

Carlisle United

Club Charter 17/18



1 Introduction

The Carlisle United Charter (“Charter”) brings together the Club’s principal aims, commitments and policies, including those for ticketing and supporter engagement.

We constantly review our key policies and these may change during the season; if we do, this Charter will be updated accordingly.

The Club will review the Charter each year in June ahead of the new season. We will consult with The Carlisle United Supporters Groups (“CUSG”) on the Charter and it will be adopted and approved by the 1921 Board.

Who are we?

The Club, was first founded in 1904, meaning we are over one hundred years old. Brunton Park has been home to the club since 1909.

The Club is located only nine miles from the border with Scotland making us the most northerly based in the Football League. It is also the only professional league football club in Cumbria

We are defined in part by our geography and also our history. Weather, our rural landscape, local pockets of heavy industry and long distances combine to make us unique in the EFL.

We are a Club on the very northern border of England. Our location means we are the club for a wider region stretching far west and far south. We are the club of the regional capital and its biggest city. Our regional challenges demand a tough spirit where you have to fight hard.

We are the premier sporting organisation of Cumbria. We are a local community Club that reaches far.. We have no close neighbours in the EFL and our rivals are not local.

We are traditional and proud of our heritage with long memories. We are used to highs and lows and have enjoyed success and adversity. We celebrate our past heroes and are not envious when they move on – we support them.

Our fans demand passion, fight and determination and commitment on and off the field. They want to see local players flourish. We want to see our team overperform and outpunch the opposition and give no quarter.

We are 25% owned by supporters. Our fans want their voice to be heard. Our fans are fiercely proud and loyal. They are strong minded and vocal, they demand honest.

Many come and go from our region but they stay as Cumbrian’s and Carlisle fans born and bred.

Motto

BE JUST AND FEAR NOT

Carlisle United

Club Charter 17/18



Mission statement

The Club's strategy is

...."all working together, building a sustainable and successful Club that we are proud of"....

Values

The Club's values underpin what we do:

- **Pride** – recognising the efforts and achievement of the Club on and off the field. Courageous, straight talking, with grit and determination
- **Trust** - give people confidence in what we do especially honesty, integrity, fairness, adhering to high principles and professional standards
- **Commitment** - we are devoted and dedicated to the Club, the players, the fans and its Community, we will put the Club first. We are committed to providing excellent experience for fans and value for money.
- **Success** - we will be driven and focused on achieving individual, collective and Club success. What matters is what we have and what we do, not what others have
- **Quality** – we will strive to have the highest standards we can in everything undertaken by the Club.

Objectives

The Club will:

- Improve the match day experience, on and off the pitch
- Improve our engagement and communication with individual fans and supporters' groups
- build a club that people want to be associated with
- make a difference in our community
- be a place where fans want to come to enjoy football and have a good time
- be open and welcoming to everyone

Carlisle United

Club Charter 17/18



2 Service

Complaints

The Club strives to provide and maintain a high level of service for all supporters and visitors of the Club. However, despite the best efforts of the staff we do understand that problems can occur.

We encourage any supporter who feels that they have been mistreated in any way to bring the matter to the attention of the Club, who can then attempt to address and solve the issue to the best of their ability.

Any match day issues should be raised with a Ticket Office employee at the Match Day Ticket Office in the West Stand, or a member of the match day safety team as soon as they arise. The sooner we are aware of any problems that are occurring, the sooner we can deal with them.

If you feel that your issue on match day was not correctly resolved, or if you would like to discuss something unrelated to a match day please contact us.

General enquiries response times may vary due to the high volume of calls, particularly when match tickets go on sale. Any complaints or general enquiries are initially channelled into our general enquiries telephone line 01228 526237 and then will be routed to the relevant department if the enquiries line is not able to give a satisfactory answer.

The Club will endeavour to answer your complaint as soon as possible. However, due to many staff members not being based at the Club and others just working on the day of a fixture it is not always possible for us to get in touch with you straight away.

It is the Club's policy to respond to supporters within a maximum of seven working days and this will be done either by telephone, email or letter. If it is not possible to provide a full response at that time, an acknowledgement will be sent and a detailed reply will follow within 21 working days of receipt of the original communication.

If a supporter is not satisfied with the immediate response, or if the issue is more complex, we then request that all complaints be made in writing, either by email enquiries@carlisleunited.co.uk or by letter to the Supporter Liaison Officer at the Club. The reasoning behind this is that when we have a full account of your version of events to analyse we can understand your issue better.

If you remain unsatisfied by the Club's response, or failure to respond, you can contact the Club's Chief Executive and failing that the Club's Chairman via any of the Club's contact details.

If the matter is still not resolved you can contact:

The Independent Football Ombudsman
Suite 49
57 Great George Street
Leeds
LS1 3AJ

Carlisle United

Club Charter 17/18



Staff conduct

The Club staff will conduct themselves in a courteous manner at all times when dealing with supporters. Our staff will promote the match day experience as a safe, fun and community orientated event which encourages people of all ages to attend and give us their support.

We are thoroughly committed to the principle that all staff, customers, spectators, players and officials treat each other with respect and courtesy, irrespective of race, colour, religion, culture, gender, sexual orientation or age. Only if we are given constructive feedback from our supporters can we develop any areas that you feel need to be improved.

If you feel that we have not met the high standard of customer service you deserve and expect, we would like to know about it, so that we can improve the products and experience you are delivered.

3 Away supporters

The Club abides by the EFL's regulations governing the allocation of tickets to away supporters.

The Club abides by the Football League Regulations governing the allocation of tickets to visiting clubs.

The Club does not charge admission prices to supporters of visiting clubs, which are higher than those charged to our own supporters for comparable accommodation. In particular our concessionary rates offered to senior citizens and junior supporters apply to supporters of a visiting club.

Also see Appendix I for details about Brunton Park.

