



## CUSG 22 January 2024

### Club update

This update is, focused on operational matters. Any further questions from CUSG groups at the meeting on 22 January 2024 will be detailed in the minutes.

Issue	Reference/Comments	Status
<p><b>Supporters</b>  <b>Fan engagement</b>            A pre-xmas Fans Forum with the new owners was held on 18 December 2023 at Brunton Park and streamed live on Youtube</p> <p>We plan to have a roadshow of owner forums to meet fans including South Cumbria (Kendal) and London Branch (Bristol Rovers).</p> <p>The Piatak Family have taken part in a number of fan podcasts as they seek to engage and reach out to fans. They are also in the Fan Zone before each home game when in the UK. They issued a New Year statement on 1 January 2024  <a href="https://www.carlisleunited.co.uk/news/2024/january/club-a-new-year-message-from-the-piatak-family/">https://www.carlisleunited.co.uk/news/2024/january/club-a-new-year-message-from-the-piatak-family/</a></p>	<p><a href="https://www.carlisleunited.co.uk/news/2023/december/club-watch-mondays-fans-forum/">https://www.carlisleunited.co.uk/news/2023/december/club-watch-mondays-fans-forum/</a></p> <p>Further information to follow.</p> <p>This will continue.            This engagement by ownership is a significant development and builds on the club's otherwise high standing in fan engagement.</p>	<p><b>Complete</b></p> <p><b>Further details to follow</b></p> <p><b>Information</b></p>
<p><b>Family Excellence Award</b>            The club has received the results of the first visit of the 23/24 season from independent, mystery shoppers assessing our match day experience for families.</p> <p>The feedback is fantastic with the club ranked 5th in the EFL. A further final visit will take place in the second half of the 23/24 season.</p>	<p>The first visit took place vs Derby County with over 11,000 at Brunton Park. We have been assessed and ranked at 2nd in League One (first visit in 22/23 ranked us sixth of 24 in League Two) and 5th in the entire EFL (first visit in 22/23 ranked us 32nd of 72) in the EFL.  <a href="https://www.carlisleunited.co.uk/news/2023/december/club-watch-mondays-fans-forum/">https://www.carlisleunited.co.uk/news/2023/december/club-watch-mondays-fans-forum/</a></p>	<p><b>Information</b></p>
<p><b>Behaviour at games</b>            We have received a warning from the FA after a flare and pitch incursion versus <b>Charlton</b>.</p> <p>Very disappointingly, at the game vs <b>Port Vale</b> a child "fan" in WRE abused the opposition 'keeper. He has been identified and is subject to the Club Supporter Sanctioning Policy.</p> <p>We continue to see flares in WRE and found flares on searching at the WRE (Northampton).</p> <p>Social media videos of poor behaviour from a "fan" at <b>Blackpool</b> circulated.</p> <p>In the game versus <b>Oxford United</b>, a home spectator allegedly directed a racist comment towards the assistant referee. We condemned the behaviour and appeal for help identifying the fan. <a href="https://www.carlisleunited.co.uk/news/2024/january/club-club-condemns-abuse-towards-assistant-referee/">https://www.carlisleunited.co.uk/news/2024/january/club-club-condemns-abuse-towards-assistant-referee/</a></p> <p><b>We are continuing to implement an FA Fan Behaviour Action Plan and this behaviour risks further sanction against the club.</b></p>	<p>We deplore this behaviour and apologised to the player.  <a href="https://www.carlisleunited.co.uk/news/2024/january/club-united-condemn-abuse-directed-at-connor-ripley/">https://www.carlisleunited.co.uk/news/2024/january/club-united-condemn-abuse-directed-at-connor-ripley/</a></p> <p>In total 4 juveniles have been identified and sanctioned with bans and remedy actions arising from the incident (along with another who was caught with a flare during searching).            He was identified and is also subject to the Club Supporter Sanctioning Policy.</p> <p>A man from Carlisle has subsequently been arrested on suspicion of racially aggravated public order.  <a href="https://www.carlisleunited.co.uk/news/2024/january/club-update-on-abuse-towards-assistant-referee/">https://www.carlisleunited.co.uk/news/2024/january/club-update-on-abuse-towards-assistant-referee/</a></p> <p>We are now under investigation by the FA and EFL for the incident.  <b>These incidents of fan disorder must not continue, they are damaging the club. We will continue to work with fan groups on ways to avoid further incidents.</b></p>	<p><b>Information</b></p> <p><b>Information</b></p> <p><b>Information</b></p> <p><b>Fans please behave</b></p>
