

# Members' Annual Service Report

## **Opening statement from Chris Peacock, Board Member for Member Services and Communication**

I am really pleased that the first Annual Service Report has been prepared and is being presented to Members at this year's AGM.

For future years, it will provide an overview of the key issues raised by Members to the club via the MRG and myself. By sharing the issues that are raised I hope it will demonstrate the continual progress we are all making to improve our club for Members.

With the Annual Services Report we will be able to review the key issues raised by members and how the club is responding to them. Increasing accountability and transparency for members, which I believe is what the majority of the membership would like to see and hear more about.

I'd like to thank everyone who has helped prepare this report, the Members who have come forward with their issues, the MRG for helping represent the membership, and every member of staff at our club that has worked to help Members with their issues through the past year.







MEMBERS SAID	CLUB DID/RESPONSE	STATUS
1. Members requested frequent updates, and a timeline for The Hundred sale process	<p>The Club was pleased to share information openly throughout The Hundred team sales process, prioritising transparency at every stage while exploring various ways to engage with Members through multiple formats.</p> <ul style="list-style-type: none"> <li>Members' Forum – 12/02/25 (The Hundred update scheduled with tabletop sessions)</li> <li>Members' Open House – 03/05/24 &amp; 04/05/24</li> <li>Chair's Q&amp;A – 25/05/24</li> <li>AGM – 30/05/24</li> <li>Members' Forum – 07/07/24</li> <li>Hundred written update published – 01/08/24</li> <li>Members' Forum – 08/08/24</li> <li>Members' Open House – 18/09/24</li> <li>Members' The Hundred update webinar – 09/10/24</li> <li>Members' The Hundred Question Time Event at UA92 – 25/11/24</li> </ul>	Complete
2. Members requested access to the pitch during County Championship fixtures	A new pitch access policy has been developed for 2025 which allows access to the outfield on County Championship and Metro Bank 50 over fixtures during the tea break. Feedback on this so far has been very positive from Members.	Ongoing
3. Members requested comms to be issued on the best practice for cancelling tickets if a Member is no longer able to attend a game	New instructions created with detail on how to cancel tickets. The link to do this is included in the Match Day Guide.	Complete
4. Farington update, particularly public transport links and accessible seating	A new working group has been formed to review the Member experience at Farington. This group is made up of Club staff, members of the MRG and is to be chaired by Paul Allott. The first meeting is scheduled for 13/05/25.	Ongoing
5. Members requested a commitment from the Club to have an elevated viewing option available at home County Championship and Metro Bank 50 over fixtures	Across the 2024 season an elevated view was available at all County Championship and Metro Bank 50 over fixtures. This has continued into the 2025 season.	Complete
6. Members fed back that they were unhappy with a third-party provider handling ticketing enquiries/sales calls	The Club terminated the services of the third-party provider in 2024 based on Members' feedback. Changes to internal process/structures have been made to allow Members' enquires to be handled directly by LCC staff.	Complete
7. *The Club had breached MRG election processes across several years running	<p>Following the election of the new board member for Members Services and Communications in 2023, Chris Peacock, he undertook a review of the MRG and how it was operating. Following this, he recommended that the membership for the MRG should be increased and that at the following AGM in 2024, Members should be given a choice of candidates to elect to ensure that the new members of the MRG had a democratic mandate and held a majority on the MRG. These changes were communicated to Members through an update to Members.</p> <p>Ahead of the AGM, two candidates informed the Club that they were no longer willing to stand for the MRG. To ensure fairness and democratic accountability, the decision was made to reduce the number of positions on the MRG to a total of seven, therefore leaving five candidates for four positions. At the 2023 AGM, four new members of the MRG were elected.</p> <p>It is important to note that whilst some suggestions have been made that the Club has breached its election processes for the MRG, throughout this process, the Club Secretary was engaged with and confirmed that all appropriate processes were followed with no breaches occurring.</p>	N/A

<p>8. *The Club's Nominations Committee hadn't followed Club rules when recruiting for a Treasurer to join the Board in 2023. Specifically, appointing a non-Member.</p>	<p>Club rule 15.5.4 states - Nominations for the office of Honorary Treasurer for the following year shall be made by 31 January in each appropriate year. Nominations will not be valid unless made in the form prescribed by the Secretary of the Club for this purpose and proposed and seconded by Members of at least three consecutive years standing and signifying the candidate's consent to his or her nomination.</p> <p>Vic Stewart became a Member - 18/01/2023</p> <p>A comment has been made that in a Member's opinion due process was not followed.</p> <p>The process and election of the Treasurer was explained to Members in detail at the 2023 AGM via an extended debate. Notwithstanding this discussion, Vic Stewart was subsequently elected, by Members, at the 2023 AGM (who could have chosen to not have elected her if that was their consensus but instead via a rule change voted by over two thirds majority).</p>	<p>N/A</p>
--	--	------------

