



Club update

This update is, focused on developments within the club since the last report. Further questions from CUSG groups at the meeting 10 August 2026 will be detailed in the minutes.

Issue	Reference/Comments	Status
First Team Staffing No further changes since last update.		Done
Club, Marketing & Media Feedback on last season's football coverage was positive, so we will continue with the same approach, including Pitchside Blues, strong pre- and post-match build-up, mobile matchday content, press conferences and club media. We have also improved how we introduce new signings, using a wider variety of content to bring their personalities to life. Matches will continue to be streamed where broadcast rights allow. Academy coverage is now more regular and consistent, with plans being developed to improve coverage of the Women's Team in the same way. Away from matchdays, media has covered events such as the Family Fun Day and produced more features on supporters, players and staff. A new CUTV content plan is being developed with more behind-the-scenes and player-led features. A regular communications plan is now in place for the CEO and directors, including regular bulletins. Media has also supported improvements to the Blues Store, ticketing websites and the commercial section of the main website.		Ongoing
KITS 2026/27 Both home and away kits have launched now. Sales are going well. Home kits are popular with adults whilst away kits are proving popular with the juniors. We have sold over 4,400 shirts from launch to date. We are expecting the remaining home shirt stock in this week so should be on sales before the weekend. Training kit has launched too and is selling well. New shop website and EPOS system launched for 1 st July. Seems to all be working well.		Ongoing



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Games League season now underway. Despite a disappointing result on Saturday we were pleased with attendance of 8,364. All remaining August home games are now on sale. Ticket office working hard on getting information from away tams in good time for fans planning to attend. We are encountering some of the same issues as last season but working to ensure details are communicated as early as we can get them. In memoriam match will be 31st August – home v Scunthorpe. All pictures to include should be sent to media@carlisleunited.co.uk with 'In Memoriam' in the subject line.		Ongoing
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Issue	Reference/Comments	Status
Supporters The Family Fun Day on Saturday 18th July 2026 was a great success. It was well supported and the feedback we have received was good.		Information
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.	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.	ONGOING
Other Club News Fan Zone is open for the Yeovil match on Saturday 5th August (3pm kick off) and will also be open for the Wealdstone match on Friday 18th August (7.45pm kick off.) CAR PARKING I have pulled this out on tis own due to a few questions asking the same thing. We have historically had all blue badge parking on East Stand near the compound. We encountered issues with this when we opened the new Executive Boxes in the East Stand and gave box-holders parking spaces in the compound. This then meant that some blue badge holders were having difficulty finding parking spaces there. So the West Stand was offered as an alternative. Now we have undertaken the works in the East car park which now gives back all the spaces in the compound for blue badge parking. At the same time with the expansion of the west stand fan zone we have lost a number of paid parking spaces. After a review in the summer it was decided that we would revert back to east stand compound for all blue badge parking and back to charging for spaces in the west stand.		



Club update

CUSG QUESTIONS

1. Hall of Fame – the project is still panned. This will be picked back up and looked at again during this season.
2. CUTV In the short term, CUTV will continue to provide match-related content, interviews, press conferences and archive material, while introducing more regular behind-the-scenes features, player-led content and longer-form pieces that are distinct from our free social media output. Longer term, we want to develop CUTV into a more clearly organised and valuable subscription service, with a consistent content schedule, improved categorisation and navigation, and a stronger mix of exclusive football, player and behind-the-scenes content. We will also review how CUTV fits alongside the club's wider digital and membership offering, with the aim of giving subscribers clearer and more consistent value throughout the season.– TL
3. Communication from CEO – At last meeting we advised that the new CEO was awaiting approval from the Regulator. Once that is through, press and club comms will follow.
4. Bike facilities – this has been delayed due to staff changes within the club. It is now back on the agenda and work is being picked up to finish this project off.
5. Supporter survey – A regular leadership communications plan has been agreed, including monthly updates from the CEO and directors, with the first update planned shortly. We also remain committed to introducing youth and specialist supporter forums. The format and schedule are currently being developed with the relevant groups, with further details and dates to be communicated once arrangements are confirmed. The survey also gives us valuable insight to inform lots of initiatives, from season ticket sales to CUTV development.
6. Matchday changes – we have made no significant changes since last season, as feedback from last season was highly positive. We have introduced a new food and drink container in the fan zone to help with busy period and offer further choice.
7. Retro shirts – we do have something in the pipeline!
8. Post match surveys – we analyse the responses and share them with the departments they relate to. Email are sent following up on specific concerns – either by department head or SK.
It's worth noting that the average score across the board is strong, over 8 towards the end of last season. I am not sure what is mean by *where can we see the implementation of fan proposals documented?*
9. Fan zone games – see above in other club news.
10. Retro shirt day – We are happy to support. We could run this on 31/8 vs Scunthorpe? It's the in memoriam game but they could tie in together.
11. Walk out and full time music – Club thought that CUST were undertaking a survey with fans on this?
12. Charge to move season ticket for a wheelchair space – this is a standard charge on our system for any change of are for a season ticket.
13. PA System – we are looking at replacing the PA system, this is being scoped.