4 Disabled supporters

Brunton Park currently has a minimum of 24 wheelchair spaces, all have provision for the carer to sit with the supporter, situated in:

- 16 Home Pioneer Foodservice East Stand (covered)
- 4 Home Paddock North (uncovered). Plans are in place to cover these in 17/18
- 4 Away Petteril End (uncovered). Plans are in place to cover these in 17/18

Disabled tickets are available with free access for the PA or carer (this applies to both match tickets and Season Tickets). Details of all ticketing arrangements can be obtained from the Ticket Office.

Disabled parking

There is a club car park situated on the east side of the ground at the northern end of the Pioneer Foodservice East Stand with 12 accessible spaces for both home and away supporters who must be blue badge holders. Spaces are allocated on a first come first served basis.

For away supporters, this is adjacent to the Pioneer Foodservice East Stand turnstiles/access gates but for home fans this is some 100 yards from the home turnstiles/access gates.

Drop off facilities are available if you approach a steward on entry. The Club suggest that if a fan needs to be dropped off that they contact the club in advance so that match day staff can be made aware.

For general enquiries contact our Disability Liaison Officer.

Also see Appendix I for details about Brunton Park.

Carlisle United

Club Charter 17/18



5 Matchday experience

Respect policy

The Club's commitment is to promote inclusion and to confront and eliminate discrimination whether by reason of age, gender, gender reassignment, sexual orientation, marital status or civil partnership race, nationality, ethnicity (race), religion or belief, ability or disability, pregnancy and maternity and to encourage equal opportunities. These are 'protected characteristics' under the Equality Act 2010.

Foul, abusive, insulting, indecent or threatening words, vicious chanting, racism, anti-Semitism, sexism or any other form of abusive behaviour, including towards Club officials, its staff or players and fellow supporters is unacceptable and will not be tolerated.

In response, the Club reserves its right to take reasonable action, as it sees fit - including but not limited to, withdrawing Season Tickets, memberships, refusing access to matches, banning from Brunton Park and other Club facilities and blocking on social media. Where appropriate relevant football, supporter and judicial authorities may also be informed.

In addition, where the misconduct contains reference to any one or more of a person's ethnic origin, colour, race, nationality, faith, gender, sexual orientation or disability, or are of a sexual nature including pertaining to LGBT or BAME then this will be deemed as aggravating matters and the Club shall consider the imposition of an increased sanction.

If as a fan you have cause to witness any of the above or have any concerns including bad language please report the matter to a nearby steward/steward supervisor. However, we appreciate that you may not want to be seen approaching a match day member of staff so we have introduced a help line that goes directly to our Match Day Safety Office and the number is below.

On the back of our match tickets under the Terms & Conditions is a phone number 07837 097977 for supporters to text or ring should they wish to report any abuse or behaviour concerns they are experiencing. Once they have provided us with their stand and seat details a steward can go to their aid.

Any incidents that cannot be dealt with on the day should be reported to Supporter Liaison Officer by email to nigel.dickinson@carlisleunited.co.uk or kickitout@carlisleunited.co.uk

Anti-Discrimination policy

The Club seeks to ensure that the talents of all employees are used to the full and that opportunities afforded to employees and prospective employees will be solely on the grounds of capability.

In order that this may be achieved, no employee or job applicant will receive less favourable treatment by the Club on any of the following grounds: gender, marital status, race or ethnic origin, religious belief, age, sexual orientation, disability or any other unjustifiable reason. This policy applies to all current and prospective employees.

The Club is a long standing and committed supporter of 'Kick It Out' and the 'Football v Homophobia' campaign amongst others. Kick It Out 0207 842 8932 or 08001699414 www.kickitout.org or email to info@kickitout.org. Football v Homophobia www.footballvhomophobia.com or email info@footballvhomophobia.com

The Club is committed to compliance with the EFL Code of Practice
<https://www.efl.com/news/2016/march/football-league-clubs-leading-the-way-on-inclusion-code-of-practice-pilot/>

Carlisle United

Club Charter 17/18



Stewarding, Crowd control, First-aid procedures

The Club regards good Health & Safety practice as a vital part of its overall business. It is therefore the Club policy for management and employees at all levels, to do all that is reasonably practicable to attain the highest level of H&S.

Our overall aim is to prevent injury and protect from any foreseeable harm members of the general public who attend the Brunton Park.

The Club recognises that the safety, security and comfort of spectators, players, officials and others present within the Stadium on matchday or other events is of paramount importance.

The Club, through its Boards of Directors, senior management, staff and safety officials resolves to take all action necessary to provide a safe, welcoming and friendly environment to all those using the facilities within the Stadium.

The stewards are here for the safety of supporters. We encourage all supporters to behave in a controlled and decent manner while watching the match if a fan feels that they have been put into a threatening, uncomfortable or potentially dangerous situation they should report their issue to the match day stewards as soon as possible, so that it can be dealt with in a timely manner with minimum damage caused and to improve the situation for them.

In order to provide the best available suitably trained and qualified stewards, the Club has contracted with an external provider for the training of its in-house stewards and each event shall be stewarded in such numbers required to fulfil all safety positions and additional roles as identified by the Safety Officer.

The Club will work towards the guidelines of the Football Licensing Authority in ensuring all stewards are qualified to the level required.

Whilst the requirement to provide first aid and medical cover is set out in the Club's Safety Certificate, the Club has a positive interest in the level and quality of cover provided.

The Club provides its own qualified first aid staff and provide a First Aid room equipped for their use. The equipment provided will comply fully with the minimum standards specified by both the Football Association and the Football Licensing Authority. Over and above the requirements in the Safety Certificate, the Club enables the attendance of a crewed accident and emergency ambulance from QAS Ltd. A QAS Ambulance officer co-ordinates all medical aspects in support of the Safety Officer.

Carlisle United Club Charter 17/18



6 Tickets

Introduction

The Club is committed to making attending matches as simple as possible. We understand personal circumstances change which can affect the ability to attend matches. We will always try to be understanding and flexible. If you have a problem always speak to our ticket office staff who will do all they can to help.

The Club will use all reasonable endeavours to give the earliest possible notice of any changes to its ticketing policy and the reasons for such changes.

All ticket sales are subject to terms and conditions and Brunton Park regulations. For full details on the ticketing policy please visit the tickets section on the website.

