

Carlisle United

Fan

Engagement

Our approach





Carlisle United

Fan Engagement

Overview

The Club's overall objective is

“Working Together, building a Sustainable and Successful Club that we can take Pride in.”

Working Together means the Club, the fans and our community in Carlisle and surrounding area coming closer, collaborating and engaging together.

Fan engagement is central to achieving this objective.

Carlisle United

Fan Engagement

Overview

- **Working together with our fans makes the club better** - it's that simple. It's the right thing to do
- Working together in this way gives those running our club **better insight and a closer connection with supporters**
- It gives us an opportunity to **get alternative perspectives and ideas** when making judgements and decisions – from operational matters to discussions held at the boardroom table
- This overview details how the key elements fit together

Carlisle United

Fan Engagement

What it means
to us...

Working together

Fan engagement

Two way
– listen
and learn

All levels – top to bottom access

All fans

Transparency

Sharing and
explaining

Board

Operations

Day-to-day

Diversity

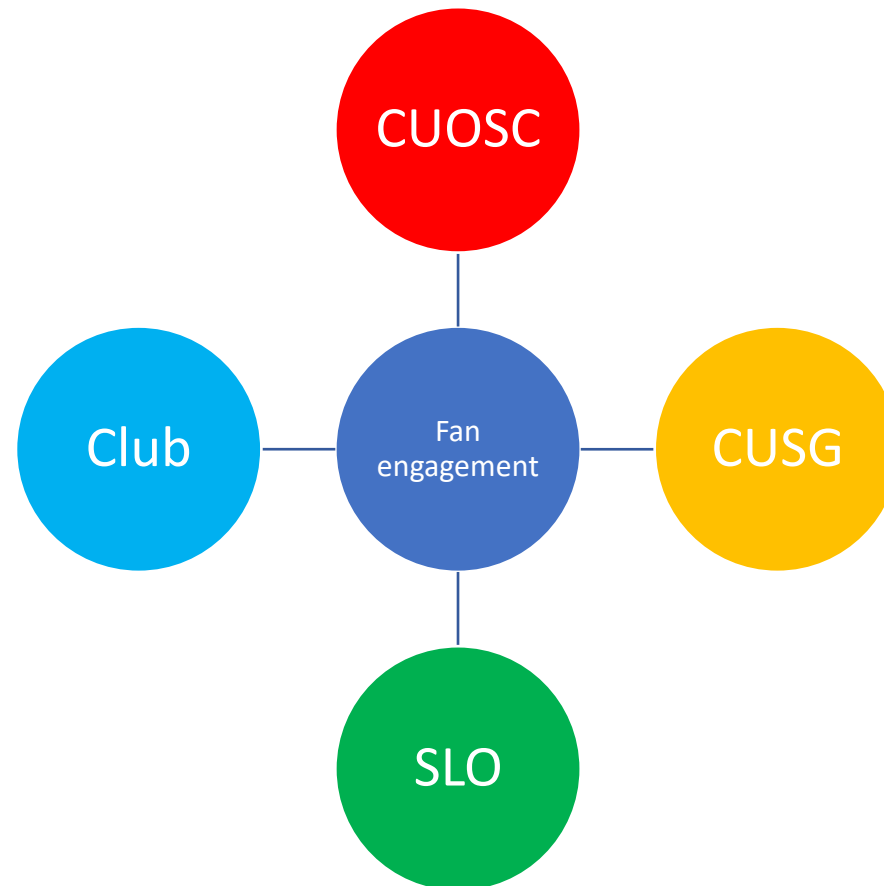
Information

Decision
making

Carlisle United

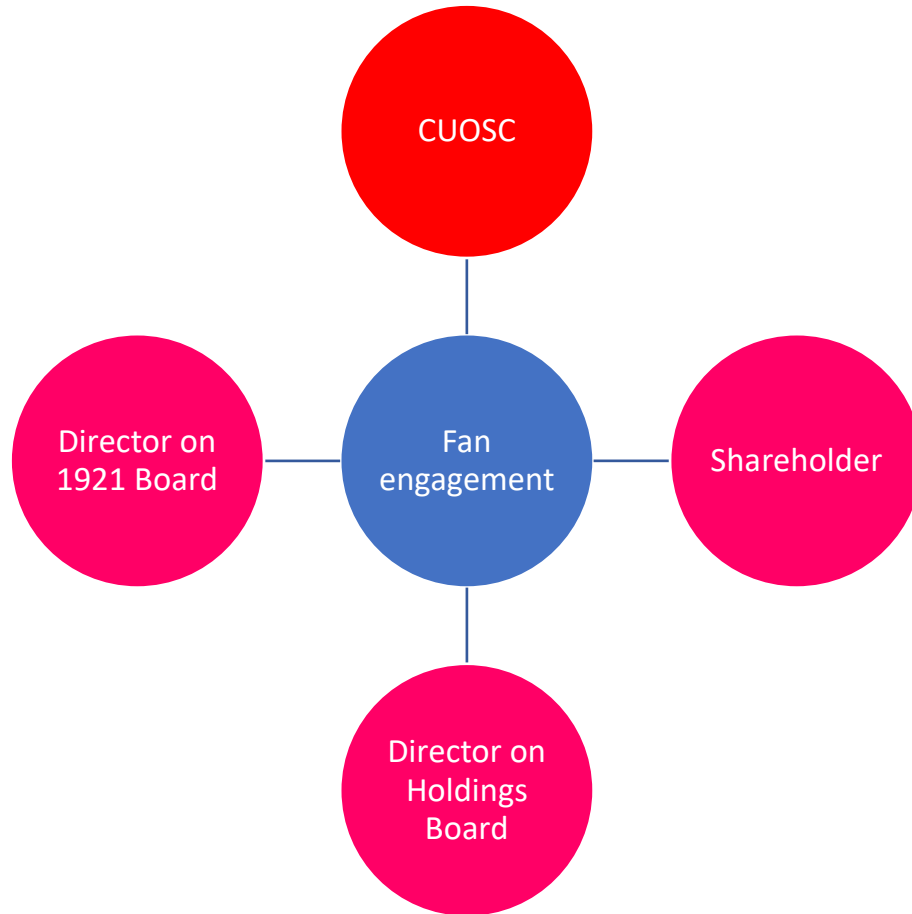
Fan Engagement

Key elements



Carlisle United Fan Engagement

Carlisle United Official Supporters Club

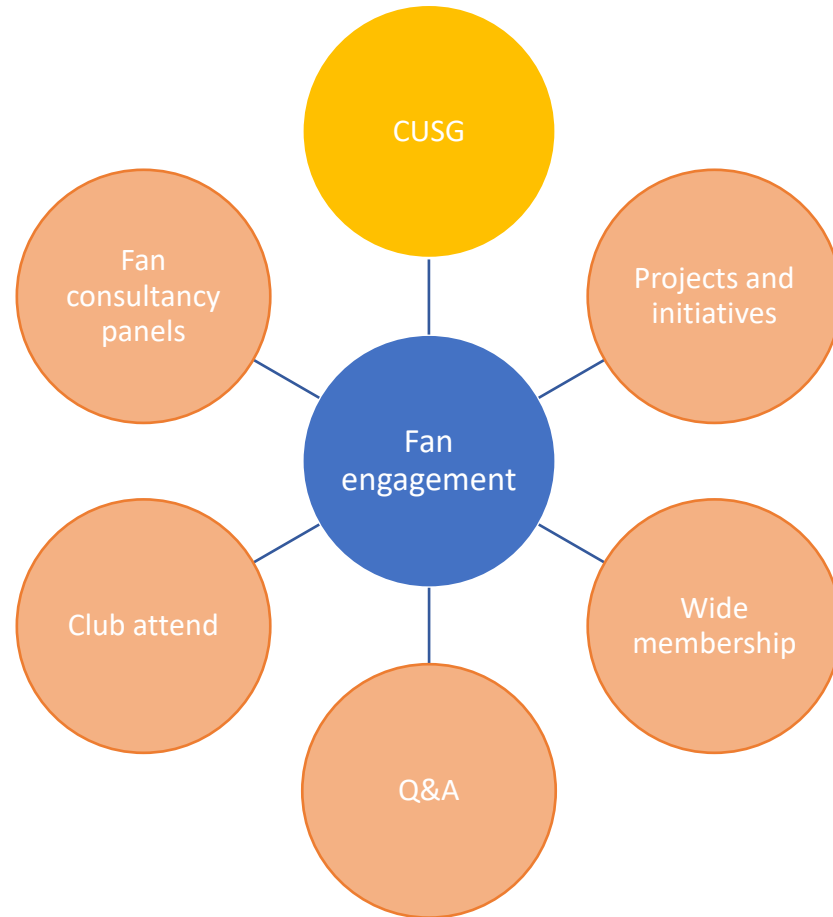


CUOSC

- Supporter trust over 500 members
- 25.4% voting power
- Run by a board elected by directors
- Nominates directors to 1921 and Holdings board
- Representatives on CUSG panel

