

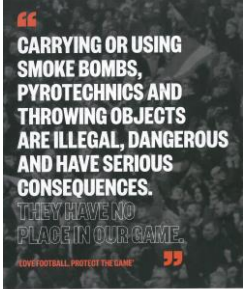


**CUSG 23 January 2023**  
**Club update**

This update is, as usual, focused on operational matters within the remit of the 1921 Operational Board. I will take any further questions from CUSG groups at the meeting on 23 January 2023 and answers will be detailed in the minutes.




Issue	Reference/Comments	Status
<b>Supporters</b>		
<p><b>Fan memoriam tributes</b></p> <p>We wish to record our great thanks to Jim Mitchell. He was a rep in these CUSG fan meetings for CUOSC and passed away since the last CUSG meeting just before xmas. He will be sadly missed.</p> 	<p><a href="https://www.carlisleunited.co.uk/news/2022/december/club-farewell-to-a-dear-friend/">https://www.carlisleunited.co.uk/news/2022/december/club-farewell-to-a-dear-friend/</a></p>	
<p>On 4 February 2023 (Harrogate) we will be sharing tributes to fans who have passed away since July 2022. If you have lost a loved one since our last tribute in July get in touch.</p>	<p><a href="https://www.carlisleunited.co.uk/news/2023/january/in-memoriam-remembering-those-weve-lost/">https://www.carlisleunited.co.uk/news/2023/january/in-memoriam-remembering-those-weve-lost/</a></p>	<b>4 Feb 2023</b>
<p><b>Prostate Testing</b></p> <p>We are hosting a Prostate Cancer testing session in association with the Community Sports Trust and Barry Kilby Prostate Cancer Appeal on 17 June 2023.</p>	<p>This is a serious illness. In the UK, about 1 in 8 men will be diagnosed with prostate cancer in their lifetime. Get tested - book here:  <a href="https://bkpca.mypsatests.org.uk/Events/">https://bkpca.mypsatests.org.uk/Events/</a></p>	<b>17 June 2023</b>
<p><b>Memorabilia</b> continues to be collected and donated by fans. The collection is now sizeable and still growing. Further donations are all very welcome. 74/75 memorabilia is to be displayed in the renamed '74/75 lounge'.</p>	<p>Any other donations will be welcome.          Details of what has been collected will feature in a future website article.</p>	<b>Q1 2023</b>
<p><b>74-75 Lounge</b></p> <p>The room previously known as the 'Sponsors Lounge' in the West Stand is to be rededicated and rebranded as the '74-75 Lounge'. H&amp;H are preparing the design and branding.</p> <p>It is in full use as a different type of lounge for sponsors and match day hospitality guests.</p> <p>Any businesses interested in sponsoring or using this lounge on a match day can contact the commercial team.</p>	<p>74-75 memorabilia has been collected by CUSG and will be put on display for the first time.</p> <p>A rededication event is being planned for Q1 2023, and a number of players from 74/75 are confirmed to be attending.</p> <p>Call Debbie, Kerry and Martyn for commercial deals and match sponsorships / hospitality. Contact <a href="mailto:commercial@carlisleunited.co.uk">commercial@carlisleunited.co.uk</a>.</p>	<p><b>4 February 2023</b>  <b>Contact</b></p>
<p><b>Pioneer Bar dedications</b></p> <p>The new bar in the Pioneer stand (formerly shop) will be dedicated in honour of Tony Hopper. The large unnamed bar in the Pioneer will be dedicated in honour of John Halpin. A west side ground floor lounge used by players/staff will be dedicated to Alan Ashman.</p>	<p>Names of preferred fan choices were collected by CUSG via SLO.          'Hopper's Bar' to be named in Q1 2023.          'Halpy's Bar' to be named in Q1 2023. Timings tbc.</p>	<p><b>31 March 2023</b>  <b>31 March 2023</b>  <b>tbc</b></p>
<p><b>Playing shirt amnesty to hand back old shirts for reuse is continuing.</b></p> <p>Donation points are in the Blues Store and east stand upstairs ticket office/reception. Further shirts have been on display in the east stand reception.</p>	<p><a href="https://www.carlisleunited.co.uk/news/2021/december/club-donate-your-old-shirts-for-good-causes/">https://www.carlisleunited.co.uk/news/2021/december/club-donate-your-old-shirts-for-good-causes/</a> More donations welcome.          The club is seeking shirts missing from the collection to complete the display.</p>	<p><b>Ongoing</b>  <b>Ongoing</b></p>
