Minutes

Meeting	**Members' Forum**	Date	**17 November**
Location	**UA92**	Time	**6.30pm-8.15pm**
Attendees	Richard Kenyon, Richard Thomas, James Young, James Sheridan, Angela Lowes, Angela Hodson, Christian Mullarkey, Gaz Morris, Phil Johnston and approximately x30 Members		
Apologies			

Introduction:
Richard Kenyon welcomed Members in attendance and outlined the agenda:

- Update on MSG and Lancashire Cricket Board Representative
- Update on B&Q Land Development
- Open Q&A

Richard Kenyon thanked Members for attending and introduced James Young, Head of Commercial Growth for Manchester Super Giants (MSG), who was invited to reflect on the previous 12 months.

James Young introduced himself and reflected on his first eight months in the role, outlining the journey and transition from Manchester Originals to Manchester Super Giants. He recognised the success of the team and the opportunity to build upon the foundations already established.
He outlined the wider marketing campaign, including the distribution of free shirts, which had helped increase brand visibility, strengthen affiliation and encourage fan engagement. He emphasised the significant ambitions for the partnership, with commercial growth expected to be driven through increased ticket revenue and commercial partnerships.

Establishing the brand and laying strong foundations were highlighted as key priorities during the first year. The importance of developing a recognisable and consistent identity, alongside improving the overall matchday experience, was discussed. A range of activations and initiatives designed to grow fandom, celebrate the vibrancy of the tournament and strengthen its appeal to broadcasters were showcased. The wider ambition to promote the city and its identity was also recognised. An activation involving approximately 450 junior participants playing on the outfield at Emirates Old Trafford was highlighted as a particular success. Plans to build on this in 2027 through a dedicated 'Mini Giants' day were also mentioned.

The importance of developing a significant digital following and online presence was emphasised, with 9.6 million social media engagements achieved, highlighting the role of digital activity in strengthening brand recognition, engagement and brand equity.

Key outcomes from the season were also outlined, including 47,500 ticket buyers, of whom 49% were new to The Hundred, alongside a broadcast audience of more than 30 million. The strapline "cricket just got bigger" was noted as having resonated with fans, helping to establish the brand and communicate its ambitions. The family-focused approach was also highlighted, with one in four tickets sold being junior tickets.

The importance of developing a brand that was scalable, commercially attractive and recognisable to fans, partners and broadcasters was reiterated, supporting Manchester Super Giants' longer-term ambitions for growth.

A Member asked how it was possible to identify whether a ticket buyer was new to The Hundred.
Lancashire response: it was confirmed that ticket buyer data was analysed to establish whether customers had previously attended The Hundred.

A Member commented on the strong team spirit within Manchester Super Giants and recognised the free shirt giveaway as a positive initiative.

Lancashire response: the MSG squad was described as comprising not only exceptional cricketers but also great people. The short period of just three days available for the team to gel was highlighted, with an emphasis on creating an environment centred on 'culture over cover drives'. This was identified as a key focus for Justin Langer and Matt Mott.

A Member asked what was being done to engage those who were initially reluctant to embrace The Hundred and encourage them to give the tournament a chance.

Lancashire response: it was acknowledged that conversion was only possible among those willing to try the product. Persistence and familiarity were identified as important factors in encouraging new audiences to experience the format. It was noted that August was an established window for The Hundred, with the broader question being how the tournament fits within the wider cricket ecosystem.

A Member asked who the target audience for The Hundred was.

Lancashire response: three key target audiences were identified. Firstly, families, particularly those with children aged between 8-14 years. Secondly, a female audience which closely aligned with the family audience. Thirdly, social eventers, describing those seeking an entertainment spectacle who could subsequently become advocates for the game.

A Member asked whether Lancashire Cricket was making use of The Hundred's audience data.

Lancashire response: it was noted that marketing activity across the different teams and platforms needed to be co-ordinated and managed collectively to avoid duplication and overlap between The Hundred and Lancashire Cricket.

The Member responded and clarified their request to know if family data was being shared.

Lancashire response: the potential for a data sharing agreement to be developed was identified as an ideal scenario to support a better co-ordinated approach but confirmed that this was not currently the case.

A Member questioned whether clashes could be avoided, for instance a Lancashire Metro Bank One Day Cup game hosted at Farington on the same date as a MSG away game at Headingley.

