

Open Meeting 28.04.13



Open Meeting 28.04.13



Supporters Direct – a national body set up to represent and advise supporters' trusts.
Established in 2000.

The United Trust – formed in 2001 under the auspices of Supporters Direct.

Open Meeting 28.04.13



Supporters Direct's mission statement :

“to promote sustainable spectator sports clubs based on supporters’ involvement and community ownership”

Open Meeting 28.04.13

The United Trust offered shares in 2002.

Achieved shareholding of 25.4% in CUFC Holdings Ltd in 2006. This shareholding is legally protected.

Open Meeting 28.04.13



Supporters Direct initiative in 2013 :

- To establish Government Expert Group to remove barriers to supporters owning shares
- To designate stadia as Assets of Community in line with Localism Act, 2011
- To include 'Structured Relationship' between supporter groups and clubs

Open Meeting 28.04.13

Structured Relationship

- Defined terms to establish the relationship
- To ensure social and financial sustainability of the club
 - To establish joint projects
- Issues raised to be acted on in a structured fashion
- A formalised annual meeting between fans and club
 - To establish a steering group to ensure key supporters' groups are included

Open Meeting 28.04.13

Key representative bodies for fans of CUFC:

The United Trust
Supporters' Club London Branch
CUFC Supporters Away Travel
Cumbrians Elite

All supporters are stakeholders

Open Meeting 28.04.13

Main points raised at previous open meeting:

- Club 'too distant' from fans
- Not enough young people involved with Trust
- Trust not communicating effectively enough
 - Cost of attending matches too high
- Facilities at Brunton Park not up to scratch

Open Meeting 28.04.13

Progress made on these points:

- Trust/Club agreement for club to support moves to promote Trust and increase membership
 - Trust has re-launched website and now more active on social media
 - Local media more engaged with Trust
- SD initiative to be promoted by Trust to develop closer relationship between fans & club

Open Meeting 28.04.13



Questions now invited from the floor

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