<p><b>Behaviour at games</b></p> <p>Fan support remains brilliant. The club has been subject to three FA investigations after incidents before Xmas and has now incurred a fourth after flares at Crewe (A).</p> <p>The club has issued a reminder to the tiny handful of fans who let off flares.</p>  <p><a href="https://www.carlisleunited.co.uk/news/2023/january/club-for-footballs-sake--no-flares/">https://www.carlisleunited.co.uk/news/2023/january/club-for-footballs-sake--no-flares/</a></p> <p>The club has also been contacted by the EFL and is under scrutiny by them after racist chants from at WRE at the Bradford game were reported by home fans, away fans and the Police.</p> <p><b>Up The Blues but FFS ...</b>  <b>For Football's Sake and for Carlisle's sake ... No flares and no racist chants.</b></p>	<p>These incidents are by a very tiny fraction of fans - just one or two people out of over 5,000.</p> <p>For the tiny minority who behave in an offensive, anti-social or unacceptable manner, the message is clear, you will be dealt with through a combination of police action and club bans.</p> <p>Any fans with information please contact the club.</p> <p>We will be increasing the appeals to fans with posters and social media to try and get the message across.</p> 	<p><b>Information</b></p> <p><b>Appeal</b></p> <p><b>Appeal</b></p>







**CUSG 23 January 2023**  
**Club update**

Issue	Reference/Comments	Status
<p><b>Retail</b></p> <p>New kit sales remain strong. Retail sales in the half year to 31 December are +41% up on 21/22 (+32% after Q1). Online sales via Terrace continue to grow.</p> <p>The kit contract is due for renewal and expires in June 2023. The process to appoint a kit supplier is ongoing and on schedule, and further updates will be provided in coming months.</p> <p>The priority IT project is an upgrade of the online store. It is well overdue for upgrade. This process is planned to accelerate in the New Year.</p>	<p>Check out <a href="https://theterracestore.com/collections/carlisle-united">https://theterracestore.com/collections/carlisle-united</a></p> <p>Further updates to follow.</p> <p>Further updates to follow.</p>	<p><b>Information</b></p> <p><b>Q1 2023</b></p> <p><b>Q1 2023</b></p>
<p><b>Catering and hospitality</b></p> <p>After 12 home games catering total takings are +39% up on 21/22 (21/22 also included Barrow, which was the highest take last year) overall:</p> <ul style="list-style-type: none"> <li>• Home retail takings are up +56% (+46% after 10 games) in part due to +22% increase in buyers (as a result of average increased gates) and ...</li> <li>• spend per head is also up +28% (previously +24% after 10 games).</li> <li>• Hospitality income is now also +16% (previously +2% up on 21/22 after 10 games).</li> </ul> <p>Overall, the match experience continues to improve, but we do experience the odd setbacks.</p> <p>We continue to invite former players as guests for match day in bars and lounges. This is adding to the match atmosphere and more players are scheduled to come.</p>	<p>Encouraging to the season half-way point as Winter now takes over:</p> <ul style="list-style-type: none"> <li>• More fans coming before games to support the catering at the club.</li> <li>• This is forecast and anticipated to catch up in coming games.</li> <li>• Feedback is good. Bookings are very strong in games ahead. <a href="https://www.carlisleunited.co.uk/commercial/testimonials/">https://www.carlisleunited.co.uk/commercial/testimonials/</a></li> <li>• Takings vs Bradford were the highest since catering came in-house.</li> </ul> <p>We review these and steps to avoid repeats.</p> <p>Dean Walling and Ian Arnold were guests at the Newport game. Danny Livesay is guest v Harrogate along with Les O'Neill, Graham Winstanley, George McVitie.</p>	<p><b>Information</b></p> <p><b>Information</b></p> <p><b>Information</b></p>
