

CUSG meeting
Monday 21 February 2022
Club update notes

In providing this normal CUSG update it is important everyone understands that by detailing these matters, in no way should it be interpreted as the club not giving full, maximum priority to the on-field situation, or that it is diverting time or money or staff away from the football department, or from any action which helps win points.

I understand some fans may not wish to even see the club cover these issues at this time - but I do so just to be consistent in our approach to sharing information with fans - at all times. Again, in no way is it to disrespect or downplay the importance of the football side of the business, or the current league position.

Updates:

- New Sunset Suite vinyl window wraps are on order, due for installation in March. More memorabilia from CUSG is then to be installed. It will be repainted thereafter.
- Sporting Inn awaiting final naming, and dedication date to be arranged.
- Club is supporting London Branch with memorabilia to commemorate Roma 50 mugs to follow. Design being finalised. CEO to meet London Branch members before the Orient away game for Q&A.
- Playing shirt amnesty to hand back old shirts for reuse is proving a big success. Well over 125 old replica shirts have now been donated. There are half a dozen designs which we don't have on display, so these will be put up (the stolen shirt remains a gap). First donations made to Age Concern in Carlisle. A bundle of shirts is to be sent to Africa, so watch this space. Please keep the donations coming.
- Ideas for other recipients are most welcome. Donation points are in the Blues Store and East stand upstairs ticket office/reception <https://www.carlisleunited.co.uk/news/2021/december/club-donate-your-old-shirts-for-good-causes/>
- Incidences of severe foul and abusive language are increasing, leading to interventions and actions by the club. We understand emotions run high, but we appeal to fans not to overstep. Fan incidents against Swindon are being dealt with.
- The club is to host the Legends Game on Sunday 24 April 2022.
- The club is supporting a community initiative to encourage bike riding; watch this space.
- My Club, My Shirt display area complete in the East Stand concourse. MCMS exhibition opened at Tullie House. Main images on permanent display in the East Stand.
- Her Game Too initiative launched at Sutton game, with board in Waterworks. <https://www.hergametoo.co.uk/>
- Bucket collection for Cumbria Pride rescheduled. It has a new board in the Waterworks and banners in the East Stand.
- ARC has new board in the Waterworks to mark its association with the club.
- New community banners are being put up in the waterworks. Other fan groups who wish to be represented in the Waterworks should contact us.
- The club was due to support homeless charity Shelter's 'No Home Kit' campaign at our home game against Rochdale on Boxing Day. Following the postponement this will now take place at a future home game, when we will be wearing the black away kit. Click [HERE](#) for more information. <https://www.carlisleunited.co.uk/news/2021/december/club-united-and-rochdale-to-support-nohomekit/>
- The club agreed to a joint request by CUOSC and a group of fans to promote new members for the Supporters' Trust with match day leaflets. I did an interview in the programme for Swindon on the importance of fan representation and the powerful role it can have.
- After each home game going forward the match programme will be available online free to read.
- EFL gates are down -4% on the season to date and -2% down in L2.

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Catering and hospitality

- Fan Food Zone continues to grow with additional seating and safety barriers installed. Options for a semi-permanent fan marquee are being progressed with CUOSC.
- Take up of the Catering APP launched for pre-purchased food and drink in bars and kiosks is growing slowly - fans are encouraged to download to pre-order for click and collect, and use cashless payment.
- Second half-yearly fan survey of catering has been issued. Please do take time to complete as it does make a difference to us. <https://www.carlisleunited.co.uk/news/2022/february/catering-have-your-say-in-our-half-season-survey/>

Business

- Follow numbers at recent games have been as follows: Salford (A) 685, Hartlepool (H) 562.
- No debt repayments have been made in the financial year 2021/22 so far, except £40k to the EFL.
- We continue to have received no additional debt funding. No new external debt funding is planned.
- We continue to have no plans to make any other debt repayments at this time (but interest continues to accrue on the PurePay loan). It cannot be ruled out that it will require cash repayments in the rest of 2022, and beyond.

Stadium

- Capital spending on the stadium is increasing on safety works and critical renewals. Future power costs are likely to increase.
- Replacement external lighting on west side now installed to illuminate the Fan Zone.
- We continue to spend heavily on unavoidable essential stadium repairs and renewals. Much of this work is invisible, but nevertheless essential, and adds up every month. The full electrical rewire of the west stand upstairs area is continuing. West stand upper floor electrical rewiring is continuing with the second phase of four (Sunset Suite) now complete. The next phase is the Sporting Inn, then Legends.
- Further spending on TV renewals and additions are taking place.
- Painting of West Stand is also continuing, with Foxy's access and toilets the latest areas, along with Sporting inn access (next will be the Sunset Suite, in late February).
- Other fans areas are on hold as painting has been redeployed into the players' houses to improve the standard for players. New furniture has also been installed in the players' houses.

EFL

As I have said before, football is a highly compliance-driven business off-the-field, and that means our operations are constantly being reviewed and inspected. The regulatory regime continues to toughen and increase scrutiny:

- Latest **EFL Safeguarding** compliance inspection has taken place. Safeguarding is a key area of focus for the club where more resources are being spent. We are awaiting results. This is the fifth routine review / inspection of this area in the last 18 months. It demonstrates the importance to the EFL and the club. Club is to support EFL Women's Week.
- The next EFL compliance area is completion of the first stage of the new **EFL Green Code** compliance. This will be a major challenge for us.
- The latest all 72-club meeting was held on 17 February, followed by divisional meetings.
- Our first submission and independent review for compliance with the new **EFL Diversity** Standard has taken place. We are awaiting results. The club previously had been given accreditation in 2019 under the old EFL scheme <https://www.carlisleunited.co.uk/news/2019/february/club-united-recognised-for-providing-welcoming-environment-for-all/> The requirements are increasing. The initiatives undertaken by the club already (like MCMS and Her Game Too), working together with CUSG, have already proved vitally important in meeting the requirements of the EFL.
- EFL is offering training for club EDI officers. We don't have a member of staff fulfilling that role, it is held by a volunteer via CUSG and CUOSC.

Questions

As usual, I will take any further questions from CUSG groups at the meeting on 10 January.