Details of changes to the ticketing policy are publicised through the Club's official website, twitter feed, match day programme and advertisements placed in the local paper and other media.

The Club will use complementary tickets to introduce new supporters and reward supporters.

The Club is committed to giving added benefits to Season Ticket holders wherever possible

Purchasing

Tickets can be purchased in the following ways, subject to ticket allocation and on-sale dates:

1. In person by visiting at Brunton Park at the relevant ticket office
2. By phone, by calling the Ticket Office hotline on 0844 371 1921. Calls to this line will cost 5p per minute from a standard line but calls from a mobile will be considerably more.
3. Online, by visiting www.carlisleunited.co.uk and following the 'buy tickets' options.

Please refer to the Club's communication channels for full ticket details of the relevant fixture. When the Club announces on-sale date and times, the same on-sale date and time applies to the online ticket service (booking fees apply).

Before booking home match tickets, please note that its online booking service is the fastest and most effective way of securing your tickets for matches.

In person – Ticket Office opening times

Monday to Friday 10am-5pm (Pioneer Foodservice East stand, first floor weekday Ticket Office).

Matchdays - 3pm or morning kick-offs

From 10am until 90 minutes before kick-off

Match Day Ticket Office West Stand - all tickets and collections

From 90 minutes pre-kick off - to kick off

Match Day Ticket Office West Stand - West stand seated tickets and all collections

Paddock South ticket office - Paddock standing tickets

Pioneer Foodservice East stand ticket office (ground floor) for:

- East stand seats home tickets

- Warwick Road standing tickets

Pioneer Foodservice East stand – North end - Away tickets

Evening kick offs: All ticket offices open from 6pm except main West stand ticket office which opens at 5pm
Saturday (non-match days) – all ticket offices are closed.

Carlisle United

Club Charter 17/18



By telephone

Ticket line: 0844 371 1921

Online

In order to ease ticket purchasing, The Club has an online ticket purchase system to satisfy demand and increase speed of purchase. Tickets may be purchased 24 hours a day, seven days a week:

- Log on to our home page www.carlisleunited.co.uk
- click on 'Tickets'
- click on the sub heading of 'Home ticket information'.
- Scroll down to 'Home fixture' and click onto the link

If you have not purchased match tickets online before and you are already a Season Ticket holder, you will need to activate your account. If you are not a Season Ticket holder you will need to register your details and create an account before being able to purchase tickets online.

Payment options

All major credit/debit cards are accepted with the exception of American Express and Diners Club Cards. All card transactions are subject to booking fees and transaction charges which will be publicised and available at the point of purchase.

The Club offers supporters the chance to pay for Season Tickets by instalment plan using Direct Debit.

7 Pricing

Matchday

The Club continues to strive for wider access to matches by offering a broad range of ticket prices both Seasonal and Match Day. The Club will continue to promote greater accessibility of tickets for matches, with a range of prices and facilities that encourage the widest possible support.

Seating			Standing		
	Pre Sale	Match Day		Pre Sale	Match Day
Adult	£19.00	£22.00	Adult	£16.00	£19.00
Senior Citizen	£16.00	£19.00	Senior Citizen	£13.00	£16.00
Young Person	£13.00	£16.00	Young Person	£10.00	£13.00
Junior	£10.00	£10.00	Junior	£7.00	£7.00
Child U11	£7.00	£7.00	Child U11	£4.00	£4.00
Child U7	FREE	FREE	Child U7	FREE	FREE

Cup Competitions

Club Charter 17/18



Tickets for Cup competitions are set game by game in accordance with competition rules, dependent on the stage of the competition and agreement with the opposition.

Concessions

The Club provides concessions for the following age groups:

- Adult (23 – 64 Years of Age)
- Juniors (11 – 17)
- Seniors (65+)
- Children Under 11
- Young Persons (18 – 22 Years of Age)
- Children Under 7 (Free of charge)

Flexi-cards

Following on from feedback from the Family Excellence awards the Club decided to introduce the 'Flexi Card' membership, available for purchase from the 2014/15 Season onwards.

This membership is aimed at those who are loyal supporters of the Club and would like to be Season Ticket holders but are not able to commit to a Season Ticket owing to the fact that they have other commitments on a Saturday afternoon. Customers with a 'Flexi card' are able to choose seven home matches that they wish to attend in a season and book these as they go.

This way they are not tied down to attending matches each week, but are afforded their tickets at a cheaper price than those purchasing on a weekly basis. Being a member also ensures that they receive all the usual benefits.

Community Ticket Scheme

We are constantly looking for ways to attract more fans to attend our fixtures and to this end have improved our 'Community Ticket Scheme' for the past few seasons by attempting to contact those wishing to take part as early as possible in a bid to be extra organised.

This scheme is managed by our Ticket Office team and gives local schools, youth groups and football teams the chance to attend a live football game for free as part of their group. The aim is to give a good feeling with regards to the club, to impressionable fans in the hope that they will then want to return. We have also updated our membership benefits to include discount at our 'Community Sports Trust' courses. The idea behind this is to attract more people to purchase memberships and also more people to attend courses with CST

Fixture changes

The complex combination of TV and the EFL, added to Cup fixtures for both the League Cup and the FA Cup, means certain matches may be subject to change of match date and kick-off time. It is the responsibility of the ticket holder to ascertain the rescheduled match date and kick-off time, which is communicated through the Club's communication channels.

Relocating/Returns/Refunds

Unwanted tickets must be returned, intact, before kick-off on the day of the game where, in exceptional circumstances, providing there is a genuine reason for returning the ticket(s) a full refund will be given.

Club Charter 17/18



Refunds will only be issued to the same method of payment that the tickets were purchased under. Refunds will not normally be given for lost or stolen tickets.

We have also introduced a scheme in which Season Ticket holders can 'bank' three matches that they are unable to attend per Season, and use this banked game to bring a friend with them for another match. This makes our Season Tickets better value for money than ever before.

Season Ticket holders who wish to bring a friend or relative to a game will be able to transfer elsewhere in the Stadium with their friend paying match day transfer price. These will be published each season.

