

## Ten years on - A word from the Chair

Can it really be ten years since the United Trust was formed?

Back in 2001, set against the background of unrest from virtually all supporters as to the way the Club was being run at the time (bizarre to say the least) the Trust was incorporated based on the Supporters Direct model rules. Its fundamental aims were to acquire a meaningful shareholding in the Company and to make provision for at least one director on the main board of the Club for ever. Both of these principle objectives were achieved in 2003 and subsequently modified in 2006 (The 2006 Shareholders Agreement which stands to this day).

It is a recognised fact in the football industry that the one "constant" is the supporters. Indeed since the Trust was formed several majority shareholders, five team managers and hundreds of players have been at the Club and have now departed for one reason or another. At this point I would like to single out Peter Murphy who made his debut in August 2001 and has given the Club ten years of loyal and consistent service. The Trust Board over the years, for no other reason than its commitment to the welfare of the Club, has had to make difficult but necessary decisions which were not popular in some quarters.

And so to the future as the relationship between the Club continues to improve by a notch or two. There are good people at the Club doing a great job - let all supporters embrace that fact. The Carlisle United Supporters Trust will not shirk from its responsibilities to the Club or its members - let that fact also be embraced.

Here's to the next ten years - whatever lies in store - the Championship would do for starts!!

Come on you Blues

### Please note

It is the intention of the Trust Board to send out future newsletters by e-mail. To that end could you forward your email address to [alastair.woodcock@btinternet.com](mailto:alastair.woodcock@btinternet.com) For those without email facility your newsletter will be sent in the normal way.

## Trust Shirt Sponsor for Lee Miller

- The United Trust has become the shirt sponsor for the season for new striker, Lee Miller. Lee is pictured here with Trust chairman and club director, Norman Steel. This is the result of an improving closer relationship between the Club and the Trust and we are looking to develop this further.



## The United Trust Committee

N Steel - Chair  
A Woodcock - Secretary  
F Beattie - Media  
L Johnston  
W Atkinson  
D Steele  
D Steel  
T Earl  
K Elliott  
C Wilson  
D Beacock  
J Boyle

[www.united-trust.org.uk](http://www.united-trust.org.uk)  
telephone number 07796260522

## The Way Football is Run in this Country

The Commons Culture, Media and Sport Committee recently published a major report on the way football is run in this country. This follows numerous committee meetings where various people involved gave evidence both in person and in writing. Over 50% of the written evidence was provided by the Supporters Direct organization, The United Trust is a member. Three Trust board members had an early start 11th May and traveled to London to support the launch of briefing papers by Supporters Direct at Portcullis House Westminster, this was in addition to the written evidence already given, and these were aimed at Developing Public and Football policy to encourage Supporter / Community ownership in football. The Governments election manifesto promised that this was something they would actively pursue.

It is worth pointing out at this stage that these are only recommendations and there is nothing being passed into law yet. It can only be a matter of time before clubs themselves start to take action on some of the major points. There are a number of Premier League chairmen and managers already expressing concern over the way things are going in the game.

There are many points which are very supportive of supporters trusts and we should all be encouraged by these and hope that this reports recommendations do not end up on the scrap heap where so many others have done.

### Some of the major points of the report are:-

- Imposing a rigorous and consistent formal licensing model throughout professional English football to promote sustainable forward looking business plans and underpin self regulation measures introduced by the Premier League and Football League and the financial fair play regulations being introduced by UEFA. It's interesting to note that this already exists in Germany and Ireland. In Germany there has been no clubs going into liquidation in the time that over 50 English clubs have done. Carlisle United is attempting to run our club this way and it can only be for the good of the club and the community that this continues.
- A strong fit and proper person test consistently applied, with a presumption against selling the ground unless it is in the clubs interest. The ownership of Leeds United was cited by the committee and they urged the FA to investigate if necessary with the assistance of Her Majesty's Revenue and Customs.
- Abolish the Football creditor's rule which the committee says epitomises the extent to which financial priorities are being distorted. They recommend that if HMRC fail in their legal challenge to the rule that government should introduce legislation if football authorities do not address the problem.
- The committee has urged the FA to broker discussion between the Premier League and Football league over parachute payments to review the balance between these and solidarity payments. There was particular concern over clubs who by trying to match the spending power of relegated clubs would end up destabilising their own position.
- The Minister was set a challenge to come up with proposals to promote wider supporter ownership. The committee recommends that he look at two areas:

measures to assist clubs that are already supporter owned, particularly options that increase their ability to raise money; and measures that increase the opportunity for supporter trusts to achieve a share in their clubs, whether on a minority or majority basis.