<p>Fans may have seen reports of beer cost price increases due in the New Year from Heineken:</p> <p><a href="https://www.dailymail.co.uk/news/article-11429931/Heineken-price-increases-London-pubgoers-face-7-pint-draft-beers-ciders.html">https://www.dailymail.co.uk/news/article-11429931/Heineken-price-increases-London-pubgoers-face-7-pint-draft-beers-ciders.html</a></p> <p>We are looking at the implications on the cost of our supplies going forward.</p>	<p>At this stage it appears unavoidable that a price increase will be necessary in the New Year on beers in the stadium.</p> <p>With the help of fans we are benchmarking our alcohol prices against other similar clubs in L2 and other local alternatives on a match day, to ensure our prices remain competitive.</p>	<p><b>Information</b></p>
<p><b>Gates</b></p> <p><b>After 12 home L2 games, the average total attendance is now 5,639</b> (with 5,304 home and 335 away). This total is +18% up on 21/22 so far (despite 21/22 including 7,470 from the Barrow game which is still to be played in 22/23). <b>This is fantastic support.</b></p> <p><b>Fans are backing the team in the best numbers for over 10 years.</b></p>	<p><b>Home average gates so far are the best for over a decade in terms of:</b></p> <ul style="list-style-type: none"> <li>• total gates, average home fans and home fan walk up totals.</li> <li>• 11 out of 12 home L2 games have seen more than 5,000 fans.</li> </ul> <p>Bradford saw the highest gate for a league game (without low price ticket offers) for over a decade.</p>	<p><b>Information</b></p>
<p><b>Tickets</b></p> <p><b>Season ticket sales including half season are now 2,176</b> (21/22: 1,854).</p> <p><b>After 12 home L2 games match day ticket income is up +36%</b> on 21/22 so far after 12 home L2 games and is again the best for a decade so far. This is critically important in funding the committed increased Player Costs spending in 22/23.</p>	<p>The significant match day ticket income increase is a consequence of:</p> <ul style="list-style-type: none"> <li>• +22% increase in numbers of home fans walking up.</li> <li>• +14% increase in the yield of income earned per ticket.</li> </ul>	<p><b>Information</b></p>
<p>We again remind fans coming close to kick off to change their tickets (from one terraced area to another, or from one seated area to another) or who have forgotten season tickets, that it has a severe impact on service times, and selling tickets to fans buying in the run-up to kick off is very significant as transfers are time consuming.</p>	<p>No change of behaviour is being seen. We are reviewing the reprint and move charges on a match day.</p> <p>We encourage fans to check they have their season ticket before getting to the game, and to move stands before the match day.</p>	<p><b>Ongoing</b></p> <p><b>Information</b></p>



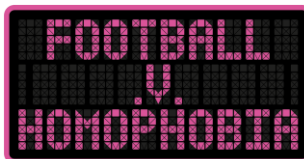
Issue	Reference/Comments	Status
<p><b>iFollow</b></p> <p>Our most recent streaming data is as follows:</p> <ul style="list-style-type: none"> <li>Northampton (A) 796</li> <li>Crewe (A) 778</li> </ul> <p>Bradford (H) 321` Doncaster (A) 821</p> <p>iFollow income is up +37% on 21/22.</p> 	<p>For details of future matches on iFollow check out the website:</p> <p><a href="https://www.carlisleunited.co.uk/news/2022/november/efl-huge-month-of-live-coverage/">https://www.carlisleunited.co.uk/news/2022/november/efl-huge-month-of-live-coverage/</a></p> <p>The streaming numbers are excellent given the CUFC attending the games.</p>	<p><b>Information</b></p>