Where possible exchanges should be carried out prior to match day. Transfers within 60 minutes of kick off should be avoided as this may result in delays as this is a busy time.

Every effort is made to facilitate the return and redistribution of unwanted tickets. Following the introduction of legislation to combat ticket touts (section 166 of the Criminal Justice and Public Order Act 1994), any member of the public would be committing an offence if they should offer for sale any ticket that they have purchased.

Abandonments and postponements

In the event of severe weather conditions or other extreme circumstances prior to a match, Club officials through the Safety Officer would liaise with match officials who would use their best endeavours to ensure that spectators would not be admitted to the ground if the game was likely to be postponed.

Any tickets purchased for a game that is subsequently postponed will be valid for the rearranged fixture.

Any supporter who cannot make the rearranged fixture may receive a refund as long as the original ticket is returned to the ticket office before the re-arranged fixture takes place.

In the case where spectators were admitted into the ground but the match was postponed before kick off, ticket holders would be entitled to free admission to the re-arranged fixture.

However, in the event of a match being abandoned after kick off, but before half time, then the Club would announce over the public address system that ticket holders would be entitled to half price admission to the match on producing a valid ticket for the abandoned game.

If a match is abandoned after half time an announcement over the public address system that no reduction would be made for the rearranged game.

Away matches

The Club's supporters are allocated tickets for away matches at variant levels determined on the home club's capacity. Should it be necessary, tickets will be offered for sale in the following order of priority:

- Season Ticket Holders
- Membership holders including CUOSC members
- General Sale

The Club reserves the right to amend these priorities throughout the course of the season.

The home club determines the cost of these tickets.

Club Charter 17/18



Tickets for all fixtures will be put on sale two weeks in advance of the game being played.

Should this change at any point during the season it will be advertised on the website.

The Club can only refund tickets for away matches if they are returned, intact, to the Club during the allocated dates of sale. Tickets that are not needed after this time must be returned to the home club.

8 Families

The Club recognises the need to encourage the attendance at matches of families and children to help ensure continuity of support in future years.

We view all areas of our ground as 'Family Friendly' however; we admit that some areas are likely to be more suitable than others.

The Club has a dedicated family area in the Pirelli West Stand and in the Pioneer Foodservice East Stand Section 8. This is an exclusive area for home supporters in family groups. Adults without accompanying children will not be admitted except in exceptional circumstances at the discretion of the Club.

PLEASE NOTE: AN ADULT/SENIOR/YOUNG PERSON OR JUNIOR TICKET MUST BE PURCHASED WITH EVERY CHILD TICKET BOUGHT.



9 Retail merchandise policy

The Club promises that to its knowledge, its products are:

- Of satisfactory quality and safe to use
- Fit for the purpose for which they are sold
- As described (packaging and signage)

The Club offers refunds on the merchandise in accordance with its legal obligations.

Time limit for returned goods is 28 days after date of purchase. They must be accompanied by proof of purchase on return. All goods must be returned in an unworn/unused condition with original packaging (goods will be examined and a form will be completed). Refunds will be returned according to original payment method.

If there is no receipt and the price has been subsequently reduced, then only the sale price is given as credit note/voucher or replacement goods. Any goods found to be faulty may be given a cash refund.

The Club is unable to exchange or refund a custom printed shirt if the size is incorrect (unless it is faulty) or accept responsibility if a player leaves the Club or changes his squad number.

Home and away shirts have a lifespan of one season. Away shirts will be introduced every season and may be used the following campaign as a third kit shirt. If the kit clashes, the Club may use another change of kit. Training kits are changed annually.

N.B. The kit cycle is dependent on kit and main sponsors. From time to time the Club may introduce one-off limited edition shirts.

10 Flag and banner policy

Flags of any size that are attached to wooden or metal poles, or rigid plastic tubing, are NOT permitted. Small hand held size flags on plastic handles (as sold in club shop) are acceptable.

Small to medium sized flags that can be hung downwards from a single crush barrier in the standing areas are acceptable. However, they are NOT allowed to be hung over the pitch perimeter walls in any part of the ground as they obscure the advertising hoardings.

Large flags in standing areas are NOT allowed as they can obscure views of the crowd, especially the activities of anyone intent on causing trouble.

In seated areas only small or medium size flags that have been made out of flame retardant material or have been fire proofed, and there is a valid certificate of authenticity, will be permitted in these areas. In addition they can only be positioned on seats not occupied or along the back wall of the grandstand.

Large flags, or those not fire proofed, can be hung on the crush barriers in the Petteril End if the area is not in use. This applies to both sets of supporters and can be arranged with the Supervisor on the day.

Flags with signs, slogans or messages that are considered to be unsuitable or offensive will be refused entry at the discretion of the Safety Officer.



11 Community

Corporate Social Responsibility (CSR)

The Club is totally committed to achieving best practice and being a good corporate citizen in our community. This involves corporate leadership by creating innovative programmes in our immediate and wider community beyond the industry norm.

The 'Community Ticket Scheme' is also run to attract more school groups and football teams to attend matches at Brunton Park. We offer free children's tickets to groups with a maximum of forty and every 8th child entitles the group to a free adult ticket.

We also provide the children with goody packs and something new which was introduced for the 2013/2014 Season was a 'Pitch Parade' in which the children taking part in the 'Community Ticket Scheme' can do a lap of honour on the pitch.

These children will also receive a discounted adult and free child ticket package voucher for the following Saturday Home League match to encourage their support in the Club.

As we are always looking for ways to improve the match day experience for our fans, we also welcome feedback from parents and children alike in our 'Community Ticket Scheme' questionnaire which allows those who have visited the Stadium as part of the scheme to analyse their trip and state what they did and did not enjoy.

The Club will continue to support the development of community-based projects.

The Club's highly successful and award winning programme is managed by the Carlisle United Community Sport Trust ("CUCST") and continues to grow and provides many different activities for the community.

The Carlisle United Community Sports Trust

CUCST seeks to actively encourage more people, especially children, to play and watch football and also educate them in issues including teamwork, racial discrimination, fair play and also how to lead a healthy lifestyle.

