



Lancashire Cricket – Members Representative Group

Minutes of the meeting of the Lancashire Cricket Members Representative Group

Held at Emirates Old Trafford on Monday 17th December at 15:00.

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

Present (Lancashire Cricket): Daniel Gidney (Chief Executive), Justin Hopwood (Sales & Marketing Director), Phil Johnston (Senior Membership Executive), Hollie Costigan (Head of Marketing), Peter Ash (Conference and Events General Manager), Jonathon Nuttall (Head of Cricket Sales), David Hodgkiss (Chairman), Paul Allott (Director of Cricket).

Apologies: Alice McCready (Event and Project Manager)

3.1	Welcome/Introductions/Apologies
3.2	<p>Approval of the minutes of the November meeting</p> <p>The minutes from 7th November meeting were approved.</p> <p>Review of outstanding actions</p> <p>1.5.2 MRG Spin article</p> <p>MRG response: Agreed to give one page back for the Winter 2018 edition. In future there will be continuous updates to be able to utilise two pages and allow Members to see how the MRG is evolving. Request to arrange a meeting with the communications department and discuss a structure and understand deadlines.</p> <p><i>Lancashire Cricket response: James Price to update on deadlines and attend above meeting, however for information the deadlines will be approx. end of February, end of June and end of September for this years' issues.</i></p> <p>1.19.3 Phil Johnston to confirm Members' Forum dates with MRG involved in agreeing these dates.</p> <p><i>Lancashire Cricket response: Now that the fixtures for 2019 have been confirmed, dates to be agreed and communicated to Members as soon as possible.</i></p> <p>2.4.1 The Club's updated draft Mission Statement to be made available for the MRG.</p> <p><i>Lancashire Cricket response: Currently being finalised and will be published to MRG when available.</i></p>

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	<p>MRG response: Can this be a shared mission statement with input of MRG representatives.</p> <p><i>Lancashire Cricket response: Club stated that the original request was from the MRG for the Club to send over its vision for the MRG. The meeting agreed that a shared vision for the MRG would be beneficial and will be discussed at a future meeting.</i></p> <p>2.8.2 Review of Lancaster and Red Rose Memberships needs to wait until the fixtures are released before any decisions are made.</p> <p><i>Lancashire Cricket response: Details have been sent out to both Lancaster and Red Rose Members and so far feedback from both Membership categories has been positive.</i></p> <p>MRG response: TS stated that he felt that for those Lancaster Members who only attend Specsavers County Championship games, the offer of additional (above the Membership benefits) access to the Lancaster balcony for two Vitality Blast fixtures was not appropriate. As was stated at a previous meeting, and in writing to all Red Rose and Lancaster Members, it was acknowledged by the meeting that the Club acted as soon as the fixtures were announced to offer access to alternative fixtures with balcony viewing for Lancaster Members.</p>
<p>3.3</p>	<p>MRG minutes process and protocol</p> <p>MRG response: Minutes from last meeting were agreed 34 days after meeting. It was noted that due to holidays and availability of Colin, Chris, Alice and Phil this was slightly longer than intended. It was suggested that minutes are approved within 21 days where possible. It was also agreed to send the agenda out earlier than recent practice and send a copy on the members email group. This allows members to provide feedback before the meeting and potentially identify other matters not picked up by the MRG.</p> <p><i>Lancashire Cricket response: Agreed that 21 days is acceptable and sending the agenda out to members is a good idea.</i></p>
<p>3.10</p> <p>3.10.1</p> <p>3.10.2</p>	<p>Cricket update</p> <p>Following a detailed update on cricket at the last MRG meeting by DG, the Club felt it would be appropriate for PA (Director of Cricket) to attend this session to update the MRG on progress in the off-season. It was also agreed that this should be a regular update and agenda item for future meetings, and this would be PA or an alternative individual depending on fixtures.</p> <p>Paul Allott updated the group on new signings and the thought process behind them, as well as pending contract extensions, Academy and review of the 2018 season. He stated that promotion was the number one target for the new season. Everyone agreed that the batting had been a significant issue last year.</p>

