

MRG – Minutes of the Meeting

Meeting	Members' Representative Group	Date	18 January 2022
Location	Videoconference	Time	4pm
Attendees (MRG)	Colin Gore, Chris Bent, Kirti Sharma, Phil Clarke, Joyce Palmer		
Attendees (Lancashire Cricket)	Lee Morgan (Club Secretary), Jonathon Nuttall (Head of Ticketing and Hospitality Sales), James Price (Head of Comms), Phil Johnston (Senior Membership Executive), Gaz Morris (Head of Guest Experience), Christian Mullarkey (Head of Marketing), Angela Hodson (Sales Director)		
Apologies	Daniel Gidney (Chief Executive), Liz Cooper (Director of Commercial Partnerships), Mark Chilton (Director of Cricket Performance), Sandy Mitchell (Head of Community Growth)		

Item	Summary of topic	Lead
	Welcome / Apologies / AOB	
5.1	Apologies were received from Daniel Gidney and Liz Cooper who were in Dubai on business There was one item for AOB about the structure of the red ball game.	Colin Gore
	Approval of the Minutes of the August 2021 meeting	
5.2	The Minutes from the previous meeting were approved.	Colin Gore
	Matters still outstanding	
	The action list, shown at the bottom of these Minutes, was discussed, and updated. Specific feedback:	
5.3	1.9 Dates to be agreed by MRG and Phil Johnston to welcome new Members 2.6 Kirti Sharma to liaise with Phil Johnston to work and engage with Junior Members to recruit for Junior Committee. 4.3.1 Phil to share images of Memorial with Joyce Palmer with view to have in place for start of season. 4.7 Gaz Morris is currently looking at Members' car park options for 2022 especially around busier games and will feedback as soon as possible. 4.8 The Club is currently installing a new till system, once this is bedded-in we will look at the options around loading cash to cards for those who don't have contactless payment.	Chris Bent

Cricket Update (provided in writing by Mark Chilton)

Introduction

Apologies I couldn't attend the recent MRG Meeting, but I look forward to seeing you at the next one and discussing any cricketing issues that arise. Phil has asked me to just give you a summary of happenings within the cricket department over the last few weeks. As you can expect it has been a busy time for me but a very exciting one. You soon realise the enormity of the job and it is a great privilege to be given this opportunity to drive Lancashire Cricket forward.

Contracts

First on my agenda was negotiating the men's squad contracts and thankfully these have progressed quiet smoothly, getting us to a position that myself and the Head Coach are very happy with. You will have seen the press release around securing the crop of young players on three-year contracts. They are an exciting bunch with fantastic attitudes, and we look forward to them breaking into the various first XIs this season. Livingstone and Parkinson have all been announced and we have couple more up our sleeve over the coming weeks.

5.4 Fixtures

At the time of writing, we had just received the draft fixtures list for the season. As you may be aware the format has been set using the 2019 positions, because that was when the championship was still 2 divisions, which meant we were seeded 8th. This impacts who you play against because clearly, we can't play all the teams twice. The four teams we only play once are Somerset (H), Hampshire (A), Surrey (H) and Northamptonshire (A). It isn't an ideal arrangement but at least we aren't Notts and find ourselves in the second division after a successful season.

Mark Chilton

There are plenty of exciting fixtures and we are planning to take a Championship game to Southport this year. Myself, Steve Davies, Angela Lowes and John Abrahams met with both Southport and Blackpool in December to discuss their ambitions and intentions for hosting first XI cricket again. Both clubs have made considerable improvements in both facilities and infrastructure and look well placed to host games for us this summer. For the record, I would like to say that Liverpool were invited into EOT to share ideas, contrary to some social media reports I believe, but declined to attend.

Overseas Players

We are still weighing up our options on all fronts with this topic. The FTP continues to challenge with proposed tours still to be confirmed and the uncertainty within the England team to also factor in. I suspect there may be some fall-out to the calamity that was the Ashes and the next couple of weeks could throw up some interesting situations that directly impacts some of our players and therefore our planning. The IPL draft has also been delayed until the 13th/14th February and one option is to hold our nerve until it becomes clearer on who is available and which of our players are

impacted. Jos Buttler has been retained by Rajasthan Royals and we'd expect Liam Livingstone to get picked up. Saqib Mahmood has put himself in the auction and must also stand a fair chance of getting selected.

Winter Cricket

We have several players playing in various tournaments around the world, Phil Salt and Liam Livingstone have just returned from the West Indies. Liam Livingstone, Matthew Parkinson, Luke Wood and Saqib Mahmood have all secured contract within the Pakistan Super League which runs throughout February.

