

Minutes

Meeting	Lancashire Cricket Members' Representative Group	Date	30th August 2023
Location	BOX 1, Emirates Old Trafford	Time	15:00 – 17:00
Attendees	Liz Cooper (Director of Commercial Partnerships), James Price (Head of Comms), Chris Peacock (Board Member), Christian Mullarkey (Head of Marketing), Gaz Morris (Head of Guest Experience), Phil Johnston (Member Relations Manager), Mark Chilton (Director of Cricket Performance), Lee Morgan (Company Secretary) – MRG reps Colin Gore, Chris Bent, Kirti Sharma, Phil Clarke and Steph Neville		
Apologies	Daniel Gidney (Chief Executive), Jonathon Nuttall (Head of Ticketing & Hospitality Sales) Angela Hodson (Sales Director)		

Item

6.1 Welcome/Apologies/AOB

N/A

6.2 Approval of the Minutes of the January 2023 Meeting

- Unanimous decision to approve the minutes from the January 2023 meeting.

Matters still outstanding

- **4.3.1** – The Memorial Garden is not in a good state. The MRG expressed their disappointment over this particularly as there has been a request for the laying of ashes there.

Garden to be renovated as a matter of urgency and the process for laying of ashes to be created – Action MH / GM

- **5.11** (July 2022) – Matchday Guides are sometimes late to be sent out, especially if the game is at outgrounds.

This year has been better than previous, but still requires improvement.

6.3 - **5.10** – Membership Guide Update

This has been drafted by Phil Johnston, to be linked up with Marketing before finalised. Will be a digital handbook in pdf format. Benefit is that Members will be able to locate pertinent information all in the same place

- **5.11** – Music for 50 over matches

MRG has listened to Members' requests to have no music playing for games and confirmed that none was played for this year

- **5.13** – Coaches for away games

More feedback needed from surveys that will go out in winter period. Alternative options being explored by

Guest Experience Team. Travel Club option to be included in the guest experience survey.

- **5.14 – Player of the Year Award –**

Comms will be going out to Members in due course on this. The format of the event will change from the last few years to focus on purely Lancashire Cricket. Members will be given the opportunity to vote this year for the men's Player of the Year.

- **5.15 – Phone issues during the season**

Staffing resource has helped this year, MRG has had less complaints than in 2022 but it is still an issue. Wider Guest Experience staff to receive basic training on the Ticketing System Work is being done to anticipate the queries/issues ahead of time and provide appropriate communications to Members to reduce phone calls.

Cricket update (Mark Chilton)

- 50 Over games went well despite the unfortunate weather. Disappointing outcome as the side were beaten in the QFs vs Gloucestershire. Met core objectives of getting further first-team match experience for some of the Club's younger players (Aspinwall, Bell, Lavelle, etc)
- Update on the three men's players leaving the club (Matt Parkinson, Rob Jones & Danny Lamb) – Club looking to report back to ECB (along with other counties) & push back the date of 1 June when players can be approached by other counties in their last year of contract.
- MC thanked Dane Vilas for his contribution and service to LC on the announcement of his retirement from county cricket but he will continue to play in the South African T20 competition.
- Main objective for rest of season is to try and give opportunities to players who will feature next season and finish as high as possible in the County Championship.
- Weather & Rain has had serious impact on girls & boys pathway games. The positive is that we have 4 boys in the Lions squad.
- Thunder squad ready to recommence their Rachael Heyhoe Flint campaign with over 600 overs lost to the weather in the women's format alone this season.
- **Member Question:** Why was there no declaration on day 3 of Northants match?
- **Lancashire Cricket response:** *Those making the decision are aware of the consequences of declaring early or vice versa – this decision needs to be respected. It will always be made with the best interest of Lancashire winning, given the options at that point in time.*

MRG 2024 Recruitment

- The MRG recruitment process is ongoing, to be ready for next season. Over the last six months Members have been able to register their interest in joining the Group and interviews will follow shortly. Appreciation was given to James Price for the campaign that he ran to attract new Members to join the Group.

