

CUSG meeting

Monday 19 July 2021 7pm

Club Operational Updates

Finance

- Club Audited Financial Statements published and available on the website. £782k profit. 20/21 expected result is [broadly breakeven] despite £1.2m reduction in [Business Turnover]. Club finances remain sound looking into 21/22. All information on the website <https://www.carlisleunited.co.uk/club/finances/annual-audited-financial-statements/>
- There will be a new guide for fans on **Understanding the Club's Finances** on the website before the end of July <https://www.carlisleunited.co.uk/club/finances/understanding-club-finances/> covering all aspects. With explanations, trend data over 5-6 years to further improve transparency.

Stadium

- Rewire of West stand TVs ariel system complete. Further investment planned in new and additional TVs on the West side initially.
- Repaint of Sporting Inn completed along with new lighting funded by CUFC. Vinyl wraps, new upholstery and memorabilia to be installed funded by CUSG and CUOSC. CUSG to update.
- Safety Advisory Group review of stadium safety has been completed.
- Significant works on renewal of internal and emergency lighting in West and East stand has taken place and will continue in coming months.
- As noted in June minutes Kevin Dobinson is looking at the Sunset and Foxy's for further renovation plans. This continuing.
- SAG representatives considered Disabled area proposal in WRE. Modified plans prepared.

Club

Catering

- Three England match events held in Sunset– feedback positive. Strategy of introducing new local suppliers is progressing.
- Club Catering open for party and event bookings and xmas parties. Commercial and catering elements on website updated <https://www.carlisleunited.co.uk/commercial/> giving all information
- Lots of new changes made. Aim is to increase quality, support local business and reduce prices – especially alcohol. Steps forward being made. We ask for patience as we rebuild a new operation – inevitable we will face some issues given it's a new start. Long term project.

The game

- **Return of Fans with no restrictions has been confirmed**
 - No legal Coronavirus restrictions to be in place for games at the start of next season. This includes no restrictions on away fans.
 - Club provided an update on 19 July. We recommend, encourage and will promote the wearing of face coverings while on the stadium site and in the Bluesstore and Neil Centre. In particular, this is especially when inside the stadium buildings, in queues or within 2

metres of others or areas that can become congested like, concourses, toilets and vomitories. Starting vs Blackpool

- A **Covid Code of Conduct will remain in place for fans**. This will be updated before first home friendly. Focused on respecting fellow fans and **voluntary actions** for fans.
- It cannot be ruled out that local community restrictions emerge in response changing circumstances so we need to remain flexible.
- Big Celebration Coming Home game planned vs Colchester 7 August. CUSG assistance welcome to help promote and make a success. Other CUSG ideas for the day?
- **EFL investigation complete** into CUFC “Failure to fulfil fixtures” completed with no penalty imposed.
- **Club joined Fair Game** <https://www.fairgameuk.org/> to try promote change in the game as part of the Government Fan led review,

Ifollow

- With the planned return to no Coronavirus restrictions at games it is **expected ifollow will revert back to being unavailable in the UK** - except for only for games outside the 3pm-5pm Saturday time. No other access to ifollow for UK streams is expected.

Season tickets

- 95% of 20/21 season ticket holders have renewed. Total sales at close of business [] are now []. As I have said before, season ticket income will impact on our short term spending plans so we are closely monitoring uptake.
- Some complaints from fans asking now for credits from 20/21 season tickets to be carried over to 21/22 despite club offering full refunds previously. 20/21 refund and credit policy extensively publicised last season and full “no quibble” refunds offered to all fans . Those fans who didn’t take a refund at the time cannot be given one now. Some fans who had full refunds in 20/21 also seeking priority to rebuy their 19/20 seats despite not being a season ticket holder.

Fan engagement

- CEO participated in 2 hour Q&A with London Branch of Supporters Club members after its AGM
- **Club Charter** for 21/22 issued following CUSG and SLO input <https://www.carlisleunited.co.uk/fans/club-charter/> If it is required to change in future we will publicise.
- **Fan in the Crowd** cut outs available to collect <https://www.carlisleunited.co.uk/news/2021/july/face-in-the-crowd-collect-your-cut-out-from-the-blues-store/> those not collected will be displayed. Club happy to agree with CUSG where/how. Ideas?
- New guide for fans on “**Our approach to Fan Engagement**” on the website. <https://www.carlisleunited.co.uk/siteassets/documents/fan-engagement-june-21.pdf> and “**Getting in touch**” <https://www.carlisleunited.co.uk/news/2021/may/fans-how-to-get-in-touch/>
- New **community initiative with KIO** and FSA being planned – further updates to come
- New idea for a **shirt amnesty** has been proposed by a supporter. CUSG facilitate collection of old shirts for sending overseas. Views?