

MRG – Minutes of the Meeting

Meeting	Members' Representative Group	Date	3 rd March 2021
Location	Video-Conference	Time	4.00 pm
Attendees (MRG)	Colin Core; Chris Bent; Kirti Sharma; Phil Clarke		
Attendees (Lancashire Cricket)	Daniel Gidney (Chief Executive); Paul Allott (Director of Cricket); Liz Cooper (Director of Commercial Partnerships); Jonathon Nuttall (Head of Ticketing and Hospitality Sales); Peter Ash (Conference & Events Manager); James Price (Head of Comms); Phil Johnston (Senior Membership Executive); Gaz Morris (Head of Guest Experience)		
Apologies	Joyce Palmer (MRG)		

Item	Summary of topic	Lead
Welcome / Apologies		
3.1	An introduction to the MRG members was provided for the benefit of GM. Apologies had been received from Joyce Palmer due to a recent family bereavement. The Club and MRG expressed their sympathies for Joyce at such a difficult time.	Colin Gore
Approval of the Minutes of the May 2020 meeting		
3.2	The absence of any cricket last year with members able to attend was demonstrated by the long period of time since the last meeting. The Minutes from that meeting had previously been agreed but were now formally approved.	Colin Gore
Matters still outstanding		
3.3	The action list, shown at the bottom of these Minutes, was updated with all the outstanding actions awaiting the start of the season.	Chris Bent
Cricket update		
3.4	Last season was truncated due to the pandemic but we were happy with the progress made, particularly with some of our younger players who made their debuts. During the winter we were confined to EOT where all the Covid protocols were in place thanks to our medical support staff. Lead physio Sam Byrne deserves a special mention. The players have been training 2/3 days per week in the indoor school since January. The recent good weather has enabled the squad to get outdoors for some fitness and fielding work. We are building up to the pre season friendlies – visiting Essex (4 day game) on Mar 23 rd then Derby (2 day game) back at EOT and possibly Yorkshire if that can be organised. Planning for the overseas recruitment is well advanced and we may have 3 different players in 3 different competitions. Dane Villas has become an overseas player now that Kolpac has ended following our withdrawal from the EU. We are allowed 2 overseas players in each tournament. A solid homegrown core of players is essential in these days where players are missing	Paul Allott

for internationals and T20 tournaments. 2 newcomers this year – batsman Luke Wells from Sussex and bowler Jake Blatherwick from Nottingham. There is a real sense of optimism for the new season in particular for members who will hopefully be returning to watch some live cricket. Regarding the member's question about putting more information regarding player's injuries in the public domain, there are occasions when this is not done such as not wanting the opposition to know our plans or protecting a player's privacy. A degree of compromise is probably needed here when informing members of selection and availability.

Members questions

3.5 Lancashire Cricket and the MRG were encouraged by the response from Members to the sharing of the agenda last week. We received lots of questions connected with the agenda topics together with others covering a variety of themes (for which the Club's responses are shown at the bottom of these Minutes). It was recognised that this put a lot of pressure on keeping to a two hour meeting so the process was discussed for how we manage this going forward. Having a specific amount of time to cover the prioritised Members questions, using the surgeries organised by the Club and potentially having an MRG surgery was seen as the way forward.

Colin Gore

GM asked whether there were recurring themes in the questions received over the years. DG stated that the two most emotive areas were 1) raised seating for Members and 2) changes caused by the siting of the players and media centre. The former is being addressed in the planning for the new stand and the latter was a stipulation by the ECB to enable Test matches to be held at EOT.

Action: The MRG to work with JN & PJ to look at the process and timeframes in advance of the next meeting and consider an MRG surgery.

Ticketing update

Sales of international tickets have gone particularly well. The Pakistan IT20 has sold out, with only hospitality still available. India Test Match - Days One and Two have a couple of hundred tickets left that have just been returned by the ECB – Day Three has just over 500 tickets left in D stand. It is expected that within the next few days the only tickets available will be Day Four and hospitality packages.

