

CUSG update

4 April 2022

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 4 April.

Issue	Reference/Comments	Status
Fan initiatives		
Murphy's Bar was officially renamed from the Sporting Inn in honour of Peter Murphy by Peter himself. This marks the conclusion of that project.	https://www.carlisleunited.co.uk/news/2022/march/cusg-murphys-bar-to-be-officially-renamed-tonight/	Complete
New joint club and SLO fan initiative to design WRE flags funded by club, but waved by fans, has been started and finished. The large fan banner flags have also been raised to make them more visible.	We would like more flags and hope fans/fan groups will follow suit with their own (they will need to comply with the banner policy Section 10 https://www.carlisleunited.co.uk/siteassets/documents/club-charter-march-22-v2.pdf)	Complete
Paul Simpson held a Fans' Forum after his appointment.	Steamed live on Youtube with 4,200 viewers and with a live audience	Complete
Pre-match music started and finished.	New fan initiative led by SLO to pick	Complete
More memorabilia is being collected. The Newsquest Group has donated archive material as it clears its offices.	As CUSG funds allow it will be put on display	Ongoing
Sunset Suite vinyl window wraps design approved by CUSG and are on order awaiting delivery. It will be repainted thereafter. This will be renamed "The Glass Bar" in honour of Jimmy Glass,		Target new season start 22/23
Playing shirt amnesty to hand back old shirts for reuse is continuing. Further designs will go up shortly to add to the collection (the stolen shirt remains a gap). [A bundle of shirts has been handed over to Paul at FoT, to be sent to Africa. Please keep the donations coming.	Ideas for other recipients are most welcome. Donation points are in the Blues Store and East stand upstairs ticket office/reception https://www.carlisleunited.co.uk/news/2021/december/club-donate-your-old-shirts-for-good-causes/	Ongoing
Preparations continue for the Legends Game on Sunday 24 April 2022 with tickets on sale.	https://www.carlisleunited.co.uk/news/2022/march/legends-v-legends--a-game-not-to-be-missed/ https://www.flowte.me/storefront/carlisle-united	Completion 24 April
Make the fan voice heard. The club and EFL want hear more about your experiences of EFL football, and the things that matter most to you about our club and the game in general. United asked fans to complete the EFL survey.	https://www.carlisleunited.co.uk/news/2022/march/club-efl-supporters-survey-2022/	Complete
Owner forums as per EFL rules remain to be scheduled.	These are expected after the season ends	Before 30 Jun 22
Interested people are being sought to provide host accommodation for Academy scholars.	Enquire here https://www.carlisleunited.co.uk/news/2022/march/academy-can-you-help-house-our-young-players/	Information
Retail		
Roma 50 mugs are now on sale along with other souvenirs.	https://theterracestore.com/collections/all/products/carlisle-united-anglo-italian-cup-mug	Ongoing
Match programme is available online after each game free of charge.	https://www.carlisleunited.co.uk/news/2022/march/programme-read-our-recent-programmes/ https://www.carlisleunited.co.uk/siteassets/documents/newnorprog.pdf	Information
We are advertising for new shop staff to replace those leaving the club.	https://www.carlisleunited.co.uk/news/2022/march/vacancy-retail-manger-and-retail-assistants/	

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<p>Tickets</p> <p>Average gates are currently 4,899 after 20 games.</p> <table border="1" data-bbox="145 271 465 454"> <thead> <tr> <th></th> <th>21/22</th> <th>19/20</th> <th>18/19</th> </tr> </thead> <tbody> <tr> <td>Home</td> <td>4,483</td> <td>3,792</td> <td>4,369</td> </tr> <tr> <td>Away</td> <td>416</td> <td>328</td> <td>343</td> </tr> <tr> <td>Total</td> <td>4,899</td> <td>4,119</td> <td>4,712</td> </tr> <tr> <td>Games</td> <td>20</td> <td>19</td> <td>23</td> </tr> </tbody> </table> <p>#WhatEverItTakes ticket promotion match launched and completed with 8,500 fans (over 8,000 home fans) attending, thanks to all who supported and attended.</p>		21/22	19/20	18/19	Home	4,483	3,792	4,369	Away	416	328	343	Total	4,899	4,119	4,712	Games	20	19	23	<p>As a one-off #WhatEverItTakes ticket promotion match was successful financially.</p> <p>The turnout was very good boosted by a number of complementary tickets to the community. Receipts were broadly equivalent to crowd of circa 5500 at "normal" undiscounted prices. There was a modest additional catering income benefit too from more attendees. Ticket income was the third best of the season behind Barrow and Bristol Rovers.</p> <p>Increased attendances from heavily discounted tickets mean the real benefits are mostly gained in future (if fans return to future games). We will continue to do promotional games on an occasional basis when the timing is beneficial.</p> <p>Short notice promotions are outside EFL regulations. They need planning some weeks in advance with the away club (EFL Reg 34) and with the safety team.</p>	<p>Complete</p> <p>Information</p>