- Amending the Financial Services and Markets Act 2000 to recognise the special nature of supporters trusts and help them overcome the significant legal and bureaucratic hurdles they face when raising funding - the government should also consider legislation to protect minority supporter stakes where they face a compulsory purchase order.
- Whilst not wishing to rule out foreign ownership of clubs the committee recommends that particularly robust criteria for ownership need to be applied before they are allowed to own a club in English competitions.
- The development of technical expertise in coaching is central to the future of the game in England. There appears to be clear evidence of historic drift that has left England far behind its European competitors. We welcome the fact that the FA is now making a concerted effort to address the problem, and suggest that our recommendation of the appointment of a Director of Football Development to the FA board would help to sustain the momentum.
- Almost all our recommendations for the reform of football governance can be achieved through agreement between the football authorities and without legislation. We therefore urge the football authorities to consider our Report carefully and to respond positively with an agreed strategy and time table for change. As a last resort, in the absence of substantive progress, we recommend that the Government consider introducing legislation to require the FA to implement the necessary governance reforms in line with its duties as a governing body.

There are some interesting proposals there and we look forward to action.

The full report is available on:- <http://www.parliament.uk/> and typeFootball Governance in the search box.

### Some Facts About The United Trust

- The Trust was formed 10 years ago by Carlisle United fans.
- The Trust is a member of Supporters Direct who advises the many trusts throughout the country.
- The Trust has a board of trustees who all give their time and services unpaid.
- The trustees have a legal responsibility to protect the substantial share asset that the trust owns and in turn the assets of Carlisle United.
- The Trust is one of the 4 owners of the parent company of the football club.
- The Trust has a permanent Director on the board of the club.
- The Trust board meetings are held on a regular basis at Brunton Park.
- The Trust has not loaned money to the club, it has paid into club funds over 800,000 pounds.
- The Trust is for Carlisle United supporters and the benefit of the club.

# What Has Happened to the Peoples' Game

With acknowledgments to:-

**The Peoples Game- James Walvin ISBN 978-1-84018-322-1**

Records of people kicking, throwing and generally playing with a ball, in one way or another, go back over thousands of years. There are records that show the Chinese had a game similar to football over 5,000 years ago. The "uppies and downies" game played on The Cloffocks in Workington is an example of what playing with a ball was like in the past and has been a tradition for hundreds of years.

There were rules but generally it was a rough, violent and disorganized game; it was only when the famous public schools became involved in ball games at the beginning of the 19th century that changes started to be made.

The significant thing is that until that point it was truly the peoples game with "local rules" being applied to "local games" and these new innovations and refinements which were being adopted would bring some organization to a chaotic situation. However, the arguments did not end there and some would argue that even today they still persist.

The major break up of the 19th century occurred when the argument over carrying the ball, shin kicking and tripping could not be settled and in December 1863 football and rugby finally split.

Within 8 years the Football Association had 50 members and the first competition, the FA cup was held the same year with the first league championship being held 17 years later, 25 years after the FA formation. Rugby Union did not become established until 1871 and became the prominent game in public schools. In the first FA cup 50 teams were eligible to play but only 15 did and only 2 of those came from north of Hertfordshire, the main reason being cost of travel and lodgings, as all the games were set up in the south around the London area.

Within 8 years of the first league championship taking place the interest in football was so great that it was being said at the time that "the interest in football is so great that cricket can no longer be called the national game". Association football had come of age and it was now truly "The Peoples Game".

The peoples Game developed further from the point in time when the traditional time off on a Monday was changed to a Saturday afternoon and more teams started to be formed many around churches leading to some of our bigger clubs as we know them today. At that time the people enjoyed playing football and when they saw their own local team realized that there some people who were more talented than they were.

The very large crowds of the 20th century was testament to the immense popularity that this beloved game had, I use 'had' deliberately for the reason that the crowds of those days will never be repeated. Football has become a game watched on television by "the masses" with all of them armchair or bar room experts and when they do venture into a football ground they do not support but criticize what they see because it does not match what they view on TV.

They forget that what they see on TV is not always good and at the ground it is in the raw and there is no time to go recharging your pint or your cup of tea in the boring bits and players do make mistakes, even referees do.