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	be considered.
3.5	<p>Meeting dates</p> <p>MRG response: The MRG collectively agreed that meetings work well on non-match days, as well as requesting more frequent meetings with fewer items on agenda.</p> <p><i>Lancashire Cricket response: The Club agreed that they have worked well on non-match days and was supportive of this, and more frequent meetings to ensure regular conversation and progress. The only caveat being that during the ICC CWC period in June and July this may reduce the number of available days. There may be one meeting with just Phil Johnston from the Club. With the next meeting being pre-new season, DG confirmed that at the next meeting there would be a focus on facilities with an update from Alice and Peter.</i></p> <p>It was agreed the next MRG Meeting would take place on Monday 1st April, with further dates to be agreed and communicated.</p>
3.7	<p>Lancashire Cricket Foundation attendance</p> <p>MRG: The MRG would like to invite a representative from the Lancashire Cricket Foundation to the meetings.</p> <p><i>Lancashire Cricket response: Agreed to invite Sandy Mitchell (Head of Community Growth) to future MRG meetings.</i></p>
3.8	<p>Surrey Members Liaison Group feedback</p> <p>MRG: The MRG has been in contact with the above group to gain any feedback they have and to see if there can be a shared learning. Other counties may be contacted to widen this communication.</p>
3.9	AOB
3.9.1	<p>Breakdown of accounts for AGM</p> <p>TS asked if the ‘miscellaneous income’ section of the Club accounts, can be broken down providing details for the items included within this, specifically <i>concerts</i>.</p> <p><i>Lancashire Cricket response: The Club agreed to provide adequate exposure of this section within the final document.</i></p>
3.9.2	<p>Sightscreen</p> <p>MRG: The MRG asked if there is any update on this as they are aware that Nottinghamshire have a sightscreen that it is possible to see through. Can the</p>

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3.9.3	<p>Club provide an update in the next issue of Spin?</p> <p><i>Lancashire Cricket response: The Club stated that it was aware that Nottinghamshire have a sightscreen and will continue to investigate this topic and update the MRG and wider Membership as soon as possible.</i></p> <p>Lack of weekend match days</p> <p>MRG: MRG wished to thank Daniel Gidney for his work with the ECB so that only two fixtures will be away from Emirates Old Trafford in 2019 and that all One-Day Cup matches will take place at Emirates Old Trafford, however it was still felt there was a distinct lack of weekend days play in 2019, which seemed to be game-wide, but was disappointing.</p>
3.9.4	<p><i>Lancashire Cricket response: ECB have had a challenge due to the ICC Cricket World Cup schedule in 2019, however the Club is in discussions with another County to see if we can agree a Sunday start at one of the fixtures, which is currently scheduled for a mid-week start.</i></p> <p>Ashes Sales update</p> <p>The Club updated the MRG on Ashes sales, with</p> <p>Day 1 – 3,200 tickets left to sell (including restricted views)</p> <p>Day 2 – 1,100 tickets left to sell (all restricted views)</p> <p>Day 3 – SOLD OUT</p> <p>Day 4 – SOLD OUT</p>
3.9.5	<p>Day 5 – More than 15,000 left to sell</p> <p>Minutes of Members Forums</p> <p>MRG: There don't appear to be any Minutes taken at these meetings and we would like this rectified during the upcoming season.</p> <p>Trafford master plan and Emirates Old Trafford</p> <p>There was a brief discussion following the recent press release about the possible pedestrianisation of areas around EOT. The plan is only at feasibility stage currently.</p>



Old Trafford

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Minute Ref	Summary of Actions	Responsible
1.4.3	Club to review family memberships, guest ticket and transferable membership. Following the January Board meeting, Lancashire Cricket Executive Management will consult with the MRG regarding the future 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	A shared updated draft Mission Statement to be completed	JH
3.10.3	Paul Allott's cricket update to be included in the March edition of Spin.	JP
3.4.2	The MRG to be involved should any further changes to Spin magazine be considered.	JP

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.



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White background A new action from the most current minutes

Grey background Action postponed to a later date