

Lancashire County Cricket Club – Members Representative Group

Minutes of the first meeting of the LCCC Members Representative Group 2017 (number 5 for minute reference)

Held at Emirates Old Trafford Cricket Ground on 10th May 2017 at 2:30pm

Present (MRG): Chris Bent, Tony Shaw, Phil Clarke, Tony Rimmer, David Maguire , Timothy St. Ather, Amanda Fearn, Michael Poole, Stephen Wilson, Keith Hayhurst.

Present (LCCC): Daniel Gidney (Chief Executive), Justin Hopwood (Sales & Marketing Director), Jonathon Nuttall (Head of Cricket Sales), Liz Cooper (Head of Key Accounts), Phil Johnston (Membership and Partnerships Manager), Alice Kellaway (Event and Project Manager – Operations), Peter Ash (Conference and Events General Manager)

Apologies: Tony McFarlane, Michael Holdsworth, Nathan Boroda, Daniel Kupusarevic (MRG) and Hollie Costigan (Head of Marketing - LCCC)

1	Minutes of Meeting of 10th May 2017
1.1	Minutes were accepted.
2	Meeting notes
2.5.1	<p>LCCC Business Presentation – In order to encourage greater transparency between the Club and the MRG and LCCC Members, LCCC suggested that they present some key strategic and longer term business plan points.</p> <p>Action: LCCC commercial team to arrange a separate meeting with MRG to do a business update presentation.</p>
2.5.2	<p>MRG Meeting Minutes – Members of the MRG and representatives of the Club who were present agreed that the process of meeting minutes and issuing of the minutes is agreeable. Due to the timing of this meeting and the upcoming concerts, Alice notified the MRG that the issuing of the minutes would take longer than normal but would issue them as soon as possible.</p>
2.5.3	<p>Lack of four day County Championship Cricket – It was raised by the MRG that there was concern from the Members (particularly Traditional Members) about the lack of Championship cricket held over weekends this season. The MRG enquired if there was anything that the Club could do to avoid this next season. Daniel Gidney explained that the Club unfortunately have a very limited control over ECB scheduling. The Club have some influence on when games are preferred but not over when a fixture starts</p>

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	(Monday or a Friday). Requests from the Club are registered with the ECB but they are not always successful. The MRG was keen that at the appropriate time, the ECB is informed of the concerns of LCCC Members.
2.5.4	<p>Second XI and Women’s Team Fixtures – The MRG communicated that Members are struggling to locate the second and women’s team fixtures on the LCCC website and enquired if these can be publicised better around the ground and on the website.</p> <p>Action: Justin explained that the Second XI and the Lancashire Thunder teams were on the main fixture section and have been since the start of the season. JH to feed the comments back to Hollie and the LCCC Marketing team with regards to general profile of the LCB Women’s team (separate to Thunder) and ensure that these fixtures and information are easy to locate on the website.</p>
2.5.5	<p>Ticketing Issues on the first day of the 2017 season – The issues around ticketing on the first day of the 2017 season were addressed at the MRG meeting. The Head of Cricket Sales, Jonathon Nuttall, confirmed to the MRG that the issues were immediately communicated to the ticket support company that LCCC work with. The issues were rectified by day 2 of that County Championship fixture. Regret was expressed that some Members missed play by being sent to the Ticket Office.</p> <p>Action: Jonathon Nuttall to include a note of apology to Members in the next email communication.</p>
2.5.6	<p>Update from Sandy Mitchell on the work of The Foundation – Sandy (LCCC Foundation Director) attended the MRG meeting with the aim of building and developing a better relationship between the LCCC Membership and The LCCC Foundation.</p> <p>The LCCC Foundation use the sport of cricket to engage with communities in Lancashire in order to improve health, wellbeing and education. The LCCC Foundation delivers the Club’s social responsibility and works with 10,000 children a year through its programmes and initiatives.</p> <p>Sandy would like to work with the MRG throughout the season in order to increase engagement with Members and to raise awareness of the fantastic work that The LCCC Foundation do on a daily basis throughout the community.</p>
2.5.7	<p>Car Parking Issues on 10th May: Due to a large Conference occurring on the same day as the Worcester 50 over match, some Members had large queues coming into the car park.</p> <p>Action: LCCC to look into managing this differently in the future, perhaps using different entrances to split Members from conference delegates</p>

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2.5.8	<p>MRG Champions – Whilst there was little early feedback from Members to Champions, it was felt that the process is a good one. LCCC leads have been very supportive in dealing with issues presented to them. To ensure we can communicate to Members, it is important that details are captured on the template recently created.</p> <p>Action: Champions to provide summary information for their theme to CB to enable an update communication for Members.</p>
2.5.9	<p>Process Improvement Exercise: AR has delivered many of these on a professional basis and has volunteered to complete one for LCCC if it was thought useful.</p> <p>Action – JH to consider whether this would be useful</p>
3	A.O.B
3.5.1	None received.
4	Date of Next Meeting
4.5.1	21 st June 13.00pm