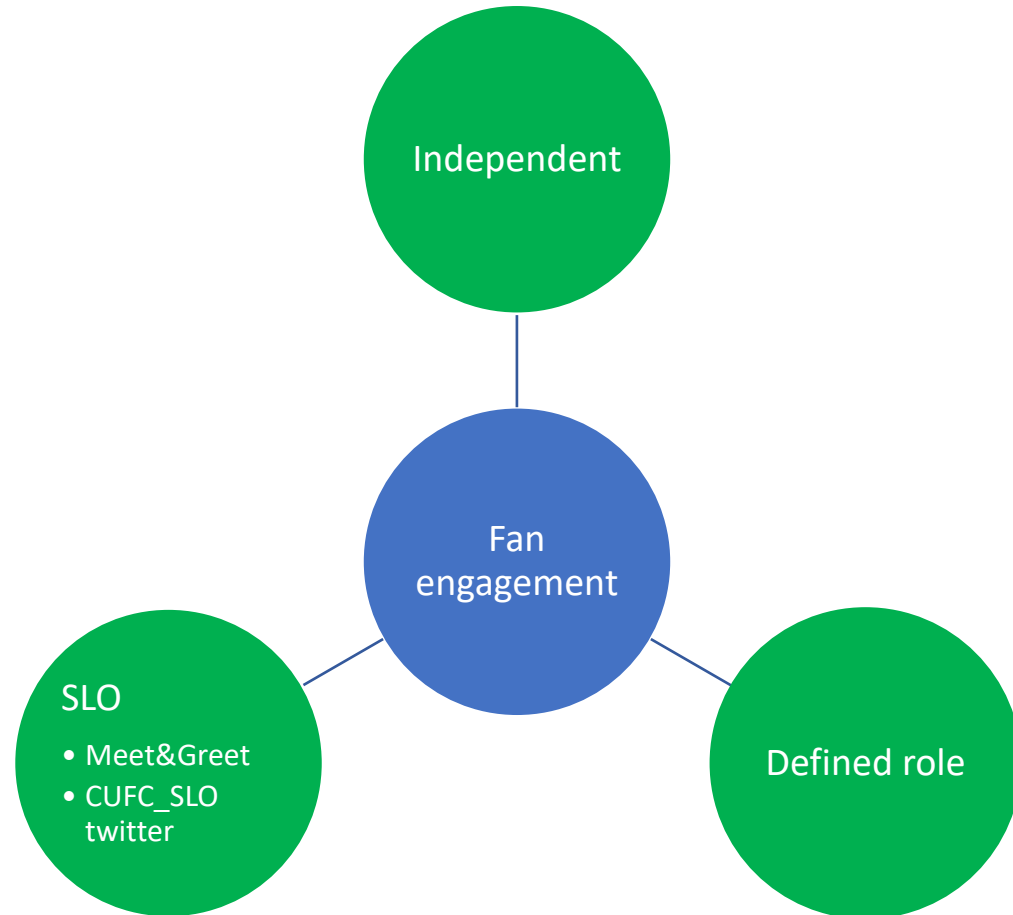
Carlisle United Fan Engagement

Carlisle United Supporters' Group (CUSG)



- Independent group
- Forum for supporter all groups – diverse member
- Constitution published
- Consultancy panels
 - Catering
- Meetings with Club every 4-6 weeks
- Fan focused projects and initiatives
- Questions to club
- Agenda, minutes and answers published publicly

Carlisle United Fan Engagement Supporters Liaison Officer



- Independent defined role
 - Published and defined by fans
- Reporting to CUSG not club
- Focused on:
 - Operations
 - Individual fan concerns
 - Communication
 - Social media
 - Home and away matchday

Carlisle United Fan Engagement Club



- CEO and attends CUSG
- Q&A / Forums for fans – face to dace
- Financial updates by CEO
 - Detail analysis of accounts
 - Regular updates
 - Transparent and detailed financial information for fans
- CUOSC directors on the both club boards
- Close working with independent SLO
- Club Charter
- Published policies – complaints, whistleblowing
- Information from our own media channels
- Surveys to gather information
- Independent benchmarking

Fan meetings 21/22

CUSG	Attendees	Supporters	Detail
30 June 2022	Fan forum CEO, FD, team manager plus Four shareholder/ directors totalling 64% of club ownership - Trust shareholder (25.4%) - Two individual 19% shareholders each - one other director	Open fan forum with owners and directors No restrictions on attendance Questions unrestricted on the night	Streamed live on Youtube Live club blog Local press live blog Unrestricted questions from the audience at the event