Available stands for CC & 50 over matches

- The MRG received many critical emails following the Northants game as a result of unavailable stands. The only stands open were the Sportsbreaks Terrace, Pavilion Terrace & part of Stand A (only after seating in front of the Edge was filled). Many members were seeking clarification on why this was put in place. It prevented many of them from sitting in their regular seats. Many commented on how these restrictions have not been seen at other counties.

- **Lancashire Cricket response:** *Priority was given to showcasing the new seating and suite in the New Development.*
There was a need to de rig in a number of locations around the ground following the Test Match, which also affected stand availability.
The Club follows the required local safety protocols and can't comment on other Counties.
Michael Hewson (Operations Director) & Steve Neill (Safety Officer) ensure that the safety protocols are adhered to and recognise the impact that it has on stewarding. The MRG asked for this to be reviewed following Member feedback.
The MRG suggested that evidence be sought from other similar sized grounds for comparison purposes over different formats.
The Club have listened to the MRG and committed to opening an 'upper' tier for elevated viewing at all games moving forward. It was recognised that this had been agreed previously.
This ties into the 'Welcoming Club' challenge section 6.14

Flexi members having to book tickets for CC & 50 over matches

- The MRG received many complaints from Flexi Members that now need to book a ticket on the App even for CC & 50 over games. They can no longer use their Membership card as in previous seasons.

The ticketing team are currently exploring options to ensure all Members are able to use their card to enter the ground rather than having to produce an extra ticket for next season.

6.7

- It was suggested that flexi-members online accounts could show how many matches they have attended and how many games they have left. There is also an issue surrounding Members that have different categories and cannot book tickets together. Members currently have to email a request as it is not currently possible to do online.

The ticketing team are also in discussion with the ticketing platform provider on this.

New Membership categories have been very successful and have attracted many new Members. The challenge is to ensure the technology can become more flexible and therefore make things easier for members.

Heritage Hub Update

6.8

- Really exciting project, however securing Lottery funding is a lengthy process and a lot of work is involved, but the final result could be very special. Work cannot commence until funding is secured (i.e. the National Lottery will not fund costs retrospectively) It will therefore be mid 2025 before any significant fit out work can commence due to the National Lottery application timelines & processes.
- An operational sub-group has been created which has significant member representation.
- The Club have been grateful for our President Sir Howard Bernstein's support and advice. Additional funding raising will be required to match Lottery contributions.
- The Heritage Lottery Fund have reported that their funding framework will be changing to Heritage Strategy 2033 – we will be the first applicants under this strategy which will create extra paperwork but the investment principles should be similar to those we have currently been working with.
- The feedback from the Members consultation process was very encouraging. Over 92% of Members agree or strongly agree with the objectives of the project. As many as 200 have expressed interest in volunteering for the project.
- Audience Diversity and increasing numbers being interested in heritage is the core outcome required by the National Lottery and a consultation plan has been created to address this and create/capture more feedback from the wider/more inclusive audience.
- Over the coming weeks we will be evolving business plans, performing risk assessments, establishing outline Activity Plans and preparing a variety of supporting documents. to support the Development Phase

application which will be tabled in February 2024.

Action: Project Team to keep Members updated regularly

Forum with other Counties

- 6.9
- *PJ has set this up with currently 10 other counties. It is a great initiative to share topics with other Clubs. Hot topics at the moment have been car parking and accessibility.*
 - *Varied levels of engagement from different counties*
 - *Other counties have invited their Grounds Staff to forums to talk about how they prepare the wicket etc. which is very popular. LCC to consider doing this in the future.*
 - *Suggestion for other MRG County groups to be approached*
 - *PJ & Robbie Stott (Stadium Operations) to go to other grounds and understand their guest & member experience and whether anything they do that works well can be adopted at our ground.*
 - *Other MRG County groups to be approached*

Access to the pitch for spectators

- 6.10
- *Members have expressed upset at children not being able to play on the outfield. The MRG pointed out that other clubs allow it.*
 - *MC understands it is not very friendly or welcoming and gave some background on restrictions caused by the ECB anti-corruption unit. There has also be occasions where Head Groundsman Matt Merchant has asked not to have spectators on the outfield, due to the ground being wet, etc. With the amount of high-profile cricket, this also needs to be taken into consideration.*

Action: It was agreed that LCC will review the situation and hopefully open up some of the outfield for children to play on in the interval.