3.6 For the Yorkshire Blast match 15,000 tickets have been sold with the majority remaining being in Stand D. Some tickets have been held back for those Members who have not yet claimed their seats. Tickets for the other Blast matches have just gone on sale and are averaging around 1,300 with the Notts game having the most interest at around 1,800. Again, tickets have been safeguarded for Members and regular reminders will be sent out over the next few weeks. There is a significant issue for the first 3 games as they will have a limited capacity of around 4 to 5k due to them falling before the June 21st cut off (25% of capacity and SGL2 factor that looks at size of concourse and social distancing logistics). To manage this, Members will have to register their tickets in advance, at zero value, similar to the Yorkshire game. They will not be able to walk up on the day of the match. Previously, only around 1,400 members attended Blast matches but clearly this season may have an increased interest. Communications will be sent out over the next few days to emphasise this point. It is unsure currently how the lounges such as 1864 and Lancaster will be affected. The Club is working with architects provided by the ECB who will be looking at alterations needed such as aisle access and killing of some seats, etc.

Jonathan
Nuttall

No clarity yet on the County Championship or Royal London Cup matches. Yorkshire will be first one that could be open to members and supporters and this would be at a lower capacity. Members will be informed once the Club is aware of the restrictions that will be in place. These matches will be

ticketed for Track & Trace / Lateral Flow Testing purposes and that means Members will not be able to move around during the day's play. Members will have to book tickets in advance and it is important they do this with the intention of coming and not just to reserve a place on the chance they might want to attend. Members' areas including the pavilion terrace and various suites will clearly be massively impacted by the new arrangements. The Club will ensure that it almost over-communicates to ensure Members are fully aware of what is required of them and how safe the environment will be.

Various Members have questioned whether there will be a refund process if a significant part of the season does not allow for spectators. LC's position is the same as last year in that they will wait to see the whole picture of the season before making that sort of decision. It was recognised that membership, unlike a season ticket, is more than just a collection of matches.

Membership renewals are just over 4000 with many occurring over the last few weeks. An additional 1000 are expected to be renewed as the season gets closer.

Helping the Club when members return to EOT

- 3.7 For the first fixture back at EOT the MRG are offering their services to have a presence at the ground to collate member feedback and share it with LC in real time. A communication could be sent out to all Members during the match and at the end of the day's play regarding any specifics that had surfaced. DG welcomed the offer particularly as managing the stadium will be a demanding task, significantly during the first hour.

Colin Gore

Action: PA & GM to liaise with the MRG a week before the start of the first game with Members in attendance.

Diversity strategy

- 3.8 Following a meeting with the ECB, Lancashire Cricket now have a Working Group to produce a Diversity Strategy for the Club. The Working Group consists of Liz Cooper, Joanne Hunt (HR Dir), Paul Allott, John Murphy (Foundation) and James Price. A framework has been created and key performance indicators identified. Initial work has included discussions with a couple of players to ask them what their pathway into the game was like. The strategy will be presented to the Board at some point and will ultimately be embedded into the core values of the Club. The MRG have volunteered support (KS) to enable a Member / supporter perspective to be included. CB referred to the work of the National Centre for Diversity. They provide leadership for training, assessment and ultimately accreditation. It was agreed to make contact with them.

Liz Cooper /
Kirti Sharma

Lancashire Cricket now have 3 Women on Exec Team and 2 on the Board.

Club are gaining feedback from Liam Hurt and Saqib Mahmood for Player perspective.

Action: Initial work to be shared with KS. CB to organise meeting between Nat Ctr for Div and LC.

Retain & Grow membership working group

- 3.9 A working group has been set up with the aim of looking how we can grow the membership to 10,000 within ten years whilst also considering how to retain existing Members. The Group has only met once so far, so it is in its early days. The MRG are being invited to input into this Group that currently includes Jonathon Nuttall, James Price, Christian Mullarkey (Head of Marketing), Phil

Liz Cooper

Johnston & representatives from the Foundation and Cricketing Department. The first stage was to provide a presentation for the Board that set out our intentions and objectives. Other Clubs have been looked at, particularly the two who have been successful over recent years with their membership numbers (significantly with families and juniors). There is clearly a lot of love for cricket in Lancashire and surrounding counties and it is how we harness that love and passion. Initial stages will review the family and junior categories. With regard to retention, it is about how we create better experiences for our current Members. Research has been undertaken with around 350 Members providing feedback. KS saw the linkages between this and the diversity group and it was agreed that she should be the MRG representative for both. The Club recognise the passion felt by Asian fans, for example, when they have attended their team's International games at EOT and their potential future involvement with LC needs exploring.