Sometimes it is even cold and wet which reminds me of how people forget what the reality of situations are, like school holidays, they were always warm sunny and dry, weren't they. Not really, but I'm sure you get my drift, we block out the bad times.

So where did it all go wrong, what were the events that changed this game which I still believe is The Peoples Game but at a price, that price becoming more unaffordable as time passes.

Was it that meeting in 1975 when ITV offered huge (at that time) sums of money to a small number of clubs to exclusively show their games on TV resulting in Sky moving in and topping the offer?

Was it the formation of The Premier league and even more TV money being poured into clubs with the resulting increase in player's wages to the point that there is even talk of a wage cap?

Is it TV itself? We can watch football 7 days a week if we want, we have experts analyzing the game for us to enable us to become armchair experts

Or, is it us, The People, we are the ones who watch these games on TV is this what we want, what we demand or are we deluding ourselves?

The game is run very differently in many other countries, an example of this is that to watch a top Premier league team will cost about 4 to 5 times the price of watching a top Bundesliga team like Bayern Munich, we maybe still have The Peoples Game but not the working mans game, they can't afford it.

The recent ruling by the European Court of Justice brought following an appeal by a Portsmouth landlady will bring even more pressure to bear on the terraces with fans able to purchase, legally, overseas channels to watch live coverage of Premiership League matches at 3pm on a Saturday afternoon. Pubs will be the losers because the games themselves are not copyright there are however parts of the package sold to overseas broadcasters that are; things like the opening video sequence, the premier League anthem, the graphics and pre-recorded highlights. Part of the pleasure of watching games at the ground is the atmosphere, the crack with your mates and the ongoing analysis during the game and the inevitable post mortem after the match.

## Government Threatens Legislation If Football Does Not Reform

The government has set out the reform it wants to see from footballs governing bodies, before the start of next season, in its formal response to the Department of Culture, Media and Sport select committee report on the games governance.

Supporters Direct has welcomed the government's response which appears to give a helpful frame work for the challenges facing football. SD believes well run supporters trusts can be part of the solution for many clubs. Supporters Direct look forward to working with the football authorities and the government to play their part and particularly welcome the recognition that a long term funding solution for Supporters Direct is required to enable SD to do this. The Sports Minister Hugh Robertson is demanding a unified response from all parties by 29th February next year. The government, the Premier League, the Football League and the FA now have an opportunity, which has been missed so many times before, to create a situation where all of football can work together. Some of the issues are sensitive and it may prove difficult to find unanimity.

### FA BOARD AND COUNCIL

In the current situation there is often deadlock between the professional game and the FA executive often lose out. The government wants to see the structure changed and they are proposing two members each from the professional and amateur games plus the FA chairman, three FA executives and two independent non-executive directors. They would also like to see former players, women and ethnic minorities' representation.

### LICENSING SYSTEM

The leagues current self policing system would have to operate under rules set by a licensing body answerable to the FA board. The government sees this as one of the first tasks to be taken by the new FA board and would see authority in the game returned to Wembley. The areas to be policed would include: - club finances, sustainability and monitoring debt; the vetting of directors and owners; supporter representation.

### SUPPORTERS AND OWNERSHIP

The government has called for every club to recognize a mandatory supporter liaison officer and the relevant groups or trusts and to keep an open dialogue with them. Throughout this process the government has recognized and supported the need for the increasing involvement of supporters influence over their clubs.

### PLAYER RELEASE

The government is calling on all clubs to make player release mandatory for England games to improve performance.

### DISCIPLINE

It proposes that the disciplinary functions would be best served by moving the enforcement to an independent body

to avoid any conflicts of interest but with the FA still controlling policy.

### LEGISLATION

If reform is not in place by February 29th next year the government has threatened to introduce a legal requirement on the FA to implement the appropriate governance clauses.

