



Lancashire Cricket – Members Representative Group

Minutes - Meeting of the Lancashire Cricket Members Representative Group 2018 (number 2 for Minute reference)

Held at Emirates Old Trafford Cricket Ground on Wednesday 7th November at 16:00pm.

Present (MRG): Colin Gore, John Lord, Chris Bent, David Benwell, Tony Shaw,
Amanda Fearn (by telephone)

Present (Lancashire Cricket): Daniel Gidney (Chief Executive), Justin Hopwood (Sales & Marketing Director), Phil Johnston (Senior Membership Executive), Alice McCready (Event and Project Manager), Hollie Costigan (Head of Marketing), Peter Ash (Conference and Events General Manager),

Apologies: Jonathon Nuttall (Head of Cricket Sales), Sarah Tomkins (Board Member and CEO at Greater Sport), Kirti Sharma, Daniel Kupusarevic

2.1	Welcome/Introductions/Apologies/AOB
2.2	<p>Approval of the minutes of the August meeting</p> <p>The minutes from 8th August meeting were approved by the MRG though they expressed the view that the initial version did not fully reflect the level of challenge that they brought to the meeting. The MRG expressed that a different format of minutes would be beneficial for Members, which can take the format of the questions raised by the MRG being recorded and followed by the response by Lancashire Cricket. This would create a more contextual approach, and ensure those who aren't in attendance have a clear understanding of the points being raised and the respective answers.</p> <p>To ensure that a balanced approach is maintained and the MRG are continuing to reflect Member's views, it was agreed that the meeting dates would be communicated to all Members approx. three weeks in advance of the actual meeting to ensure members have the opportunity to put forward agenda items and issues they wish to have raised at the meetings. It was also agreed to email the agenda out to members at the earliest opportunity.</p> <p>Action: Lancashire Cricket and MRG ensure that details of the meetings are communicated within this timeline to the Members ahead of the final agenda being issued, which will include email and website communication.</p>

