



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	Status
First Team Staffing Jacob Blain now confirmed as Recruitment Lead.	Done
Club, Marketing & Media Fan engagement strategy on track for publication in October 2026. Behind-the-scenes and people-focused content continues to perform well, with further features planned. Working with Ticketing on more engaging matchday and audience-growth campaigns across the season. Exploring opportunities to increase club visibility across Carlisle and Cumbria.	Ongoing
KITS 2026/27 Top up order in production for Christmas stock delivery. Sales are going well. Work now underway on kits for 2027/28	Ongoing
Games Fan behaviour and matchday experience We are grateful for the passionate support shown across Brunton Park and for the positive, good-natured interaction that often takes place between supporters and both dugouts. However, there have been a number of incidents in the Paddock involving abusive or foul language directed towards home and away players, coaching staff and match officials. Stewarding in this area has therefore been strengthened, and appropriate action will be taken where individuals are identified. The singing section was supported and encouraged by the club to help build the atmosphere at matches, and many of those involved continue to back the team positively. Unfortunately, we have also received repeated complaints from fellow home supporters about verbal abuse and threats of violence from a small number of individuals in this area. This behaviour is unacceptable. The club is working with the police to identify those responsible and, this week, issued two club bans following incidents in which bottles were thrown towards the executive boxes at the last two matches. Supporters in this part of the ground have also raised concerns and asked whether the singing section should be moved back to the Warwick Road End. We are listening to that feedback. There have also been occasions when instructions from matchday staff have not been followed and staff have been subjected to abusive language. The club must provide a safe and welcoming environment for everyone. We are taking active steps to identify those responsible for unacceptable behaviour and will issue bans where the evidence supports this. The club remains supportive of a singing section at the moment, and has provided space, encouragement and equipment, including a new drum. In return, we ask everyone using the area to respect fellow supporters, club staff, players and officials, and to follow reasonable instructions from matchday staff. We recognise that the majority of supporters in the section want to create a strong atmosphere and support the team. We do not want the actions of a minority to	Ongoing



undermine those efforts or affect the enjoyment and safety of others. These incidents also mean we now require additional stewarding and policing resources, creating avoidable costs for the club. We hope the behaviour improves immediately so that the singing section can continue to make a positive contribution. If the issues persist, the club will consider further measures. We ask all supporters to help us maintain a passionate, respectful and welcoming matchday environment across the whole stadium and report issues as they see or encounter them to the stewards or to the reporting text line.	
Supporters Club is planning a junior event during October half term. More details to follow.	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 continue to use the facility as well.	ONGOING
Other Club News Fan Zone has been well supported for the matches we have shown there. As weather changes we will look to stream in one of the lounges instead.	
CUSG QUESTIONS - Brightness of led advertising during evening matches. This has been noted and the commercial department are going to speak with the LED operators to ensure the brightness is adjusted in future evening matches. - East Stand Wheelchair areas and LED boards. There are no plans to lower the LED's – they are a fixed structure so we cant lower the height of them. This area was approved by the SAG. We maybe need to be more mindful of which fans we put in there. WRE offers a much better viewing area and much better facilities than East Stand. - Emergency Evacuation – we have SAG approved plans for such events. The Safety Officer is away but I will get a copy and forwards to DG. - When are the regular updates going to start? This has been raised multiple times in CUSG including 3 times by the Trust, with the feedback being "soon" - can there be a more definite answer. September - What happens with the feedback questionnaire? Can we be told what has been actioned? – we get about 200-300 responses each week. Responses are shared with department heads and trends are monitored over the course of the season. - There have been issues with the singing section e.g. people unable/not wanting to stand being in the standing area. Can it be advertised more who stands where? It was better organised for the trial of it. See above comments in 'Game' - Would the club consider a sensory room with a view of the pitch? Unfortunately, we don't have any such space in view of the pitch available although the club is looking at creating a sensory space as part of longer term plans. - Concern regarding injuries, any thoughts about the slope up & down onto the training pitch? Nothing has been raised by first team – there are steps and a flat road to the training pitch also.	



9. Flexi Card no longer available - Alternative incentives, memberships and flexible ticketing options are being explored through the Ticketing Strategy. 10. Lights in WRE seem bright – We can't change the brightness on those lights – they are fixed and either on or off. I will need to speak with facilities and safety team to see if there is anything we can do on these. 11. Can CUSG meeting minutes please continue to be published on the CUSG page of the Carlisle United website, including the outstanding minutes from the last meeting? Yes – we can sort this out.	
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