It offers a wide variety of activities (that include a schools programme, NCS, Futsal, Walking Football and holiday soccer schools and other projects which are open to people of all abilities). It also offers holiday courses, beginners clubs, after school and curriculum time coaching and sponsored skills days along with Birthday parties. It provides high standard and quality coaching to a cross section of the community.

We incorporated discounts on CUCST courses for our loyal membership holders who are under the age of eleven plus a discount period if purchased before a certain date.



12 Environmental policy

We will ensure that every aspect of our activities is conducted in accordance with sound environmental practices. We will achieve this by:

- reducing the creation of paper waste
- ensure that all waste is disposed of in a responsible manner, recycling where possible
- investing in new products and processes that have an improved performance regarding their impact on the environment
- complying with environmental legislation

The Club aims to promote sustainability among its staff and fans, along with our community. Our collective task is to ensure that we continually improve the environmental impact of our activities.

By this policy, we recognise our responsibility towards protection of the environment, and issue this statement as a commitment of both management and employees to minimise the environmental impact of our operations.

13 Charity policy

As an organisation, like most football clubs, we receive many requests for support from a huge number of really worthwhile causes.

It is impossible for us to help every one of them and choosing between them has proved incredibly difficult for our staff, as such individual requests cannot normally be supported. We do not provide merchandise (including signed items) except in exceptional circumstances.

Annual official charities

We do offer charities with a base or significant presence in Cumbria the opportunity to apply to be a Charity Partner for the duration of one season:

- we have two partners per season; plus the CUFC Community Sports Trust
- one is selected by fans, one voted for by Club staff.
- all applicants are considered and 4 - 5 finalists shortlisted
- information is publicised and fans then vote for their choice

The three charities are then involved in events, activities and fundraising throughout the season.

Charities asking for prizes can put their name down to attend a Charity Day at Brunton Park, get a discount on merchandise in the Club's retail outlets and have the opportunity to get their merchandise signed by the players.

The Club regrets that other requests for charitable support outside these arrangements will be declined.

For further details, please contact the club in writing to the Supporter Liaison Officer.



14 Transfer of shareholdings

Carlisle United Association Football Club (1921) Limited

Any shareholders wishing to transfer their shares must request the transfer in writing to the Finance department. The original share certificate must be provided along with authorisation from the current shareholder and personal details for the receiver of the shares. In the event of the death of a shareholder, shares can be transferred with a written request enclosing the share certificate, a copy of the death certificate and personal details for the receiver of the shares.

This process can take up to eight weeks to action and cannot be undertaken without an original share certificate.

15 Data Protection

Although the Club do take details for all clients who purchase tickets with us we do not use the details for any other purpose than to communicate with customers and offer them deals, savings and offers that we feel will benefit them.

We do not pass their information on to any third parties and we do not email them with sales of products not linked to our own.

The Club may collect personal information about you whenever you contact the Club, for example, in writing, by phone, fax, e-mail or SMS, or visit the Club's websites. The information we may collect includes: (a) your name, age, gender, postal and e-mail addresses, landline, fax and mobile; (b) your membership details (c) the username and password you use to access restricted areas of the Club website.

Carlisle United, its affiliated companies and sponsors may use your information: (a) to contact you with news and features concerning Carlisle United; (b) to contact you with details or products and services which may interest you; (c) to process any transaction you make with us; and (d) to personalise the content of our website in accordance with your preferences.

Except as set out in the above, we will not disclose or share your information with any third party, except where required by law or in connection with the sale of all (or substantially all) of the Club's assets. If you have already registered for such additional offers and wish to change your preferences, please contact the Club Ticket Office

You have a right to ask for a copy of your information and to correct any inaccuracies; please write or email the Club.



16 Safeguarding policy

The Club is committed to safeguarding children, young people and vulnerable adults and to protect them from harm.

All our policies and procedures are reviewed regularly to ensure they are in line with current guidance and good practice. The Safeguarding Policy is considered on an ongoing basis to ensure it remains in line with statutory guidance, EFL and FA advice and relevant to the work of the organisation.. It is subject to annual review and approval by the Boards. We consider safeguarding across all activities of the Club including:

- Recruitment and selection
- Inclusion and probationary reviews
- Supervision and appraisals
- Training and development
- Health and safety
- Disciplinary policy and grievance procedures
- Complaints policy and procedures
- Code of professional conduct
- Equal opportunities
- Email, internet and telephone policy
- Whistle blowing policy
- Data protection

17 Communication and Supporter Engagement policy

The Club recognises that it must communicate proactively and widely with all its supporters and community.

All major news and announcements are publicised through the official website, the Club's social media feeds and through the local media. We use all available media in particular:

- Web
- Twitter
- Facebook
- Instagram
- Snapchat
- BBC Radio Cumbria
- Independent radio networks - CFM
- Local papers (including, but not exclusive to, News & Star)
- Direct email

The Club will endeavour to publicise changes to what we do via all channels of communication including Brunton Park reception, official website, match day programme and direct mailings. The Club engages in a two-way relationship with supporters.

In the 2016/17 season, the Club developed it 'CUSG' The Carlisle United Supporters' Group. It involves Directors and Club staff meeting with representatives of supporter groups 4-6 times per season to feedback on important issues. As part of this the Club sends surveys out to the wider fanbase at intervals during the season. Minutes are published at www.carlisleunited.co.uk.

In 2017 the Club adopted its first Supporter Engagement Policy which defines our approach. The Club welcomes and actively encourages communication, interaction and engagement with supporters, including via Q&As, fan meetings and social media.



Appendices

- I About Brunton Park
- II Ground regulations
- III Supporter Engagement Policy
- IV Contact information



Appendix I

About Brunton Park

General information

If you are visiting the Club to watch a game, check out its 'Fan Guide' on the website.

The Club introduced a full no smoking policy at the Brunton Park which includes all areas (seating, concourses, corporate hospitality lounges, toilets etc). There is no re-admittance if supporters want to leave the Brunton Park to smoke. This includes e-cigarettes and vapours.