24 May 2022	Fan forum CEO, FD plus Three shareholder/ directors totalling 64% of club ownership - Trust shareholder (25.4%) - Two individual 19% shareholders each	Open fan forum with owners and directors No restrictions on attendance Questions unrestricted on the night	Streamed live on Youtube Live club blog Local press live blog Unrestricted questions from the audience at the event
16 May 2022	CUSG Fan group meeting CEO, Head of Catering, Head of Media, SLO	CUSG Supporter Groups	Agenda Published Minutes published Fan questions taken in advance and answers published
21 Feb 2022	CUSG Fan group meeting CEO, Head of Media. SLO CUOSC trust shareholder director (JM)	CUSG Supporter Groups	Agenda Published Minutes published Fan questions taken in advance and answers published
10 Jan 2022	CUSG Fan group meeting CEO, Head of Media. SLO	CUSG Supporter Groups	Agenda Published Minutes published Fan questions taken in advance and answers published
13 Dec 2021	CUSG Fan group special meeting CEO, Head of Media. SLO CUOSC 1921 Board Director CUOSC Holdings Board Director	CUSG Supporter Groups	Minutes published Fan questions taken in advance and answers published
29 Nov 2021	CUSG Fan group meeting CEO, Head of Media. SLO	CUSG Supporter Groups	Minutes published Fan questions taken in advance and answers published
18 Oct 2021	CUSG Fan group meeting CEO Head of Media. SLO	CUSG Supporter Groups	Minutes published Fan questions taken in advance and answers published
6 Sept 2021	CUSG Fan group meeting CEO, Head of Media. SLO CUOSC 1921 Board Director	CUSG Supporter Groups	Minutes published Fan questions taken in advance and answers published
19 July 2021	CUSG Fan group meeting CEO, Head of Media. SLO CUOSC trust shareholder director (JM)	CUSG Supporter Groups	Minutes published Fan questions taken in advance and answers published

