

Minutes

Meeting	Lancashire Cricket Members Representative Group	Date	26th February
Location	BOX 1, Emirates Old Trafford	Time	17:00 – 18:57
Attendees	Liz Cooper (Director of Commercial Partnerships), James Price (Head of Marketing and Communications), Christian Mullarkey (Marketing and Communications Assistant Director), Mark Chilton (Director of Cricket Performance), Jo Dibben (MRG Chair), Simon Reynolds (MRG), Kate Crane (MRG), Gaz Morris (Head of Guest Experience & Membership Secretary), Freya Ryder (Membership Administrator/ minute taker)		
Apologies	Daniel Gidney (Chief Executive), Chris Peacock (Board Member), Phil Johnston (Member Relations Manager), Jonathon Nuttall (Head of Ticketing Strategy, Data and Operations), Angela Hodson (Sales Director), Justine Hewitt (Operations Director), Kirti Sharma (MRG Vice Chair), Phil Clarke (MRG), Mark Orr (MRG)		

#	Item
10.1	Welcome/Apologies
10.2	Approval of the Minutes from the November 2024 Meeting - The minutes from the November 2024 MRG meeting were unanimously approved.
10.3	<p>Matters still outstanding</p> <p>5.10 Membership guide (Handbook)- the MRG confirmed that they have reviewed the final draft of the 2025 membership guide. The Members' Booklet was noted as close to publication. Although some policies must remain flexible, such as arrangements for access to The Edge during T20s. Consequently, there will be match-by-match communication with regards to some notices.</p> <p>6.10 & 9.4 Access to pitch for spectators- the Club will make every effort to offer pitch access to spectators during the tea intervals of County Championship fixtures at Emirates Old Trafford. Lunch interval pitch access will be reviewed on a match by match basis.</p> <p>8.3.1 Member comms for cancelling tickets/ explore the option of creating a 'hand back your ticket' web page- the web page is due to be shared in the Members' Booklet.</p> <p>8.6.1 MRG X account to be used to clarify facts- MRG X account relaunched towards the end of 2024 and plans to invest more time on this in the near future.</p> <p>8.8.1 Include Junior Member access to the Middle Balcony and Pavilion Terrace in the Members' Booklet for 2025- confirmed as included in the Members' Booklet.</p> <p>8.9.1 Keep Members updated on any developments relating to The Hundred- latest update provided to Members during the Members' Forum on the 12th February. A copy of the update was emailed to all Members, as well as a feedback link.</p> <p>8.10.2 Review the decision surrounding an elevated view for T20 fixtures- for CC and MB50 games the plan is to open all stands as per the end of last season. The Operations team are devising plans according to dynamic ticket sales for the T20s.</p> <p>9.4.1 & 9.4.3 Include prospects of spectator access to the pitch to manage expectations- if relevant, this detail will be included in the match day guide and/ or through stadium announcements.</p>

