



## CUSG 16 FEBRUARY 2026

### Club update

This update is, focused on developments within since the last report. Further questions from CUSG groups at the meeting on 6 February 2026 will be detailed in the minutes.

Issue	Reference/Comments	Status
<p><b>Atmosphere</b></p> <p>The club is interested in working with CUSG and other fans to look at ways to improve:</p> <ul style="list-style-type: none"> <li>the in game atmosphere.</li> <li>Use of the WRE FZ pre match</li> <li>West fan zone post match</li> </ul>	Ideas welcome contact slo@carlisleunited.co.uk	Discussion
<p><b>Club, Marketing &amp; Media</b></p> <p>New club Hall of Fame project is advancing as a collaborative club and fan initiative. This has been on hold in the xmas period and will be developed further in the new year</p> <p>Our club honours board for the Boardroom was unveiled at the Tamworth game</p> <p>Fan engagement piece launched over the weekend – outlining plans for stronger fan engagement</p>	<p>Further information to follow before the end of the season</p> <p>Supporter survey issued – please encourage members to complete</p>	<p>30 Apr 2026</p> <p>Done</p> <p>March 2026</p>
<p><b>Games</b></p> <p>After 17 home league games vs 24/25 L2, gates are in line with L2 last season with home fans +3%:</p> <ul style="list-style-type: none"> <li>Total 7238 – 1% down</li> <li>Home 6989 +3% up</li> <li>Away 248 (543 last season)</li> </ul> <p>'Raise the Roof; campaign launched for Southend match on 7 March 2026 (17.30 kick-off)</p> <ul style="list-style-type: none"> <li>Discounted tickets for both home and away fans</li> <li>Season Ticket holder prize draw</li> <li>Family activities on throughout the day</li> <li>Former players in attendance – Q&amp;A's planned around ground</li> <li>Ground Tours to be announced for before the match</li> <li>Special offers and activities across all club departments</li> </ul>	<p>The increase in gates is despite around 350 less away fans per game and 5 midweek evening kick offs (2 in 23/24) this season.</p> <p>The number of evening home KO continues to depress gates. The difference in attendance is marked.</p> <p>Campaign underway</p>	March 2026
<p><b>Supporters</b></p> <p>Behaviour of supporters in the season continues to be excellent both home and away.</p> <p>The use of Vapes inside the stadium continues to be a concern. No vapes are allowed in Brunton Park and the stewarding response has been enhanced in response.</p> <p>Fans are reminded and asked not to engage in offensive chants and shouts. This includes using, abusive, homophobic or racist language.</p>	<p>No issues to report. Continued thanks.</p> <p>Any fans using vapes in the stadium risk confiscation and sanction in line with the Sanctioning Policy. We appeal to fans not to vape in the stadium and stop if told to.</p> <p>Any fans doing so, risks the club facing FA action including fines and will be sanctioned in accordance with the Club's Sanctioning Policy.</p>	<p>Information</p> <p>Information</p>
<p><b>Key investment projects</b></p> <p>1. <b>Sheepmount</b>- Use of the facility is growing. It is now the usual location for most training and games for Academy U18-U19.</p>	No change. Work is ongoing with Cumberland Council, GLL and other site stakeholders for a long term tenure on the site. Feedback on the pre-planning application is awaited.	Information
<p>2. <b>Bike facilities</b> – 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.</p>	Installation work now to start in February	January 2026



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<p><b>Finances</b></p> <p>The loss of EFL status, moving of fixtures to midweek 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 to continue to operate within the finance available to us.</p> <p>Our short and long-term financial position is unchanged and strong:</p> <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>	<p>No change</p> <p>No change</p>	<p><b>Information</b></p>
<p><b>Safeguarding</b></p> <p><b>The club has a top-level commitment to safeguarding which promotes practice and behaviours that value children and adults at risk, creates a culture of accountability and drives continual improvement.</b></p> <p>Carlisle United is committed to safeguarding and promoting the welfare of young players and staff. <b>We expect all staff, volunteers, parents/carers, young players, any partner agencies, affiliates or any commissioned service providers to share this commitment.</b></p> <p>Safeguarding remains a key area of focus for the club. We are have updated our Safeguarding strategy “<i>Safer Together</i>” for the next three-year period 2025-2028.</p> <p>An independent review of the clubs Safeguarding system was undertaken by Barnados as part of the EPPP compliance process, in November. The assessment was Overall, the Club’s achievements against the Safeguarding Standards are satisfactory.</p>	<p>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></p> <p>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></p> <p>Any Safeguarding, welfare and wellbeing concerns can be reported to the club confidentially at <a href="mailto:safeguarding@carlisleunited.co.uk">safeguarding@carlisleunited.co.uk</a> also see <a href="https://www.carlisleunited.co.uk/news-tags/safeguarding">https://www.carlisleunited.co.uk/news-tags/safeguarding</a></p> <p>The club continues to strive to make continuous improvements in its safeguarding arrangements</p>	<p><b>Information</b></p> <p><b>Contact</b></p> <p><b>Information</b></p> <p><b>Information</b></p>
<p><b>Community</b></p> <p>CUFC supported the Carlisle BID initiative which was achieved.</p>		<p><b>DONE</b></p>