Food prices in the Edge

- 6.11
- *Members have commented on the food prices being too high and not in-sync with the Members Lounge.*
- The Club see the Edge as a more premium serve-to-table experience that is not meant to reflect the same offering. The aim was to give a different offering than the Pavilion with restaurant serve to table.*
- *Feedback from Members is that they feel it is a hotel restaurant that is open to the Members, rather than a members' space.*

Action: Club agreed to organise a meeting to discuss further with a MRG rep (SN) present.

November Coffee Morning

- 6.12
- First Coffee Morning went well – 130 attendance and lots of positive feedback received. Club is excited for the next one and look to include a talk from the Grounds staff & male & female players for Season wrap-up.*

Want to ensure there is a provision for Children entertainment moving forward

Action: Date to be agreed and circulated to members

New Member Event Follow Up

- 6.13 - MRG suggestion for feedback from first group. They are a more diversely represented group and as new members may provide rich data for improvements etc.

Action: Club to look to arrange survey to Members who attended the New Members event earlier in year

“Welcoming Club” Challenge

- 6.14 - Members have commented that some issues they have faced this season don't meet with the Club's welcoming objective (stand closure, pitch access, ground access, etc)

Club acknowledged members frustrations

Platinum Members Wall

- 6.15 - Members have expressed frustration at missing names or names that have been half-hidden. It was also pointed out that disappointingly there was no launch of the wall to introduce it to Members.

GM expressed accountability and apologised that it is not correct and have since realised that there is an issue with the database used and they will look into how this can be resolved so that everyone's contribution is recognised.

AOB

Junior link to MRG

- 6.16 - KS provided positive feedback from her discussions with two young members of LCC. They provided a different view of the experience of coming to watch the cricket. The MRG will continue to involve them throughout the oncoming months and into next season.

Next meeting TBC

Minute Ref	SUMMARY OF ACTIONS	
4.3.1	Covid Memorial – Garden to be renovated and a process for the laying of ashes to be created	MH / GM
5.10	Membership guide (Handbook) – Club to review with MRG and ensure all relevant membership information is captured in one place	JN/GM
5.13	Coaches for away games – Club to communicate with Members regarding a potential travel club to gauge interest	GM
5.15	Phone issues during the season –Wider Guest Experience staff to receive basic training on the Ticketing System. Club to identify the queries/issues ahead of time and provide appropriate communications to Members to reduce phone calls	GM
6.6	Stands open for CC & 50 over comp -Michael Hewson & Steve Neil to review the impact that safety protocols have on stewarding policy & stand availability. The MRG suggested that evidence be sought from other similar sized grounds for comparison purposes over different formats.	MH
6.7	Flexi & Standard Members having to book for CC and One Day Cup – Club to explore options to enable access to games on Membership card next season. The ticketing team are also in discussion with the ticketing platform provider to enable Members with different categories to be able to book tickets together.	JN
6.8	Heritage hub update – Club to update Members regularly on progress of project	LM
6.9	Forum for other Counties – Other MRG County groups to be approached. Grounds staff to be invited to a future Forum. Club to visit other grounds and understand their guest & member experience. MRG to liaise with other similar Groups.	PJ / MRG
6.10	Access to pitch for spectators – Review with other departments to see if can improve access to pitch at lunch break	MC
6.11	Food prices in the Edge – Arrange meeting to discuss and invite MRG rep (SN)	PJ
6.13	New Member Event Follow Up – Arrange survey to attendees around first year as Member to gain feedback	CM
6.15	Platinum Members wall – Club to look at missing names and arrange new artwork for next season to be installed	GM

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 mrglancsc@gmail.com

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