

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 the 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

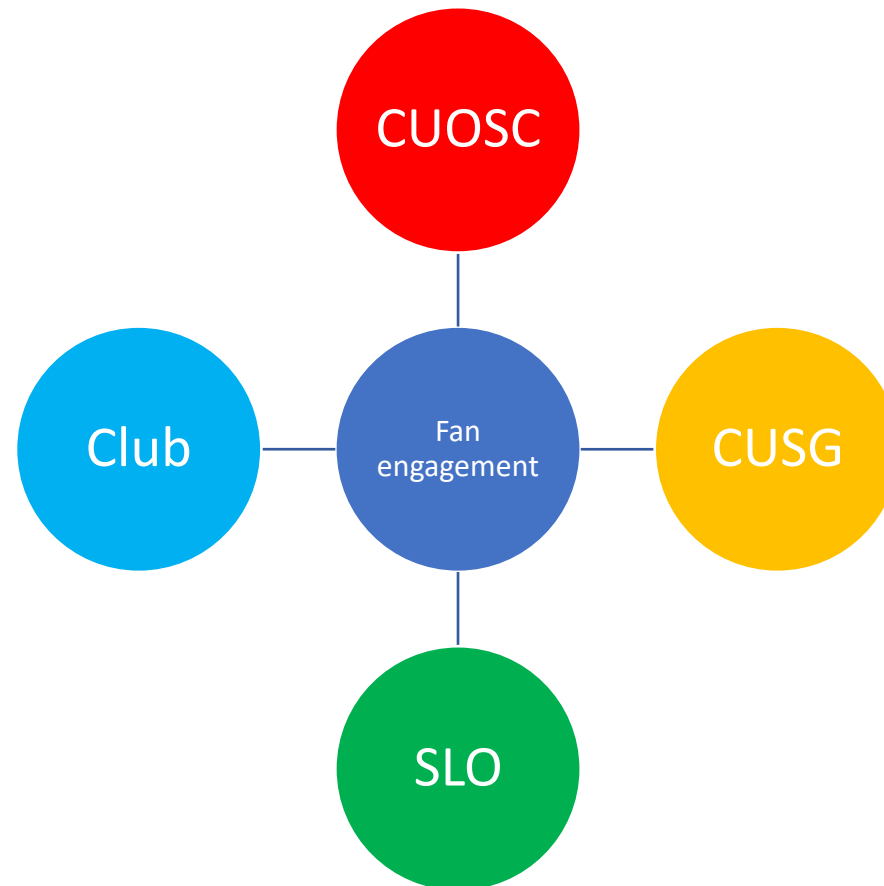
Information

Decision  
making

Carlisle United

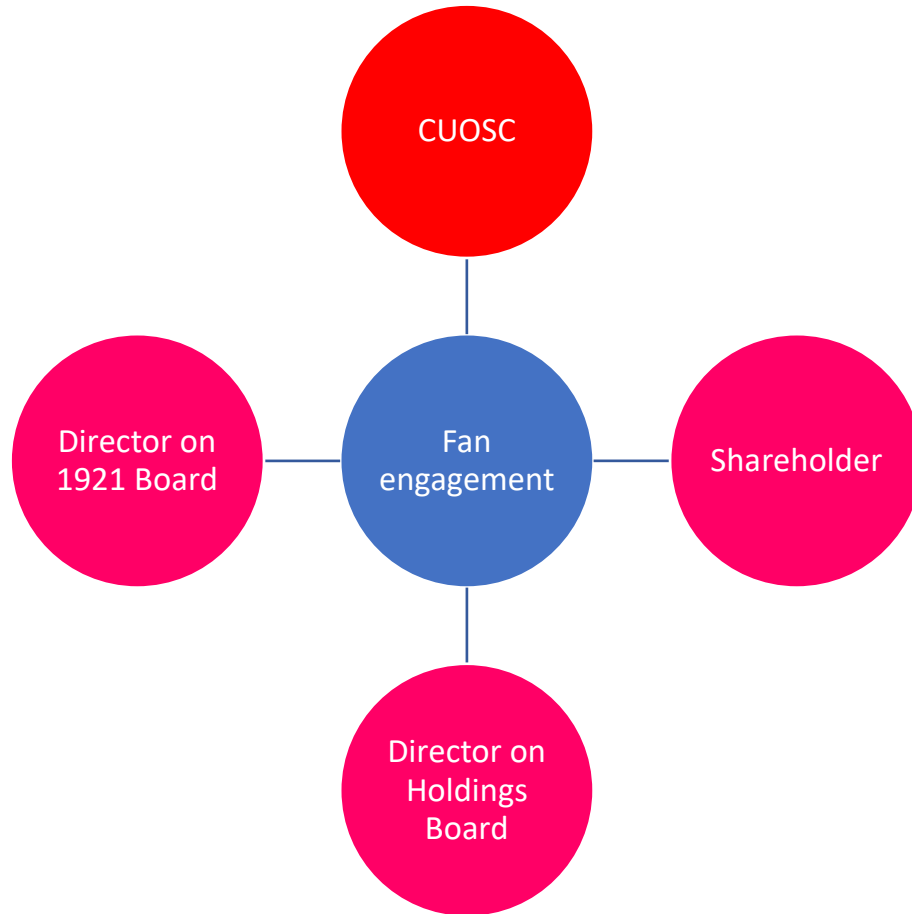
Fan Engagement

Key Elements



# Carlisle United Fan Engagement

## Carlisle United Official Supporters' Club

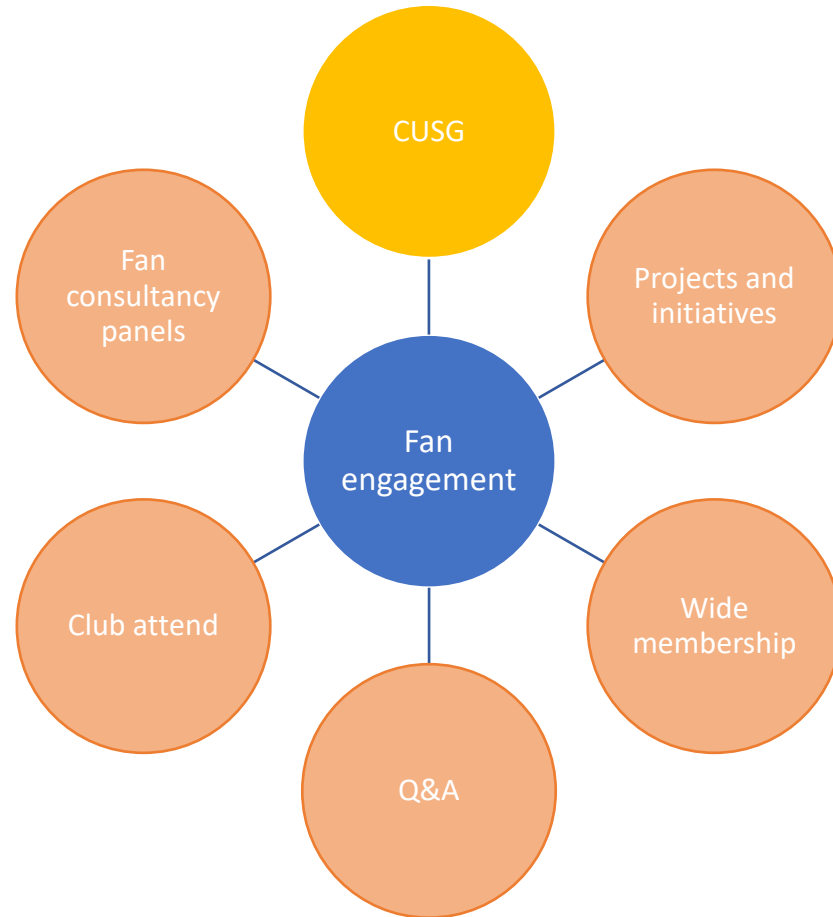


### CUOSC

- Supporter trust with 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

