



Lancashire Cricket – Members Representative Group

**Minutes of the meeting of the Lancashire Cricket Members Representative Group**

Held at Emirates Old Trafford Cricket Ground on Thursday 23rd January 2020 at 16:00.

*Present (MRG):* Colin Gore, Amanda Fearn, Kirti Sharma, Tony Shaw, Phil Clarke

*Present (Lancashire Cricket):* Daniel Gidney (Chief Executive), Phil Johnston (Senior Membership Executive), Paul Allott (Director of Cricket), Jonathon Nuttall (Head of Cricket Sales), Liz Cooper (Head of Commercial Partnerships), Michael Foster (Junior Event Manager).

*Apologies:* John Lord, Chris Bent

Minute Ref	SUMMARY OF ACTIONS
1.1	<p><b>Welcome / Apologies</b></p> <p>Phil Clarke welcomed back, and Amanda Fearn attending her last meeting and thanked for her service over the last 5 years. Apologies from John Lord and Chris Bent.</p>
1.2	<p><b>Approval of the Minutes of the August 2019 meeting</b></p> <p>The minutes from Wednesday 7<sup>th</sup> August 2019 were approved.</p>
1.3	<p><b>Matters still outstanding</b></p> <p>See summary of actions</p>
1.4	<p><b>Cricket update</b></p> <p>Paul Allott, Director of Cricket, offered an update to the MRG on players decisions to stay at home this Winter and work on fitness levels and pre-season tour plans. Delighted that all home County Championship fixtures will be at Emirates Old Trafford this season. Mark Chilton not involved in the Hundred Ball tournament as confirmed to be in charge of Lancashire during Royal London Cup.</p> <p>MRG raised question on behalf of Member in regards to club officials involvement in the Hundred during important part of season. The feedback given was that it could harm the Club’s potential for success for the season.</p> <p><i>DG response:</i> The priority will always be Lancashire Cricket, however we will look to support the Hundred in the same way that we host the England team at Emirates Old Trafford for internationals. Lancashire Cricket’s core objectives are to be successful on</p>



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	<p>the field and off the field commercially. Lancashire Cricket are the only host county where the Director of Cricket and chief Executive are not directors of the TeamCo involved. DG confirmed their focus is Lancashire first.</p>
<p><b>1.5</b></p>	<p><b>MRG3</b></p> <p>Phil Clarke returning for MRG3 with Amanda Fearn stepping down, Colin Gore to continue as Chair into MRG3.</p> <p>Potential to advertise for new MRG Members from new Members with no pre-conceptions or Membership experience. This is important as there are various Champion projects that require representatives to help fulfil.</p> <p>Colin Gore also suggested using the wider membership body to contribute to member related projects.</p> <p>Tony Shaw has offered to step down should a suitable replacement be found.</p>
<p><b>1.6</b></p>	<p><b>Museum/New Stand update</b></p> <p>Planning permission for the new Red Rose Stand was approved on Thursday 16<sup>th</sup> January. Working group led by Sandy Mitchell and Lee Morgan working with Chris Bent from the MRG. The Group have accessed special heritage support from Warrington Wolves and National Football Museum.</p> <p>MRG raised question on behalf of Member re. Members viewing facilities during Red Rose Stand building works.</p> <p><i>Lancashire Cricket response:</i> new members facilities being built within new Stand, meetings ongoing to discuss design development for the space allocated for the new Members facilities . Further information will be provided as soon as decision is made. It was also noted that the Members Lounge is becoming increasingly full for Blast matches, the Club to look into longer-term alternatives. MRG commented that the new stand must include a member’s facility.</p> <p>Daniel agreed that MRG can give some input on design of member’s space and museum facilities in the new stand over next 3 months. Phil Clarke to be the MRG lead for this. PC to pick up with Lee Morgan.</p> <p>Expected key dates – Oct 2020 to Jan 2021 site clearance for stand, Feb 2021 start on building work, March/April 2022 completion.</p>



