



Lancashire Cricket – Members’ Representative Group

Minutes of the 1st meeting of the Lancashire Cricket Members’ Representative Group 2018 (number 1 for Minute reference)

Held at Emirates Old Trafford Cricket Ground on 8th of August at 17:00pm.

Present (MRG): Amanda Fearn, Colin Gore, John Lord, Chris Bent, Kirti Sharma, David Benwell, Daniel Kupusarevic, Tony Shaw,

Present (LCCC): Daniel Gidney (Chief Executive), Justin Hopwood (Sales & Marketing Director), Jonathon Nuttall (Head of Cricket Sales), Phil Johnston (Senior Membership Executive), Alice McCreedy (Event and Project Manager), Hollie Costigan (Head of Marketing), Peter Ash (Conference and Events General Manager), Sarah Tomkins (Board Member and CEO at Greater Sport)

Apologies: None

1.1 & 1.2	Meeting Minutes
	Minutes and actions for the MRG will start from this first meeting.
	Announcement of MRG Chair The MRG had met separately ahead of this meeting to discuss a number of items, including the role of Chair and Vice-Chair. At the start of this meeting, the MRG announced that Colin Gore will be the Chair of the MRG and Chris Bent will act as Vice Chair. The MRG advised that the position of Chair will be reviewed each year and may be a rolling position.
	Champions Structure The previous MRG members had differing views as to the success of the Champions structure. It was a positive initiative but at times over the last three years it put a large workload on certain individuals and the feedback from members was limited. It was acknowledged that there needs to be a formal and agreed process for members to raise feedback and such comments to be directed to relevant Club officials for progress outside of the MRG meetings. Action: The Champions process requires review and the MRG agreed to propose some ideas. The topic will be discussed at the next meeting.
1.3	Members’ Survey 2017

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<p>1.4.2</p> <p>1.4.3</p> <p>1.4.4</p>	<ul style="list-style-type: none"> - Members that previously paid for two years will receive a credit or a refund if their 2019 membership category is cheaper <p>The Club hopes that the new simplified Memberships will be well received in terms of price and value, and advised the MRG that it intends to further review structure, pricing and benefits ahead of the release of the 2020 memberships in 2019.</p> <p>The MRG raised the suggestion of a family membership, and the Club said it would include this in the review, as well as look to ‘package’ such an option for the Vitality Blast when it’s launched later this year.</p> <p>Action: Club to review family Memberships, guest tickets and the possibility of transferable Membership.</p> <p>The MRG discussed the recent announcement regarding Ashes tickets for next year. The first tickets went on sale on the Wednesday of the MRG meeting, yet some members had not received their emails or packs on that day. Members of the MRG asked why communications on pricing and the memberships could not have gone out earlier. The Club advised that it felt it was appropriate to send everything on the go-live date, but would consider how best to approach it in 2019. The MRG said that they felt it was an error in the timings of communications, which has been mentioned previously.</p>
<p>1.5</p> <p>1.5.1</p> <p>1.5.2</p> <p>1.5.3</p>	<p>Spin Magazine</p> <p>The next issue of Spin is due at the end of the month and this will feature an update on the new MRG and its new members.</p> <p>Action: MRG to discuss best use and process for its two-page section in future issues.</p> <p>Action: New pictures of some members of the MRG to be included and put on the notice board too.</p>
<p>1.6</p>	<p>Club update: Brief update provided by Justin Hopwood around the success both in terms of match delivery and ticket sales for the international cricket matches this summer, Yorkshire and other T20 attendance increases and the on-going growth of the C&E and Hotel business that generates the revenues to support the cricket investment.</p>
<p>1.7</p> <p>1.7.1</p>	<p>Recyclable Cups</p> <p>The MRG agreed that whilst the reusable cups initiative for this season has been very positive in terms of waste reduction and environmental factors, in their view, there have been some issues too.</p>