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Games	20	19	23																			
<p>Commercial</p> <p>Foxy's hospitality is sold out for all remaining home games. Room is available to book a private room contact .</p> <p>End of season awards night on 8 May is being planned, watch for details. Space will be very limited. Sponsorship will be invited.</p>	<p>https://www.carlisleunited.co.uk/news/2021/june/hospitality-join-us-in-foxys-this-season/</p> <p>Full details on club channels in April.</p>	<p>Ongoing</p> <p>April 2022</p>																				
<p>iFollow numbers at recent games have been as follows:</p> <ul style="list-style-type: none"> • Rochdale (A) 811 • Bristol Rovers (H) 316 • Newport (H) 556 • Rochdale (H) 542 • Port Vale (H) 494 	<p>The piracy of iFollow is increasing and we can see fans openly discussing and sharing illegal stream information on social media fan sites (especially facebook).This practice is openly going on and the names of those doing it clearly to be seen and identified. Please don't do it as it harms the club you support. https://www.carlisleunited.co.uk/news/2020/november/efl-campaign-launched-to-discourage-illegal-streaming/</p>	<p>Information</p>																				
<p>Community</p>																						
<p>The club hosted the Carlisle Half marathon, immediately after the Northampton game. Thanks to the staff who worked to clean after the game in the evening and early next day before the start.</p>	<p>https://www.carlisleunited.co.uk/news/2022/march/carlisle-half-just-over-one-week-to-go/</p>	<p>Complete</p>																				
<p>CUSG supported a community initiative to encourage bike riding to Barrow</p>		<p>Complete</p>																				
<p>Bucket collection held for Ukraine at Northampton and raised £2,380.</p>		<p>Complete</p>																				
<p>The club supported homeless charity Shelter's 'No Home Kit' campaign at our rescheduled home game against Rochdale.</p>	<p>https://www.carlisleunited.co.uk/news/2022/february/club-united-and-rochdale-to-support-nohomekit/</p>	<p>Complete</p>																				
<p>Bucket collection for Cumbria Pride to be rescheduled for Mansfield game</p>																						
<p>Paul Simpson is to attend a Business Breakfast for Carlisle Youth Zone in the week before the final game of the season.</p>		<p>May 2022</p>																				
<p>Carlisle United Community Sports Trust launched Armed Forces and Veterans Club, which will be holding its first get-together in Foxy's Restaurant at Brunton Park on Wed 6 April.</p>	<p>https://www.carlisleunited.co.uk/news/2022/march/cst-armed-forces-and-veterans-club-launched/</p>	<p>Information</p>																				

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Stadium		
We continue to spend heavily on unavoidable essential stadium repairs, safety works and critical renewals. Future power costs are likely to increase.	Much of this work is invisible, but nevertheless essential, and adds up every month.	Ongoing
Flood insurance for 21/22 has been secured	15% extras cost, despite flood defence works in the City and around the ground.	Complete
The full electrical rewire of the west stand upstairs area is continuing in Murphy's Bar then Legends and finally McConnell's.		Ongoing
Replacement LED lighting on west side is continuing to be installed throughout as the old lighting is life expired.		Ongoing
Stadium break-ins have been suffered accompanied by thefts and damage.	Stolen items have generously been replaced by fan groups and via insurance.	Complete
Painting in the two club houses has been completed to improve the standard for players. Painting of West stand is recommenced with McVities and McConnells now completed . New flooring for McConnells is to be installed.	Sunset painting to follow.	Complete Ongoing
The annual audit by the Safety Advisory Group will take place at the end of May. Full structural survey planned for 22/23.	Detailed inspections planned for April and May.	May 2022 June 2023
Stadium pitch and training pitch renovations are being planned by Dave Mitchell to start in early May.		May 2022
Matches		
Sadly, incidences of fan disorder on matchday are increasing with pitch incursions (by children) and bottle throwing. Fan incidents versus Swindon have been dealt with but we have new incidents from Northampton and Rochdale. Club has supported the EFL campaign to improve fan behaviour under the headline "FFS... For Football's Sake" Crowd disorder arose at Bristol Rovers game arising from fans not sitting in allocated seats. We are increasingly reliant on bought in sub-contract stewards for the increased numbers to address fans disorder.	We understand emotions run high, but we appeal to fans not to overstep. We cannot let these become the norm. It is leading actions by the club and FA intervention. https://www.carlisleunited.co.uk/news/2022/march/ffs-for-footballs-sake/ With increased attendances it is crucial fans sit in the allocated seats on their tickets This is costing extra cash.	Ongoing
