



Minutes of the meeting of the Lancashire Cricket Members Representative Group

Held at Emirates Old Trafford on Monday 1 April at 4.00pm.

Present (MRG): Colin Gore, John Lord, Tony Shaw, Amanda Fearn, Kirti Sharma, Chris Bent (via teleconference until AOB item)

Present (Lancashire Cricket): Daniel Gidney (Chief Executive), Justin Hopwood (Sales and Marketing Director), Phil Johnston (Senior Membership Executive), Peter Ash (Conference and Events General Manager), Jonathon Nuttall (Head of Cricket Sales), Paul Allott (Director of Cricket), Alice McCready (Event and Project Manager), Anthony Mundy (Director of Operations)

Apologies: Daniel Kupusarevic, Hollie Costigan (Head of Marketing)

4.1	<p>Welcome/Introductions/Apologies</p> <p>A moment of reflection was held at the start of the meeting for a dear friend of Lancashire Cricket and MRG member, David Benwell.</p>
4.2	<p>Approval of the minutes of the December meeting</p> <p>The minutes from 17 December meeting were approved.</p>
4.3	<p>Review of actions/matters outstanding</p> <p>Previous actions were discussed and reviewed;</p> <p>1.14 Elevated Viewing for Members – what next?</p> <p><i>Lancashire Cricket response: The Club is currently working on plans for the Red Rose building. It was acknowledged that any new development or enhancement, would consider and include elevated viewing for Lancashire Members. Plans will include also consider how best to accommodate a new museum, club shop and ticket office. Indicative/early CGI images to be shared with members at the AGM on 2 May 2019.</i></p> <p>1.4.3 Club to review membership categories</p> <p><i>Lancashire Cricket response: A MRG sub group will be given proposals following discussion at the next Board meeting.</i></p> <p>2.3.10 & 2.4.6 Stand and end naming update (Brian Statham and James Anderson)</p> <p><i>Lancashire Cricket response: As detailed and explained previously Stand naming is currently categorised as a commercial asset for the Club, and provide an important revenue stream. As agreed at a previous meeting, the official naming of the James Anderson (Pavilion end) and Brian Statham (Player and Media) End is being progressed and will be completed in the coming weeks. A permanent, raised level sign will be</i></p>



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installed at each end and there will also be a lower level sign at each end. Phil Johnston is currently working with a signage company to look at options and sizes. The MRG will be invited to look at suitable locations for this signage prior to installation and have an input and view.

MRG response: MRG agreed to be part of the final selection process in regards to the end naming. TS stated that it was a shame that the club is taking this approach. Lancashire Cricket confirmed that this was always the position, and it would continue to consider other ways for player recognition. It is important to note that David Lloyd, Michael Atherton, Wasim Akram and Clive Lloyd have all had facilities names after them in the last couple of years.

3.7.3 Championship Pennant unveiling – when will it be displayed

Lancashire Cricket response: The 2011 County Championship Pennant is now in the possession of the Club. Some repair to the Pennant is required due to weathering and ageing from the 2012 year when it was displayed outside. The Club wants to make sure that such an important piece of its history is displayed in the right place and in the right way. The Club's stadium operations team is currently looking at options for display and location and the suggestion(s) will be presented to the MRG for their views.

The MRG also expressed concern that they had not been informed before this meeting that the pennant had been found, and advised that it would have been useful to advise the membership of this.

3.9.2 See through site screen

Lancashire Cricket response: Following significant investment over the last month, new sightscreens will be installed at the James Anderson (Pavilion) End which will be in place for the first county championship match of the season in May. Following a number of discussions with the wider membership and the Members' Representative Group (MRG), the Club has sourced technology that will enable Members to see the game better through the sight screen when situated in the Pavilion for First-Class fixtures at Emirates Old Trafford. The decision has been endorsed and supported by Director of Cricket Paul Allott and Head Coach Glen Chapple. A demonstration has also been given to England's new Director of Cricket, Ashley Giles.

Other items; Museum, Heritage and Library updates

Lancashire Cricket response; This will be included in consideration of the next steps in regards to the Red Rose building as detailed in 1.14.

A bid for heritage lottery funding will be made. Having recently been briefed by a HLF senior executive, Chris Bent offered to feed back to Lancashire Cricket the new, updated strategic approach to securing funds. Daniel Gidney welcomed this support.