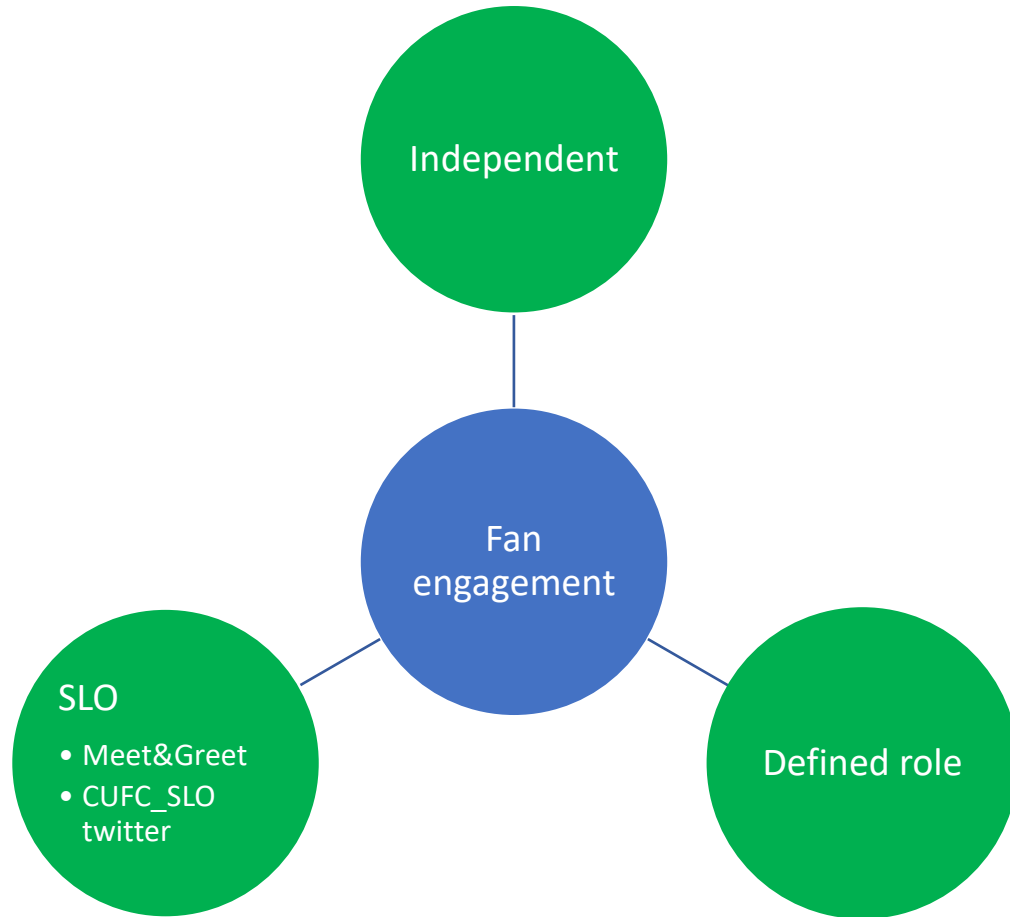
# Carlisle United Fan Engagement

## Carlisle United Supporters' Group (CUSG)



- Independent group
- Forum for supporters from all groups – diverse membership
- 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 Supporter 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 match day



# Carlisle United Fan Engagement Club



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