	<p>9.7 Pre-match comms to include the likelihood of player availability to manage expectations- ahead of the 2025 season, there will be a piece of Member comms that will outline the CC squad. There are a few players who are on white ball contracts but may play a select number of CC games.</p> <p>9.8 Gauge potential interest on a 50 over 'festival of cricket' through a survey sent ahead of the 2025 season- included in the next Members' newsletter.</p>
10.4	<p>The Hundred & Cricket update (Mark Chilton)</p> <ul style="list-style-type: none"> - Preparations for the 2025 season are underway. The Women's Academy are currently in Mumbai with six coaching staff. The coaching staff includes the Head of Pathway, Stewart Davison. So far, there has been a lot of positive feedback emanating from the trip. The pro player, Eve Jones, is level three coach and alongside the squad. The trip provides a good opportunity to develop her coaching experience and instil some of her knowledge in the group. - The Club are close to an exciting new overseas signing, which they're hoping to get over the line very soon. David has been working hard on securing this signing. This is with the primary aim of bolstering the T20 squad for the Charlotte Edwards Cup squad. - Although in performance sport there is a reluctance to talk about winning trophies, it is certainly a key target to be competing and making the play offs in both competitions. The effort of the staff and players cannot be faulted. - The coaching staff have observed growth and improvement in the squad. There has been a lot of investment, and it is hoped that this will come to fruition during the season. - This year, the pre-season tours have been tailored to the men's and women's squads with a bespoke programme. Previously joint season tours have been undertaken with a focus on being fair and equitable. Although, at the request of David, this year's pre-season tours have been adapted to strike the best balance for both teams to maximise its impact. The men leave for their pre-season tour in Dubai on the 3rd March. The women's squad depart for Dubai on the 13th and, as their season starts later, they will then move onto India. Both teams will be in Dubai together for four days. - There is an event scheduled in Bangalore on the 18th March, which the men's and women's squads will attend. In recent weeks in particular, the Club have reaped the rewards of the partnerships and relationships built in India. The Hundred investment process has fed into this. - LC confirmed that the event is aligned with Marketing Manchester and Visit Britain. There is a focus on selling Manchester as a city but wrapping this around cricket. A couple of businesses based around Trafford that have representatives in Bangalore will lead talks at the event. It is hoped that a team from Lucknow will fly to Bangalore for the event, which should generate interest from some of the Indian press. Consequently, raising the profile of Lancashire Cricket, Emirates Old Trafford and Manchester which is a hugely positive thing. There are various stakeholders associated so there has been a lot of work involved in the event. Funding for the event has been secured from Visit Britain and Marketing Manchester. The aim is also to get some of the Lancashire players with Indian connections involved too. - With regards to the men's squad training, it has been more sporadic due to players' various locations and differing commitments. The small number of players that have trained at Emirates Old Trafford over the winter have performed well. Their training has been physically demanding. - Tom Aspinwall, Jack Blatherwick and George Bell have returned from Australia. - Rocky Flintoff and Mitch Stanley have been selected for an England Lions Abi Dhabi training camp. They will leave later in the week. Rocky has had a strong winter and is a talent. Mitch Stanley is a long-term project, and we hope to see him on the field more. He has a lot of potential but there has always been an awareness that he would be a two-year project. There is an ongoing challenge is to get him match fit. - Overseas signings are always challenging, particularly surrounding securing availability for chunks of the season. Overall, we're very satisfied with where the squad is at. Marcus Harris is proven run scorer in county cricket and will add solidity to the top order. He has experience of playing in England and already

	<p>an established relationship with Dale Benkenstein from his stint at Gloucestershire which is valuable. Michael Jones has also been training well.</p> <ul style="list-style-type: none"> - Jimmy Anderson is in good condition. He is currently in Pakistan for the Champions Trophy. His return date will be determined by how the competition unfolds. - There's a Desert Springs trip for the men's squad. This is a key trip which almost guarantees them time on the grass, which is a critical element of the squad's preparation, especially given the weather has been historically poor in the UK in late March. The trip provides a foundation ahead of the opening County Championship fixture at Lord's at the beginning of April. - Despite discussions with Daryl Mitchell, the Club were unable to reach a deal that suited both parties from a commercial and playing perspective. - It is difficult to secure long term commitment from players due to franchise cricket and the increased competition. The Club are pleased that we have secured Marcus Harris for the majority of the County Championship campaign. And Anderson Phillip adds potency to the attack. - The Hundred investment deal is exciting for the Club. MC noted the support received in securing an appropriate level of cricket investment. From a cricket infrastructure perspective, Farington is important and ensuring there is protection from the elements onsite through such things as extending the budget for a cricket shield. Other areas to consider are the Indoor Cricket Centre. - In addition, support around players is key. Although there is a lot of focus on Surrey paying up to the full salary cap, MC doesn't consider finance as any hindrance to securing some of the players that they have targeted in recent years. The attraction of a London location was highlighted as significant. - MC confirmed that recruitment is a focus. On the 1st April, clubs receive a list of players that are in the last year of their contract. From the 1st June, these players can be approached to allow them time to negotiate with their county. The Club have identified some players that they're potentially keen to target. <ul style="list-style-type: none"> - Member question: Have the rules surrounding overseas signings changed? We've signed four, so will these players be juggled around throughout the season? - Lancashire response: Yes, you can now register four overseas players and previously this was three. This affords us increased flexibility. But there is a limit of two on the field. The signings have been geared around competitions. Anderson and Marcus are available for the majority of the County Championship campaign. Ashton and Green are primarily T20 signings yet both play four-day cricket so there is some flexibility. - Lancashire comment: Counties round the table to discuss the legal aspects of The Hundred investment deals. AL, DG, Hill Dickinson, Club Lawyers and Lucknow Lawyers have been in lengthy meetings to discuss these elements. Lucknow representatives are currently in Manchester and are due to meet the ECB in London. Lucknow's appreciation of the support from Members was noted. Members' feedback on how The Hundred investment money is spent is currently being collated. The common themes and trends from this feedback will be identified and presented to the Board. The priorities include the bank loan, elite training facilities and Farington.
10.5	<p>Farington update (James Price)</p> <ul style="list-style-type: none"> - The project is on track. - The Community Oval at Farington is slightly behind due to bad weather. - There will be an upcoming comms piece on the planting of trees on site. - In addition, another LancsTV piece is scheduled over the next few months. - Dame Sarah Storey was due to visit the site towards the end of last year, but this was postponed due to injury. This will be rescheduled. <ul style="list-style-type: none"> - The formulation of a subgroup to be focused on Farington was discussed. The project is still in the early stages. There are likely to be a lot of questions that Members have, that we don't yet know the answers to. Nevertheless, Paul Allott is keen to provide updates to Members at Forums and/ or events. It was noted

