



Club update

This update is, focused on developments within since the last report. Further questions from CUSG groups at the meeting on 30 March 2026 will be detailed in the minutes.

Issue	Reference/Comments	Status
<p>Atmosphere</p> <p>Matt Spooner is coordinating with a small group of proactive fans, led by Sonny from the Warwick Road End, who are willing to act as “front men” to help drive a more vocal and organised atmosphere near away fans. Section 3 identified as a potential base.</p> <p>The plan is to move the initiative forward collaboratively between supporters and the club, with Matt and Tom Little aligning on next steps. In place for Brackley and playoffs.</p>	Contact Matt Spooner for more info	In progress
<p>Club, Marketing & Media</p> <p>Keep capturing key match moments, matchday atmosphere, behind the scenes, through engaging video. Focus on improving website, email, and other channels.</p> <p>Working closely with Commercial and Retail departments to provide support for upcoming opportunities, such as partner renewal.</p> <p>Utilising fan engagement survey to improve communication. Monthly owners bulletin, fans forum in April (date being selected), and interested in ideas to build on the CUSG initiative, depending on feedback. More detail to be shared on fan engagement survey.</p> <p>Season ticket campaign to launch in April, will be vibrant and engaging and fan focused.</p>	<p>Ongoing</p> <p>Ideas welcomed through this forum</p>	<p>Ongoing</p> <p>April</p>
<p>Games</p> <p>After 20 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"> • Total 7333 – 2% down • Home 7074 +4% up (after 20 games) • Away 259 (472 last season) (after 20 games) <p>‘Raise the Roof; campaign generated second highest attendance of the season in the league</p> <ul style="list-style-type: none"> • Record matchday hospitality takings • Stadium tours ran well • Fan Zone was packed and hospitality sold out • Lots of first time attendees • Best ever Blues Store match day takings <p>Season Tickets for 2026/7 season in planning and will look to launch in April.</p>	<p>The increase in gates is despite 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>By the end of the regular season, we will have only had 11 home matches kick off at 3pm on a Saturday.</p>	April 2026



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<p>Supporters Behaviour of supporters in the season continues to be excellent both home and away. 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> <ul style="list-style-type: none"> Fans are reminded and asked not to engage in offensive chants and shouts. This includes using, abusive, homophobic or racist language. 	<p>No issues to report. Continued thanks. 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. 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 Information</p>
<p>Key investment projects 1. Sheepmount- Use of the facility is growing steadily. It is now the usual location for most training and games for Academy U18-U19. With longer days we will see CST and Ladies start to use the facility as well.</p>	<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.</p>	<p>Inform ation</p>
<p>2. 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.</p>	<p>Installation work now to start in next month</p>	<p>May 2026</p>
<p>CUSG QUESTIONS</p> <ul style="list-style-type: none"> When do we get to see the results from the fans survey? Marketing and Media Department will present these within the next few weeks. The October Spooktacular community event was great. When will the next community open day be? We will look to do something in the school summer holidays once the squad are back in training. East stand hospitality has been a massive success. What are the plans for the west side to increase numbers? We are looking at different options for the West Stand offering. Foxys continues to be popular, and the introduction of current and former player Q&A has added to the atmosphere in there. This season has been complicated for away fans to purchase tickets with ever-changing processes. Why despite it appearing to be clearly in the National League rules that upon request, away teams should receive tickets, has this not happened? This is outside of our control. We always request to sell the tickets but few clubs can facilitate this within the NL. We have asked the NL for help on occasion, but they are reluctant to force any club to send us tickets. With 3,500 home season ticket holders, is it time the club introduced an away loyalty scheme that gives priority to away game regulars? This is something we have considered, but we see this ticketing priority as one of the biggest benefits of being a season ticket holder. Given the issues with away ticket allocation in the NL this is something that would be difficult to offer when we can't control away ticket sales. Is there an awards dinner this season? No, with no definitive date for when the season would end (play off depending) we 		



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<p>did not feel we could confidently fit one in. We did not want an awards evening at the end of the regular season when we would be going into a tight play-off schedule where everyone needs to be focussed on those matches.</p>		
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