<p><b>Commercial</b></p> <p>At the end of December 2022, Commercial income is +24% up on 2021/22.</p> <p>Match sponsorships for the whole season are now sold out with just a few other sponsorships still available. Foxy's and 74-75 lounge are sold out for most remaining games.</p> <p>Full details of other commercial opportunities are here: <a href="https://www.carlisleunited.co.uk/siteassets/documents-2223/commercial-borchure-2223.pdf">https://www.carlisleunited.co.uk/siteassets/documents-2223/commercial-borchure-2223.pdf</a></p>	<p>Limited opportunities are still available for matchday hospitality – these are going fast. Please call Debbie, Kerry and Martyn for commercial deals and match sponsorships / hospitality. Contact <a href="mailto:commercial@carlisleunited.co.uk">commercial@carlisleunited.co.uk</a></p>	<p><b>Information</b></p>
<p><b>Programme</b></p> <p>We continue to make the programme available online post-match.</p> <p>Like many clubs we are still seeing sales fall year on year. Against Bradford we sold only 438 out of a crowd of over 8000.</p> 	<p><a href="https://www.carlisleunited.co.uk/news/2022/october/programme-read-this-seasons-programmes/">https://www.carlisleunited.co.uk/news/2022/october/programme-read-this-seasons-programmes/</a></p> <p>It takes 15 hours to produce.</p> <p>Unless sales increase, production cannot be justified after this season.</p>	<p><b>Information</b></p>
<p><b>Stadium</b></p> <p>We suffered significant water damage in the east stand due to over a dozen water leaks and serious bursts in pipes after the December freeze and thaw. Other works continues.</p> <p>Full structural survey planned for 22/23.</p> <p>In early January we suffered a near miss 'flood' - with the flood gate protecting the stadium closed as an emergency measure, and the club implementing its flood plan as waters rose. Water levels reached high up the flood banks, but no damage was suffered.</p>	<p>Thanks to Caldew Plumbing and ECC Electrical for their emergency support in the aftermath and run up to the Bradford game</p> <p>To begin Q4 2022.</p> <p>Staff worked from 10pm to protect the club in a fantastic precautionary effort. This was a reminder of the flood risk at BP. With ground water levels and water volumes the flood risk is now higher than normal.</p>	<p><b>Information</b></p> <p><b>June 2023</b></p> <p><b>Information</b></p>
<p><b>EFL</b></p> <p>EFL Football is a highly compliance-driven business off-the-field.</p> <p>The regulatory regime continues to toughen, especially over governance, finance and cost control, match day, Safeguarding, EDI, security, H&amp;S and player care.</p>	<p>This is increasing. Our operations are constantly being audited, reviewed and inspected.</p> <p>The next EFL all club meeting is 23 February 2023.</p>	<p><b>23 Feb 2023</b></p>
<p><b>EFL Regulations and compliance</b></p> <p>Like all other EFL clubs, we are required under new EFL Regulations to adopt new Mandatory Articles of Association (MAA) for both 1921 and Holdings. These include new articles which strengthen the EFL's position and protect clubs in situations where shares and control of clubs change, to ensure its Regulations are followed and not avoided. This is part of increasing protections and safeguarding over clubs.</p> <p>This is beneficial to clubs and we supported the changes to EFL Regulations in an AGM vote of clubs last June 2022.</p>	<p>Our process of ensuring compliance is ongoing with legal formalities in process. This will result in member (shareholder) meetings being called for 1921 and Holdings, resolutions proposed, voting and then, filings at Companies House (if the resolutions are passed by 75% majority - CUOSC can veto the change as a 25.4% shareholder in Holdings) and is considering its position and support.</p> <p>Fans will see these formalities this in the coming weeks.</p>	<p><b>Information</b></p> 



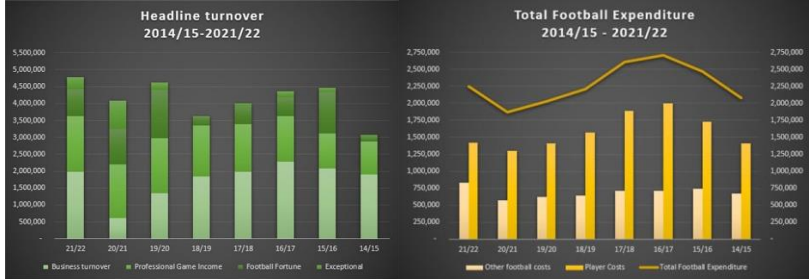
Issue	Reference/Comments	Status