	<p>that the Chair, Andy Anson, is keen to ensure that the Member facilities at Farington are as good as they can be.</p> <ul style="list-style-type: none"> - Measures to maximise the working group's effectiveness were discussed. An internal subgroup may be more effective in the first instance due to the number of operational, cricket, infrastructure etc that need to be addressed. - Member comment: communication was identified as very significant. One of the key areas of concern for Members so far has been the transport links. Other areas include facilities and seating. - Member comment: there is an untapped audience of Preston, Leyton, Chorley etc. This is one of the benefits of Farington. - Member comment: collating feedback from Members and gathering their questions on Farington will be ongoing. The MRG can feed the subgroup process and be involved in conducting research and actioning based on Member feedback. - Lancashire response: a Farington themed Forum was proposed. The MRG can be involved in shaping this. <p>Action:</p> <ul style="list-style-type: none"> - Set up a Farington themed MRG meeting with Paul Allott. - Schedule one of the Members' Forums to be Farington focused.
10.6	<p>Confirmed dates of MRG stand at matches</p> <ul style="list-style-type: none"> - The 2025 calendar for the MRG was confirmed. These dates will be included in the Members' Booklet and include: 11th April (MRG to be based at Pavilion reception on Day 1 of the opening County Championship fixture at Emirates Old Trafford), 31st May (MRG to be based in the Members' Suite between the games on the doubleheader), and the 5th August (when the MRG will assist with the operation of the shuttle buses at Sedbergh).
10.7	<p>Board recruitment</p> <ul style="list-style-type: none"> - Applications closed on the 31st January 2025. - Process is currently with NomCo. - There were seven female and two male applicants.
10.8	<p>MRG recruitment – recruitment update and next steps</p> <ul style="list-style-type: none"> - Currently there have been a low number of applications. - There are 2 vacancies on the MRG. - Applications are being reviewed. <p>Action:</p> <ul style="list-style-type: none"> - MRG vacancy to be included in the Members' newsletter to encourage more applications.
10.9	<p>Club Secretary role</p> <ul style="list-style-type: none"> - Clarity requested on the Membership Secretary and the Company Secretary distinction. - Simple table to be shared with the MRG to highlight the distinction between the roles following the changes to the Club Secretary role. - Any changes to references of the Club Secretary in the Club rules will be reviewed in the future, to allow for the changes to take effect and for any refinements to be implemented.

	<p>Action:</p> <ul style="list-style-type: none"> - Table to be shared with the MRG to provide an overview of the breakdown in roles for the Membership Secretary and Company Secretary.
10.10	<p>Members booklet & Match day guide/website</p> <ul style="list-style-type: none"> - Request for a consistent landing page for the match day guide to be hosted on. And for the information to be more concisely presented. - Member request for increased promotion of the Members' Booklet as it contains useful information. It was also noted that many Members do not read the match day guide in its current format and location. - Lancashire response: the Club website was acknowledged as requiring improvement. The match day guide is currently a word PDF format and work is required to enhance its presentation to encourage more Members to read it. - Member comment: website improvements were identified as an area for investment at the Members' Forum. - Lancashire question: what information do Members need as part of the match day guide? - Member response: for example, stand openings, access/ gates and timings, catering options (to enable planning) and car parking arrangements. - Lancashire question: a fixed location on the website that includes a section that can be adapted was proposed. - Lancashire comment: there are some complexities involved in determining which fixture it should land on, when do Members or spectators check the website for match day information and how far ahead of the fixture should the information be displayed etc. What information do Members tend to know already and what needs to be communicated? - Member response: can a pinned page be created? A page with basic information that stays consistent throughout the season but with a link to a document for specific matches. - Lancashire response: further work and discussions required internally to establish the best approach. <p>Action:</p> <ul style="list-style-type: none"> - Further internal discussions to take place to devise a plan for the match day guide.
10.11	<p>Spin magazine (James Price)</p> <ul style="list-style-type: none"> - The number of Spin issues published per year was discussed. - Potential for trialling one Spin issue per year, published at the end of the year. This will help to avoid any duplication of articles. And more pieces will be included in the Members' newsletter. - MRG feedback was encouraged. - Member comment: an observation has been made that all printed copies are collected at the beginning of the season from the Members' Suite. How many Members read the Spin? - Lancashire response: we get a few hundred Members that click through and read the publication online. - Member proposal: could there be a shift in focus to the Members' Booklet pre-season? - Lancashire response: increased focus on distributing physical copies of the Members' Booklet at the start of the season with one publication of the Spin agreed. <p>Action:</p> <ul style="list-style-type: none"> - Trial one issue of the Spin per year. - MRG to hand physical copies of the Members' Booklet out on the first day of the CC at Emirates Old Trafford.

