

## MRG – Minutes of the Meeting

Meeting	Members' Representative Group	Date	25 August 2021
Location	Video-Conference	Time	10.00 am
Attendees (MRG)	Colin Gore; Chris Bent; Kirti Sharma; Phil Clarke, Joyce Palmer		
Attendees (Lancashire Cricket)	Daniel Gidney (Chief Executive); Liz Cooper (Director of Commercial Partnerships); Jonathon Nuttall (Head of Ticketing and Hospitality Sales); James Price (Head of Comms); Phil Johnston (Senior Membership Executive); Gaz Morris (Head of Guest Experience); Christian Mullarkey (Head of Marketing)		
Apologies	Angela Hodson (Sales Director)		

Item	Summary of topic	Lead
	<b>Welcome / Apologies / AOB</b>	
4.1	Apologies were received from Angela Hodson who was away on leave. There were no items for AOB.	Colin Gore
	<b>Approval of the Minutes of the March 2021 meeting</b>	
4.2	The Minutes from the previous meeting were approved.	Colin Gore
	<b>Matters still outstanding / Yorkshire Surgery Action Plan</b>	
	The action list, shown at the bottom of these Minutes, was discussed and updated. Specific feedback:	
	Members Forum – it was agreed that forums would be filmed and put onto the Club's YouTube channel after the meeting.	
4.3.1	Guest vouchers – if Members have booked vouchers and cannot attend on the day of the match, they can phone the ticket office to make a cancellation and then use the vouchers on another day.	Chris Bent
	Memorial for Members who passed away during pandemic – Club currently in discussion with supplier of memorial stones and the MRG will be involved in the choice.	
	<i>Action: Peter Ash &amp; Phil Johnston to liaise with Joyce Palmer (JAP)</i>	
	Yorkshire surgery – following the extensive feedback the MRG received from Members, an action plan was created and regular meetings / discussions have been held during the season. A detailed summary is shown at the bottom of these Minutes.	
	<b>Governance – MRG term / MRG process / Board proposal</b>	
4.4.1	A proposal has been aired that the Lancashire Cricket Board should have two member elected positions. These would not formally go through the Nominations Committee. Prior to this meeting the MRG organised a series of one to ones with Members, officers & directors of the Club together with a	Daniel Gidney

member of the Board. This was to explain the rationale behind the proposal and to provide a focus and framework to the discussion at the MRG meeting. The MRG has received views from Members both for and against this proposal. All elements of this proposal were discussed at length in the meeting and will subsequently be taken to the Board meeting of the 6<sup>th</sup> September. The Club's decision following these discussions is being handled via a separate communication.

*Action: Club to send out a statement to all Members following the Board meeting of the 6<sup>th</sup> September.*

4.4.2.1 The term for three of the current MRG Members expires at the end of this year. With a significant part of that period having been affected by Covid and with the commencement of some key projects that these Members are involved with (Diversity, Membership Growth, Heritage, New stand development), the Club has agreed to extend their term for a further two years.

4.4.2.2 The process to recruit future Members onto the MRG was discussed. An alternative proposal has been raised whereby Members vote for their own candidates with no involvement from the Club. Whilst this was subject to a lengthy discussion, it was rejected on the grounds that it could result in candidates without the required skills to contribute to the Group and lacking the passion for the well being of the Club. The MRG asked whether this needed ratifying by the Board but the MRG is not part of the constitution of the Club and is therefore not included in the Club's Rules & Regulations. The structure of the Group is a decision for the Executive Management Team though it was agreed that the Board should be informed of the current position.

4.4.2.3 Since the sad passing of David Benwell, the MRG has not had someone dedicated to focus on Members with health conditions or impairments. It was therefore requested and approved that an additional position on the Group be created to cover this specialised area.