<p><b>EFL Family Excellence Award</b>                      The club has received the results of the first visit of the 22/23 season of independent, mystery shoppers to assess our match day experience for families.</p> <p>The first visit has assessed us as being ranked at sixth of 24 in League Two (21/22: year 6th) and 32nd (21/22: 28th of 72) in the EFL. It covered 10 areas.</p> <p>Report is detailed here: <a href="https://www.carlisleunited.co.uk/news/2023/january/club-mystery-shopper-survey-received/">https://www.carlisleunited.co.uk/news/2023/january/club-mystery-shopper-survey-received/</a></p>	 	<p><b>Information</b></p>
<p><b>EFL Supporter Sanctioning Guidance</b>                      The club is considering the EFL advice and how best to incorporate and adopt its guidance. <a href="https://thefsa.org.uk/news/efl-unveils-new-sanctions-policy/">https://thefsa.org.uk/news/efl-unveils-new-sanctions-policy/</a></p>	<p>CUSG feedback to be collected at the meeting and implementation will then be finalised.</p>	<p><b>Q1 2023</b></p>
<p><b>EFL Clubs in the Community Report 2019-2022</b>                      In early February, all Clubs and Community Trusts will receive their own individual reports demonstrating the impact of the community work carried out.</p> <p>The EFL annual Week of Action campaign (16 – 20 January) where we will highlight the impressive work Clubs undertake seven days a week, 365 days a year starts soon.</p>	<p>This specific report on the CUFC Trust will be made public in February.</p> <p>A review of the community impact across the entire EFL is here <a href="https://www.carlisleunited.co.uk/news/2023/january/efl-national-report-impact-on-the-community/">https://www.carlisleunited.co.uk/news/2023/january/efl-national-report-impact-on-the-community/</a></p>	<p><b>Feb 2023</b></p>
<p><b>EFL Safeguarding</b> Safeguarding is 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></p> <p>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>All club policies have been updated and its approach is detailed on the website <a href="https://www.carlisleunited.co.uk/safeguarding/">https://www.carlisleunited.co.uk/safeguarding/</a></p> <p>Contact Scott with any Safeguarding issues.</p>	<p><b>Information</b></p> <p><b>Contact</b></p>
<p>The issue of <b>unaccompanied U14 children attending games</b> continues to reduce but is still occurring. At a recent game an U11 was left unattended in a stand while those with him went to park a car. Other U14 have been dropped off and parents gone away. Ticket offices and stewards continue to check ages as far as possible.</p>	<p>The rules are in place to safeguard children and meet our obligations as a responsible club and address the misbehaviour. U14 who are found to be unaccompanied will be taken into the care of the match day safeguarding team and the parent/guardian contacted to take them home or, failing that, be returned home by the Police.</p>	<p><b>Information</b></p>
<p><b>EFL EDI and Mental Health</b>                      EFL EDI Code of Practice standards for 22/23 have been issued. The need for action by CUFC flows from EFL Regulations. Key is the EDI Code of Conduct accreditation. Bronze standard compliance is mandatory by all EFL clubs by the end of 2023 as a minimum.</p> <p><a href="https://www.carlisleunited.co.uk/news/2022/july/efl-new-equality-code-of-practice/">https://www.carlisleunited.co.uk/news/2022/july/efl-new-equality-code-of-practice/</a></p> <p>We have finalised our Equality Action Plan 2022-2025 focussing on four specific areas. This is available on the web site along with our Equality Statement as required by the EFL.</p> <p>Our latest EFL progress meeting was held on 19 January where the incident vs Bradford was covered along with the actions the club were taking.</p>	<p>Full submission by 10/2023 next year.</p> <p>Accordingly, fans will see us increase our activity further as we implement our Equality Action Plan.</p>   <p><a href="https://www.carlisleunited.co.uk/news/2023/january/club-club-equality-statement/">https://www.carlisleunited.co.uk/news/2023/january/club-club-equality-statement/</a></p> <p><a href="https://www.carlisleunited.co.uk/news/2023/january/edi-equality-action-plan/">https://www.carlisleunited.co.uk/news/2023/january/edi-equality-action-plan/</a></p>	<p><b>Information</b></p> <p><b>Ongoing</b></p> <p><b>Complete</b></p> <p><b>Complete</b></p>



