

Why You Should Be A Trust Member

- Shares bought by the fans, for the community and held in Trust forever.
- To support Carlisle United.
- A community asset.
- More than just a business, a cultural asset.
- Ensures the Club works in harmony with the community.
- Helps to control and shape the future of the club.
- To promote good governance, transparency and openness at the club.
- 800k already raised and invested in CUFC.

Become a trust member by completing the application form available on line at www.united-trust.org

2011 / 2012 Season Review

"Lets start at the very beginning, it's a very good place to start, when you start you begin with ABC", or I think the song from The Sound of Music goes something like that.

But the lessons that were being learned by the Carlisle United playing squad on the first day of the season were hard ones and for the fans who came full of optimism for the new season it was an uncomfortable time when we saw our team humbled by, of all people, Notts County a big physical side with Lee Hughes adding extra muscle and aggravation.

So it was with tails between our legs that we wandered home that day, a friend of mine who spotted me near to home with my chin firmly down on my chest remarked to his wife "I think they must have got beat today!" Beaten? Yes, but this is Carlisle United we know how to bounce back.

That was just what we did with 4 wins and a draw before a run of 4 defeats including Accrington Stanley in the Johnson Paints trophy, something we could almost claim to

be ours by right, but this season it was not to be and we were left wondering "can we have some more please, some of the good stuff?" There was a glimpse of it at Tranmere with a win thanks to goals from Miller and Berrett which was followed by one of those 4 goal away thumpings, from Chesterfield, and all of those hopes, expectations and dreams were shattered by the reality of the situation. But, hang on, there's always a beginning a middle and an end to all good shows and the fat lady isn't even in the theatre yet and as Winston Churchill put it "this isn't the end, it isn't even the beginning it's the end of the beginning" or something like that. We still had the middle to look forward to and wow it was some middle.

On the 24th September we beat Stevenage at Brunton Park and went on a run that saw us only succumb to Charlton Athletic and Sheffield United (I wonder what they're all doing now?) until that fateful day, 28th January 2012, it'll go down in history, when we were on the wrong end of 4 goals from Hartlepool United, and so we continued on a stuttering run towards the seasons end. We were the nearly team, we were almost there so many times that we were dreaming once again of glory days, open top buses, city parades and promotion. But we are Carlisle United and we don't do things by halves and we would keep it going right through to the end of the season.

An air of disappointment perhaps but lets not forget that this was an improvement on last season and certainly on the position the club found its self in at the end of the 2008/9 season when we just avoided relegation. Things have improved every year since then, 2010 we were in 14th place, 2011 12th place and 2012 8th place. So we should be congratulating Greg Abbott and his staff for this improving situation and who knows if injuries and suspensions hadn't played their part we could have been involved in this seasons play offs.

The injuries to Frank Simek, Paul Thirwell, Rory Loy, Mattie Robson, Lee Miller and others all took their toll on the team. The red card at Hartlepool for Lee Miller is still a mystery worthy of Agatha Christie herself and must have been the greatest injustice to have been forced on Carlisle United in recent memory.

The stats for the season are interesting as well, did you know that we were 4th in the league for the highest number of shots, Lee Miller and Francois Zoko were both in the

top ten scorers in the league and this from a side which were not known for their goal scoring ability in the past. It was at the other end of the pitch where our record of goals against was severely tested and we were leaking goals like an old leaky shed roof. The absence of Frank Simek and Mattie Robson all played a part along with the dogged resolve on the manager's part to "stand by your man", for that was what he did apparently oblivious to the struggle that Lubo was having to maintain or even regain the form he had shown in the past, or it may have been that the opinion was that Danny Livesey was not quite ready to return, but what a difference when he did.

You know when you look back we've seen some really great entertaining games but unfortunately not always with the result we wanted, Preston at home 0-0, Stevenage away beaten 1-0 and Charlton at home beaten 1-0. We also saw some great performances against sides that finished either in an automatic promotion spot or in the playoffs, will you ever forget that headed goal from Lee Miller in the final minutes against Huddersfield Town or the two goals from Jordan Cook away at M K Dons. Beating the two Sheffield clubs by the same score, 3-2 at Brunton Park, with two old boys being prominent but for different reasons, Madine seeing red, and Ben Marshall opening the scoring for Wednesday. So if it's exciting entertainment you're looking for then Brunton Park is the place to be, its more dramatic than any of the 'soaps'.