<p><b>Memorabilia</b> continues to be collected and donated by fans. Options to display more are being explored by the SLO.</p> <p>We are awaiting the outcome of our Big Lottery Fund application for a joint memorabilia project, with Tullie House museum.</p>	<p>Any other donations will be welcome.</p> <p>Further details to follow</p>	<p><b>Ongoing</b></p> <p><b>Information</b></p>



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<p><b>Retail</b></p> <p>In the first 27 weeks of 23/24 from (2<sup>nd</sup> July until 6 Jan 2024):</p> <ul style="list-style-type: none"> <li>Total sales are up +170% versus 22/23</li> <li>Online sales via the new E-Store were up 8 fold versus 22/23</li> </ul>	<p>Some sizes are now sold out and others close to sell out. No further orders will be placed.</p> <p>The 24/25 kit order was placed before Xmas. Provisional arrival date is the end of June /start of July 2024</p>	<p><b>Information</b></p> <p><b>July 2024</b></p>
<p><b>Commercial</b></p> <ul style="list-style-type: none"> <li>Match day sponsorships and hospitality are <b>all sold out</b></li> <li>Foxy's / 74-75 takings are +36% up on 22/23 to game 14 versus Oxford (+33% to the end of December 2023)</li> <li>The Fan Zone is still available to be sponsored game by game</li> </ul> <p>Tom &amp; Patty Piatak will be guests at a Carlisle Youth Zone business breakfast in Foxy's.</p>	<p>Hospitality growth is now becoming constrained by lack of capacity.</p> <p><b>There is no hospitality availability (except very few spaces vs Barnsley).</b></p> <p>Development of the East stand is key to future growth (see below).</p> <p>Details to follow.</p>	<p><b>Information</b></p> <p><b>9 Feb 2024</b></p>
<p>The 23/24 EWM commercial sponsorship of Foxy's, E stand and a box was brought to an early end with effect from 31 December 2023 by the club. All branding has been removed and the stand will now revert to being called "E stand" until the new sponsor is announced.</p>	<p>A new sponsor for E stand has been secured. Further information to follow.</p> <p>Due to EFL regulations, tickets and some other collateral must continue to carry the old unchanged name in the rest of the 23/24 season.</p>	<p><b>Information</b></p>
<p><b>Tickets</b></p> <p>In the first 14 home L1 games up to and including Oxford:</p> <ul style="list-style-type: none"> <li>Average attendance is 8173 (22/23 season average 6659) up +23%</li> <li>Home average 7586 (22/23: 6259) up +21% so far</li> <li>Away average 586 (22/23: 400)</li> <li>Match ticket yield per ticket is up +9% reflecting the price increases and mix</li> </ul>	<p>3,050 season tickets were for sold 23/24 (22/23: 2,200) up +39%</p> <p>Overall home fan numbers, away fan numbers, average price per ticket sold and mix of tickets sold are all currently favourable against budget.</p>	<p><b>Information</b></p>
<p><b>Ifollow</b></p>	<p>Latest data: Barnsley 1024, Wigan 730, Fleetwood 738, Blackpool 150</p>	<p><b>Information</b></p>
<p><b>Media &amp; Communications</b></p> <p>The process to recruit a replacement Media and Communications Manager remains ongoing.</p> <p>The EFL is changing its provision of website IT and Streaming IT to clubs after this season. With more clubs opting out of the central collective EFL Digital network, the service will be downgraded and cost will change markedly.</p>	<p>We are currently operating with one full-time member of staff and appreciate fans' patience.</p> <p>We are continuing to look at options for 24/25 and beyond. This could significantly change and improve what we do in this area.</p>	<p><b>Information</b></p> <p><b>Ongoing</b></p>