Minute Ref	SUMMARY OF ACTIONS	
2.3.3	Mix of Audiences – the Club will review ticket sales in Stand A and speak to the safety officer.	
2.3.5	Guttering under the 1864 Suite – smashed glass falling into middle balcony – Alice to report to maintenance to explore sealing the 1864 balcony and possibly boxes as well as via the guttering to prevent spills during the off season.	
2.3.6	Players – some Lancs players don't seem to acknowledge the crowd (Pavilion) when they leave the pitch – the Club will consider the best way of raising this.	
2.3.8	Ladies Matches / Second X1 – to raise profile HC will look to add the women's matches to the fixture list, subject to us having the fixture list in time.	
2.3.9	International Ticket Prices – Florence Duckworth raised that guests are offered a discount the same as Members – PJ will contact her to explain some Members do treat friends and we had feedback in the past to this effect.	
2.3.10	Stand naming – further communication on thoughts around naming stands incorporating famous previous players can continue into 2017.	

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2.3.11	Paper towels in the toilets – Alice to look at the issue of providing more paper towels or install an additional hand dryer.	
2.3.12	Retail / Members Merchandise – lack of Women's / Members Ties range in the Shop – JC will raise this with Kukri to understand why this is the case and encourage Kukri to offer more ranges.	
2.3.13	Spin – MRG would like to have more than one page in Spin – AF to consider this and report back to HC.	
2.3.14	Friends of Real Lancashire – MRG to find out if LCCC Membership would be of interest to them and then feedback to the Club – PJ 2017 Membership details added to FORL newsletter in late 2016.	
2.3.16	Tannoy Announcements – Alice to look into the issue of volume and clarity and raise with the ops team to review over the winter months.	
2.3.18	Website – JH & HC to keep Members updated of progress.	
2.4.1.1	Minute taking: AK to take minutes and record action notes at MRG meetings moving forward, following the new communication plan set out by HC and CB. Following the new meeting minute template; AK is to send minutes to CB within a week of the meeting, CB is then to review in week 2 and in week 3, these will be issued to the MRG and put on the Members notice board. CB to support minute turnaround during season if Alice feels a 1 week turnaround in season is unachievable at the time.	
2.4.1.2	Meetings 2017: AF to identify meeting dates for the new year – one just before the season, two during and one before the Christmas Members evening.	
2.4.1.3	Communications Plan Action: CB to complete Communications Plan Calendar once meeting dates have been agreed and circulate to MRG and appropriate LCCC officials.	
2.4.2	Suggestion Box – Suggestion box log to be added as an agenda item to each MRG meeting. Space for a name and contact number to be added to the suggestion box form. PJ & AF to organise.	
2.4.3	New Champion Structure – Two MRG Champions will be allocated one member of LCCC staff – along a topic line, e.g facilities. The MRG champions will communicate Member feedback to their LCCC colleague in a structured format, copying Amanda and the Members email into the email. A response will	

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	then be formulated by the Club and communicated back to Champions, this will then be shared among the central MRG and subsequently the Members.	
2.4.4	Structure for Champion Query and Response – Structure to be created by CB to standardise queries sent from MRG champions to LCCC representative. A similar structure is to be created for LCCC representatives to respond to queries in a set format. Set of protocols for this new champion structure to be written and agreed by MRG and LCCC.	
2.4.5	MRG Champions – Champions to provide AF and CB with the email addresses to be used. HC & CB to ensure these contact email address will be displayed on the Members notice board, on the website and in the next issue of Spin. AF & CB to write SPIN article.	
2.4.6	Naming of Stands - DG and JH to prepare a wider paper on player recognition within the ground to the LCCC Board and report back to MRG.	
2.5.1	Staff Business presentation – Separate meeting to be arranged to present the MRG with the same business update presentation that LCCC staff were presented with.	
2.5.4	Second XI and Women’s 2017 Fixtures – Justin to liaise with Hollie to ensure that these fixtures are made easy to find on the LCCC website and publicised where possible during fixtures and around the ground.	
2.5.4	Members AGM Minutes - Daniel to check with Julie if these had been completed so they can be issued out.	
2.5.5	Ticketing Issues on the first day of the 2017 season - Jonathon Nuttall to include a note of apology to Members in the next email communication.	
2.5.7	Car Parking Issues on 10th May - LCCC to look into managing this differently in the future, perhaps using different entrances to split Members from conference delegates.	
2.5.8	MRG Champions - Champions to provide summary information for their theme to CB to enable an update communication for Members.	
2.5.9	Process Improvement Exercise – JH to consider whether TR’s offer would be of benefit for the Club.	



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Colour Code:

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

Yellow background Ongoing action.

White background A new action from the most current minutes – dependent on Sub Committee discussions at the next meeting the colour code will change.