There was good news off the pitch as well when the average attendance was slightly up on last season and this in a time of recession which is a credit to all the fans. We should all be trying to encourage those stay away fans to come down because we are playing good attractive open, sometimes too open, football on what is the best pitch in the league and probably most of the country thanks to the efforts of Mitch and his team. We have become a club of borrowers and lenders, out of necessity, and the fans and the community can help by showing more support to the club.

Greg Abbott said, 'Look at the big picture, the club is going in the right direction. Any business this day and age making money and progressing, would be swinging from the trees. There has got to be credit to the football club in these hard times that we are going forward and not keeling over to the recession.'

So we are at the end, a new beginning, when we will have to see who will sign new contracts, who will the new signings be and are they better than what we have so that we can hear the fat lady in the theatre and on stage singing that final aria before the season ends next year when we are sitting in an automatic promotion spot with games to go, but hold on a minute lets get back to reality we are Carlisle United, we always have a dramatic end to the season, will it be a tragedy or a triumph?

Supporters Liaison

Under article of the 2010 UEFA Club Licensing and Financial Fairplay Regulations, clubs across Europe will be required to appoint a supporter liaison officer (SLO) before the beginning of the 2012/13 season to ensure a proper and constructive discourse with their fans. The introduction of this UEFA licensing agreement constitutes a new landmark in club supporter relations and emphasises the importance UEFA attaches to dialogue and communication between clubs and fans.

Article 35 is the result of detailed talks between European football's governing body and Supporters Direct. During the development phase the SLO concept was discussed at the 2009 European Football Fans Congress held by Supporters Europe (FSE) in Hamburg. The SLO concept gained approval from the national associations represented on the UEFA Club Licensing Committee during the 2009/10 season and was drawn up in close cooperation with Supporters Direct. UEFA then appointed Supporters Direct to facilitate the introduction of the new SLO requirement.

The introduction of SLO's across Europe will hopefully help to ensure fans have a voice at their respective clubs. All too often, clubs and associations take decisions affecting fans without ever having involved them in the decision making process or taken the trouble to listen to their views. Having an advocate inside the club should serve to remedy this situation.

ARTICLE 35

1. The license applicant must have appointed a liaison officer to act as a key contact point for supporters.
2. The supporter liaison officer must regularly attend meetings with the club's Management and must collaborate with the security officer on safety and security related matters.

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
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We Are Not Alone

No it's not some UFO story but it may have come as something of a surprise to some of you that Supporters Direct is actively involved in helping supporters trust groups in Europe. At the recent presentation in the House of Commons we met a representative from the Italian equivalent.

ITALY

At the end of October last year a new football club was launched in the Italian town of Cava de' Tirreni. Named A.S.D. Aquilotto Cavese, the club is new but has roots going back deep into the last century, and undoubtedly a community based institution.

SS Cavese 1919 was excluded from the fourth tier of Italian professional football in the summer of 2011, members of the Sogno Cavese group decided to take decisive action. The group, which is an affiliated member of Supporter direct and has been working with SD since 2010 had managed to raise over 200,000 Euros to save the club the previous summer, but with financial mismanagement having finally taken its toll the realization was that that club was lost had arrived.

Together with the Aquilotto chairman, a local who has been a Cavese fan for years, Sogno Cavese played a key role in the establishment of the new club. They will compete in the bottom tier of Italian football this season with local players who turned down offers from other clubs of higher ranking to play for Aquilotto.

DENMARK

Brøndby, Denmark, supporter's group Det Nye Brøndby (the new Brøndby), who have been working with Supporters Direct during 2011, initiated a campaign recently, named "En Stemme til Alle" (a voice for all), with the aim of increasing transparency, accountability and democracy at the club. The campaign has been planned and launched in coalition with the official supporters club and another supporters group.