*Action: Phil Johnston to send out a request to all Members, including details of the full application process, with the view of recruiting this vacant position before the start of next season*

## Website

4.5 Due to Covid restrictions and the need to reserve seats, Members have been using the website considerably more this season and it has highlighted various problems. Feedback the MRG received included 1) difficulties with finding way onto Members page, 2) couldn't find tickets required on Members portal, 3) easier to book tickets if you are not a member, 4) having to trawl through memberships on the website when already a member, 5) no obvious link between the home page and the Members page, 6) not user friendly. Jonathon Nuttall agreed to meet Joyce Palmer to look at how the main website and ticketing website is set up and how it works and see if it is possible to find better links and make access easier for Members. Christian Mullarkey and Gaz Morris to join the meeting to look at links with the Club's main website and the overall member experience.

Joyce  
Palmer

*Action: Jonathon Nuttall, Christian Mullarkey & Gaz Morris to meet up with Joyce Palmer to go through the ticketing and Club website in detail.*

## Diversity & growing the membership projects

4.6.1 Company appointed to help Club with their diversity / equality, diversity & inclusion (EDI) plan. Inclusive Cultures / Sporting Change will work closely with the Club. The next stage in the process will be to organise a working group during September. Kirti Sharma will be the MRG representative on that group.

Liz Cooper

*Action: Diversity / EDI working group to meet in September*

4.6.2

The membership growth project has commenced with a string of interviews organised by a third party "Two Circles". Colin Gore & Kirti Sharma are the MRG representatives on the project and have both been interviewed. One initial impact from the feedback is that the Club is reviewing its membership packages' These are currently based around price, number of days attended & facilities offered. There is an opportunity to look differently at how we can attract a broader and more diverse membership base.

### **Car parking strategy**

4.7

The cricket calendar this year has meant that the fan village has been up for longer than in previous seasons and this has clearly had an impact on the onsite car parking. Recently the parking has been supplemented by having the use of the office adjacent to EOT and that has been a big help. On some occasions when car park 3 has not been available, Members have been agitated when they can see that it is only half full. Offsite car parking has also been a significant issue for many Members, particularly the location of the Manchester United car park that was a considerable distance from EOT. The MRG asked whether the Club were looking at a wider strategy for next season where it is assumed there will be a similar style cricket calendar?

*Lancashire Cricket Response:* The car parking issues have been recognised and the Club has been actively working to improve the situation. Car Park 3 spaces were allocated out and if not used there was a potential for utilising them. This will be looked at moving forward as a priority. Places for Blue Badge holders and Members with accessibility problems were increased during the season and will be reviewed again for next year. Conversations are currently being undertaken with local Organisations with the potential to utilise their available spaces on match days. Likewise, conversations with Manchester United will continue, to see if there are alternatives that they can offer. Car parking season tickets have not been available this season and will be reviewed again for next year.

Phil Clarke

*Action: A specific communication to be sent to Members to clarify the position regarding car parking.*

### **Introduction of payment cards for home matches**

The MRG have suggested that this would be a good idea for Members that do not have credit / debit cards in the light of EOT being a cashless stadium.

4.8

*Lancashire cricket response:* The Club is aware of the potential benefits that this scheme would provide. Currently a new food and beverage system is being integrated with other areas such as ticketing. Following this, the challenge would be to get these cards working at all the other outlets around the ground and in the fan village.

Phil Clarke

*Action: Jonathon Nuttall to discuss the viability of introducing such a scheme with Peter Ash.*

### **Communicating with Members who do not have access to the internet**

4.9

Some Members have expressed concerns that they do not have access to the internet and therefore miss out on some communications. If Lancashire were to offer digital only membership cards this would be a significant issue for them. For general communications would it be possible to post items out to the few Members that do not use the internet, particularly if they were willing to pay for the

Joyce  
Palmer

postage?

*Lancashire Cricket response:* Next season will still have the option for a membership card. During the current season significant communications regarding, for example, membership renewals and international ticket sales were posted to Members, however it was recognised that other information has been provided via email. The easiest way to communicate is clearly electronically and this applies to ticket allocation too. Many Members who do not have access to the internet use family and friends to help them. Those few Members that have no internet access have been able to contact the Club to sort their tickets out. There is such a volume of communications that gets sent to Members, some of it reactionary particularly during the pandemic, which makes posting not a viable option. However, the Club will review the situation including the use of social media that could alert member's families of important communications due to be sent out.

*Action:* Christian Mullarkey & Jonathon Nuttall to meet to consider member issues raised.