Fans will have noted the recent trend for matches to be paused for medical attention given to fans in the crowd. On a number of occasions, the normal processes for dealing with these instances have been circumvented, with a team's medical staff being called into action. Clubs have well-established processes in place for dealing with such events. The team doctor and team medical staff have a designated role on match day and medical provision for supporters is outside this role. There is sufficient and separate medical provision in place for both supporters and players.	Fans and team doctors/medics/players should feel reassured there is no need for them to become involved in the care of normal course of events. Stadium staff have a responsibility to provide this care and this provision should be sufficient that the team doctor is not required to attend to spectators.	Information

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EFL As I have said before, football is a highly compliance-driven business off-the-field, and that means our operations are constantly being reviewed and inspected. The regulatory regime continues to toughen and increase scrutiny.																																																																							
Latest EFL Safeguarding compliance inspection has taken place. We are awaiting results. This is the fifth routine review / inspection of this area in the last 18 months. It demonstrates the importance to the EFL and the club.	Safeguarding is a key area of focus for the club where more resources are being spent.	Ongoing																																																																					
The next EFL compliance area is completion of the first stage of the new EFL Green Code .	This will be a major challenge for us.	To start																																																																					
We are awaiting results of the EFL Diversity Standard initial review of the club's activities. The EFL is developing its own EFL EDI strategy in response to the Fan Led Review recommendation E "Football needs to improve equality, diversity and inclusion in clubs with committed EDI Action Plans regularly assessed by IREF."	Initiatives undertaken by the club at Northampton working together with CUSG are part of this initiative This will increase the importance of EDI within clubs.	Ongoing																																																																					
EFL is offering training for club EDI officers .	We don't have a member of staff fulfilling that role, it is held by a volunteer via CUSG and CUOSC	Information																																																																					
EFL continues to tighten spending controls . New rules introduced for 21/22 season are now taking effect. The club has just submitted forecast information to 30 June 2023 under new regulation 16.16. Further spending controls in L2 are planned for 22/23 and a deeper radical review and changes in being worked for the whole EFL (UEFA is doing the same).	The long term objective is to improve the viability of clubs in the EFL via cost control (regulation) and a fair distribution of game wealth (from the Fan Led Review and Independent Regulator). We support this twin track approach.	Ongoing																																																																					
Catering																																																																							
Catering APP use for pre-purchased food and drink in bars and kiosks is growing slowly.	Fans are encouraged to download to pre-order for click and collect, and use cashless payment. It saves queuing time.	Information																																																																					
Fan Food Zone continues to grow with new outlet for Nachos from Bristol Rovers (after a recommendation by supporter Dan MacLennan). Other ideas welcome. Get in touch here https://www.carlisleunited.co.uk/news/2021/may/fans-how-to-get-in-touch/	Development of Fan Zone has been self-funded via profits from the catering operation. This will continue.	Ongoing																																																																					
Options for a semi-permanent fan marquee are being progressed with CUOSC along with potential large external bar following the success of the Horse box.	We hope to increase the size of the Fan Zone as demand grows.	Information																																																																					
Second half-yearly fan catering survey issued . Thanks to all who took part. It was completed by insufficient fans to provide a sample that allows inferences to be drawn. However, all the comments are valued and will be considered. Another survey will be undertaken at the end of the season	We want to improve and develop to address fan needs and issues. This requires fans to help us and make their voices heard and give feedback.	Complete																																																																					