Pre-Season Plans

Both the men's and women's squad are planning to head out to Dubai for some warm weather training in March which will be really exciting for all involved. The men have a couple of friendlies set up for when they return to the UK against Derbyshire and Kent and with the University matches as well, this should give them plenty of good match practice prior to the first game on the 14th April.

Both teams have been busy in the indoor nets working on all aspects of their development and already look raring to go, the season can't come soon enough. Much of the winter is spent on individual development plans, moving towards more team strategy as the season draws nearer.

Thunder

This is an area that I am still taking time to understand. With a Director of Women's Cricket in place, I can take comfort that all preparations are on-track and it is great that we have secured EOT for four of their fixtures this summer. I am looking forward to watching and learning more about the women's game over the coming weeks and months.

Summary

I hope the above gives you a flavour of what has been happening over recent weeks and I look forward to answering any questions at the next MRG meeting. With the Covid situation looking ever more positive we are all very hopeful of a season that gets us back to what we are all used to, and we can all watch Lancashire and the Thunder be competitive across all competitions.

Additional Members on Board – proposal from August meeting – feedback from Board Meeting – Nominations Committee update

5.5

MRG asked for an update on the above.

Lee Morgan

Interviews taken place for vacancy on Nominations committee, we have a recommendation for the Board and will announce after the Board Meeting.

Board appointment – an advert was published for role with Digital/IT experience. No applications were received from the Members, however strong applications were received from outside the membership. Following a rigorous process by the Nominations Committee, a stand out candidate emerged and a proposal will be put to the Board and AGM. .

Proposal to have additional Members on the Board will be taken to the AGM for Members to vote on.

Process for future recruitment onto the MRG also under review. Key element is trying to provide the opportunity for the whole membership to have a choice to select from. The MRG is Member nominated as they must put name forward. A key challenge is how to encourage more applications.

Club role is to ensure that Members coming on board the MRG meet the requirements of the job description.

The role of the Nominations Committee is key and must be our safety net. If nom com complete the vetting and a fit and proper person test we should find the best person for the role. MRG to provide document to highlight the reasons for being a member of the MRG, to attract more applications. Maybe a promo video to promote MRG.

It was agreed that some further debate on this subject be held separately to ensure we gave it the attention it deserved whilst still keeping to the agenda.

Action:

MRG marketing video to promote MRG vacancy.

Follow up meeting to discuss MRG appointment process with LM.

Update on EDI project

5.6

MRG requested a summary update that shows actions that have taken place over the last couple of years. In particular, an update on the contracted work recently undertaken by the EDI specialist was asked for.

There is time dedicated to EDI at the next Board Meeting. The Exec Team have put together a ten-point plan which includes governance and national network, local community leadership role, role as employee, scrutiny, and support. Progress report with action and timelines to be provided.

Angela Hodson

The ten-point plan is high level and includes a measurement tool that will be monitored monthly so the Board can see progress.

Action: Detailed ten point plan to be shared with Kirti Sharma and Chris Bent.

Update on Growing Membership project

5.7 2,500 responses to the membership survey. Audiences that were sent the survey were current Members, lapsed Members, event goers, sixes cricket database, ECB database. Christian Mullarkey

The Club is looking to grow the membership base, to have a more engaged and diverse Membership base.

Plan to specifically target any areas or communities with the survey, where we can grow more diverse responses by utilising the ECB Core cities programmes and local councils for diverse community groups.

Following this we plan to hold focus groups and meet people in person to better understand what is required from a membership at LCC.

Action Lancashire Cricket to engage with focus group from survey and MRG (Colin Gore) to introduce Lancashire Cricket to Diane Modahl Sport Foundation to assist with engaging with groups.

Social Media – Lancashire Cricket to review/Lancashire Facebook site

5.8 MRG asked how Lancashire can respond to queries on social media outside of their official channel Joyce Palmer

LCC recently employed a Digital Executive to assist with queries/questions posted on social media channels.