Lancashire response: it was noted that the England & Wales Cricket Board ultimately determines the cricket schedule. Nevertheless, the willingness of fans to travel for away games was recognised with the visibility of MSG shirts observed.

Update on B&Q Land Development

Board Member Richard Thomas outlined the proposals for the development of the B&Q land, explaining that the MSG partnership had helped unlock the project. Bringing the land back under the Club's ownership was described as a long-standing ambition, with the purchase confirmed as completed in summer 2026. Lancashire Cricket contributed £1 million towards the acquisition, with RPSG funding the remainder. Lancashire Cricket would oversee the delivery and subsequent management of the facility, alongside proposals to potentially refurbish the existing Cricket Centre.

Some background was provided on the timing of purchase with a third-party proposal to develop more than 300 apartments on the site, which had raised concerns about the potential impact on the Club's operations. Although the development proposals remained at an early stage, an ambitious vision was outlined for a new training facility, larger than the nursery ground at Lord's.

The project was described as a long-term development, likely to take approximately four years, with current proposals incorporating between nine and 12 wickets. Given that it takes approximately three years to prepare a

wicket, the importance of taking a long-term approach to the development was acknowledged. Plans also included creating a new gateway into the ground to facilitate the arrival of visiting teams.

A provisional timeline was outlined, with cricket consultation expected to take place in early 2027, ahead of a planning submission for the initial works. It was confirmed that works were expected to commence during 2027, initially focusing on the preparation and layout of the wickets. The additional investment required from Lancashire Cricket was confirmed as £1.142 million, to bring the total Lancashire Cricket spend to 30% of the overall project cost.

It was confirmed that Lancashire Cricket would oversee the management of the facility, with MSG responsible for rates and insurance. Usage would be governed by the terms of The Hundred venue hire agreement, with Lancashire Cricket retaining priority access outside the period of The Hundred competition. The proposals were positioned within the Club's wider, long-term facilities and capital development strategy.

A Member asked whether a medical facility remained part of the plans.

Lancashire response: a medical facility was not confirmed as part of the plans and clarification would need to be sought.

A Member asked who would own the facility.

Lancashire response: the shared ownership model was outlined, with the vision being to integrate the indoor and outdoor facilities seamlessly. It was reiterated that the Indoor Cricket Centre will still be owned by Lancashire Cricket, while the B&Q land would owned by MSG.

A Member questioned what arrangements would be in place should the relationship between the organisations change or come to an end, and how different eventualities would be managed.

Lancashire response: it was acknowledged that various scenarios could arise, including Lancashire Cricket selling its 30% share or RPSG selling its 70% share. However, it was emphasised that such changes would not affect the underlying land agreement and any protection Lancashire would require if they sold their shares would be built into that sale agreement. The benefits of the arrangement to Lancashire Cricket were reiterated, with the Club expected to be the principal user of the facility outside the Hundred Season.

A Member commented that all parties appeared to be satisfied with the arrangements and that the deal seemed to represent a very positive outcome.

A Member asked what would happen to the existing practice nets.

Lancashire response: it was confirmed that this had yet to be determined. However, given the long-term nature of the project, this was not considered an immediate concern. The future use will be considered as part of a site wide masterplan that is going to be led by the exec.

A Member provided feedback on the current Pavilion and asked whether the acquisition of the additional land presented opportunities for improvements.

Lancashire response: it was explained that an overarching objective was to review the site holistically and identify opportunities to enhance the facilities as part of the wider development masterplan.

A Member suggested that there was an underlying sense of resentment among Members, driven by a perception that the Club had placed too much emphasis on its commercial interests in recent years.

Lancashire response: it was emphasised that commercial growth should support and protect on-field performance, with investment in facilities and commercial activity providing the resources to strengthen cricketing success. The objective of creating a virtuous cycle in which commercial success fuels investment in cricket, helping to secure future success and honours was stated. The feedback regarding promoting the Pavilion as a distinctly cricket pavilion and a home for Members was also recognised.

A Member questioned the overall cost.

Lancashire response: it was emphasised that the project would need to be delivered within budget and to the agreed timescale, with no provision to exceed the figures presented. The further investment required from Lancashire Cricket was confirmed as £1.14 million

A Member requested further detail on the process and timeline.

