club and staging games remains broadly unchanged. Long term player contracts and the need to invest to bounce-back means increased reliance of owner funding. This also means the club has to face difficult choices (like closing stands) to continue to operate within the finance available to us. Our short and long-term financial position is unchanged and strong: - Creditors continue to be paid up to date including HMRC - We have no interest - bearing third party secured debt - Third party debt free apart from the unsecured and interest free legacy Pioneer debt	Information No change No change This is reducing and being cleared over a 5-year period.	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. 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 Sarah McKnight is the club's interim Designated Safeguarding Officer, her details are here: https://www.carlisleunited.co.uk/club-contacts while Scott Taylor takes a period of absence.	Information Contact



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Community Baton Of Hope event took place at the stadium. CUST is holding a community drop-in session at Brunton Park to teach CPR. Teresa Mulholland received prestigious “Lifetime Achievement Award” for contribution to Diversity in Cumbria. CUFC nominated as Business Champion and Teresa also nominated as Positive Role Model. She then also won ‘Cumbria Woman of the Year’ at the Cumbria Women of the Year annual event. Following consultations with veteran groups the Halifax match will be remembrance game. CUFC is supporting the Carlisle BID initiative. Significant progress has been made with the club’s relationship with the University of Cumbria, including student ticket promotions, club art projects, internships and more. CUFC CST and club recognised for dedicated support to the Veteran Community in Carlisle and wider Cumbria by being awarded Ministry of Defence’s Employer Recognition Scheme Gold Award. The ‘120 years of Backing the Blues’ is under consideration for Community Sporting Heritage Award.	See EDI report https://www.carlisleunited.co.uk/news/carlisle-united-support-baton-hope-tour-brunton-park See CUST report Information. https://multiculturalcumbria.org.uk/portfolio-items/cda25/ https://cumbriacrack.com/2025/10/06/awards-celebrate-cumbrias-diversity-and-inclusion/ Further information to follow https://www.bbc.co.uk/news/articles/cx2re50krxxo https://www.msn.com/en-gb/money/other/carlisle-not-just-a-pass-through-city-bid-launch-event-told/ar-AA1O4UcF?ocid=BingNewsSerp https://www.carlisleunited.co.uk/news/cst-collect-ministry-defence-gold-award Information	DONE October tbc DONE 15 November Information Information DONE 31 October
Questions - As season ticket holders getting early access to your seats for cup games is one of the bonuses of being a season ticket holder but this time it wasn't available. Is it just a one off situation? Fans mentioned the only west side open for FA Cup game - Will there be a Fans Forum soon - Have we sorted kit supplier for next season? - Any news on Sheepmount	We can give no guarantees. Season ticket for League games doesn’t guarantee the same seat for every cup game. We cannot justify opening all stand when attendance is low. No date yet. Looking at possibility of one before Xmas Kit supply is confirmed – announcement Q2 2026 and designs almost complete for 26/27. See above	