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<p><b>1.7</b></p>	<p><b>Survey 2020</b></p> <p>The survey has been broken down into three sections. The first one was included in the December 2019 Spin and the other two sections will be included in the April and August 2020 editions respectively. Look to review after all three survey have concluded and look at ways, we can increase engagement.</p> <p>Tony Shaw to meet with Jonathon Nuttall to agree questions in April survey. Club agreed to look at font and document size for future versions.</p>
<p><b>1.8</b></p>	<p><b>Managing website issues</b></p> <p>It was raised on how the MRG should respond to Members when issues have been resolved.</p> <p><i>Lancashire Cricket response:</i> agreed that once issues have been raised and actioned, a response should be made directly to Member who reported the issue to acknowledge the resolution. It was also mentioned that the Club are looking to introduce an App that will be another route to access Club information.</p>
<p><b>1.9</b></p>	<p><b>MRG to offer meet up &amp; offer ground tour for new members</b></p> <p>MRG and Lancashire Cricket discussed engaging with new Members to welcome them to club and answer any questions they may have.</p> <p><i>Lancashire Cricket response:</i> Phil Johnston to look at appropriate dates and club officials to attend a meet and greet in the Members lounge. PJ will liaise with the MRG as this is good opportunity to introduce new Members to the MRG, options included second home County Championship game and second home Blast game</p> <p><i>MRG response:</i> MRG happy to attend on day and assist Members in understanding the role of the MRG.</p>
<p><b>1.10</b></p>	<p><b>Opening match issues from previous seasons</b></p> <p>Members raised problems during the 2019 season with Membership cards not sent out early enough and cards not scanning on day.</p> <p><i>Lancashire Cricket response:</i> Aim to send all Memberships that have been purchased pre-January by the end of February, Memberships purchased from January to March to be sent at the end of March. Any Memberships purchased in April will be made ready for collection. The club will ensure comms during April make Members aware of collection and suggest they are collected before matchday as there maybe queues at the Ticket</p>



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	<p>Office. The club now have ten window Ticket Office and will have dedicated windows for Membership collection and queries.</p> <p><i>MRG response:</i> Requested MRG representative to attend pre-season meeting with Lancashire Cricket operations representative to help identify and mitigate any problems. KS agreed to attend and report back.</p>
<b>1.11</b>	<p><b>Spin 2020</b></p> <p>MRG request deadline dates for their articles.</p> <p><i>Lancashire Cricket response:</i> Confirmed April Spin deadline is mid-February, mid-June for August edition and Mid October for the December edition.</p>
<b>1.12</b>	<p><b>Champions Group process for 2020 – involving other members</b></p> <p>MRG suggested that Members who do not currently sit on the MRG should be involved in ongoing projects if they feel they have the right skillset and experience. Need to determine how best to offer these opportunities to the Members.</p>
<b>1.13</b>	<p><b>New 100 ball game – impact on members, communications, etc.</b></p> <p>As per 1.4 the priority will always be Lancashire Cricket, ECB communications to Members regarding the Hundred will be considered before sending by Lancashire Cricket.</p>
<b>1.14</b>	<p><b>Dates for 2020 MRG meetings</b></p> <p>The date for the next MRG meeting was agreed as Wednesday 15<sup>th</sup> April at 5pm.</p>
<b>1.15</b>	<p><b>AOB</b></p> <p>Jonathan Nuttall offered a sales update</p> <p>Membership 4,534</p> <p>Yorkshire 7,894</p> <p>England v Pakistan Specsavers Test Match</p> <p>Day 1 – 10,419</p> <p>Day 2 – 13,375</p> <p>Day 3 – 6,676</p> <p>Day 4 – 2,300</p> <p>Day 5 – 969</p>



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	England v Australia Vitality IT20 Sold Out
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2.3.10 & 2.4.6	End naming – Brian Statham & James Anderson - 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. James Anderson and Audrey Statham to be invited to formally unveil end naming signage.	PJ
4.3.1	Members Forum Minutes - 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, Club to consider how to make these digitally accessible. Ideas will be presented to the MRG for thoughts and feedback.	JN
5.6	MRG2 resignations/the future - MRG to discuss with club how the future structure of the MRG can be shaped.	JN/CG
5.7.1	Heritage project - MRG to assist club on heritage project	PJ
1.6	New stand - Further internal meetings to discuss Members facilities for 2021 and beyond.	JN/PJ
1.9	New members - Look at appropriate dates and club officials to attend, will liaise with the MRG as this is good opportunity to introduce them to new Members.	PJ
1.10	Opening day of the season - MRG representative to attend pre-season meeting with Lancashire Cricket operations representatives to help identify and mitigate any problems.	MF

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](mailto: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