<p><b>Catering</b></p> <p>After 14 home L1 games, (despite 3 Tuesday night games in 23/24 - none last year) total takings are +63% better than the first 14 games of 22/23. Food up +66% Alcohol up +62%</p>	<p>Rate of growth is still accelerating</p>	<p><b>Information</b></p>
<p><b>Fans Zone</b></p> <p>It goes from strength to strength. Takings are up+189% after 14 games versus 22/23 (+186% after 10 games) even though three games were Tuesday night games.</p> <p>Big screen and covered accommodation will continue for 23/24.</p> <p>Additional temporary toilets have been installed in the WRE</p>	<p>We would still welcome new food vendors to join us. Please contact <a href="mailto:catering@carlisleunited.co.uk">catering@carlisleunited.co.uk</a>.</p> <p>A big screen and covered bars will be in place at each game going forward. This is an interim measure for 23/24 pending permanent screen and cover for 24/25 onwards.</p>	<p><b>Information</b></p> <p><b>Get in touch</b></p> <p><b>July 2024</b></p>
<p><b>Community</b></p> <p>We held a successful, pre-xmas collection for CARLISLE FOODBANK, AFFORDABLE FOOD HUB and 108 MEAL BANK.</p> <p>We will hold a bucket collection for West Cumbria Search and Rescue at the Bolton match.</p> <p>Unite For Access 2024 - Level Playing Field's annual celebration of access and inclusion for disabled sports fans will run from Saturday 24 February to Sunday 19 March</p> <p>The EFL's LGBT history month activation will take place across the Sky Bet EFL match days between 16-24 February</p>	<p>Thanks to all who donated.</p> <p>Further information to follow.</p> <p>Further information to follow.</p> <p>Further information to follow.</p>	<p><b>Complete</b></p> <p><b>27 Jan 2024</b></p> <p><b>24 Feb to</b></p> <p><b>19 March</b></p> <p><b>16-24 February</b></p>



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<p><b>Projects</b></p> <ol style="list-style-type: none"> <li>The former players' lounge was refurbished in December 2023 and renamed the "1904 lounge". The boardroom was also fully refurbished including new interactive video screen for football analysis. In between matches these rooms are now new Football areas for players and football staff as meeting rooms, recreation and dining.</li> <li>A project is underway to refurbish the player accommodation in the two club houses.</li> <li>The Raw lounge is now in use as an exclusive match-day area for Player Families. It is to receive a new floor.</li> <li>Plans for the internal redevelopment of the East stand have been drawn up are being refined and progressed. The first initial ideas were shared with fans at the Fans Forum on 18 December 2023.</li> <li>Plans for the external redevelopment of the WRE turnstiles, toilets, fan zone, disabled viewing area and concessions area at the South East corner have been drawn up and are now being refined.</li> <li>Plans for a new fan zone to the rear of the WRE stand in at the South West end have been drawn up and are now being refined.</li> <li>Plans for the redevelopment of the internal football areas in the West stand (both team changing rooms, official changing and physio) are being drawn up.</li> <li>The project to create a new first team and academy training facility is progressing. Four sites have been visited and the search is being narrowed.</li> <li>Plans for large permanent Fan Zone big screen have advanced. The preferred provider will be selected in late January with a 3-month install period.</li> </ol> <p>In a fan-led, volunteer project managed by our SLO, a new memorial garden has been created on the East side.</p> <p>Additional PA speakers have been installed in the West Stands.</p>	<p>This is a very significant upgrade, improvement and modernisation. The facilities are now first class for players each day and dignitaries at matches. We plan to offer opportunities for fans to attend in the boardroom on a matchday.</p> <p>To be completed in late January 2024</p> <p>In total 1-3 is a six-figure investment to complete by the end of January 2024</p> <p>In total 4-9 is a multi-million investment with work to start in 2024 subject regulatory approvals.</p> <p>Plans will be available on the website for feedback shortly.</p> <p>Thanks to the volunteers who undertook the work. More information follow.</p>	<p><b>Complete</b></p> <p><b>Details to follow</b></p> <p><b>31 Jan 2024</b></p> <p><b>26 Jan 2024</b></p> <p><b>Details to follow</b></p> <p><b>w/c 22 Jan 2024</b></p> <p><b>Information</b></p>