Parking

General parking

The main supporters' car park is situated behind the Pioneer Foodservice East Stand. It is accessed via Warwick Road if coming from the city centre or from the M6 motorway via Warwick Road. Entrance is at the traffic lights opposite Foreways shop. If coming from the west access is via St Aidan's Road via Stonyholme Golf Club. Car Park signs will be in place and car park stewards will assist on arrival.

Charges are: Cars £3, Mini-buses £10 and Coaches £15

Catering

The Club's catering is provided by ABM on match days and at events.

Club Charter 17/18



Location -Brunton Park is located approximately a twenty minute walk east from Carlisle city centre on A69.

You can travel by train and walk from the station to the Stadium; alternatively, you could get the number 75 bus which will stop at the entrance to the ground.

If coming via the motorway turn off the M6 at junction 43 which will take you onto A69 Warwick Road and follow signs to the Football ground.

Car Parking for supporters both home and away is located behind the Stadium. This can be entered via the Pioneer Foodservice East Stand entrance, off Warwick Road and found towards the rear of the east side of the Stadium. There are 12 spaces available for blue badge holders allocated on a first come first served basis these are also free of charge.

Access into the ground for wheelchairs can be found at the following points.

Pioneer Foodservice East Stand Away Entrance (**indicated by the red arrow**) access is via large blue gates, this entrance is for any away fans. Pioneer Foodservice East Stand Home Entrance (**indicated by the yellow arrow**) access is via the turnstiles off Warwick Road.

Paddock (**indicated by the blue arrows**) access is via the large blue gates, this entrance is used by home fans.

All wheelchair spaces are pitch level with the away supporters having 4 spaces which are all uncovered these are situated in front of the away terracing and opposite the away stand.

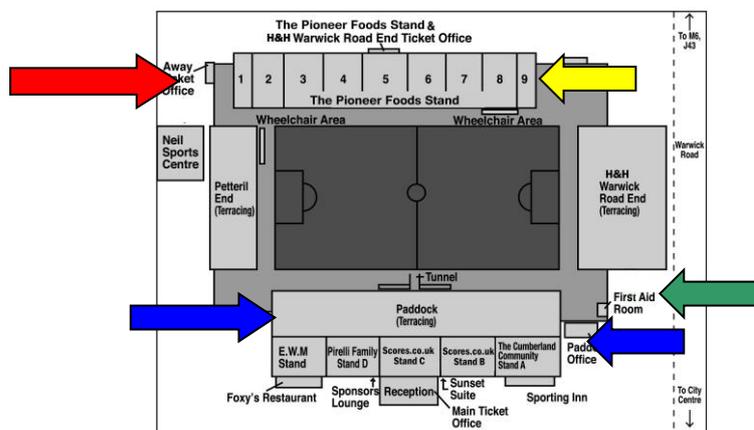
All Ambulant Disabled fans in the higher rate of care will receive a free carer ticket provided they have proof of Disability Living Allowance showing that they are in the **higher** rate of **care**. Ambulant Disabled fans may sit anywhere in the ground with their carer.

If any Ambulant or wheelchair users need assistance please ask any of the stewards in yellow jackets who will be able to help and direct where possible.

Wheelchair users arriving by train

The Club is served by Carlisle Railway Station (West Coast main line), Carlisle to Leeds (Settle line), and Carlisle to Newcastle (Northern Rail line) and the station will be approximately 20 minutes from the ground if in a wheelchair. However, there is a taxi rank across the road from the station, travel by this method will take approximately 5 minutes to the Stadium.

National Rail have published links to the nearest stations to sporting venues including The Club see [here](#) for more information.



Club Charter 17/18



Toilets are located in all areas of the ground and for our away fans in wheelchairs can be found in the concourse behind the stand.

Catering Facilities can be found in various locations around the ground, for away fans these are located in the concourse to the rear of the stand and for home fans there are food kiosks behind the stand on the main car park.

Retail Facilities the club shop is located at the entrance to the ground on Warwick Road (indicated on the map by a green arrow). The entrance for wheelchairs can be

found to the rear of the shop which spirals round to the main entrance. The merchandise is well placed in the shop and can be browsed with ease of movement.

The shop can be busier on a match day but you can also visit our website to view the merchandise.

If you would like something specific or for any advice please call 01228 554138.

Any queries please contact 01228 526237 (option 0) and ask to speak to the Clubs Ticket Office Manager. Alternatively email tarn.simmons@carlisleunited.co.uk



Appendix II

Ground regulations

Notice: Entry to the Ground is expressly subject to acceptance by the visitor of these Ground Regulations and the rules and regulations of FIFA, UEFA, The Football Association, the Premier League and the English Football League (EFL) in respect of the relevant competition. The Ground Regulations incorporate the Club's Customer Charter (if any). Entry to the Ground shall constitute acceptance of the Ground Regulations.

"**Ground**" means this football stadium and all locations owned, occupied or utilised by the Club.

"**Club**" means this football club Carlisle United.

"**Match**" means any association football match (or any part or aspect of such a match) taking place at the Ground.

"**Material**" means any audio, visual or audio-visual material or any information or data.

"**Football Authority**" means each of the English Football League (EFL), the Premier League, The Football Association, the Football Association of Wales, FIFA, UEFA and any other relevant governing body of association football

- 1 Notwithstanding possession of any ticket the Club, any police officer or authorised steward may refuse entry to (or eject from) the Ground any person:
 - 1.1 that fails (or in the Club's reasonable opinion is likely to fail) to comply with these Ground Regulations or any reasonable instruction issued by a police officer or authorised steward; and/or
 - 1.2 whose presence within the Ground is, or could (in the Club's reasonable opinion), constitute a source of danger, nuisance or annoyance to any other person.
- 2 On no account will admission be granted to a person who is the subject of a current Banning Order under the Football Spectators Act 1989 (as amended) or has been convicted of ticket touting offences under the Criminal Justice and Public Order 1994 (as amended).
- 3 The Club excludes to the maximum extent permitted by law any liability for loss, injury or damage to persons/property in or around the Ground.
- 4 No guarantees can be given by the Club that a Match will take place at a particular time or on a particular date and the Club reserves the right to reschedule the Match without notice and without any liability whatsoever.
- 5 In the event of the postponement or abandonment of the Match, refunds (if any) will be made in accordance with the Club's Customer Charter. The Club will have no further liability whatsoever, including (but not limited to) any indirect or consequential loss or damage, such as (but not limited to) loss of enjoyment or travel costs.
- 6 All persons seeking entrance to the Ground acknowledge the Club's right to search any person entering the Ground and to refuse entry to or eject from the Ground any person refusing to submit to such a search.