Agent payments The FA published data showing agent payments in the year to 1 Feb 2022 in April. £323million was paid to agents in the last 12 months by PL and EFL and close to £1 billion in the last 3 years. Nearly £1.3m paid in L2 in 21/22 (20/21 was low due to Covid). £60,000 paid by CUFC in the year to 31 January 2022 . This amount is much higher than the trend. As our spending on player costs in 21/22 is much less than the peak years 16/17 and 17/18, our agent spending has been rising in recent year given our wage level. Six year trend is opposite. 2	<table border="1"> <thead> <tr> <th rowspan="2"></th> <th colspan="6">1 Feb-31 Jan</th> </tr> <tr> <th>16/17</th> <th>17/18</th> <th>18/19</th> <th>19/20</th> <th>20/21</th> <th>21/22</th> </tr> </thead> <tbody> <tr> <td>CUFC</td> <td>£ 34,027</td> <td>£ 38,470</td> <td>£ 27,431</td> <td>£ 41,106</td> <td>£ 39,630</td> <td>£ 60,001</td> </tr> <tr> <td>Rank</td> <td>10</td> <td>11</td> <td>16</td> <td>13</td> <td>14</td> <td>7</td> </tr> <tr> <td>£million</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>L2</td> <td>£ 821</td> <td>£ 959</td> <td>£ 941</td> <td>£ 1,170</td> <td>£ 1,069</td> <td>£ 1,286</td> </tr> <tr> <td>L1</td> <td>£ 3,099</td> <td>£ 3,527</td> <td>£ 5,560</td> <td>£ 3,922</td> <td>£ 3,082</td> <td>£ 4,427</td> </tr> <tr> <td>Champ</td> <td>£ 42,429</td> <td>£ 42,183</td> <td>£ 50,481</td> <td>£ 49,299</td> <td>£ 40,754</td> <td>£ 44,379</td> </tr> <tr> <td>PL</td> <td>£ 174,227</td> <td>£ 211,011</td> <td>£ 260,664</td> <td>£ 263,369</td> <td>£ 272,220</td> <td>£ 272,559</td> </tr> <tr> <td></td> <td>£ 220,576</td> <td>£ 257,680</td> <td>£ 317,646</td> <td>£ 317,760</td> <td>£ 317,125</td> <td>£ 322,651</td> </tr> </tbody> </table>		1 Feb-31 Jan						16/17	17/18	18/19	19/20	20/21	21/22	CUFC	£ 34,027	£ 38,470	£ 27,431	£ 41,106	£ 39,630	£ 60,001	Rank	10	11	16	13	14	7	£million							L2	£ 821	£ 959	£ 941	£ 1,170	£ 1,069	£ 1,286	L1	£ 3,099	£ 3,527	£ 5,560	£ 3,922	£ 3,082	£ 4,427	Champ	£ 42,429	£ 42,183	£ 50,481	£ 49,299	£ 40,754	£ 44,379	PL	£ 174,227	£ 211,011	£ 260,664	£ 263,369	£ 272,220	£ 272,559		£ 220,576	£ 257,680	£ 317,646	£ 317,760	£ 317,125	£ 322,651	Information
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<p>Finances</p> <p>Year ending 30 June 2021</p> <p>Statutory Accounts for the year ended 30 June 2021 showing:</p> <ul style="list-style-type: none"> Profit after tax: £397,000 (19/20: £782,000) Headline turnover: £4.06m (19/20: £4.59m) Football Fortune: £1.07m (19/20: £1.45m). This includes £977,000 (19/20: £1.13m) of income earned from player transfers. Net cash in hand: £1.24m (19/20: £396,000) at 30 June 2021. Total debt: £3.16m (19/20: £3.06m) at 30 June 2021. <p>https://www.carlisleunited.co.uk/news/2022/april/club-audited-annual-accounts-2021/</p>	<p>Accounts contain a comprehensive review of club finances at that time. They are available in full on the website for fans to see now https://www.carlisleunited.co.uk/siteassets/documents/car816-cufc-1921-accounts-2021.pdf</p> <p>They have been filed at Companies House and will appear shortly.</p> <p>The profit previously disclosed to fans as long ago as September 2021. https://www.carlisleunited.co.uk/news/2021/september/chief-exec-september-update-part-3/</p>	<p>Complete</p>
<p>Year ending 30 June 2022</p> <p>Year to date 21/22</p> <p>Trading</p> <p>In the eight months ended 28 February 2022 overall net profit year-to-date of £0.2m.</p> <ul style="list-style-type: none"> second and final instalment of Premier League support funding received (making £333k received in the year) Player income so far £0.6m At this stage this profit is expected to become an overall estimated full year forecast outturn loss of circa £0.1m by the year end. 	<p>A detailed review of the six months half-year ended 31 December was provided in January highlighting £0.4m profit (driven by £0.45m player sales and £166k PL grant). https://www.carlisleunited.co.uk/news/2022/january/chief-exec-fan-initiatives-catering-and-finances/</p> <p>https://www.premierleague.com/news/2355609</p> <p>Sales of Tanner, Hayden and add-ons from prior year deals</p> <p>This estimate remains subject to a number of income and costs uncertainties in the final third of the 21/22 year.</p>	<p>Information</p>
<p>Funding</p> <ul style="list-style-type: none"> We continue to have received no additional debt funding since May 2019. No debt repayments have been made in 21/22 so far, except £40k to the EFL. We await a response from PurePay to the ideas put forward by the club in December on loan discussions. Interest continues to accrue on the PurePay loan It cannot be ruled out that PurePay will require cash repayments in the rest of 2022 (and beyond). 	<p>No new external debt funding is planned in the remainder of 21/22 or 22/23. We continue to have no plans to make any other debt repayments in the remainder of 21/22 or 22/23, except £40k to the EFL. The Holdings Board continues to seek a response from PurePay to the ideas put forward by the club in December on loan discussions.</p>	<p>No change</p>