#### Allocation of tickets for T20 Finals Day

Can Lancashire Cricket support Members by pressing ECB for radical change in ticket distribution for the T20 Finals Day? Also can Lancashire Cricket review how they allocate tickets?

- 4.10 *Lancashire response:* Previously only 500 tickets have been allocated to Clubs and that is clearly very meager for a finals day. For this season it has been increased slightly by a further 200 tickets. This is agreed by the ECB and the venue. Lancashire will continue to press the ECB to get more tickets allocated to the teams that make the finals day. Should Lancashire make the Final, tickets to Members will only be sold on a one per member basis, i.e. no guest tickets. Colin Gore

#### Caps presented to players

- 4.11 At the Notts T20 game caps were presented to Josh Bohannon & Saqib Mahmood but Members were not given prior warning (as previously agreed with the MRG). Kirti Sharma
- Lancashire response:* James Price agreed to look at how this occurred at the Notts game and suggested that it was an attempt to keep it a surprise to the two players. He gave assurances that for future presentations Members would be given sufficient warning.

- 4.12 **AOB** Colin Gore  
None.



Minute Ref	SUMMARY OF ACTIONS	
2.3.10 & 2.4.6	<b>New signage</b> - James Anderson and Audrey Statham to be invited to formally unveil end-naming signage.	PJ
1.9	<b>New Members</b> - 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	<b>Junior Committee</b> – Create a Committee that will be a think tank providing feedback to the Club through the MRG.	KS
2.7.5	<b>Guest vouchers</b> – 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).	JN
4.3.1	<b>Members Forum</b> – these will be filmed and put onto the Club's YouTube channel after the meeting <b>Covid Memorial</b> – Club to liaise with Joyce Palmer over selection of memorial stone	JP PA / PJ
4.4.1	<b>Board proposal</b> – Club to send out a statement to all Members following the Board meeting of 6 <sup>th</sup> September	CM / JP
4.4.2.3	<b>MRG vacancy</b> – advert to be sent out to Members with the view to filling the specific role dedicated to Members with health conditions or impairments by the start of the 2022 season.	PJ
4.5	<b>Website</b> – various issues fed back to the MRG – Jonathon Nuttall, Christian Mullarkey & Gaz Morris to meet Joyce Palmer to go through ticketing & main website in detail.	JN / CM / GM /JAP
4.6.1	<b>Diversity / EDI project</b> – working group to meet with Inclusive Cultures / Sporting Change in mid September. Kirti Sharma to be the Members representative on the Group.	KS
4.7	<b>Car parking strategy</b> – communication to be sent out to Members to clarify the position	CM
4.8	<b>Payment cards</b> – Jonathon Nuttall & Peter Ash to look at the viability of introducing such a scheme.	JN / PA
4.9	<b>Comms to Members with no internet access</b> – Christian Mullarkey & Jonathon Nuttall to meet to consider member issues raised.	CM / JN

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
Turquoise background	Action postponed to a later date

## Feedback from MRG surgery at Yorkshire CC game

Member Item	Feedback / Actions
Can we post communications to Members with no internet access? Members missed early deadline for tickets.	This was discussed at the August MRG meeting –see Minutes.
Match comms poor & ticketing info lost in volume of data.	Meeting to be held in September with MRG to review communications from the Club, in particular match day outputs.
Website is not easy to navigate.	MRG meeting with the Club to look at main website and ticketing portal. In the longer term, the Club are holding a significant internal review of the website.
Great difficulty in getting hold of anyone on the phone (waiting too long, cut off, etc).	This was reviewed constantly due to the unprecedented demand the new Covid related procedures created. More staff recruited; call centre handling SLA review. The phone service will be updated & improved.
Will there be free coaches laid on for the Sedburgh fixture?	The Club looked at this and consulted with some Members before making a decision not to organise coaches. Concerns regarding Covid safety were expressed.
Frustrating that you can't choose seats when booking.	The Club stuck rigidly to the government roadmap in how it allocated seats but recognised that it affected member's freedoms.
Non platinum Members told they would not be treated differently but they were for Yorkshire ticket allocation.	Club did this with the best of intentions and apologised at the AGM if it caused upset.
No ability to take card payments on Reception (car parking).	A card machine will be put in Reception.
Some Members were not wearing masks properly (or at all) and spoke to staff through the gaps in the shields.	Staff and stewards were made aware of this. Signage around the ground was improved as a result.
Scorecards not being available caused much distress.	This was resolved in time for Day Two of the Yorkshire fixture and for all future matches.
Will Platinum Members benefits, such as attendance at away games, be carried forward into next season if they can't happen this year?	This will be reviewed at the end of the season.
If the Club will allow eating and drinking inside the pavilion after 21 <sup>st</sup> June, can they announce well in advance.	This was communicated at the appropriate time.
Tunnel area under Pavilion is not wide enough for 2 way use, particularly at busy times.	Stewards were informed and immediately monitored the situation. It was recognised that not all Members were walking on the left hand side, which made the situation more