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<p>1.7.2</p> <p>1.7.3</p>	<p>It was raised that during the Yorkshire Vitality Blast, a number of children Lancashire Cricket – Members Representative Group Signed by Chair: Page 4 1.7.2 1.7.3 were seen returning plastic cups to the bars in exchange for the £1 refund, which does not necessarily deliver the right message. AF suggested that it would be better for the Foundation to benefit from unreturned cups. The Club advised that this was already the case and that there were collection points around the ground for used cups and that this had raised a good amount of money for the Foundation.</p> <p>The Club advised that it was important to introduce the plastic cup structure from an environmental perspective and that it had researched and visited all of the major grounds who had introduced it previously. It acknowledged that there have been some logistical issues during the season, mainly at the Yorkshire Vitality Blast fixture, which have now been reviewed and internally actioned, ahead of the 2019 season. With regards to setting an age limit or cup return limit, this is still being discussed operationally.</p>
<p>1.8</p> <p>1.8.1</p> <p>1.8.2</p>	<p>Players Caps</p> <p>The MRG asked for clarification of who makes the decisions regarding the awards of caps. The situations of Buttler and Clark were given as an example. The Club explained that caps are awarded after the Director of Cricket makes a recommendation to the Chairman.</p> <p>The MRG also commented that recent Club caps have been awarded to players without clear communication to Members and it is important for Members to be made aware of caps and when they may be happening.</p> <p>Action: Daniel Gidney to raise this with the Chairman in regard to the communication of such recognition.</p>
<p>1.9</p> <p>1.9.1</p>	<p>Yorkshire CC Match and Vitality Blast – Queues, D stand dismantling and final day</p> <p>On the Sunday and Monday of the recent Yorkshire CC match, there were queues at the ticket office before play started. Some of those affected complained that they missed the start of play as a result. The Club commented that the queue was always moving, there was a regular flow of people, and the queue was due to the very high number of supporters arriving close to the start of the game, Members guest tickets being used and Yorkshire supporters attending.</p> <p>The Club acknowledged that the queues were longer than normal county championship games, and efforts had been made to encourage arrival</p>

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1.9.2	<p>early to avoid the potential match day queues and also utilise the print at home/download tickets.</p> <p>With the new ticketing system that is in operation, tickets can now be purchased on the way to the ground and downloaded to mobile phones, making entry into the ground even easier. The Club will continue to focus on the communications of this to support purchases on the day of games.</p> <p>The MRG fed back that some members had advised that they thought the dismantling of D stand caused disruption during play of the Yorkshire CC game, particularly on the Sunday. The Club explained that due to significant time constraints between the Yorkshire Vitality Blast match and the concert, the only option was to dismantle during the fixture, which was never a preference but the stand takes almost three full weeks to dismantle.</p>
1.9.3	<p>Members of the MRG asked why on the final day of the Yorkshire County Championship match there was no reduction in price. The Club explained that the general policy was to reduce the price with 4 wickets remaining which it did to £5 and once first wicket fell it was free entry. The Club acknowledged that communication of this was important.</p>
1.10	<p>Temporary seating in front of the media centre (suggestion):</p> <p>The MRG asked whether it was possible to have any temporary seating in front of the Media Centre. The Club advised that this would be challenging as the hover cover and other equipment is stored in that area, plus there would be sight-screen implications and fairly large costs to this.</p>
1.11	<p>Out-grounds – Red Rose and Lancaster Members benefits</p> <p>For the Southport out-ground fixture against Worcestershire, the Club will be providing the normal Red Rose Members benefits as previous years and this year, seating will be reserved for Lancaster Members in a section of the ground.</p> <p>Members of the MRG asked if there could be a sheltered area at Blackpool Cricket Club for Red Rose Members, which the Club is happy to look at but must work with Blackpool and the infrastructure that is currently in place.</p>
1.12	<p>Members’ Notice Board</p> <p>Members of the MRG felt that the Members’ notice board could be used more effectively during the season to keep Members more up to date. Weekly Member updates have been put on the notice board this season by Phil Johnston but there is room to improve communications through</p>