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	<p>Heritage – the potential for having a timeline of Lancashire Cricket history around the ground was discussed. Chris Bent offered the support of Warrington RL Club who are happy to show their heritage timeline and discuss future initiatives.</p> <p>Members update – off-season activity:</p> <p><i>The Club updated the MRG on a wide range of off-season activity around the ground and to infrastructure, to enhance and improve the member and support experience. This included water fountains around the ground (should be installed for the early part of the season), improvement to reusable cup scheme – limits on the number of cups returned, children to be accompanied by an adult to return cups, sightscreen, New LED jumbo screens, John Gwynne as new stadium announcer, outfield renovation, live streaming, 2019 kits, new, temporary 10 window ticket office (same location but will have access from within car park), Pavilion refresh and redecoration. Decoration and new carpets in Red Rose Building. Car parking prices to remain the same.</i></p> <p><i>A full summary of what was provided to the MRG will be distributed to the wider membership.</i></p>
4.3.1	<p>Members Forums lack of minutes</p> <p>MRG Response: The MRG raised that following the Members' Forums, no minutes were released. This meant that those Members who were not able to attend were not made aware of what was discussed.</p> <p><i>Lancashire Cricket Response: Moving forward, following future forums, a summary of what was discussed will be made public to all Members. The Club is looking at ways to diversify forums by making them more accessible to Members, including online forums and using social media platforms (e.g. Facebook Live) to connect Members who cannot attend in person. Ideas will be presented to the MRG for thoughts and feedback.</i></p>
4.3.2	<p>Website Update</p> <p>MRG response: TS stated that in his opinion some areas of the website would benefit from development in certain areas. Location of any historical date(s) can be difficult and further information regarding out-grounds would be beneficial. A category view/sorting function would also be useful.</p> <p><i>Lancashire Cricket response: The Club's Marketing department will ensure that up-to-date information regarding the out-grounds is published. The Club will also look at any problems with accessing historical data. JH also stated that the Club is welcoming of continued feedback on all areas including website, but best to keep it as a separate communications channel outside of the main MRG meeting so more detail can be</i></p>



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	<i>discussed and progressed.</i>
4.4	Sedbergh Outground Discussion and Cricket update from Paul Allott, Director of Cricket MRG response: The MRG felt that they were not provided with an opportunity to help the Club from a Membership point of view with the decisions about the out-ground location. <i>Lancashire Cricket response: Please see attached a separate statement from the Club regarding the decision to host the match at Sedbergh School https://cricket.lancashirecricket.co.uk/news/2019-news/sedbergh-school-to-host-lancashire-fixture/</i> <i>Cricket Update: Paul Allott, the Club's Director of Cricket, provided the MRG with a cricket update ahead of the start of the 2019 season. Paul confirmed that James Anderson would be available to play 6 out of the 7 of the first domestic fixtures. For the 2019 season, there is a big emphasis on youth, with five players moving through the Lancashire Academy to professional contracts. Over the winter a number of players have been playing abroad through the winter, including Haseeb Hameed who played in New Zealand and India.</i>
4.5	AOB
4.5.1 & 4.5.3	Club Shop Location and Permanent Ticket Office MRG: With the development of the ground and the proposals of a new building and stand in place of the Red Rose building, are there plans for a permanent ticket office to be built and for the Club shop to be relocated (as it is not easily accessible from all points in the ground)? <i>Lancashire Cricket response: Following on from what has already been discussed regarding the development of the Red Rose building, the Club intends to include developments for retail (shop/units), museum and ticket office within any further venue-wide development/changes.</i> 4.5.2 Next match advertising MRG: A member of the MRG raised that there is currently no external advertising on the Club's perimeter to provide any advertising as to what and when the next fixture is. <i>The MRG also raised the possibility of using Metrolink electronic signage and TGM electronic road signage to publicise games.</i> <i>Lancashire Cricket response: Currently the Club does not have a suitable facility for this (static signage that is compliant with planning and easily updatable). One solution would be an LED digital board situated on the perimeter (out-ward facing) which is something that the Club can look at in its long term development, as there are cost and planning permission considerations).</i>



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4.5.4 Scoreboard relocation

MRG: Due to the location of the scoreboards, during internationals you were unable to see the score from Stand B.

