

AGM 2014



Introducing....

The United Trust Five Year Plan

Securing our future, together
Carlisle's community united
Putting supporters first



A secure future together



www.united-trust.org.uk



Why a Five Year Plan?

- ✓ To set out a structured programme of development for the Trust
- ✓ To encourage long-term thinking & long-term sustainability
- ✓ To set achievable targets and measure progress
- ✓ To be more accountable and transparent
- ✓ To engage better with members and supporters alike
- ✓ To support & work with the football club better

Membership Goals & Aims

- ✓ Increase membership size to at least 1,000
- ✓ Increase % of younger members – 25% under age of 30
- ✓ Increase membership income - £20,000 p.a.
- ✓ Gradually increase membership fee to £20
- ✓ Communicate better with membership
- ✓ Regular online newsletter
- ✓ Establish youth board & volunteer group
- ✓ Improve member benefits – club shop discount

Finances

Proposal & Targets

- ✓ The Million Pound Challenge
- ✓ Raise £500,000 to buy new shares
- ✓ Raise £500,000 towards specific projects
- ✓ Work with CUSG to establish accord over projects with CUFC
- ✓ Establish Trust match day bar to raise money
- ✓ Produce annual report to show where money has been invested

Action Plan

Achieving main targets

- ✓ Raise profile of Trust
- ✓ Develop improved relations with the club
- ✓ Utilise article in match day programme
- ✓ Work closely with local media to keep supporters abreast of developments
- ✓ Be more visible on match days and encourage new members to join via Trust bar
- ✓ Encourage younger members to join via new merchandise range
- ✓ Re-establish corporate membership & sponsorship opportunities

Conclusions

What do we get for our efforts?

- ✓ Negotiate extra board place for extra shares
- ✓ Improve feedback mechanism for members
- ✓ Work with CUSG and CUFC to establish 'structured relationship' with the football club
- ✓ Negotiate improved benefits for members
- ✓ Encourage adoption of sustainable business plan for CUFC
- ✓ Introduce fans' charter for CUFC – 10 promises club make to fans each season

How will we measure the success of the plan?

- ✓ Plan to be reviewed every 12 months
- ✓ Plan to be updated every 12 months
- ✓ Ensures the plan is 'rolling'
- ✓ Ensures we always work to a 5-year plan
- ✓ Report back to AGM each year on progress
- ✓ Member feedback on how plan can be improved

How can we make the plan work?

- ✓ Ensure every member supports the main targets & objectives
- ✓ Promote the plan to all CUFC supporters
- ✓ Be enthusiastic about our aims & objectives
- ✓ Engage the local media
- ✓ Work closely with Supporters Direct
- ✓ Increase the number of human resources available to us
- ✓ Tap into member skills & experience

The United Trust Five Year Plan



Questions now invited from the floor

**Website : www.united-trust.org.uk
Facebook : www.facebook.com/TheUnitedTrust
Twitter : www.twitter.com/TheUnitedTrust**