	challenging.
Reception on Day One had many ticketing / membership queries in the first couple of hours that needed support – should be a membership / ticketing person there on match days.	The MRG helped out on Reception and this was a great success. Support for Day Two was provided too but was not needed. It was recommended that the MRG provide a similar service on the opening day of the new season in 2022.
Bike stands were not accessible on Day One – need to resolve and increase spaces for future matches.	This was resolved in time for Day Two and additional spaces now exist with bike stands behind the Point and by the Club Shop.
Membership card does not show Platinum status.	They are not on the membership cards. Proof of Platinum status is provided by the email sent out by the Club.
Guest tickets –can we explain process better in the future?	This will be covered in the Communications meeting being held in September.
Is there a smoking area in the ground?	There is no designated area at the moment and this will be reviewed for next season.
Seat allocations (T20 matches) – how to get a seat in the pavilion terrace?	This was on a first come first served basis. The Club recognised that during the Covid restricted period, some Members were disappointed not to be able to get their preferred seats.
Ticket machine wasn't working by cricket centre which meant a long walk to Talbot Road entrance machine – should announce this on the tannoy in future.	Agreed. This will be picked up for the new season.
Movement across pavilion steps is being restricted whichever end the bowling is from. This is causing unnecessary groupings of people.	This will be raised with the Safety Manager to look at why this happens with the view to change to only happen when the bowling is from the pavilion end.
First Aid signage is not easily visible and there are no announcements telling you where it is.	Improved announcements were made during the season. A review is being undertaken looking at all signage around the ground that will include first aid.
Which MUFC car parks will be available? Need to be near the ground	Included in the August MRG meeting – see Minutes.
For T20's and Internationals stewards stop attendees from bringing bikes into EOT	Not aware this happens. Wonder whether it was something from the past. Safety Manager to be consulted.
The PA system varies in quality depending upon where you are sitting in the ground.	A significant review will take place at the end of the season but it was noted that there was a considerable improvement at the Warwickshire game.

### A sample of things resolved over the two days

Needed tickets cancelling for a future T20 game.
Not receiving important emails.
Car parking – tickets not being issued at barrier.



Lancashire  
Cricket

How to validate car park ticket if you aren't in the Members pavilion.
Many Members with paper tickets were unaware that they needed to complete a Covid document. Some entered the suites without having done so.
TixNgo App did not work on the day.
T20 tickets not on TixNgo.
On Reception, one QR scanner did not work.
Red Rose member did not know the suites were open.
Member due to emigrate to Canada had various items of cricket memorabilia for the Club – organised contact with Malcolm Lorimer and hand over of items.
No membership badge included in the pack – organised for one to be sent to her.
Not received membership pack a week since paying.
Not had confirmation of place at AGM.
Accidentally created 2 account numbers on the system.
Member wanted to go to the AGM but left proxy form at home.
2 <sup>nd</sup> XI game not on portal, wanted to book tickets.
Upset that lunches not being served at the hotel.
Lady member wanted to know if she needed tickets for women's match on the following Monday.
Member wanted to swap ticket in A Stand to E Stand.
Member had taken membership out the previous day but also paid for Yorkshire ticket (took her to ticket office and resolved issue).
Paid for Traditional Membership but card states First XI.