Issue	Reference/Comments	Status
<p>At the Sutton game CUFC we supported Carlisle Key in holding a clothing collection.</p> <p>We held our first networking session with some of the Equality, Diversity &amp; Inclusion (EDI) groups we have been building relations with before the Sutton United home game</p> <p>In February we are supporting FvH in its month of action.</p> <p>We will be supporting other initiatives in the coming months, Including the local Bloodbikes charity  <a href="https://bloodbikescumbria.org.uk/">https://bloodbikescumbria.org.uk/</a></p>	<p><a href="https://www.carlisleunited.co.uk/news/2022/december/clothing-appeal-united-team-up-with-carlisle-key/">https://www.carlisleunited.co.uk/news/2022/december/clothing-appeal-united-team-up-with-carlisle-key/</a></p> <p><a href="https://www.carlisleunited.co.uk/news/2022/december/edi-first-networking-meeting-held/">https://www.carlisleunited.co.uk/news/2022/december/edi-first-networking-meeting-held/</a></p> <p><a href="https://www.footballvhomophobia.com/professional-clubs/">https://www.footballvhomophobia.com/professional-clubs/</a>                      Watch for details.</p> <p>Contact Nigel Davidson the Club's EDI Officer if you want to get involved in EDI, or 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>Complete</b></p> <p><b>Complete</b></p> <p><b>Information</b></p> <p><b>Contact</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>EFL Green Clubs scheme provides a framework for us to improve our approach to environmental sustainability, offering bespoke guidance and practical advice to help implement continual change.</p> <p>We will formulate a Club-Fan 'Green Group' to work on joint initiative. Fans with a passion for sustainability are wanted to help us.</p>	<p>Following receipt of our Improvement Plan, we will now strive to becoming fully accredited and receive the Green Code Accreditation mark.</p> <p>We will be formulating a Green Plan by 31 March 2023 which we will publish.  <a href="https://www.efl.com/-more/efl-green-clubs/#:~:text=In%20a%20first%20for%20football,the%20world's%20greene st%20football%20club.">https://www.efl.com/-more/efl-green-clubs/#:~:text=In%20a%20first%20for%20football,the%20world's%20greene st%20football%20club.</a></p> <p>Get in touch via the SLO.</p>	<p><b>Ongoing</b></p> <p><b>Q1 2023</b></p> <p><b>31 January 2023</b></p> <p><b>Volunteer</b></p>
<p><b>Green Football Weekend</b></p> <p>We have earmarked 4 Feb vs Harrogate as our "Green Weekend" game. We are looking at initiatives around that game. <a href="https://www.greenfootballweekend.com/">https://www.greenfootballweekend.com/</a></p> <p>We are planning to expand the Fan Zone to showcase representatives from Green businesses.</p>	<p>Watch for further updates. <a href="https://www.greenfootballweekend.com/">https://www.greenfootballweekend.com/</a></p> <p>If you are interested or want further details contact Natasha at <a href="mailto:sustainability@carlisleunitedcst.co.uk">sustainability@carlisleunitedcst.co.uk</a></p>	<p><b>4 Feb 2023</b></p> <p><b>Contact</b></p>