Action: Once the initial research stage is completed the MRG (KS) will be invited to meet and work with the working group.

Spin Magazine

- 3.10 A revised plan for how the MRG work with JP's timetables has previously been agreed and welcomed by the MRG. Looking ahead to future publications, the MRG have offered to be a QA process from a Member's perspective by reviewing the magazine just before it is sent to the publishers. This could be completed with a 24 hour turnover, therefore not creating any delay in the process. The Club was appreciative of the gesture and accepted the offer.

James Price

Action: JP to liaise with CB to organise the scheduling.

Memorial for those members who have passed away with Covid

- 3.11 The MRG would like the Club to consider creating a memorial area, maybe in one of the flowerbeds around the ground, in remembrance of all the Members and supporters of Lancashire Cricket who have passed away as a result of this awful pandemic. LC agree that we should do something and will look for the best location.

Joyce
Palmer/Chris
Bent

Action: Peter Ash to liaise with Joyce Palmer over the location and design for the memorial.

New Chairman messages

- 3.12 Colin Gore & Chris Bent recently met up with the new Chairman (virtually) and wanted to record their thanks for the opportunity to discuss the work of the MRG and current Member related topics.

Daniel
Gidney

Live streaming County games 2021

- 3.13 PC passed on his appreciation for the excellent job performed last year to screen the matches live. The quality of the broadcasts was outstanding and being able to view the games meant an awful lot to members. The Club was asked if it was their intention to continue with these broadcasts during the new season, with or without members attending the matches. DG expressed his appreciation for the efforts of Liz Cooper, Christian Mullarkey and James Price to make this happen last year. It was pleasing to get so much positive feedback from Members. The Club were also proud to be the first County to broadcast matches on the Indian Geo platform. Lancashire Cricket invested more than any other County in broadcasting live (only Surrey broadcasting matches to any degree) even sending our own crew to some away games. There were 2.5 million views during last season. Looking ahead to the new season, cricket being broadcast on our TV screens will focus on the Blast and The Hundred. The Club has decided to invest significantly on the production side for the County Championship & 50 over games (and non televised Blast games) and actually go up a level to have

Phil
Clarke/Daniel
Gidney

a really high quality service. James Price was fresh from a meeting where a hub in the Media Centre was being looked at. Investment will be made for new equipment, including cameras, as live streaming will continue to grow the in-house platform over the next few years. PC asked if it was the intention to live stream any of the women's matches and JP confirmed that it was. Last year over 150k watched the two women's games broadcast.

New Stand & Museum - update

- 3.14 A second planning application is to be submitted next week with the Club being at Stage 2 of the project (outline schedule of areas pre planning submission). The future stages will be - Stage 3 Design & Development; Stage 4 Tenders and Stage 5 Construction. Stage 3, where the interior will be looked at, will be at least 3 months after receiving planning approval and it is at this stage that members and the MRG will be involved. The previous scheme following Covid is clearly unaffordable so a hybrid is being worked on. Despite the changes, in a lower tier stand there will still be an amazing Members' space with raised viewing and a museum on the ground floor. Steve Davies (Operations Director) has some exciting ideas in respect of the museum and ground space.

Daniel
Gidney

Action: Phil Clarke & Chris Bent to attend a meeting (virtual) with Steve Davies, Lee Morgan & Gaz Morris next week to look at the current outline vision.

Action: Chris Bent to pick up Heritage Lottery Funding issue with Lee Morgan.

3.15 AOB

There were no items submitted for AOB.