<p><b>Finances</b></p> <p><b>22/23</b></p> <p>Following the takeover of the Club, the 22/23 audit will be now completed in January 2024 with accounts published after that.</p> <p><b>23/24</b></p> <p>All creditors continue to be paid up to date including HMRC. We now have no interest-bearing debt. We have no third party secured debt either. Steps are continuing to deal with the secured intercompany debt with Castle Sports Group (arising from the Purepay debt).</p> <p>We continue to operate within EFL SCMP rules with headroom in place.</p>	<p>The audited loss before tax is affected by material post-balance sheet events arising from the takeover. These are positive and improve the position but now must be reflected in the accounts.</p> <p>Actions to settle the CSG intercompany debt balance in a way which is beneficial and not detrimental to the club are progressing. The outcome will be confirmed.</p>	<p><b>Information</b></p> <p><b>Ongoing</b></p> <p><b>Information</b></p>
<p><b>Academy</b></p> <p>We remain scheduled for full routine independent audit of EPPP compliance in 23/24.</p> <p>We continue to support good behaviour at all Academy games and training. All participants must be respected by fans.</p>	<p>Full EPPP audit date to be confirmed. Action will be taken in line with club policies where spectators or parents misbehave at any CUFC Academy games or who harass staff away from the club.</p>	<p><b>Audit date tbc</b></p> <p><b>Information</b></p>
<p>Simon Friel is to leave his post as Academy Manager to take up a new opportunity elsewhere.</p>	<p>The club will now seek a replacement to lead the Academy in what promises to be a very exciting future ahead.</p>	<p><b>Information</b></p>



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Issue	Reference/Comments	Status
<p><b>Football regulations</b></p> <p>Football is a highly compliance-driven business off-the-field. The regulatory regime continues to toughen, especially over club governance, finance and cost control, match day, agents, safeguarding, EDI, security, H&amp;S and player care. Financially an increasing number of clubs are breaching EFL regulations. The Football Regulator arising from the Fan Led Review will bring more compliance and regulation.</p> <p>Just before the Xmas break FA introduced new agent/intermediary regulations for the January 2024 window in response to new FIFA regulations.</p> <p>New EFL regulations to replace SCMP player spending controls are expected for 24/25 in the light of new UEFA spending regulations.(which impact PL and ripple into EFL).</p>	<p>Club operations are constantly being independently audited, reviewed and inspected. The instances of clubs being charged and sanctioned for financial and other regulatory breaches by EFL and FA are continuing.</p> <p>Over the Xmas period, a legal challenge to the new FIFA regulations resulted in the FA regulations being withdrawn on just prior to the window opening.</p> <p>Details to follow in Q2 2024. The next 72 club EFL meeting is 29 February 2024</p>	<p><b>Information</b></p> <p><b>Information</b></p> <p><b>June 2024</b></p> <p><b>29 Feb 2024</b></p>
<p><b>Independent football regulator</b></p> <p>The EFL Legislation is awaited. PL and FA are continuing to negotiate changes to the game in parallel with these reforms.</p>	<p>No proposal has been put forward by the PL to date to address the systemic financial issues created by the currently flawed distribution model.</p>	<p><b>Ongoing</b></p>
<p><b>EFL Community Weekend</b></p> <p>This place over the weekends of 13 January 2024. Building on the success of the Week of Action, the Community Weekend activation aims to show the breadth and depth of Club community work</p>	<p>We identified a number of community heroes and they were guests. <a href="https://www.carlisleunited.co.uk/news/2024/january/efl-clubs-shine-light-on-local-community-heroes/">https://www.carlisleunited.co.uk/news/2024/january/efl-clubs-shine-light-on-local-community-heroes/</a></p>	<p><b>Complete</b></p>