<p>10.12</p>	<p>Equality Diversity and Inclusion – introducing and policy (signage)</p> <ul style="list-style-type: none"> - Helen Davies introduced herself and gave an overview of her role as an active lead on EDI for the Club’s employees, players, Members and spectators. The Club has an EDI welcome strategy with an external focus. But there is also an internal strategy too. Both are aimed at ensuring the venue is as inclusive as possible. The Club want to ensure that all staff and spectators feel safe and included. - One of the current projects is plotting the fan journey as part of a two-to-three-year strategy. The intention is to seek Member feedback on this topic to gain greater insight into people’s experience. In a broad sense, there is a focus on addressing some of the things that some people may take for granted. - Growing the membership and increasing diversity was highlighted as important. ECB policies and audits help to inform this process and create benchmarks. - In recent years, there have new additions such as the prayer room, sensory room and baby feeding room. - In addition, Level Playing Field are due to produce an audit comparing the match day and non-match day experience which will measure any difference. - Increased focus on ensuring that there is a sustainable investment in funds. - PJ was credited for raising trends in feedback with HD. - Member comment: we received a piece of feedback from a Member that the signage in the Pavilion should be more specific. - Lancashire response: the signage states that we stand against all forms of discrimination. Listing various forms of discrimination was considered in the production process but it was deemed more appropriate to use the word ‘all’. The signage is also displayed on screens, and in the hospitality suites. - Member question: do the men’s toilets have sanitary bins? There has been some coverage in the press following a campaign by someone suffering from prostate cancer. Some football grounds, such as Manchester United are responding positively with action. - Lancashire response: these aren’t currently provided but it is something that we can explore. The Club works with a number of third parties, and we can submit a supplier request. - Member question: request for the door to The Edge lifts to be open so that the wheelchair accessible area is readily available for any Members that require them. Towards the end of the season, steward deployment changed, and access became more restricted. - Lancashire response: steward deployment did change following the decision to open all stands during County Championship and MB50 fixtures. Accessing The Edge will feature in these discussions with the Head of Health & Safety as we prepare for the season. This is viewed as a priority and the Club are striving for increased consistency in their planning. <p>Action:</p> <ul style="list-style-type: none"> - GM to liaise with the Facilities team to submit third party request for male sanitary bins. - Access to The Edge to be confirmed/ communicated.
<p>10.13</p>	<p>Membership Card fulfilment (GM on behalf of Jono Nuttall)</p> <ul style="list-style-type: none"> - Membership packs will be dispatched to Members by the 21st March. - Digital membership opt in for 2025 - Member question: are those that opted in for the digital membership getting their memberships at a different time? How do they get their digital cards on their phone? - Lancashire response: Members who have requested a digital card will be sent an email by 21 March with details of how to download their card to their mobile wallet. <p>Action:</p>

	<ul style="list-style-type: none"> - LCC to run email content on the digital membership cards process by the MRG before sending.
10.14	<p>Former Players event</p> <ul style="list-style-type: none"> - Focus on increasing engagement with Members on former players' events. - Liaise with Warren Hegg to invite Members and/or communicate any existing events that aren't currently very visible to Members - Member suggestion: In particular, the Rugby League do this well and parade them around the pitch before a game at the beginning of the season <p>Action:</p> <ul style="list-style-type: none"> - Explore ideas such as a former players' match presentation and increasing Member engagement with former players' events.
10.15	<p>Impact on LCCC of Martyn's law (GM on behalf of Scott Tyldesley)</p> <ul style="list-style-type: none"> - The Club work closely with the CTSA and a provider of large-scale events we already abide by most of what is proposed in Martyn's Law. We will continue to improve these systems. Martyn's Law is still in draft form and it maybe a few seasons before the final law will take effect. We cannot fully confirm what the final requirements will be until it's has been released officially by Government.
	<p>AOB</p>