Action: James Price to brief new Digital Executive

Shared email account for MRG

5.9 MRG have requested a shared email address to allow one channel in for Members to contact MRG with any queries Kirti Sharma

To be discussed with Marketing team on how to set up

Action: Phil Johnston to discuss internally and arrange setting up

Code of Conduct for Members

5.10 MRG requested a more comprehensive code of conduct for Members is created. Whilst there is a detailed code for Board Members and Club employees, there is nothing of this scale for Members. Colin Gore

Action: MRG to liaise with Lee Morgan to update

End of Season Awards – Short notice for Members

5.11 MRG raised this point as Members were given minimal notice Chris Bent

LC are aware communications were late and apologised for this and recognise it wasn't helpful for Members to make plans

Action: Prepare arrangements early for 2022 season POTY awards

Lancaster Members – Proposal for 2022

MRG asked about the proposal of seating on the middle balcony for 2022 and how this affects 2021 Lancaster Members.

- 5.12 The Club have listened to Members' feedback and we will be offering an upgrade to the Club Suite balcony for a nominal fee on a match-by-match basis. Bookings can be made in advance to sit on the reserved seating balcony. We will be offering 2021 Lancaster Members a pre-sale and details will be communicated out in due course. If any places are still available on day of game Members will be able to book at the Ticket Office or Members' desk in the Members Lounge.
- Phil Clarke

Action: Communication for booking process to be sent to Members

Digital Membership – proposal to integrate into existing Membership category

- 5.13 MRG asked if Lancashire Cricket would be looking to integrate Digital Membership into another membership category.
- Chris Bent

This to be discussed as part of the 2021 Membership growth project.

Action: Proposals for 2023 memberships and benefits to be shared with MRG

New MRG Appointment (health impairment lead) recruitment process

MRG requested update on the recruitment of specialist appointment to the MRG.

- 5.14 Phil Johnston to arrange advert and Job Description to be sent out to Members on email and a letter to Members without email addresses. It is intended that an appointment be made before the start of the season.
- Phil Clarke

Action: Members to be contacted and invited to apply for new MRG position

Update on ground redevelopment (including Red Rose suite)

MRG asked for update on the redevelopment of Red Rose Stand.

- 5.15 Details have been sent out to Members regarding the first phase of demolition of Red Rose building including an FAQ document. The Club will follow up with details on further phases and update the FAQ document.
- Joyce Palmer

Action: Further comms to be sent out to Members

AOB

- 5.16 MRG have received feedback (significantly following the poor Ashes performance in Australia) that Members have concerns regards the state of red ball cricket. In particular, the squeezing of games last year into the beginning and end of the cricket calendar showed a disrespect to the four-day game.
- Colin Gore

Domestic cricket fixtures are due out on Thursday 20 January and this will highlight schedule change for 2022 red ball cricket.

Lee Morgan has recently taken over the Chair of the Heritage Group and is aware this is something that many Members are keen on and will feedback progress to the MRG.

Minute Ref	SUMMARY OF ACTIONS	
1.9	New Members - Look at appropriate dates for club officials and the MRG to meet up with new Members. This is a good opportunity to introduce them to EOT.	PJ
2.6	Junior Committee – Create a Committee that will be a think tank providing feedback to the Club through the MRG. Junior Committee to be set up before new season starts	KS / PJ
4.3.1	Covid Memorial – Lancashire Cricket to share Covid Memorial images offline	JP/PA/PJ
4.4.2.3 & 5.14	MRG vacancy – advert to be sent out to Members for the health impairment role so that an appointment can be made before the start of the new season.	PJ
4.5	Website – various issues fed back to the MRG – Jonathon Nuttall & Gaz Morris met with Joyce Palmer to go through ticketing & main website in detail. Changes noted and development work required for single sign in via the main website.	JN / CM / GM /JAP
4.7	Car parking strategy – communication to be sent out to Members to clarify the position Car Parking information to be communicated to Members prior to season	CM / GM
4.8	Payment cards – Jonathon Nuttall & Peter Ash to look at the viability of introducing such a scheme after the new till system has bedded in	JN / PA
4.9	Comms to Members with no internet access – Marketing to send letters for critical Members updates	CM
5.5	MRG marketing video to promote future vacancies – arrange separate meeting	JP / MRG
5.5	Follow up meeting to discuss recruitment process for MRG with LM	LM / MRG
5.6	EDI - Detail 10 point plan to be shared	KS/ CB / AH
5.7	Lancashire Cricket to engage with focus group from survey – CG to organise introduction to DMSF charity	CG / CM
5.8	New digital executive to be briefed on social media discussion	JP
5.9	Shared e-mail account taken off-line	PJ / KS
5.10	Code of Conduct – share with LC & agree process for launch	CG / LM
5.11	End of season awards – prepare statement for arrangements for 2022 season POTY awards	AH / CB
5.12	Middle balcony – communication to be sent to Members regarding booking process	JN

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
Turquoise background	Action postponed to a later date