Colin Gore

3.5. Members questions (not covered in the agenda):

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| 1. | Q. Can we have a board outside the ground with next match details on it post Covid? |
| | A. The Club have more visitors to the website than who pass the ground daily, so there are no plans to build a notice board outside the ground |
| 2. | Q. There are some days where Lancs & Manchester (100) play on the same day (28 July, 5 & 12 Aug). What steps were taken to avoid this? |
| | A. There are some dates do have a clash of a home Hundred match with an away ODC match (or vice versa), however this was unavoidable with the tight schedule of both competitions |
| 3. | Q. For away games, can the Club liaise with host clubs and publish, well in advance, ticket arrangements and any restrictions on visitor admissions |
| | A. As this season there will be undoubtedly ongoing changes in ticket information per Club we advise Members should check the host Club's website for the latest information |
| 4. | Q. The post of Vice Chairman was removed on the grounds that it was unnecessary and would bar us from funding opportunities with the cricketing authorities. Will the post be reinstated, if necessary, tagged onto a post on the Board that already carries out some function or responsibility? |
| | A. Vice chairman role does not exist in ECB /sport England governance. This was replaced by a senior independent director. This is held by James Sheridan currently |
| 5. | Q. Lancashire is way behind other clubs in representing their Women's section. E.g.- the fixtures aren't displayed, the venues are listed very late, the players aren't profiled, replica kit is not available. Can the Club provide assurances that this will improve? |
| | A. We will ensure there is more coverage of women's cricket on the website and in comms to Members going forward, we will feedback comment on replica shirt to our retail team. |



6.	Q. Are there any plans imminent to improve the website functionality?	A. A new website is on the digital strategy roadmap, however not for 2021
7.	Q. Can the Club provide more info on the 2 nd XI as this was virtually non-existent last year?	A. The Club has committed to more coverage on the website and comms for the forthcoming season
8.	Q. How many members donated their fees last year to support the Club?	A. 3,600
9.	Q. Will there still be a get together during 2021 for those members who donated their fees?	A. Yes but timing still to be determined
10.	Q. Can the Club provide an update on the shop, library and Hall of Fame?	There will be a new shop located in the new stand and the Club are looking for an appropriate location for the Library and Hall of Fame

Minute Ref	SUMMARY OF ACTIONS	
2.3.10 & 2.4.6	New signage - 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/JP
1.9	New members - Look at appropriate dates for club officials and the MRG to meet up with new members. This is a good opportunity to introduce them to EOT.	PJ
2.6	Junior Committee – Create a Committee that will be a think tank providing feedback to the Club through the MRG.	KS
2.7.5	Guest vouchers – process is now to book online before the day of the match. Look into whether it is possible to cancel a voucher on the day of a game (significant if the weather is poor). The Ticketing software provider is working on a Ticket Exchange functionality that will allow Members to exchange guest tickets for another day. Once this is available Members will be informed of how this operates.	JN
3.5	Members questions - The MRG to work with JN & PJ to look at the process and timeframes (including a possible MRG surgery) in advance of the next meeting. This would include ensuring future meetings allocate a specific amount of time to cover the prioritised members questions.	JN/PJ
3.7	MRG presence at the first fixture at EOT – L to liaise with the MRG a week before the Yorkshire game to discuss arrangements regarding the MRG support.	PA /GM
3.8	Diversity strategy – Initial work to be shared with KS. CB to set up meeting with National Centre for Diversity and Lancashire Cricket.	LC/KS/CB
3.9	Retain & Grow working group - Once the initial research stage is completed the MRG will be invited to meet and work with the working group	JN/KS
3.10	Spin Magazine – MRG to be included in the review process of future Spin publications	JP
3.11	Covid Memorial – PA to liaise with JP over the exact location and design of a memorial.	PA/JP
3.14.1	New stand / museum - Phil Clarke & Chris Bent to attend a meeting (virtual) with Steve Davies, Lee Morgan & Gaz Morris next week to look at the current outline vision.	PC/CB/SD/LM/GM
3.14.2	Museum - Chris Bent to pick up Heritage Lottery Funding issue with Lee Morgan.	LM/CB

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
Turquoise background	Action postponed to a later date