Det Nye Brøndby recently published an analysis of the club's financial situation, and are campaigning for long-term supporter ownership at one of Denmark's most successful and famous clubs. They have also produced a comprehensive analysis of the club's complex organizational structure and they believe some of the problems currently affecting the club could be solved. They have become concerned at the direction the club is taking and this was a key factor behind the formation of the En stemme til Alle campaign which was officially launched on October 25th and unveiled at the club's home game on Sunday 30th.

Despite the positive messages behind the campaign - not to mention an agreement following dialogue with the club - Det Nye Brøndby and their members ran into problems soon after the kickoff. Seven volunteers were ejected by club officials and issued with half-season bans from the

stadium. Their offence? Distributing flyers and hanging a banner from the stand. In a display of solidarity many supporters in that area of the stand left the stadium despite the game not even reaching half time. The club's heavy handed approach received widespread condemnation from supporters and media alike and the bans were swiftly overturned and labeled a "misunderstanding".

The campaign reached its initial target of publicity for the cause and Det Nye Brøndby has appeared on national TV highlighting their solutions to the problems. Along with the Brøndby supporter liaison officer they have been able to make their voice heard at the club hopefully leading to a more democratic and transparent structure.

IRELAND

If, like me, you watched the Europa League match between Shamrock Rovers and Spurs you could not have failed to hear that Shamrock Rovers are supporter owned it was mentioned so many times. Having rebuilt it the fans are determined not just to stand still but to keep running the club properly and in a sustainable manner to achieve greater things without putting the club at risk again.

But supporters trusts and ownership by the fans is not something new in the League of Ireland with Cork City surging forward again under a similar model. However, the story of Galway United Supporters trust is not as well known and the journey they have made in the restructuring of the financial mess at the club.

England has seen 11 years of supporter's trusts, the results of ever increasing debt and bankruptcy including Premier league clubs. Swansea City part supporter owned is a prime example that fan ownership not only works but can be successful. People talk about football clubs being a business but many privately run clubs don't even do that well, just one look at the balance sheets will tell you that.

Too many clubs are often only looking at the next day's headlines, planning applications or the bank lending rates rather than whether the club has a development plan for marketing, looking after the kids at the club and long term player development. There is now a cultural shift taking place throughout Europe and it's not simply about having a fan on the board so everyone can feel better about themselves but the cultural shift about the relationship between those who run football clubs, those who follow them and the relationship with local community.

Football Governance Enquiry

"If you look across sport, it is very clear to me that football is the worst governed sport in the country, without a doubt"

Minister for Sport and Olympics, Hugh Robertson MP, January 2011.

With these words ringing in their ears the powers in football were given their most recent chance to reform as a result of the Culture, Media and Sport Select Committee (CMS) review of football governance which reported last summer. The report provided some pretty radical thinking on the big issues affecting our game.

This came as a result of promises secured by The Trust Movement in the Conservative manifesto and the coalition agreement; the document setting out what the government was going to do in power. With its response in October the government threw its weight behind these forward thinking recommendations the CMS Committee gave football a date, 29th February 2012, by which time they should provide their response. With the threat of enforcement through legislation hanging over their heads the football authorities were left to their deliberations.

The areas that were of greatest concern to the CMS Committee and the government were:

Reform of the FA.

Club licensing.

Supporter engagement and Supporter ownership of football clubs.

Unsustainable debt.

The number of insolvencies.

Fit, proper and transparent ownership.

Asset protection.

Supporters Direct funding situation.

Supporters Direct produced three papers that they felt could address many of the issues raised by the Committees report.

SD Key principles of club licensing.

This includes a progressive pathway for increased supporter rights in terms of relationships with their clubs

SD Financial regulation issues.

This identifies financial and regulatory barriers for supporter investment and outlines proposed remedies.

SD Agenda for expert group.

The purpose is to set out the terms of reference for an expert group to look at how recommendations for

increased supporter engagement both in governance and financially can be delivered.