<p>Cash</p> <ul style="list-style-type: none"> We expect a reduction in cash reserves in the second half of 21/22. This cycle is normal every year (before any unexpected Football Fortune) This usual reduction in cash reserves will be higher this year from the additional spending on players in the January window and the costs from changing in football management in February. However, new unbudgeted Football Fortune (contingent transfer add-ons) cash receipts also came in Feb & March to offset this. 	<p>https://www.carlisleunited.co.uk/news/2022/january/chief-exec-club-matters-fan-led-review-and-ownership/</p> <p>By continuing to be in a sound financial position, with cash reserves in the bank, meant the club could increase football spending in January and still manage this without any financial issues, and do it without the comfort of a benefactor to help provide financial cover.</p>	<p>Information</p>
<ul style="list-style-type: none"> 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. We do not need to sell 22/23 season tickets early to get cash in for funding. 	<p>Our cash position has strengthened meaning our cash position remains sound even after additional commitments. This is vulnerable to unplanned payments and uncertainties.</p> <p>Next detailed financial update will be for the nine months ended 31 March 2022.</p>	<p>April 2022</p>
<p>Year ending 30 June 2023</p> <p>Looking ahead we have no significant further guaranteed transfer receipts to come from historic deals. With our self-sufficient funding model and no benefactor, that means our funding needs in 22/23 must be covered from the cash reserves remaining at 30 June 2022 and new income for next season.</p>	<p>Ticket income in the final games this season and 22/23 new season ticket sales will be critical to our plans and what we can afford to spend in 22/23. A strong and positive finish to the 21/22 season with excitement for 22/23 is clearly vitally important. This is alongside the continuing need to conserve cash to fund our normal future trading activities and cover unplanned events is important.</p>	<p>Information</p>

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Issue	Reference/Comments	Status
Questions		
Q1: Can the Club confirm when the Accounts for 2020/21 are due to be released?	See above. Released and available on the website https://www.carlisleunited.co.uk/siteassets/documents/car816-cufc-1921-accounts-2021.pdf	
Q2: Can the Club confirm if/when any Owners Forum will take place?	See above. No change. No firm date. After the completion of the season before 30 June 2022	
Q3: Can the Club confirm if Kevin Dobinson is still involved in day to day business at Brunton Park after the collapse of the potential sale to people connected with EWM/Purepay? If the answer is 'Yes', can the Club tell us in what ways he does so?	Despite making no new advances for nearly three years, since May 2019, and with none planned in future, Purepay Retail Limited still has a very significant financial interest in the club. It remains the largest debt provider and secured creditor, holding guarantees from shareholders too. The liability is rising and accelerating with accrued interest. As we have changed course and takeover discussions ceased towards the end of 2021, there is some uncertainty until the matter of the repayment of the PurePay loan is resolved. Purepay has had John Jackson as director on Holdings Board throughout in order to protect the interests in relation to the above loan, but David Holdsworth has now left. KD role is broadly unchanged from previously explained December 2019 answers to the TheCumbrians.net question Q11. https://www.carlisleunited.co.uk/siteassets/documents/cusg-qs---mon-16th-dec-2019---version-2.pdf With the need to prioritise his own business during Covid his involvement is impacted.	
Q4: In previous updates, NC has stated the operations of The Blues Store were on the list to improve. Obviously the Covid-19 Pandemic has occurred, but now life is back to normal are any plans in the offing for the updating of both the offering and the online facility?	Blues store sales is improved and 21/22 is likely to be the best since 17/18. Key areas are: <ul style="list-style-type: none"> • improved on-line store (subject to funding) • partnership with Terrace on-line branded products to develop further https://theterracestore.com/collections/carlisle-united • more engagement with CUSG to identify products to sell that fans want - like the Roma memorabilia • with some staff choosing to leave, we will be introducing some new people (jobs currently being advertised) 	
Car park Q5 A question has been raised about priority and arrangements for Season Ticket car park holders. Who gets in, where they park etc.	Priority should always be given by stewards to season ticket car park pass holders. There is sufficient space. Any spare space is for pay on the day. We are suffering staff changes which is disrupting continuity each week which is not helping. We are prioritising this on Saturday.	