



CUSG 11 December 2023

Club update

This update is, as usual, focused on operational matters. I will take any further questions from CUSG groups at the meeting on 11 December 2023 and answers will be detailed in the minutes.

Issue	Reference/Comments	Status
<p>Supporters Fans Zone</p> <p>It goes from strength to strength. It has been enlarged past the West side ticket office. Vehicle access arrangements to the West side on match day have changed. Almost all access to all car parking is now via the East side only after 12noon matchday.</p> <p>It recorded its best ever takings vs Charlton. Takings are up+186% after 10 games versus 22/23 (+134% after eight games) even though three were Tuesday night games.</p> <p>It will continue to have new attractions, especially for younger children.</p> <p>Big screen and covered accommodation was in place for Charlton and will continue for 23/24.</p> <p>New branding installed on the West side as planned.</p> <p>Additional temporary toilets have been installed in the WRE.</p>	<p>A big screen and covered bars will be in place at each game going forward. We would still welcome new food vendors to join us. Please contact catering@carlisleunited.co.uk.</p> <p>Its important fans support this investment in the fan experience by coming along and encouraging fellow fans to do.</p> <p>Its an interim measure for 23/24 pending permanent screen and cover for 24/25 onwards.</p> <p>More to follow in coming months</p> <p>This will be in place for the remained of 23/24 season pending a permanent improvements</p>	<p>Information Get in touch</p> <p>July 2024 Ongoing</p>
<p>EFI Fan survey</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>Q1 2024</p>
<p>Fan initiatives</p> <p>Fan volunteers were on site helping preparations for the Charlton game led by CUOSC.</p> <p>We continue to discuss fan ideas for initiatives and "quick wins" to improve fan experience.</p>	<p>Many thanks. Further work will occur in the closed season. See CUOSC report</p>	<p>Information</p>
<p>Behaviour at games</p> <p>We were fined £5k the FA for the pitch incursion versus Bradford City in the Play-off second leg (with £2k suspended).</p> <p>https://www.carlisleunited.co.uk/news/2023/november/club-5000-fine-received/</p>	<div data-bbox="875 959 1128 1121" data-label="Image"> </div> <p>We admitted the charge and submitted mitigation.</p> <p>The FA Commission concluded that our culpability fell within the fifth category (lowest category of breach), namely a situation where a club has "marginally failed".</p> <p>We must continue to reiterate to fans, the pitch is for the players and officials. Pyros and missiles have no place at Brunton Park, at any time.</p>	<div data-bbox="1899 959 2190 1246" data-label="Image"> </div>
<p>Very disappointingly, at the game vs Charlton a flare was used in the WRE. Two fans also entered the pitch</p> <p>All were apprehended and will receive bans.</p> <p>Social media videos of poor behaviour in Blackpool are circulating.</p>	<p>As a result, we have been contacted by the FA for observations and could face further action.</p> <p>Fans involved, even though its away from home and the away ground risk club sanction. Anti-social behaviour linked to the club is hugely damaging to us all.</p>	<p>Information</p>
<p>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.</p> <p>We are implementing an FA Fan Behaviour Action Plan</p>	<p>We continue implement this plan and once again appeal to fan to behave.</p>	<p>We again appeal to fan to behave.</p>




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<p>Memorabilia continues to be collected and donated by fans. The collection is now sizeable and still growing. Options to display more are being explored by the SLO. Working in close collaboration with Tullie House museum, a joint proposal has been submitted to the Big Lottery Fund for a memorabilia project.</p>	<p>Any other donations will be welcome.</p> <p>Details of the collection featured on an SLO website article https://www.carlisleunited.co.uk/news/2023/december/club-an-update-on-the-memorabilia-project/</p>	<p>Ongoing</p> <p>Information</p>
<p>Retail</p> <p>In the first 22 weeks of 23/24 from (2nd July until 2 December 2023):</p> <ul style="list-style-type: none"> Total sales are up +61% versus 22/23 Online sales via the new E-Store were up 10 fold versus 22/23 	<p>22/23 was record breaking for retail and 23/24 will beat that again, The third kit order went on sale w/e 24 November in advance of the Charlton game. It is selling fast – don't miss out</p>	<p>Information</p>
<p>Commercial</p> <ul style="list-style-type: none"> Match day sponsorships and hospitality are nearly sold out Foxy's/74-75 bar takings are +38% up on 22/23 to the end of November The Fan Zone is still available to be sponsored game by game. <p>There is no hospitality availability except for limited spaces for the Port Vale, Barnsley and Lincoln games</p>	<p>Hospitality growth is now becoming constrained by lack of capacity. Most games are now sold out except for Port Vale, Barnsley and Lincoln</p> <p>Contact the commercial team on https://www.carlisleunited.co.uk/news/2023/february/club-staff/</p>	<p>Information</p>
<p>Tickets</p> <p>In the first 10 home L1 games up to and including Charlton:</p> <ul style="list-style-type: none"> Average attendance is 8427 (22/23 season average 6659) up +27% Home average 7780 (22/23: 6259) up +24% so far Away average 647 (22/23: 400) Match ticket yield per ticket is up +9%% reflecting the price increases and mix <p>Season tickets:</p> <ul style="list-style-type: none"> 3,050 sold compared with 2,200 for 22/23. This is up overall +39% 	<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>Information</p>
<p>Ifollow</p> <p>Latest data: Peterborough 546 and Burton 553 Reading 938</p>		<p>Information</p>
<p>Media & Communications</p> <p>The process to recruit a replacement Media and Marketing manager is continuing.</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>In common with many other EFL clubs, we are now looking at opting out and moving away from EFL Digital to an independent third party provider(s) for these services. This could significantly change and improve what we do in this area. For us – this option is only possible now, following the takeover.</p>	<p>Information</p> <p>Ongoing</p>
<p>Catering</p> <p>After 10 home L1 games, (despite 3 Tuesday night games in 23/24 - none last year) total takings are +75% better than the first 10 games of 22/23</p>	<p>Rate of growth is still accelerating</p>	<p>Information</p>
<p>Stadium</p> <p>PMS have installed a new roof on the Raw Lounge (McConnell's) after serious water damage. This was done at zero cost saving the club considerable expense.</p> <p>The former players' lounge is being refurbished and renamed the "1904 lounge" following the change of ownership. The boardroom is also being refurbished.</p> <p>The Andrew Jenkins Stand sponsored by Pioneer Foodservice, PA system was refurbished in November.</p>	<p>We are hugely grateful to PMS for their support.</p> <p>These are planned to be in use for the Northampton game.</p> <p>Fans in that stand should hear a marked improvement.</p>	<p>Complete</p> <p>Information</p> <p>Complete</p>