Lancashire response: the project was outlined as a development spanning approximately four years, with the pre-application process completed. It was confirmed that further cricket consultation would take place ahead of the planning submission for the initial works, anticipated in early 2027. Cricket experts including John Abrahams, Mike Watkinson and Paul Farbrace were noted as informing the design process.
It was argued that the enhancement to the facilities will give the Club an edge, particularly as the net surfaces around the edge could be used more flexibly and will benefit players' training. It was also noted that some grounds, such as Headingley and the Oval, use wicket blocks because they have no external nets.

A Member asked who will represent Lancashire on the Board for MSG and ensure that the plans for Lancashire and MSG are aligned.

Lancashire response: it was explained that there were seven Directors on the MSG board. With Daniel Gidney scheduled to step down at the end of 2026 it is likely that Richard Kenyon will take up this vacancy. It was reported that James Sheridan had been appointed by Lancashire Cricket to represent the Club's interest. It was noted that he had been a member since 1990.

A Member requested clarification on the funding.

Lancashire response: it was reported that the land had been purchased for £6 million, with Lancashire Cricket contributing £1 million towards the acquisition. A further investment of £1.142 million from Lancashire Cricket was confirmed, bringing the Club's total contribution to 30% of the overall project cost. The total project budget was confirmed as £7.12 million, with RPSG funding the remaining 70%, approximately £5 million. For this Lancashire will get priority use of the facility for 11/12ths of the year (outside the Hundred Season).

A Member asked whether given that the facilities will be greatly enhanced would there be a strong case for the venue securing a Test Match every year and will the ECB be influenced by this.

Lancashire response: Emirates Old Trafford Cricket Ground was described as an already fantastic Test venue, and the project is expected to further enhance the venue, and the team are committed to building the Club's case to enjoy more Test Match cricket at the stadium. Although it was acknowledged that other venues are investing in their grounds too. Focus on building the Club's relationship with the ECB and developing the venue was reiterated.

Lancashire response: the benefits of hosting The Hundred fixtures for Lancashire Cricket were emphasised. It was explained that, through venue hire fees and service contributions, MSG effectively operates as a customer of Lancashire Cricket. It was highlighted that when Emirates Old Trafford is filled for an MSG fixture, Lancashire Cricket benefits financially. In addition, the Club benefits from its shareholding, with the potential for this to increase in value over time.

A Member commented on the level of investment made by RPSG and asked where they anticipated generating a return in the longer term.

Lancashire response: the RPSG owners' passion for cricket was highlighted, alongside its ambition to build a global Super Giants family and establish a recognisable international brand. This includes exploring investment in a Big Bash team, developing a shared coaching pool and establishing a core group of players across the franchises. It was explained that growing the global fanbase would help drive commercial value through increased ticket sales, sponsorship opportunities and broadcasting revenue, with digital rights and broadcasting deals identified as particularly significant opportunities.

A Member asked how The Hundred was received in India and whether Indian players were likely to feature in the tournament in the future.

Lancashire response: the current level of uptake in India was acknowledged as relatively limited. However, the timing of the Women's competition was identified as an opportunity to grow the audience in India. It was noted that the participation of Indian Men's players was unlikely, given the restrictions around their availability and the importance of protecting the Indian Premier League (IPL). Nevertheless, as The Hundred takes place during a period when there is limited competing cricket, this was considered an opportunity to grow the tournament's audience and profile in India.

A Member asked what the status was in terms of signing Pakistan players for The Hundred.

Lancashire response: it was emphasised that the priority was to secure the best available players, with nationality not considered a factor in the selection process. The wider political sensitivities were acknowledged, but it was reiterated that player selection would be based on cricketing ability.

A Member asked whether any comment could be made regarding rumours that The Hundred would expand to eight teams and transition to a T20 format.

Lancashire response: it was clarified that the statement was a rumour rather than matters under formal discussion. The appeal of The Hundred's distinct playing format and tactics was highlighted, including the positive reception among captains and players. It was also noted that terminology and statistics across the game were increasingly aligning, with a set now commonly referred to as a five-ball over and The Hundred statistics incorporated into players' T20 records.

A Member asked whether the Club could refrain from using kerosene flares, citing their negative environmental impact.

Lancashire response: it was explained that, as a host venue, the Club's ability to influence the use of flares was subject to negotiation. The Member's feedback was acknowledged, and it was confirmed that the matter would be reviewed.

Members were thanked for their questions and attendance.