## The FA Cup with Budweiser

Date	Fixture	Depart	Cost
3 December	Charlton	06.00am	£32

## Away fixtures and departure times 2011-2012 Saturdays unless stated

Date	Fixture	Depart	Cost
10 December	Scunthorpe	9.00am	£18
Mon 26 Dec	Preston	11.00am	£12
31 December	Huddersfield	10.00am	£13
14 January	MK Dons	6.00am	£28
28 January	Hartlepool	11.00am	£12
11 February	Stevenage	6.00am	£30
18 February	Brentford	6.00am	£32
3 March	Notts County	9.00am	£20
17 March	Bournemouth	6.00am	£35
24 March	Colchester	6.30am	£32
Friday 6 April	Wycombe	6.00am	£28
21 April	Sheffield Wed	9.00am	£17
5 May	Oldham	10.00am	£15

**Please note:** Some times/days may be altered subject to league alterations.

## Carlisle United Supporters Away Travel

### QUIZ NIGHT

Friday 27 January 2012

£25 per team entry

includes pie, peas and gravy at half time

Commencing 19.30hrs at

Harraby Catholic Club, Carlisle

Teams of 4 persons. Cash prizes for all members of the first 3 teams

Please ask for entry forms and more details from Kate on 07816 118 601

Entertainment on conclusion of the quiz by

**Stevie Las Vegas**



---

As the enclosed newsletter was going to print the Club issued the following statement relating to the possible re-location of the Club's playing and training facilities. For reasons of clarity and meaningful information for the trust membership we have included the statement in its entirety.

Much work has gone on already behind the scenes on this project and it is satisfying that the results have now been made public as the Club seeks to make progress on the one hand and provide a better matchday experience on the other for all of its supporters and sponsors.

The United Trust welcomes in principle any changes which will provide improved facilities for supporters with increased safety levels. The Trust will work responsibly with the other owners and directors of the Club to ensure an outcome that will benefit the Club, the supporters and the community in general.

The Trust Board  
November 2011

#### **Press release - Friday 18th November 2011**

The Board of Carlisle United has recently received the results of a feasibility study commissioned to look into the options available for the club's future development and location, and are now looking to exhibit the results for supporter input on 24th November 2011 at Brunton Park.

The study was carried out by The Frank Whittle Partnership (FWP) who are one of the most experienced stadium, sport and leisure consultants in the UK.

Commencing on the study Managing Director John Nixon said "We have long had aspirations of playing Championship football and we believe it is within our reach. However, the basic ground requirement at that level is to have an all-seater stadium within three years of promotion.

We would also need additional Press and Media facilities and costly improvements to our floodlighting. The Football League regulations, released in 2009, stipulated minimum ground standards which we are currently struggling to meet within Brunton Park. The Board would be doing a disservice to the fans if we didn't look into the future options for the club and report back to them for their input."

The brief for FWP was to review the re-modelling of Brunton Park as a phased redevelopment project which would allow the stadium to comply with all aspects of the Taylor Report, and with the requirements of a venue capable of hosting Championship football. The Carlisle United Board also advised that any scheme should not place financial duress on the club, and be self-financed.

The study was carried out in three phases, with phase one conducted between August 2010 and January 2011. This investigation defined a phased programme for each of the four stands at Brunton Park. The finished product would both improve and modernise spectator facilities and also add income generation areas, conference and banqueting space and lettable areas. The total cost for the redevelopment of Brunton Park would be in excess of £18m. It was felt that if this route were pursued achieving and maintaining Championship football would be highly unlikely, and would also saddle the club with extensive debt. FWP also advised that the flood prevention measures installed following the 2005 floods placed restrictions on expansion of the stadium.

Phase one also explored the possibility of a stadium relocation as an option, should redevelopment of Brunton Park be unviable. FWP identified a list of 17 sites within the locality which would be further explored. FWP advised that in order to progress the chosen site would need to provide the opportunity for an 'enabling' development to find the new stadium construction.

17 sites have since been refined to the most viable options. Each site was evaluated and reviewed with enablement and accessibility being the key components.

In the final phase of the study the options were assessed under a number of criteria, including planning, special site specific factors and financial viability.

In conclusion the study recommended that discussions should be progressed with Kingmoor Park. This option would provide the best opportunity for and 'enabling' development, subject to planning permission being obtained, and provide an ideal development partner with appropriate financial backing.

The end result is a 12,000 all-seater stadium with up to date training and playing facilities alongside offices and conference suites to meet all possible match day and corporate non-match day requirements.

A new stadium would be an iconic asset for the City and give Carlisle United Football Club the platform and infrastructure to perform at their very best and make the people of Carlisle proud of their club.

With the backing of our supporters we would like to progress the discussions with Kingmoor Park to develop the idea further, looking at the design and viability of the new stadium and associated development. Keeping our fans fully informed and gaining their approval is most important, and that is what we will seek to do now.