Lancashire Cricket response: Over the winter, the two large screens have been replaced with two large 60sqm screens (previously 45sqm). This means that the content will be shown in better clarity and resolution. Lancashire Cricket will also become the first cricket ground to install mid-tier Ribbon LED screens on B and C stand. Once these mid-tier screens are installed, they will display meaningful score during international fixtures. One consideration of these, is that during the mid-tier installation, there may be some closures of the tiers in B and C stand, but the Club would manage/co-ordinate this with relevant wicket being used.

4.5.5 & 4.5.6 - Stewards that have left that are not replaced and Steward for the Lancaster Suite in 2019?

MRG: The MRG asked the Club whether when an in-house stewards leaves the Club, they do not appear to be replaced. It was also raised that without a permanent steward presence managing entrance to the Lancaster Suite on match days.

Lancashire Cricket response: When a stewards leaves the Club they are always replaced. The Club is unable to safely and legally manage all aspects of match days without the correct number of stewards in place.

In regard to having a steward permanently based at the Lancaster Suite on match days, rising wage costs and associated costs has meant that the Club has to assess the consideration of costs in such areas, With the use of lanyards and clear signage the Club feels that the Lancaster Suite can be managed. The Club will also look to brief the member of bar staff to be more active in terms of checking for lanyards and memberships where possible – either at entry or at the bar. DG hoped that this type of 'host' role would be beneficial for the Lancaster Suite.

4.5.7 Lanyard for 2019 Lancaster Members

MRG: Lanyards for Lancaster Members would help to identify these members and those who should have access to the Lancaster suite on match days.

Lancashire Cricket response: The Club confirmed that lanyards for 2019 Lancaster and Red Rose Members would be available this season.

4.5.8 Test Tickets – admin fee charged for each ticket

MRG: TS raised with the Club that for Test match tickets, a £2.00 booking fee was being charged per ticket. When booking numerous tickets during one transaction, this can total a significant amount.



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	<p><i>Lancashire Cricket response: The £2.00 charge is a cost that is reflective for the costs that the Club has to cover. This is not a revenue or profit stream for the Club, it is purely a cost that the ticketing provider charges the Club, as well as some associated other costs.</i></p> <p>4.5.9 What format is the best for surgeries?</p> <p>MRG: The MRG asked whether member forums could be opened up to wider topics than just cricket.</p> <p><i>Lancashire Cricket response: The Club believed that during previous Members forums, a number of non-cricket issues raised have not been collective or shared issues felt among the Membership, they have been individual issues which makes it difficult for the Forums to be as meaningful as possible to as wider a group as possible. Therefore the surgeries were introduced to facilitate such points, as well as being complemented by enquiries direct to the Club from members and through the MRG. It was felt that the topics discussed on cricket at the recent forums were in keeping with an interest for the wider membership.</i></p> <p>4.5.11 Reason for name change to Lancashire Cricket</p> <p>MRG: The MRG explained that there was confusion among the Lancashire Membership as to why there had been a name change to Lancashire Cricket.</p> <p><i>Lancashire Cricket response: Previously, there have been three organisations (the Lancashire Cricket Board, the Lancashire CCC Foundation and Lancashire County Cricket Club) working separately to each other but in terms of remit and in terms of branding/identity, not as one entity. In order to bring all of these separate bodies together, the "Lancashire Cricket" umbrella was created. By bringing everything together, it means that everyone who is involved in the game (clubs, volunteers, players and many more) knows that there is one red rose organisation that can communicate together and make a difference and an impact as one. The Club confirmed that this is being held up as a strong and effective way of operating by the ECB, and is in line with a collective new vision and the overall aim to grow the game in the North West.</i></p>
4.6	Members Survey The results from the Members Survey have now all been returned and are



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	<p>currently being collated.</p> <p><i>Lancashire Cricket response: Once the results have been collated, the results will be presented to a sub group of the MRG. The results have not been issued into the current issue of Spin. Once the results have been presented to the MRG sub group, this group and the Club will agree on the next steps in terms of communication to Members.</i></p> <p>MRG response: The Members survey continues to be a work in progress between the Members, MRG and the Club.</p>
4.7	<p>Bar Pricing</p> <p><i>Lancashire Cricket: The bar pricing will go up for this 2019 season but this is as a direct result of increased staffing costs due to minimum wage and pension contribution rises. The price of the product itself has also increased. A discount will still be given to Members and this will apply to all of Lancashire Cricket concourse bars (this excludes mobile concession bars). This discount varies across all products and is not valid on Cricket World Cup fixture.</i></p>
4.8	<p>Former Player Initiative and attendance</p> <p><i>Lancashire Cricket: The Club confirmed that Warren Hegg is leading on this project and will present to the MRG (time and date to be confirmed). The aim of this project is to encourage increased engagement and attendance from former players on domestic match days and Members events, and an enhanced recognition of its former players who have played such an important part in the Club's history.</i></p>