- 7 The following articles must not be brought within the Ground - knives, fireworks, smoke canisters, air-horns, flares, weapons, dangerous or hazardous items, laser devices, bottles, glass vessels, cans, poles and any article that might be used as a weapon and/or compromise public safety. Any person in possession of such items will be refused entry to the Ground.
- 8 Further, you may not bring into the Ground any sponsorship, promotional or marketing materials save in respect of official club merchandise and/or other football related clothing worn in good faith nor may you offer (either free or for sale by any person) any goods (including literature) of any nature without the express written approval of the Club's management.
- 9 The use of threatening behaviour, foul or abusive language is strictly forbidden and will result in arrest and/or ejection from the Ground. The Club may impose a ban for one or more Matches.
- 10 Racial, homophobic or discriminatory abuse, chanting or harassment is strictly forbidden and will result in arrest and/or ejection from the Ground. The Club may impose a ban for one or more Matches.
- 11 The following acts are offences under the Football (Offences) Act 1991 (as amended):
 - 11.1 The throwing of any object within the Ground without lawful authority or excuse.
 - 11.2 The chanting of anything of an indecent or racist nature.
 - 11.3 The entry onto the playing area or any adjacent area to which spectators are not generally admitted without lawful authority or excuse.Conviction may result in a Banning Order being made.
- 12 All persons entering the Ground may only occupy the seat allocated to them by their ticket and must not move from any one part of the Ground to another without the express permission or instruction of any steward, officer of the Club and/or any police officer.
- 13 Nobody may stand in any seating area whilst play is in progress. Persistent standing in seated areas whilst play is in progress is strictly forbidden and may result in ejection from the Ground.
- 14 The obstruction of gangways, access ways, exits and entrances, stairways and like places is strictly forbidden. Nobody entering the Ground shall be permitted to climb any structures within the Ground.
- 15 EFL stadia are smoke-free and smoking is not permitted inside the Ground.
- 16 Mobile telephones and other mobile devices are permitted within the Ground PROVIDED THAT (i) they are used for personal and private use only (which, for the avoidance of doubt and by way of example only, shall not include the capturing, logging, recording, transmitting, playing, issuing, showing, or any other communication of any Material for any commercial purposes); and (ii) no Material that is captured, logged, recorded, transmitted, played, issued, shown or otherwise communicated by a mobile telephone or other mobile device may be published or otherwise made available to any third parties including, without limitation, via social networking sites.



- 17 Under the Sporting Events (Control of Alcohol etc) Act 1985 (as amended), the following are offences for which a person can be arrested by a police officer and conviction could result in a Banning Order being made:
- 17.1 Attempting to enter the Ground or being inside the Ground whilst drunk;
- 17.2 Being in possession of any intoxicating liquor, or bottle, can or other portable container and which could cause damage or personal injury, when entering the Ground or in a public area of the Ground from which the event can be directly viewed.
- 18 Any individual who has entered any part of the Ground designated for the use of any group of supporters to which he does not belong may be ejected from the Ground either for the purposes of his own safety or for any other reason.
- 19 Save as set out in paragraph 16 above, no person (other than a person who holds an appropriate licence) may capture, log, record, transmit, play, issue, show or otherwise communicate (by digital or other means) any Material in relation to the Match, any players or other persons present in the Ground and/or the Ground, nor may they bring into the Ground or use within the Ground (or provide to, facilitate or otherwise assist another person to use within the Ground) any equipment or technology which is capable of capturing, logging, recording, transmitting, playing, issuing, showing or otherwise communicating (by digital or other means) any such Material. Copyright, database rights and any other intellectual property rights in any unauthorised recording or transmission is assigned (by way of present assignment of future rights) to the Club and the EFL. You further agree (if and whenever required to do so by the Club and/or the EFL) to promptly execute all instruments and do all things necessary to vest the right, title and interest in such rights to the Club and the EFL absolutely and with full title guarantee.
- 20 No goods (including literature) of any nature may be offered either free or for sale by any person within the Ground without the express written permission of the Club.
- 21 Tickets are not transferable and may not be offered for sale without the prior written permission of the Club - or otherwise in accordance with the relevant ticket terms and conditions. Any tickets that are transferred are transferred subject to these Ground Regulations. Any tickets offered for sale may be confiscated by any steward, officer of the Club or any police officer. The Club reserves the right to refuse admission to or eject from the Ground and/or "blacklist", any person who has offered for sale or transferred his/her ticket in contravention of the relevant ticket terms and conditions (and/or the holder of any ticket that has been transferred in contravention of the relevant ticket terms and conditions). Tickets remain the property of the Club at all times.
- 22 CCTV cameras are in use around and in the Ground. Body worn video cameras recording video and/or audio may also be used as appropriate, for example to record prohibited behaviours as referenced in paragraphs 9 and 10. The Club may itself use or pass to the police or any Football Authority or other clubs, any recordings for use in any proceedings.
- 23 At all times whilst present in the Ground, persons must comply with any and all instructions of any steward or officer of the Club and/or any police officer. Failure to comply with any instruction may lead to immediate ejection from the Ground.