<p><b>EFL Safeguarding</b></p> <p>Safeguarding remains a key area of focus for the club. <a href="https://www.carlisleunited.co.uk/news/2022/july/efl-safeguarding-standards/">https://www.carlisleunited.co.uk/news/2022/july/efl-safeguarding-standards/</a> . We have our strategy “Safer together” being implemented.</p> <p>We are expecting an independent audit of safeguarding by Barnardo’s in 23/24.</p>	<p>Our strategy and all club safeguarding policies have been reviewed and updated for 23/24. Our overall strategy, approach and the documents are detailed on the website <a href="https://www.carlisleunited.co.uk/safeguarding/">https://www.carlisleunited.co.uk/safeguarding/</a> Scott Taylor is the club’s Designated Safeguarding Officer, his details are here: <a href="https://www.carlisleunited.co.uk/news/2022/july/club-staff/">https://www.carlisleunited.co.uk/news/2022/july/club-staff/</a></p>	<p><b>Information</b></p> <p><b>Contact</b></p> <p><b>Audit date tbc</b></p>
<p><b>EFL EDI and Mental Health</b></p> <p>We will publish the results of our annual EDI survey from September 2023 in Feb 2024.</p>	<p>Contact Nigel Davidson (EDI Officer) if you want to get involved in EDI, for more details. <a href="https://www.carlisleunited.co.uk/news/2022/july/club-staff/">https://www.carlisleunited.co.uk/news/2022/july/club-staff/</a></p>	<p><b>31 Jan2024</b></p> <p><b>Contact</b></p>
<p>We have been awarded Bronze Standard accreditation by the EFL for our EDI work</p> <p>A new Disability team has been formed for CUSG.</p>	<p><a href="https://www.carlisleunited.co.uk/news/2024/january/club-united-recognised-by-efl-for-is-work-to-make-club-more-inclusive/">https://www.carlisleunited.co.uk/news/2024/january/club-united-recognised-by-efl-for-is-work-to-make-club-more-inclusive/</a> We now in the next two-year EDI cycle. See EDI report</p>	<p>w/c <b>22 Jan 2024</b></p> <p><b>June 2026</b></p> <p><b>Information</b></p>
<p><b>EFL Green Code</b></p> <p>As an accredited “Green Club”, we are committed to improving our environmental practices and operations as we continue our journey to a more sustainable future.</p> <p>Working with staff in the CUFC Community Sports Trust, in Q1 2024 we plan to form a new “Green” group to advance initiative in this area (following the model from EDI).</p>	<p>We are completing the final stages of formulating our “Green Plan” strategy, which we will now publish in Q1. This is delayed by work on the takeover</p> <p>Fans with a passion for sustainability are wanted to help us. Contact SLO <a href="https://www.carlisleunited.co.uk/news/2022/july/club-staff/">https://www.carlisleunited.co.uk/news/2022/july/club-staff/</a></p> <p>Green Football Weekend will take place 2-5 February 2024.</p>	<p><b>Q1 2024</b></p> <p><b>Contact us to Volunteer</b></p>
<p><b>EFL Fan survey</b></p> <p>The EFL Supporters Survey 2023/24 was launched in November, continuing the League’s biennial commitment to engaging fans of all clubs to obtain feedback on many key topics surrounding the modern game and their club. It is now closed.</p>	<p>We will publish results when available from the EFL.</p>	<p><b>Q1 2024</b></p>



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<b>Questions</b>		
Why can't a Young Adult bank their season ticket as I've been told only Adults and Seniors can?	<p>Young Adults are a fixed price – they aren't linked to match day prices like adults and seniors are (Adults and seniors save a certain number of games each season with their pricing).</p> <p>The Young Adults are not calculated this way - they make a bigger saving to cover missed games.</p>	<b>No change proposed</b>
At the fans forum on 18 Dec we were told that the ground development plans would be shared with fans for feedback. When will this happen?	This week	<b>w/c 22 Jan 2024</b>
Could we hold a community fun day again this summer?	Depends on manager training schedule making players available. We will keep under review	<b>TBC</b>
Could ground tours be put on in the February half term?	We will consider	<b>SLO CUFC</b>