These papers were submitted to the football authorities and the Minister, Hugh Robertson MP, in total these proposals also found their way to over 500 MPs. They were discussed in the Houses of Parliament on several occasions and representatives of The United Trust, at their own expense, attended two of these discussions.

The FA, The Premier League, The Football League and National Game (The FA Counties) published their response to the CMS Committee review on March 9th 2012.

Although there was some acceptance of some very basic principles like licensing and the introduction of Financial Fair Play in the Premier League and The Championship, both welcomed and called for by SD, fundamental reform that would make football fit for years to come was absent. A whole series of things are, it would appear, are apparently, being kicked into the long grass and in some cases avoided entirely.

An example is the debt issue, so important to all of us, and the whole of football. The word appears just once, but it refers to the "debt of gratitude to volunteers" working across the country for football. The word 'debt' appeared over fifty times in the CMS Committee report alone. Also, rather than see the FA re-assert its authority over the game what we got was an apparent surrendering of authority with as David Conn put it in his Guardian Article "barely a whimper".

In general, many of the proposals are vague and lacking in detail and there is a risk that the 'long grass' of proposed 'expert groups is simply a way of delaying the inevitable and avoiding the issues, although, these would be chaired under government auspices.

As you would expect the next step is for The United Trust is to support SD in their efforts to seek clarification on what is being proposed, to ensure a role for SD and the trust movement in the next stage of the process, and to work to maximize the opportunities to ensure the outcomes are as close as possible to SDs proposals as possible.

To this end SD has told The United Trust that they will be engaging in discussions with The FA and Leagues in the football pyramid as well as the Minister For Sport.

Supporters Direct appoints David Lampitt as Chief Executive

Supporters Direct today confirmed the appointment of David Lampitt as its new Chief Executive effective from 25 June.

David, who qualified as a chartered accountant with Ernst and Young, worked for 7 years in the Governance Division at The Football Association where he was Head of Financial Regulation and Head of Football Integrity until 2010.

He has served as English football's representative on the UEFA Club Licensing Committee and was one of the key contributors to UEFA's Financial Fair Play project.

From May 2010 to February 2012 David was Chief Executive of Portsmouth FC. Prior to the club's recent administration due to the collapse of its owner's business, David successfully led the club out of administration in 2010 and safeguarded its survival through a major restructuring programme.

Speaking on behalf of Supporters Direct, the Chair, Dame Pauline Green, said: "I am absolutely delighted that we have managed to attract someone of David's calibre and knowledge of the issues about which Supporters Direct cares so passionately. He is highly respected both domestically and in Europe for his work within football over the last 10 years. This and his first-hand experience at Portsmouth of the challenges facing so many of our clubs gives him unique insight into our work in the UK and Europe to promote sustainable spectator sports clubs based on supporters' involvement and community ownership."

Lampitt said: "It is a real privilege to be given this opportunity to help represent the interests of sport's most important stakeholders. I look forward to working with some outstanding staff who should be rightly proud of Supporters Direct's achievements, attracting over £30m of new finance into football and rugby league clubs since 2000. These sports continue to face significant economic challenges and I am very pleased to play a part in promoting the value that supporters and community involvement can bring to that process."

Supporters Direct's annual conference, being held in London in conjunction with the Football Supporters Federation as The Fans Weekend on the 7th and 8th of July, will provide an ideal opportunity for supporters to meet the new chief executive and hear what he has to say.

For details & registration for the Fans' Weekend on 7th and 8th July 2012, visit our website www.supporters-direct.coop <<http://www.intouchwithmembers.co.uk/lib/elinks/?C=504066&E=11051&A=32&URL=http://www.supporters-direct.coop>>

The United Trust AGM

Foxys
Sunday 29 July
Commencing 11am

All welcome including new members

If you want your questions answered come along to the meeting and ask any member of the Trust Board

League Cup

Thursday 14 June
1st Round Draw

Fixtures 2012/13

Out on Monday 18 June

Great Cumbrian Run

Sunday 7 October

Money to be raised for good causes by Trust members taking part