Minute Ref	SUMMARY OF ACTIONS	
5.10	Membership guide (Handbook) – Club to review with MRG and ensure all relevant membership information is captured in one place	JN/GM
6.10	Access to pitch for spectators – Review with other departments to see if can improve access to pitch at lunch break Meeting arranged with relevant department prior to start of season.	MC
7.6	Stand opening 2024 – Keep reviewing stewarding operation and review option to open part of E stand as overflow to Members pavilion.	MH
7.8	Future fixtures at Liverpool - Continue dialogue with Liverpool and site visit planned.	MC
7.12	Women's ticket allocation in Membership - Club to arrange for communications on this subject. This will be included in relevant comms	JP
8.3.1	Member comms for cancelling tickets/ explore the option of creating a 'hand back your ticket' web page - webpage to be shared in comms in 2025 ahead of the season	CM
8.5.1	Schedule formal and informal sessions for Members to enable them to engage with the Heritage project	JB
8.6.1	MRG X account to be used to clarify facts - direct any issues to the MRG email address rather than engage in debates. MRG X account relaunched in November 2024	MRG
8.7.1	Discuss Farington transport plans with Paul Allott	DG
8.8.1	Include Junior Member access to the Middle Balcony and Pavilion Terrace in the Members' Booklet for 2025	PJ
8.8.2	Red seats to be available across the County Championship and MB50 fixtures	PJ
8.9.1	Keep Members updated on any developments relating to The Hundred - continue dialogue through Members' Forums and more comms	JP/ GM
8.9.2	Explore supplementary Q&A format event - to enable Members to ask questions relating to The Hundred	JP/ GM
8.9.3	Webinars (The Hundred) to be hosted outside working hours to widen access - webinar hosted on the 9 th October 2024	JP/ GM
8.9.4	CP invited the MRG to share ideas on engagement with the subject of The Hundred	MRG
8.10.1	Review the decision surrounding an elevated view for T20 fixtures	PJ
8.10.2	Free scorecards - PJ to pick up ahead of next season	PJ

8.10.4	Share copy of the Board spreadsheet tracker with the MRG	FR
9.4	Policy to be developed for pitch access during County Championship fixtures- MC to consult Matt Merchant and anti-corruption.	MC
9.4.1	Include prospects of spectator access to the pitch in match day guides to manage expectations	PJ
9.4.2	Insight into the decision-making process for access to the pitch to be included in the 2025 Members' Booklet (due to late change this was removed from the Members' Booklet)	PJ
9.4.3	PA announcements on match days to include access to the pitch	JP/ WJ
9.5	Thunder match day guides to confirm access between Caffé Nero and the stadium	PJ
9.6	Additional social media promotion for the Members' Hundred Question Time event- to maximise Member attendance	JP
9.7	Pre-match comms to include the likelihood of player availability to manage expectations	JP
9.8	Gauge potential interest in a 50 over 'festival of cricket' through a survey sent ahead of the 2025 season	CM/ GM
9.9	Best practice for booking tickets to be included in Members' comms	JN/ CM
10.5	Schedule a Farington themed MRG meeting with Paul Allott	GM/ PJ
10.5.1	Schedule a Farington focused Members' Forum in 2025	GM/ PJ
10.8	MRG vacancies to be included in the Members' newsletter to encourage more applications	JP
10.9	Table to be shared with MRG to provide an overview of the breakdown in roles for the Membership Secretary and Company Secretary	GM
10.10	Devise a plan to improve the match day guide	CM
10.11	Trial one Spin issue per year	JP
10.11.1	MRG to hand out physical copies of the 2025 Members' Booklet to Members during the first day of the County Championship at Emirates Old Trafford	MRG/ PJ
10.12	GM to liaise with the Facilities team to submit third party request for male sanitary bins	GM
10.12.1	Match day access to The Edge to be confirmed and communicated	JH
10.13	LCC to share email content with the MRG on the digital membership card process	CM
10.14	Explore ideas for a former players' match presentation and increasing Member engagement with former players' events	GM/ PJ/ CM/ 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 MRG@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