Club Charter 17/18



- 24 By entering the Ground, all persons are acknowledging that photographic images and/or audio, visual and/or audio-visual recordings and/or feeds (and/or stills taken therefrom) may be taken of them and may also be used, by way of example and without limitation, in televised coverage of the game and/or for promotional, training, editorial or marketing purposes by the Club, the EFL or others (including commercial partners and accredited media organisations) and entry into the Ground constitutes consent to such use.
- 25 All ticket holders agree that the Matches for which the tickets have been purchased are public, and that their appearance and actions inside and in the perimeter of the Ground where a Match occurs are public in nature, and that they shall have no expectation of privacy with regard to their actions or conduct at Matches.
- 26 Further to paragraph 24, if such person is under 18 years of age, the parent, guardian, or responsible adult who is accompanying them into the Ground shall be deemed to have provided consent on their behalf.
- 27 **Refused entry to (or ejection from) the Ground may lead to further action by the Club including, but not limited to, the withdrawal of any season ticket (without reimbursement), Club Membership and other benefits.**

Published by the EFL – Season 2017/2018



Appendix III Supporter Engagement Policy

1. Overview

The Club believes it is crucial to have a positive and proactive approach to engaging with all our supporters. It is hugely beneficial and provides opportunities for everyone

Different supporters have different needs and expectations. It is important we reach out to all. The Club is committed to a structured approach to consult and engage with different supporter interests and groups in an honest and open way consistent with the Club's values and vision.

The Club will not always be in a position to discuss all issues connected with the Club. Where there are issues of confidentiality or where it is felt it would not be in the best interests of the Club. This may be because of confidentiality, or because it is not consistent with the fiduciary duties of the attendees or because it is not felt to be in the best interests of the Club overall. For clarification, will explain and give the reasons why some issues cannot be disclosed.

2. Carlisle United Supporters Group (CUSG)

Directors and management of the Club will offer to meet with The Carlisle United Supporters Group (CUSG) groups on at least bi-monthly basis. CUSG will be independent of the Club and comprise of representatives as it determines. The founding groups were:

- The Carlisle United Official Supporters Club (CUOSC)- shareholder
- The Carlisle United Supporters Club London Branch – supporters led
- The Carlisle United Official Supporters Club West Cumbria Branch – supporters led
- The Carlisle United Supporters Away Travel – supporters led
- The Carlisle United Supporters Liaison Officer – CUFC nominated representative

Other members may join CUSG to offer expertise/advice to CUSG

All of whom should be given the opportunity to table items for the agenda in line with the CUSG constitution. Minutes of meetings must be agreed and published on the Club web site, individual supporters' groups sites and sign-posted on social media.

The meeting will be Chaired on rotation basis by different CUSG members the length of time to be determine by them.

The Club will be represented by owners, directors or senior executive management as invited by CUSG.

The Club will seek feedback an on-going basis on all CUSG activities and undertake regular research into supporters' opinions.

Representatives of the Club will attend individual supporters' club branches meetings where possible.



3. Supporter meetings

Additionally, the Club will meet with supporters at least twice per season in an open fans forum. The format of the meetings to be agreed prior to the meeting. format may be open door or first-come-first-served policy, through to a smaller sit-down meeting. CUOSC will be invited to attend. No individuals will be excluded without good reason, the Club will apply this provision reasonably.

The Club will be represented by owners, directors or senior executive management.

In determining the matters to be discussed, the Club will consult with supporters to ensure material issues are discussed and consulted upon in particular:

- any permanent ground move,
- change of Club badge
- substantial change to Club colours
- future opportunity for supporters to invest in the Club

The meetings will provide for discussing matters that might be relevant to the Club at a wider League level or day-to-day matters.

Minutes of meetings will be published on the Club web site and sign-posted on social media.

4. Individual supporters

Club officials will meet individual supporters if requested. Fans may ask to meet officials using any of its communication channels or by visiting the Club. Alternatively, they can email enquiries@carlisleunited.co.uk

The Club will use social media and all its communication channels to engage in a two way conversation and engage with supporters.

The Club will follow EFL and best practice guidelines regarding fan engagement.

5. Visiting Supporters

CUFC welcomes away supporters and will afford them the hospitality expected to be given to CUFC fans when travelling away.



Appendix IV

Club contact information

You can contact the shareholders and directors and the Club at

Carlisle United
Brunton Park
Warwick Road
Carlisle
CA1 1LL

Or by email to individuals at the Club:

Department contacts

Academy	Darren Edmondson	darren.edmondson@carlisleunited.co.uk	01228 554165
Blues Lotto - Lottery	Ewan Wood	lottery@carlisleunited.co.uk	01228 554154
Bluesstore - Retail	Jenny Anderson	blues.store@carlisleunited.co.uk	01228 554138
Club Football Secretary	Sarah McKnight	sarah.mcknight@carlisleunited.co.uk	01228 554158
Commercial	Phil King	phil.king@carlisleunited.co.uk	01228 554152
Commercial Hospitality	Katie Mitchell	katie.mitchell@carlisleunited.co.uk	01228 554155
Community Sports Trust	John Halpin	fitc@carlisleunited.co.uk	01228 554169
Disability Liaison Officer	Nigel Dickinson	nigel.dickinson@carlisleunited.co.uk	01228 554168
Finance	Suzanne Kidd	suzanne.kidd@carlisleunited.co.uk	01228 526237
Ladies Football	Tracy Gannon	tracy.gannon@carlisleunited.co.uk	07979 753040
Media	Andy Hall	media@carlisleunited.co.uk	01228 554166
Operations Manager	Nigel Dickinson	nigel.dickinson@carlisleunited.co.uk	01228 554168
Stadium Manager	David Mitchell		07908 633253
Supporter Liaison Officer	Nigel Dickinson	nigel.dickinson@carlisleunited.co.uk	01228 554168
Ticket Office	Tarn Simmons	tarn.simmons@carlisleunited.co.uk	01228 554151
General Office		enquiries@carlisleunited.co.uk	01228 526237

The Carlisle United Supporters Club ("CUOSC")

The current representatives on the Club's Boards are Jim Mitchell and William Atkinson and they can be contacted by email on boardrep@cuosc.org.uk

Disabled Supporters Group

Barry Carter Email carterbarryf@yahoo.co.uk
Telephone via Nigel Dickinson nigel.dickinson@carlisleunited.co.uk 01228 554168