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<p>2.2</p>	<p>Review of outstanding actions</p> <p><i>1.1 - The Champions process requires review and the MRG agreed to propose some ideas if necessary. The topic will be discussed at the next meeting.</i></p> <p>It has been agreed by the MRG that the champion's structure works and does the job it needs to do, but the format needs to change. Rather than have a Champion theme for each MRG member, future topics will be dealt with on a subcommittee basis. This will involve MRG members and Lancashire Cricket representatives to address and discuss the item. This will allow flexibility for the champion's structure. An example of this is how the two groups have worked collectively on the structure of the Members' survey in recent weeks.</p> <p><i>1.4.3 Club to review family Memberships, guest tickets and the possibility of transferable Membership.</i></p> <p>Lancashire Cricket Response: Membership growth is on the Board's agenda. The Board will be meeting in January 2019 to discuss the development of a Membership Strategy. This is something that the Club and its Board are committed to with a specific focus on red ball cricket. The MRG will be consulted during this process to ensure that the Members voice is heard and reflected, with details and next steps to follow once dates are established.</p> <p>MRG Response: This is a positive step and the MRG is looking forward to being part of this. It also highlighted that this strategy must not only consider growing the Membership, it should also consider retention of Membership.</p> <p>Action: Following the January Board meeting, Lancashire Cricket Executive Management will consult with the MRG regarding the Membership Strategy.</p> <p><i>1.5.2 MRG to discuss best use and process for its section in future issues of Lancashire Spin magazine.</i></p> <p>MRG Response: MRG advised that the content would be provided in line with the agreed timelines. In addition, based on various Club updates, the MRG also thought that in the next copy of Spin it would be beneficial for a detailed article from the Club about what changes have been made to the outfield since the end of the 2018 season and how this will benefit the Club for future seasons.</p> <p>Action: Lancashire Cricket to include article update regarding pitch</p>
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	<p>renovation.</p> <p><i>1.8.2 Daniel Gidney to discuss with the Chairman the desire of Members to be present at the awarding of player caps.</i></p> <p>Lancashire Cricket Response: Daniel has discussed this with the Chairman and the Chairman is in agreement with the Members. The Chairman has provided a commitment that player caps will not be awarded in the dressing room moving forward.</p> <p>MRG response: It was also requested that following the awarding of caps, the names are put on the walls immediately.</p> <p>Lancashire Cricket response: We will aim to have names added to the wall within two weeks of announcement</p> <p><i>1.17 Club to feedback on in-game cricket communications</i></p> <p>Lancashire Cricket Response: Lancashire Cricket will create a list of enhancements nearer to the start of the season for review by the MRG.</p> <p><i>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</i></p> <p>Lancashire Cricket Response: This is an action that will begin and continue nearer to the start of the season.</p> <p><i>1.16 Justin Hopwood to pick up with the communications department regarding updating Members in regard to player's injuries/availability.</i></p> <p>Lancashire Cricket Response: Lancashire Cricket will commit to a more detailed and regular set of updates around player availability and injury for the 2019 season when appropriate to the player's circumstances.</p> <p><i>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</i></p> <p>MRG Response: After consulting with fellow Lancaster Members, Tony informed the MRG and Lancashire Cricket that none of the Lancaster Members he spoke with thought that this would be a practical proposal.</p> <p><i>1.19.3 Phil Johnston to confirm forum dates once fixtures are announced. The MRG to be involved in agreeing these dates.</i></p>
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	Lancashire Cricket Response: This action will be addressed once domestic fixtures are released.
2.3	Matters removed from previous actions, but to be revisited.
2.3.1	<p><i>2.3.1 – Championship Pennant Update</i></p> <p>Lancashire Cricket Update: The Club has worked with the ECB to arrange for a new 2011 County Championship Pennant to be produced. The new Pennant will be ready and displayed before the start of the 2019 season.</p>
2.3.2	<p><i>2.3.2 – Location of items from the “old” museum</i></p> <p>MRG Response: There is concern within the membership that the items from the old museum have been misplaced through movement and that the Club are unaware of where these are. It would be better to establish a list of items prior when a museum may be created.</p> <p>Lancashire Cricket Response: Phil Johnston is working with Keith Hayhurst and Malcolm Lorimer to create a list of everything in storage that includes images and details of ownership for each item. This will then provide reassurance to Members as to the location of items. Daniel Gidney informed the MRG that as part of the long term planning/local master plan with Trafford Council there are early plans/discussions to have a Trafford Museum that could incorporate a Lancashire Cricket section, as the histories of both Trafford and the Club are very much linked. All still in discussion at this point in time, but the aim is to discuss an area either on the current stadium site, or very close to it. In the meantime, the Club is also looking at some short term solutions around how heritage can be displayed on-site.</p> <p>MRG Response: If this Trafford museum develops further it is important that our history stands alone as we have our own identity. It is however important in the short term to have a heritage area at the Club once everything in storage has been reviewed.</p>
2.4	MRG General Overview and Vision
2.4.1	<p>MRG: Can we have a clear mission statement from Lancashire Cricket as to our influence and role as the “Member’s voice”?</p> <p>Lancashire Cricket Response: JH communicated to the meeting the Club’s updated draft mission statement for the MRG. JH advised that a final version would be agreed internally and sent to MRG in due course. The</p>

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<p>2.4.2</p>	<p>MRG agreed that the draft sounded positive and relevant.</p> <p>MRG: From an MRG only perspective, can the Club confirm its view on positive changes it has witnessed since the start of the MRG in early 2015?</p> <p>Lancashire Cricket Response: The Club believe that the MRG is in better place now that the new eight person-strong structure is in place, there is a shared belief of what both parties wish to achieve, and the overall progress has been positive, albeit some challenges along the way.</p>
<p>2.4.3</p>	<p>MRG: What direct interface with Lancashire Cricket senior officers can we expect and what can we realistically ask of these officer as the MRG?</p> <p>Lancashire Cricket Response: The MRG can expect openness and transparency from Lancashire Cricket, as well as effective contact and communication via email and phone. Everyone involved with the MRG from the Club is involved for the right reasons. The MRG confirmed that Phil Johnston provides a valuable and crucial link between the MRG and Members and the Club. The MRG chair confirmed that with simpler communication, the more effective the MRG will be.</p>
<p>2.4.4</p>	<p>MRG: Clearly we are all very disappointed by our poor showing last season, what steps are in place for 2019 and how does the Club see the future of CC cricket? What level of feedback is there from ECB meetings with the Chairman and/or other senior executives and the Club's view on getting Members views on the matter.</p> <p>Lancashire Cricket Response: DG confirmed that there were plans in place to ensure a swift return to Division One, plus a key focus on ensuring the overseas/new signings were made, as well as a focus to develop young players and invest in the Lancashire Academy. DG outlined a number of areas of progress within the Academy and the pathway, which will be shared in due course as external announcements as well as in forthcoming issue(s) of Spin magazine. A further factor that</p>