<p>9. *Members were unhappy that changes were not made to the second Board Member role/skill requirement despite Members feedback at the Forum in November of 2024 that Members disagreed with the identified skill requirement.</p>	<p>A consultation was held by the Club on the creation of a new Board member who would be elected at the next AGM by Members.</p> <p>This consultation included, but was not exclusive to, a Members' Forum that took place in November 2024. At the Forum Members were presented with a set of skills which had been identified as missing though the board's skill matrix.</p> <p>The Club, and other county cricket clubs, use the board skills matrix to assess and plan for their governance needs, identify potential gaps in skills, and ensure a diverse range of expertise on the Board. This matrix helps the Club to determine the type of skills they need to fill specific roles, like Non-Executive Director positions.</p> <p>Whilst several Members did raise concerns at the Forum in November 2024, crucially no alternatives were put forward by Members.</p> <p>The identification of the skill by the Board was within the rules. (rules 17.6 and 17.7 below).</p> <p>Subject to approval by the Board, the Nominations Committee shall set selection criteria in relation to candidates wishing to stand for election as Elected Board Members. Such criteria shall be available from the Club and shall be designed to ensure that the Elected Board Members possess the quality, skills and experience that the Board requires to manage the business of the Club. A skills matrix for the Board shall be updated after each AGM and published on the Club's website.</p> <p>Under the Club Rules, and to ensure Sport England and ECB compliance, it is not possible to not have a Nomco in place and just hold an open election with no skills requirements published.</p> <p>The skill set identified as being a clear gap on the Club's Board covered health and safety and specifically Event management. Coincidentally if you were looking at the skills required to provide Members with a safe and enjoyable experience within a stadium environment then Event Management and Health and Safety would be the skills that you searched for.</p> <p>In addition to Rule 17.6, and effective from the 2025 AGM, the Nominations Committee shall at all times have regard to the need for the Board to have two Board members that have been elected pursuant to this Rule at an AGM from a choice of candidates from the membership, providing a sufficient number of candidates have put themselves forward, with at least one of these Board members being male, and the other being female, to ensure a balanced gender representation. Also, one of these Board members must have the suitable skills and experience to take responsibility for Member services and Member communications. The second Board member candidate from the membership must possess the quality, skills and experience that the Board requires to manage the business of the Club at that time. Any such Member of the Club who submits an Election Notice shall be considered for the Board positions to which this Rule relates. Such notice must be signed by that individual and two other Members who shall have been Members of the Club for three consecutive years immediately prior thereto. Such notice must be received by the Secretary no later than 31 January immediately prior to the next AGM</p>	<p>N/A</p>
--	---	------------

10. *Members felt that the wording of the petition relating to a resolution in 2024 linked to voting rights for Standard Members had been incorrectly communicated	<p>The Club will always listen to Members' feedback and works closely with the MRG throughout the year in this regard and will publish any valid resolutions presented. Not with standing this, it is not the Club's role to publish manifestos, opinion pieces or commentary. The Club is formally obliged to communicate valid resolutions.</p> <p>The resolutions shared with Members at the 2024 AGM followed the corrected procedures and processes.</p>	N/A
11. Members requests and questions were not appropriately handled at the 2024 AGM	<p>Members were given the opportunity to submit questions in advance of the AGM, and many took advantage of this. This approach was designed to allow the Board to provide accurate and considered responses, some of which were addressed during the meeting itself, while others required more detailed responses provided privately. This process was intended to enhance transparency and ensure accuracy, rather than limit discussion.</p> <p>During the meeting, a designated period was set aside for Member questions. Whilst some Members would have preferred a longer discussion, it is the Chair's responsibility to ensure the meeting remains within a reasonable time frame and adheres to the published agenda.</p> <p>Regarding the moderation of questions, this was done to manage the flow of the meeting efficiently, particularly given the hybrid format and number of attendees. The use of a messaging system allowed us to gather and group similar questions, enabling more coherent responses during the limited time available. On the matter of speaking against motions, Members are entitled to express their views, but in order to maintain the structure and decorum of the AGM, the Board must manage contributions in line with the meeting rules agreed upon in advance. In this case, opportunities for expressing opposition were available through voting and advance submissions.</p> <p>The Club is committed to reviewing its processes to ensure meetings are as inclusive and effective as possible.</p>	N/A
12. Future fixtures at Liverpool	Last year 2nd XI team returned to Aigburth and fixtures have been arranged this year.	Complete
13. Member involvement in the Heritage project	Members had involvement in focus groups at the research phase of the project. Club pending an update from the Heritage Lottery Fund. Club are looking to appoint a Heritage Manager who will work on testing conceptual elements.	Ongoing
14. Improve the spectator experience watching matches at Emirates Old Trafford	The Club and Board want to see continuous improvement to the spectator experience. We encourage Members to actively participate in helping with this by feeding to the MRG suggestions to help with this.	Ongoing
15. Suggestion to hold a "Festival of Cricket"	MB50 survey was circulated to all Members by the Club. 135 Members completed the survey. Results to be used to help shape the experience of the game going forward.	Complete
16. Coaches for away games	Survey sent in a Members' Newsletter. There was a low response rate and low demand. This will be reviewed annually to measure any changes to the level of interest.	Ongoing
17. Pedestrian exit on Great Stone Road	Due to a recent change in regulations the Club will not be able to operate Gate 8 or 10 on Great Stone Road as a pedestrian access point. This is due these gates being designated as vehicle access gates, therefore presenting a health and safety risk to pedestrians. The Club is exploring long term solutions to overcome this.	Ongoing
18. Why was the date for auto renewal of membership set at 19 August before the end of last season?	The on-sale dates for memberships and tickets are driven by the international sale dates. These are determined by the England Cricket Board. To ensure that there is an international priority window for Members, which the Club views as an important Member benefit, the auto-renewal process must take place first. Hence the 19 August date.	Complete

