CUSG – Club Update – 2 November 2026

The club update is update to align with our **4 Pillars** – Football, Business, Supporters and Community.

FOOTBALL

- Upturn in results – great week saw 9 points from 9.
- First time CUFC have 4 consecutive away wins since 1994/95 season when we achieved 5 consecutive wins.
- Tom Anderson joined on loan from Shrewsbury until January 2027.
- Callum Camps joined on loan from Stockport County until January 2027.
- Jonah Lowes recalled from successful loan at Darlington.
- Morgan Feeney extended his contract until June 2029.
- FA Cup first round this weekend against Salford at home. All sections open.
- **Match Days** – support behaviour much improved in Section 4. Intervention work seems to have been heard, and we are grateful for this.
- LED boards had brightness adjusted for the Harrogate evening math – I have seen no feedback on this – so assume the reduced brightness worked?

BUSINESS

- Gates continue to hold well – with average of 6,808 after the Harrogate game (home fan average is 6,586).
- Retail now planning for Christmas sales.
- Commercial continues to work hard – hospitality packages selling well and match day sponsorship packages almost sold out. We are still seeing great support from local businesses, and our partnership programme is performing well.

SUPPORTERS

- Ticket office has launched half season tickets for the first time since 22/23 season – now on sale. Friday 18th December is the sales deadline; the half season ticket starts with Hartlepool on 28 December.
- Successful Halloween event delivered on the day of the Harrogate match. It was well supported by local community and fans alike. Any feedback on this would be welcome – we are always looking for ways to improve. On top of this there was a Olga's Army signing session held on the 26th October which was also very popular.

COMMUNITY

- Our Remembrance match will be the Boston game on 14th November.
- EDI work continues with representation on matchdays – see separate EDI report.
- Player visit to James Rennie School planned this week.

CUSG GROUP QUESTIONS

SOUTH CUMBRIA BRANCH

1. CUTV: Value for Money

Does the club believe CUTV currently offers value for money to supporters who subscribe to the service? It offers reasonable value with scope for improvement, which will be achieved through incorporation into a wider membership, a clearer content schedule. An annual CUTV subscription costs around £4 per month, and gives supporters access to a library of around 1,000 pieces of content. That works out at less than 5p per available piece of content, with around 100 new exclusive pieces planned each season. Pitchside Blues, match streams, and full press conferences make up the majority of this.

Supporters also benefit from convenient access through the club app, while their subscriptions help us invest in producing better content.

2. Three in the Middle Podcast and Pre-Match Entertainment

The Three in the Middle podcast episode recorded at Brunton Park before the Harrogate fixture was exactly the sort of content that could have been shown on the big screen and CUTV as part of the pre-match build-up.

It feels like a missed opportunity. Thank you for the good suggestion. We have been working with the heritage group and have shown some classic highlights, we always try to get the right balance between that and whatever big match is on.

3. Team News on the Big Screen

Can we have the team news and starting line-ups displayed on the big screen again before matches?

Is there a reason this has stopped, and are there plans to bring it back?

We will look at the logistics of this suggestion. Most fans are receiving these updates on their phone.

DISABLED FAN GROUP

Sensory room: I understand that a sensory room is planned. Is there an expected timescale for this, and where in the stadium is it likely to be located? This is This is in early planning stages and not necessarily a room, we intent to consult widely with relevant groups.

West Stand access: A supporter has asked about the possibility of a lift being installed in the West Stand. I explained that this may be difficult in the foreseeable future given the age and construction of the stand. I suggested that the existing lift to Foxy's could potentially provide an alternative accessible route, although this requires travelling through Foxy's and the executive box area. Unfortunately, due to the construction of the West Stand it is not possible to add a lift. We get this in the feedback regularly – suggestion for lift to B or C Stand, but there is no unobstructed outer wall that would accommodate a lift.

SLO

Any update on the loyalty scheme and top level briefing? The Fan Engagement Strategy is complete, and I am happy to provide a verbal briefing. It sets out how we will give supporters a clearer voice, improve their experience and recognise their loyalty.

We have a strong starting point. Key plans include exploring a club-wide loyalty/membership scheme, quarterly updates from the owners, regular CUSG meetings and two fans' forums per season. A new online Fan Engagement Hub, annual supporter survey and regular "You Said, We Did" updates will make it easier to give feedback and see how it influences decisions.

The strategy also covers stronger engagement across Cumbria and with supporters living further afield, alongside work with families, young supporters, women and girls, and improvements to accessibility. The loyalty scheme's structure, benefits and launch timetable are still to be confirmed, with supporter input helping to shape the proposals.

· Is the United mural opposite the Blues Store being replaced? Overall plan for the site to be worked on in the new year. This is in our plans, we welcome suggestions welcome from the group as to what to do with the old one.

· The Club Charter published on the website is 25/26. When will this be updated? ASAP.

· After the issues with Tamworth fans in A stand, will the Club ever use that area again for away fans – No plans for the remainder of this season. We tried to balance out stadium costs with risk associated with Tamworth fans.

CUST

Any update for the shop loyalty scheme? This will be replaced with a club-wide loyalty scheme. As above, we are looking at a club-wide loyalty scheme. In terms of retail we offer a wide range of discounts through season tickets, memberships, regular in-store promotions, our shirts remain one of the cheapest in the country.

Any promotions planned for Black Friday? Yes – planning is underway.