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	<p>more regular use of the notice board, which has started to progress, and will continue this season and next.</p> <p>Action: Phil to continue to utilise Members notice board to provide weekly Members updates and any changes to opening times of Members areas.</p>
1.13	<p>Website errors – quality control</p> <p>The MRG expressed concerns at the number of website errors that occur. This is a combination of typing errors and incorrect links. Often it is only by going through the news section that you find key information. There is an ongoing website development, but no clarity of timescales has been communicated. TS provided a recent example of searching for Lancashire Thunder information to find that only 7 players are identified.</p>
1.14	<p>Lancaster Suite access on quiet days</p> <p>One member of the MRG asked if there would be an option on quiet days for Members to pay for a guest pass to view play from the Lancaster suite.</p> <p>It was noted that seating on the Lancaster balcony can be tight on some match days, and that Lancaster members, like Red Rose members, had paid a premium for the facilities and the exclusive nature.</p> <p>Action: Tony Shaw agreed to discuss this option with fellow Lancaster Members and report back to the MRG.</p>
1.15	<p>Potential hotel offers to Members who stay regularly</p> <p>It was asked by the MRG that as there are a number of Members who regularly stay at the Hilton Garden Inn throughout the season would there be any potential offers available?</p> <p>The Club explained that this would be done on an individual basis, as each ‘regular guest’ requirement is different, and this should be discussed in person with the Hilton Garden Inn General Manager, Michael Hewson.</p>
1.16	<p>Communication regarding players unavailability</p> <p>The MRG expressed that Members felt that they were often kept in the dark regarding players unavailability and often expected to watch players that then were not named in the squad. The recent absence of Chanderpaul was an example of this.</p> <p>The Club noted this and confirmed that it had already been discussed internally, and will take this as an action to improve communication to Members regarding this. Some changes will be implemented this year, with the main impact coming next season.</p>

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	<p>Action: JH to pick up with the communication and cricket departments regarding this point.</p>
1.17	<p>PA issues – information & quality:</p> <p>The MRG asked that the Club ensure that there are announcements made during games that focus on specific cricket updates linked to the game and the moment in time during the fixture, such as milestones. There are changes on the field of play that should be announced too, for example Vilas taking over the gloves from Davies after lunch.</p> <p>Action: Club to feedback on in-game cricket communications</p>
1.18	<p>DATE OF NEXT MRG MEETING</p> <p>The next MRG meeting will be pre-Christmas and Phil Johnston will look at dates for this meeting around various milestones. 2019 MRG meeting dates will be confirmed once fixtures are confirmed.</p> <p>The MRG will host a MRG members only meeting prior to the next full meeting.</p> <p>Action: Phil to confirmed next MRG meeting date.</p> <p>At this point in the meeting it was recognised that the latter points on the agenda were dealt with quickly and probably needed more discussion.</p>
1.19	<p>(AOB) Members Forums</p>
1.19.1	<p>New dates for the 2019 Members forums will be announced and agreed once the Club knows fixtures for 2019. They will be confirmed before the Members Christmas evening.</p>
1.19.2	<p>The MRG noted that the forum that was held between the women’s and men’s match on the 7th of August, whilst attracting new Members to the forum, had some issues. Some members did not join the forum as the gap between matches was their only chance to have some food. There was also the issue of noise coming from the Long Room and it was difficult to hear the Forum from some areas.</p>
1.19.3	<p>It was suggested by the MRG that the forum should be referred to as the Lancashire Cricket Forum, rather than Members forum as this may attract more Members and encourage more participation.</p> <p>Action: Phil Johnston to confirm forum dates for 2019 once fixtures are announced. The MRG to be involved in agreeing these dates.</p>
Minute Ref	<p>SUMMARY OF ACTIONS</p>

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1.1	The Champions process requires review and the MRG agreed to propose some ideas. The topic will be discussed at the next meeting.	
1.4.3	Club to review logistics behind family memberships, guest tickets and the possibility of transferable membership.	JN/JH
1.5.2	MRG to discuss best use and process for its two-page section in future issues.	CG
1.5.3	New pictures of some members of the MRG to be included in the Spin article and put on the notice board.	HC
1.8.2	Daniel Gidney to discuss with the Chairman the desire of members to be present at the awarding of players caps.	DG
1.17	Club to feedback on in-game cricket communications	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	JH
1.14	Tony Shaw agreed to ask fellow Lancaster Members their views on allowing on quiet days Members to pay for a guest pass to view play from the Lancaster suite	TS
1.19.3	Phil Johnston to confirm forum dates once fixtures are announced. The MRG to be involved in agreeing these dates.	PJ
1.18	Phil Johnston to confirm next MRG meeting date.	PJ

Colour Code:

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.

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@lccc.co.uk