<p><b>Planet League</b></p> <p>Working jointly with the Community Sports Trust in schools, we are participating in the Green Football Cup with Planet Football.</p> <p>This aims to make learning about climate and sustainability fun, competitive and inspiring for kids.</p>	<p>Check out here for the background <a href="https://planetleague.co.uk/">https://planetleague.co.uk/</a></p> <p><b>Sign up now and take part.</b></p>	<p><b>17 January 2023</b></p> <p><b>Sign up now</b></p>
<p><b>Academy</b></p> <p>We are scheduled to receive a full routine independent audit of EPPP compliance in 22/23.</p> <p>Matthew Scandle is our Player Care Lead focused on providing support and care especially in relation to player mental health.</p>	<p>Full EPPP audit date to be confirmed.  <a href="https://www.carlisleunited.co.uk/news/2023/january/academy-player-care-lead/">https://www.carlisleunited.co.uk/news/2023/january/academy-player-care-lead/</a></p>	<p><b>Audit date tbc</b></p> <p><b>Contact</b></p>





Issue	Reference/Comments	Status
<p><b>Funding and finance</b></p> <p>The annual independent external financial audit is complete and the accounts were approved by 1921 and Holdings board on 9 December 2022 and filed. They are available at Companies House and on our web site.</p> <p>As stated in the last update we reported a small profit for 21/22 (third year in a row) of £33k. At 30 June 2022, we had cash of circa £1.6m in the bank with our overall debt debts unchanged.</p> <p>We continue to be in a sound financial position day-to-day, with cash reserves in the bank.</p> <p>Our trade creditors position remains good with the liabilities being low. All our PAYE and VAT liabilities continue to be paid up in full and on time. Income is growing, but so are costs.</p> <p>In January 2023 we will settle the £120,000 commercial mortgage over on club house, as the has financing expired. This is from cash balances and reduces the club debt. We have again published an updated detailed information guide “Understanding our finances” to help fans who want to see all the detail of our finances and how they work.</p> <p><a href="https://www.carlisleunited.co.uk/news/2023/january/finances-another-look-at-the-facts-and-figures/">https://www.carlisleunited.co.uk/news/2023/january/finances-another-look-at-the-facts-and-figures/</a></p>	<p><b>Reference/Comments</b></p>  <p><a href="https://www.carlisleunited.co.uk/siteassets/documents-2223/car816-cufc-1921-signed-accounts-2022---no-detailed-pl.pdf">https://www.carlisleunited.co.uk/siteassets/documents-2223/car816-cufc-1921-signed-accounts-2022---no-detailed-pl.pdf</a></p> <p><a href="https://www.carlisleunited.co.uk/news/2023/january/club-audited-annual-accounts-202122/">https://www.carlisleunited.co.uk/news/2023/january/club-audited-annual-accounts-202122/</a></p>	<p><b>Information</b></p> <p><b>Information</b></p> <p><b>Complete</b></p>
<p>As fans know, the club is heavily loss making before Football Fortune income. We rely on extra income from cups and player sales to avoid significant losses each year (to make a profit and fund future spending and re-investment).</p> <p>Crucially, cup runs and player sales bring in extra cash needed to cover the large gap in our spending on football (which is far in excess of the net income earned each season).</p> <p>Further detail of how our finance work is shown here: <a href="https://www.carlisleunited.co.uk/news/2023/january/finances-another-look-at-the-facts-and-figures/">https://www.carlisleunited.co.uk/news/2023/january/finances-another-look-at-the-facts-and-figures/</a></p> <p>In 22/23 so far, much higher Business Turnover from tickets, commercial and retail income and streaming than in prior years helps to reduce this gap, all other things equal. However, we are also facing significant Business Cost increases (like energy, wage cost increases, supply cost inflation, interest cost increases).</p> <p>However, we are also committed to increase spending on Player Costs and Other Football Costs in 22/23, to improve our on-the field performance and support Paul Simpson. This will increase Football spending to levels not seen for a number of years.