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4.9	Ticketing Update/Rewards <i>Ashes Update-tickets sold</i> Day 1 – 21k Day 2 – 21k Day 3 – 21.5k Day 4 – 21.2k Day5 – 5.6k New, temporary stand to be constructed between Stand A and the Pavilion. Some availability/restricted view seats in Stands B and E. Lancashire Cricket: <i>Yorkshire T20 – 13,000 tickets have now been sold for the Yorkshire T20 fixture on the 9 of August.</i> <i>2019 Season Memberships – 5,037 Memberships have been sold for the 2019 season. This is an increase of 1000 from 2018. This excludes T20 blast figures.</i> <i>The temporary stand, Stand D, will be built and complete before the start of the season, therefore not interfering with any domestic cricket this season. This is not always feasible but this has been aided by the fixture schedule for 2019 and feedback from members and the MRG.</i>	
4.10	Bar opening times for Red Rose Suite and Lancaster Suite Following on from Member Feedback: <i>Lancashire Cricket:</i> <i>The Red Rose bar will be open from 10.00am and will close after tea.</i> <i>The Lancaster bar will be open from 12.00noon until 4.00pm.</i> <i>Café Nero will be open and offering a 10% discount to Members on production of their Membership card.</i>	
Minute Ref	Summary of Actions	Responsible



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1.4.3	Club to review family memberships, guest ticket and transferable membership. Following the January Board meeting, Lancashire Cricket Executive Management will consult with the MRG regarding the future Membership strategy. MRG working group to be given proposals.	JN/JH
2.3.10 & 2.4.6	End naming – Brian Statham and Jimmy Anderson - <i>A permanent, raised level sign will be installed at each end and there will also be a lower level sign at each end. Phil Johnston is currently working with a signage company to look at options and sizes. The MRG will be invited to look at suitable locations for this signage prior to installation and have an input and view.</i>	JH / PJ
1.17	Club to feedback on in-game cricket communications. Lancashire Cricket will create a list of enhancements nearer to the start of the season for review by the MRG. Specifics to be passed onto PJ.	JH
1.12	Phil Johnston to continue to utilise Members notice board to provide weekly Members updates and any changes to opening times of Members areas.	PJ
1.16	Justin Hopwood to pick up with the communication department regarding updating Members better about players injuries/absences. JH/PA to meet pre-season to identify what is appropriate	JH
3.7.3	<i>Championship Pennant 2011 - The Club's stadium operations team is currently looking at options for display and location and the suggestion(s) will be presented to the MRG for their views.</i>	AM
4.11	Museum, heritage, library - A bid for heritage lottery funding will be made. Having recently been briefed by a HLF senior executive, CB to feed back to DG the new, updated strategic approach to securing funds.	CB
4.11	Timeline of LC history around the ground. Group to visit Warrington RL Club to see their heritage timeline and future initiatives.	PJ / CB
4.3.1	Members Forum Minutes - <i>The Club is looking at ways to diversify forums by making them more accessible to Members, including online forums and using social media platforms (e.g. Facebook Live) to connect Members who cannot attend in person. Ideas will be presented to the MRG for thoughts and feedback.</i>	JH
4.3.2	Website - <i>Up to date information regarding the out-grounds to be published. The Club will also look at any problems with accessing historical data..</i>	JH
4.6	Members survey - <i>the results to be presented to a sub group of the MRG.. Once the results have been presented to the MRG sub group, this group and the Club will agree on the next steps in terms of communication to Members.</i>	HC



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4.8	Former players initiative - <i>Warren Hegg is leading on this project and will present to the MRG.</i>	
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Should members wish to contact the MRG about any of these items or if there is anything that they would like to be raised at a future meeting, please use the email address membership@lancashirecricket.co.uk

Green background Action complete – item to be removed following approval of minutes.

Yellow background On-going action.

White background A new action from the most current minutes

Grey background Action postponed to a later date