19. Free scorecards	Free scorecards are now available to all Members in the Members' Suite on domestic match days.	Complete
20. AGM Proxy Form	The design of the AGM Proxy form has been altered following feedback from Members that the forms were difficult to read, specifically white writing on a red background.	Complete
21. Red seats to be available across the County Championship and MB50 fixtures	Red seats open across the County Championship and MB50 fixtures.	Complete
22. Include Junior Member access to the Middle Balcony and Pavilion Terrace in the Members' Booklet for 2025	Access clarified in the 2025 Members' Booklet.	Complete
23. MRG X account	MRG X account relaunched. Account used to clarify facts. Members directed to the MRG email address to share any issues.	Ongoing
24. Platinum Members wall	New artwork installed.	
25. Progress against matters arising from the AGMs and Members' Forums to be included on the Board meeting agenda	Progress against matters arising from the AGMs and Members' Forums added to the Board meeting agenda under the Membership Update standard item.	Complete
26. The Club will hold a Members' Forum to consult on membership categories, benefits and rights. Along with another subsequent forum to maximise the opportunity for Members to attend. At the Forums a fair record of the Members' views will be made.	Members' Forum held in July 2024.	Complete
27. All questions submitted in advance of the 2024 AGM will be responded to by email etc.		Complete
28. Develop a diverse membership base and increase engagement with Members.	Currently restrictions for some data collection (ethnicity). Increase in volume of female Members, although the percentage of female Members has dropped by 1% overall. Diversity in age is improving. Further research to review ECB benchmarks/ KPIs for diversity as a whole and increase data collection.  Level Playing Field conducted an access audit at the Club on 26/03/25 and 27/03/2025. The results will help the Club to deliver inclusive match day experiences for all and inform strategies for increasing the diversity of the membership.	Ongoing
29. Add membership total by category to the website	Published on the Club website in August 2024 as part of the membership research. To be updated annually.	Ongoing
30. Escalate the 4 guest ticket maximum by Member issue to Secutix for investigation	The issue only affects a very small minority of Members. Best practice is to contact the Ticket Office team directly to process the booking.	Complete
31. Schedule Members' Portal help session	Four drop-in sessions for Members held in November and December.	Complete
32. MRG noticeboard		Ongoing
33. Access to Caffé Nero for Thunder fixtures	Include detail in the match day guide on how guests can access Caffé Nero i.e. via hotel entrance.	Ongoing
34. Event specifically for new Members	New Members event scheduled on 1 June 2025.	Ongoing
35. Update the MRG section on the Club website	Update the MRG section on the Club website. Photos of the MRG (no bios) added.	Complete
36. Explore ideas for Student engagement day and Junior Member engagement day	First Junior Member event due to be held on the 27 May 2025.	Ongoing
37. Player availability to be included in pre-match comms to manage expectations	County Championship squad announced ahead of the 2025 season.	Complete
38. Catering at women's games	Meeting to review the catering options for the women's at Emirates Old Trafford to be held with third-party catering partner.	Ongoing
39. Submit third party request for male sanitary bins	Due to service provider changes this has been delayed.	Ongoing



**Lancashire  
Cricket**

This report outlines the top trending issues raised by the Members' Representative Group (MRG) and details the actions taken by the Club in response. The purpose of this report is to ensure transparency, demonstrate our commitment to addressing Member concerns, and highlight ongoing improvements based on Member feedback.

The following sections summarise the key topics discussed and provide a corresponding list of actions undertaken by the Club to enhance the overall Member experience.

We invite Members to feedback on this report by emailing the MRG via **[mrg@lancashirecricket.co.uk](mailto:mrg@lancashirecricket.co.uk)**