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<p>EFL</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, safeguarding, EDI, security, H&S and player care. Financially an increasing number of clubs are breaching EFL regulations.</p>	<p>The Fan Led Review will bring more compliance and regulation. 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> EFL</p> <p>Information</p>
<p>EFL Safeguarding</p> <p>Safeguarding remains a key area of focus for the club. https://www.carlisleunited.co.uk/news/2022/july/efl-safeguarding-standards/ . 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 https://www.carlisleunited.co.uk/safeguarding/ Scott Taylor is the club’s Designated Safeguarding Officer, his details are here: https://www.carlisleunited.co.uk/news/2022/july/club-staff/</p>	<p>Information</p> <p>Contact</p> <p>Audit date tbc</p>
<p>EFL EDI and Mental Health</p> <p>We will publish the results of our annual EDI survey from September 2023 in January 2024.</p> <p>In late October 2023 the EFL audit of our EDI Code of Practice compliance took place.</p> <p>In November we will support the campaign against violence against women</p> <p>Work is going on to appoint a Disability rep to champion the issued faced by disabled fans</p>	<p>Contact Nigel Davidson (EDI Officer) if you want to get involved in EDI, for more details. https://www.carlisleunited.co.uk/news/2022/july/club-staff/</p> <p>We are awaiting official confirmation of the outcome in mid-December 2023.</p> <p>We now move into the next two year cycle.</p> <p>https://www.carlisleunited.co.uk/news/2023/december/edi-club-supports-international-day-for-the-elimination-of-violence-against-women-and-white-ribbon-day/</p> <p>See EDI Rep update</p>	<p>31 Jan2024</p> <p>Contact</p> <p>Complete</p> <p>June 2026</p> <p>Complete</p> <p>Information</p>
<p>EFL Green Code</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. Get in touch via the SLO https://www.carlisleunited.co.uk/news/2022/july/club-staff/</p>	<p>Q1 2024</p> <p>Contact us to Volunteer</p>
<p>Fan Led Review</p> <p>The EFL and PL and FA are continuing to negotiate changes to the game in parallel with these reforms. Legislation in the current parliament was confirmed in the King’s speech on 7 November .</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>Now the PL has agreed its latest broadcasting deal, with increased future revenue and an independent regulator is moving slowly closer – an offer of some additional cash to EFL clubs is in my view more possible.</p>	<p>Ongoing</p>
<p>Academy</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>Audit date tbc</p> <p>Information</p>



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<p>Finances 22/23 Following the takeover of the Club, the 22/23 audit will be now completed in January 2024 with accounts published after that.</p> <p>23/24 Following the takeover, our financially position day-to-day which was already sound, has been considerably strengthened and is now very strong. All creditors continue to be paid up to date including HMRC.</p> <p>Additionally, our long-term financial resilience is transformed. Critically, Purepay has been removed from involvement in CUFC. This takes away the very real and significant risk that posed.</p> <p>It means we no will longer have the material uncertainty in our accounts over our going concern that was present when Purepay would not confirm its position on debt repayment, and we faced the potential for a full repayment on demand.</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>The takeover saw £1.35m of new equity injected into the Club. The Purepay debt was assigned to CSG even before the share deal was completed. CSG is now lender to 1921 for the ex-Purepay/EWM debt. This is now interest free. Options to settle the balance in a way which is beneficial and not detrimental to the club are being assessed. The outcome will be confirmed.</p> <p>Sadly, as time progressed the Purepay situation represented a clear and growing danger to the club. It became absolutely imperative to resolve it so the deal was not derailed.</p> <p>The overall financial position of the club has therefore been transformed.</p>	<p>Update</p> <p>Information Ongoing</p>
<p>Fan engagement A pre-xmas Fans Forum is being planned for 18 December 2023 at Brunton Park</p>	<p>Information to follow.</p>	<p>18 Dec 2023</p>
<p>Community We are holding a pre-xmas collection for CARLISLE FOODBANK, AFFORDABLE FOOD HUB and 108 MEAL BANK</p> <p>Green Football Weekend will take place 2-5 February 2024</p>	<p>Donate w/c 11 December at the ticket office reception in the Andrew Jenkins Stand sponsored by Pioneer Foodservice, then at the Study Centre on 16 December pre-match before the Northampton game.</p> <p>Further information to follow</p>	<p>w/c 11 Dec 2023</p>