

Main Categories:-

Membership, numbers and fees.

Shareholding.

Fund raising.

Raising the profile and communication.

Integration with the football club and other supporter groups.

Supporter feedback and bringing this to the boardroom and the club

Match day presence.

Governance.

Project Blue Yonder.

Quote from another Trust:-

“ The relationship between the Supporters' Trust and the other private owners has improved over the course of time. In the early days, the Trust was the one that had been organising rallies and marches, so we were viewed as rebels, the ones likely to cause trouble. However as time has gone on, the football club board appreciate that the Trust is in the same position as them; that we just want the best for the football club. the only difference is that the rest of the board are on there as individuals, whereas our Director is speaking for the membership of the Trust.”

Phil Sumbler, The Swans Trust.

Membership, numbers and fees:-

Aim to increase membership numbers to a minimum level of 1000.

Propose that the current membership fee is increased gradually over time to increase the money available for the football club.

Leave the membership fees for members over 65 years of age and young people at current level.

Increase percentage of younger members (i.e. under 30) to at least 25% of total membership.

Shareholding:-

Look at ways of increasing the shareholding (e.g. new share issues)

Fund Raising:-

‘Time to think big.’

The CUFC Million Pound Challenge, target, to raise £1m in a 5 year time scale e.g. 50% towards shares, 50% towards targeted projects.

Re-focus on other fund raising opportunities, such as monthly draw, race nights, car boot sales etc.

Corporate membership and sponsorship.

Quote from another Trust:-

“This will bring the club back to where it came from, which is the fans... I've always felt that every football club should have... fans ownership in their club. If we'd had at least 25% of the shares before this current crisis we could have stopped things; we could have vetoed anything the Chairman wanted to do. We would never have got to the stage where the club was going to sell The Racecourse Ground. I think you need to get fans' involvement from early on, to stop certain things.”

Terry Heath, founding member, Wrexham Supporters Trust.

Raising The Profile And Communication:-

Produce better and more frequent news letters.
Further increase/improve our use of social media.
Hold more open/membership meetings.
Develop the use and role of Trust Ambassadors.
Change perceptions and dispel myths.
Enhance relationship with the Media.
Better develop Trust views and policies.
Be proactive and have something to say about emerging issues.
Increase the number of Trust run community events.

Integration with the Football Club and other Supporter Groups:-

Regular presence at weekly CUFC staff meetings.
Develop improving relationships with key personnel at the club.
Widen Trust Board members boardroom experience.
Organising volunteers to help the club on match days.
Provide match day 'meet and greeters'.
Continue with voluntary stadium maintenance work.
Help to raise the profile of CUFC ladies team.
Trust presence in Legends bar for all home games.
Hold regular meetings with other owners.
Negotiate a fans' charter for all CUFC supporters
Continue to promote 'umbrella' organisation of all CUFC supporter groups.

Supporter feedback and bringing this to the boardroom and the Club:-

Develop ways in which to engage with Trust members and non-members.
Hold more open/membership forums.
Agree protocol with the club as to how feedback is reported.

Quote from another trust:-

"The Trust currently owns just over 25% of the shares and the ambition going forward is to have that amount or slightly more because any resolution at an EGM or AGM requires a 75% shareholding vote to go through. This way, if there's anything significant, the Trust members would have a vote and the Chair would be mandated to vote how the supporters wanted and they have influence in any major decision."

Rob Bradley The Imps Trust (Lincoln City)

Match Day presence:-

Seek to establish and run a Trust bar, McConnell's/Legends
Adopt a general meet and greet role.
Support Clubs match day and other days activities.
Maintain and improve Trusts contribution to match programme.
Engage in more sponsorship of events.

Governance:-

All Trust board members to be more active on behalf of Trust members.
Define roles for each Trust board member.
Allocate each board member to a sub-committee.
Improved, more focussed board meetings following the agenda.
Ensure terms of the Shareholders Agreement are upheld.

Project Blue Yonder:-

Important to the Clubs long term future.

Support any plans which safeguard the future of Carlisle United Football Club,

Develop a coherent response to proposals as and when they arise.

Within the bounds of confidentiality keep the membership informed.

The Future:-

A secure future together, Carlisle's 'Community' United.