</p> <p>As a result, the overall budgeted loss in 22/23 is significant. Unbudgeted, Football Fortune and improved trading will of course reduce it.</p>	<p><b>Reference/Comments</b></p> <p>This underlying context is unchanged, however increased spending and growing external cost pressures add to this.</p> <p>This is no different to almost all EFL clubs (but most others are also subsidised by shareholders who top up spending and provide emergency cash if required – we don’t have that backstop).</p> <p>Other clubs are now publishing results showing the massive losses being made across the EFL. This shows the games’ reliance on existing owners and a supply of new ones willing to donate huge amounts to clubs.</p> <p>Our budgeted football spending will outweigh this budgeted increase in underlying net income in 22/23, creating a greater underlying loss and cash requirement than in prior years (before Football Fortune).</p> <p>The budgeted loss in 22/23 will reduce our current cash reserves in the bank as we spend more cash than we get in. Unexpected Football Fortune could reduce the loss and cash outflow, as could unplanned extra income (eg bigger gates than budget). In the short term our cash reserves can support this spending.</p>	<p><b>Information</b></p>
<p>As reported previously, it still cannot be ruled out that Purepay will require cash repayments in 22/23 (and beyond), as confirmed in the latest Audited Financial statements. The Holdings board continue to seek progress on this, but no new discussions have taken place.</p> <p>In mid-January 1923 the club again asked Purepay formally for talks.</p>	<p><b>Reference/Comments</b></p> <p><b>Position is still unchanged.</b></p> <p>Interest continues to accrue (not paid) on the Purepay loan. This is at an increased rate given rising base interest rates and compounding interest. The interest charge in 22/23 is expected to be significantly higher than 21/22.</p>	<p><b>Position is unchanged</b></p> <p><b>Information</b></p>



Issue	Reference/Comments	Status
<p><b>Questions</b></p>		
<p>Q1 Why did the Club Shop not allow any returns/exchanges on Boxing Day? They said it was as expected to be busy, but surely they could've said any returns/exchanges could've been done after the match when quieter? I live in Workington and today (Sat 14th Jan) is the first time I've been back in Carlisle, nearly three weeks later. Thank you.</p>	<p>Past experience shows a big Boxing Day crowd + product returns (we get alot after Xmas) at the same time have created serious congestion and issues in the shop, with fans disgruntled (as processing returns is slower than selling). It reduces our ability to sell and serve.</p> <p>With a very big crowd expected it was also expected to be very busy post-match – I understand it was.</p> <p>Point taken though, and we will reconsider/rethink for next year.</p>	
<p>Q2 What is the Club doing against fans who constantly mention using VPN's and Firesticks to access matches on iFollow? These fans, using the term lightly, are taking vital cash away from the Club they supposedly support.</p>	<p>This is very difficult and frustrating.</p> <p>I see every week facebook fans openly asking for tips on sharing ways to do it – it is scamming the club.</p> <p>It needs the source shut down. That is beyond the remit of the club, but the EFL tries hard. However, they pop up just as quickly once they've been shut down. It is big business. Some other EFL clubs tell us that pubs in their town openly stream games of the local club to fans!</p> <p>We are pretty helpless, we can appeal to fans, which we do, but it makes little difference. It is seen as victimless and harmless – nobody is losing out.</p> <p>I expect it to grow more as the cost of living increases.</p>	