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	<p>the Club are trying to work with the ECB on is player scheduling – the Club wishes to avoid any clashes of scheduling that create knock on effects for Lancashire players which did occur during the 2018 season, for instance with the Lions.</p> <p>MRG: It would be useful if the MRG could provide some input to the Chairman prior to ECB meetings that the Chairman attends as it is felt that decisions are often made at Lord’s that do not reflect the Members views.</p> <p>Lancashire Cricket: The Club welcomed this and was open to receiving the views and opinions on specific areas of the game as a collective view of the MRG and membership on a topic by topic basis. This can then be shared with the Board.</p>
<p>2.5</p>	<p>T20 Ticket allocations for 2018 Finals Day</p> <p>MRG: Can the ECB better monitor the allocation of tickets to avoid what happened for the 2018 Finals Day?</p> <p>Lancashire Cricket: Justin Hopwood and Daniel Gidney responded to this with the following. The allocation of tickets by the ECB was reduced in 2018 from 2017. All Clubs have now lobbied the ECB regarding this in order to ensure a fairer distribution among Club’s. There was a view from the MRG that ideally, the ECB should hold more tickets and take the risk of hand backs nearer to the time. The Club will continue to discuss this with the ECB for 2019.</p>

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<p>2.6</p>	<p>2019 Ashes and ICC Cricket World Cup Update</p> <p>Justin Hopwood provided an update regarding Ashes and CWC sales (Please note the below figures were as of the 7th of November).</p> <p>Ashes: Day 1 – 2000 tickets left, Day 2 – 1300 left, Day 3 – sold out and Day 4 – only restricted view seats available.</p> <p>Cricket World Cup: All seat tickets for all six matches are now sold out, and hospitality is still available for purchase on a limited numbers of matches.</p> <p>MRG: Why is there a £10 booking fee for a 5 day ticket for the Ashes?</p> <p>Lancashire Cricket Response: This is something that we will investigate and communicate back on.</p> <p>MRG: Members expressed concern at the communication for the sale of Ashes tickets. In some cases brochures were received after the first date that tickets were made available.</p>
<p>2.7</p>	<p>Review of Members end of year survey</p> <p>Lancashire Cricket update: Hollie Costigan confirmed that the MRG has provided feedback in regard to the 2018 Members survey and its content/questions and this will be included in the next survey. The Members survey is due to be sent out to Members in the coming months.</p> <p>MRG: The MRG would like to thank Lancashire Cricket for their time and for the consultation on the survey.</p>
<p>2.8</p> <p>2.8.1</p> <p>2.8.2</p>	<p>AOB</p> <p>Website</p> <p>MRG: The MRG expressed concern over inaccuracies that currently appear on the website.</p> <p>Lancashire Cricket Response: Daniel Gidney confirmed that he would pick this up with Hollie Costigan and Justin Hopwood. The website requires a dedicated resource in order to monitor this on a daily basis as a high level of detail is required. Daniel will support the Marketing team on this.</p> <p>Lancaster Membership</p> <p>MRG: In the 2019 season, if matches are taken to outgrounds, will the Red Rose and Lancaster Membership price, that includes raised viewing seats, be reviewed? Tony Shaw reflected that the Lancaster upgrade is</p>



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	<p>£150 per member for what in 2018 was a potential 27 days cricket (about £5 per day). Some Lancaster members have an expectancy that a reduction in days cricket at EOT should be reflected in the membership pricing. This of course applies to the Red Rose members too.</p> <p>Lancashire Cricket Response: The Club need to wait until the fixtures are released before any decisions regarding Membership can be made, and it stated that it would honour the promise it made within the membership collateral to review.</p>
Minute Ref	SUMMARY OF ACTIONS

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1.4.3	Club to review logistics behind family memberships, guests ticket and the possibility of transferable membership. Following the January Board meeting, Lancashire Cricket Executive Management will consult with the MRG regarding the Membership Strategy	JN/JH
1.5.2	MRG to discuss best use and process for its two-page section in future issues. Lancashire Cricket to include article update regarding pitch renovation.	CG
1.17	Club to feedback on in-game cricket communications. Lancashire Cricket will create a list of enhancements nearer to the start of the season for review by the MRG.	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
1.19.3	Phil Johnston to confirm forum dates once fixtures are announced. The MRG to be involved in agreeing these dates.	PJ
2.4.1	The Club's updated draft mission statement to be made available for the MRG. A final version to be agreed internally and sent to MRG in due course.	JH
2.8.2	Review of Lancaster and Red Rose Memberships needs to wait until the fixtures are released before any decisions can be made.	JH

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

Grey background Action postponed to a later date