



Minutes of the meeting of the Lancashire Cricket Members Representative Group

Held at Emirates Old Trafford on Wednesday 7th August 2019 at 16:00.

Present (MRG): Colin Gore, Amanda Fearn, Kirti Sharma, Chris Bent, Daniel Kupusarevic

Present (Lancashire Cricket): Daniel Gidney (Chief Executive), Justin Hopwood (Sales & Marketing Director), Phil Johnston (Senior Membership Executive), Peter Ash (Conference and Events General Manager), Jonathon Nuttall (Head of Cricket Sales), Warren Hegg (Head of Cricket Business), Alice McCready (Event and Project Manager), Sandy Mitchell (Head of Community Growth), James Price (Senior Communications Manager)

Apologies: John Lord, Tony Shaw, Paul Allott (Director of Cricket), Anthony Mundy (Director of Operations)

5.1	Welcome/Introductions/Apologies
5.2	<p>Approval of the minutes of the April meeting</p> <p>The minutes from Monday 1 April meeting were approved.</p>
5.3	<p>Review of actions/matters outstanding</p> <p>Previous actions were discussed and reviewed;</p> <p>1.4.3 Club to review membership categories</p> <p><i>Lancashire Cricket response: After consultation with the MRG, the membership structure was approved internally and updated Membership packs to be sent out week commencing 19 August</i></p> <p>2.3.10 & 2.4.6 Stand and End naming – Brian Statham & James Anderson - permanent, raised level sign will be installed at each end and there will also be a lower level sign at each end. Phil Johnston is currently working with a signage company to look at options and sizes. The MRG will be invited to look at suitable locations for this signage prior to installation and have an input and view. Warren suggested Audrey Statham would be invited for a photo opportunity. Formally opened at Championship game. There will be a higher level sign (in view of TV cameras) and a lower level sign for members to take pictures.</p>



Lancashire Cricket

	<p><i>Lancashire Cricket response: Signage now agreed and company briefed for installation in early September for the end naming. Jimmy and member of the Statham family to be invited to the unveiling.</i></p> <p>1.12 Members noticeboard</p> <p><i>Lancashire Cricket response; confirmed that Members update has been regularly updated for match days</i></p> <p>3.7.3 Championship pennant unveiling – when will it be displayed</p> <p><i>Lancashire Cricket response: The original 2011 County Championship Pennant will be up by the end of this season and will be located in the Members area in the Pavilion. One possibility is to display on the wall where international caps are displayed (international caps will come down as looking to create an international honours board). Hopeful to have in place prior to last home game.</i></p> <p>4.3.1 Members Forums lack of minutes</p> <p><i>Lancashire Cricket response; Agreed to look at publishing a summary of forum items discussed at member cricket forums as well as pre-promoted questions for planned facebook live, or other social media, Q&A/forum sessions. One option is for members to send in questions.</i></p>
5.4	<p>Cricket Update</p> <p>Warren Hegg, Head of Cricket Business, offered an update to the MRG on team performance. Positive on all fronts with five wins from 10 games and unbeaten in Specsavers County Championship. Team spirit has been outstanding all season and the players have loved the EOT atmosphere (significantly at the T20 matches). The team has strength in depth with quality back up in all areas of the game.</p>
5.5	<p>Members Survey</p> <p>Take up from Members is low being only a 17% take up among the Membership.</p> <p><i>MRG response: If Members aren't taking this up now can we change anything? MRG suggests incentivising and shortening the survey as some feedback from the Members is that it the survey is too long. Also suggestion for quarterly survey to accompany Spin magazine.</i></p> <p><i>Lancashire Cricket response: We offer a prize draw to incentivise. However, we could look into a shorter/bitesize survey, with an option to</i></p>



Lancashire Cricket

	<p><i>complete a longer version, with the aim being to capture more responses from more members, but we need to be careful that this does not dilute the importance of the survey.</i></p>
<p>5.6</p>	<p>MRG2 resignations/the future</p> <p>MRG to discuss with club how the future structure of the MRG can be shaped.</p> <p><i>MRG response: MRG and Club to agree a date/time to discuss and then approve and sign-off. Next season will see the completion of the agreed two year term for some members</i></p>
<p>5.7</p>	<p>Heritage Project and Jack Simmons OBE</p>
<p>5.7.1</p>	<p>The MRG has offered its support regarding the current heritage initiatives. In particular the Warrington Heritage Group are keen to share their experience regarding 1) Heritage Lottery funding for museum related projects and 2) Warrington Wolves, who have developed a community led approach to their heritage initiatives.</p>
<p>5.7.2</p>	<p>It was agreed that members of the MRG with direct experience would be welcome to input details, thoughts and their time as the heritage project(s) progress and grant applications/funding develops. In particular, some members from the Warrington Heritage Group who have recently been involved in successful HLF bids will be invited to feedback any lessons learnt.</p>
<p>5.7.3</p>	<p>The MRG provided background to the Mendoza Review which is a critical document for museum related projects in helping shape a funding bid.</p> <p>Action: Lee Morgan, Sandy Mitchell and Chris Bent to meet up for an initial scoping session.</p>
<p>5.7.4</p>	<p>New Stand: Discussions on the next steps for the Red Rose Suite (stand) have progressed substantially, with a more formal update to follow to members when appropriate.</p> <p>Plans include a new and additional Members area on County Championship and One Day Cup match days.</p>
<p>5.7.5</p>	<p>The MRG has set-up a visit to Warrington Wolves with representation from the Club for 14 August to have a look at how the Wolves has developed its heritage project.</p>
<p>5.7.6</p>	<p>WH confirmed that there will be a new Lancashire and Ashes exhibition to be arranged in the Members long room for Ashes.</p>



Lancashire Cricket

5.7.7	<p>There will also be a special presentation from Nathan Ridings to Jack Simmons OBE of a signed wicket by all the players who were involved in his Tasmania Testimonial match. The MRG has been in touch with Gill McClelland (Manager of Tasmania Cricket Museum) with regards to the signed wicket donated to the club. Presentation and publicity arranged for 30th August. Jack to be given copies of the newspaper reports of the match (provided by Tasmania Cricket Museum) together with the signed wicket.</p> <p><i>MRG response; can we also involve James Faulkner due to his connection</i></p>
5.8	<p>Sedbergh Operations</p> <p>Lancashire Cricket to arrange Spin article on the game at Sedbergh School.</p> <p>Decision to take game to Sedbergh was a cricket decision based on facilities and first class wicket, and the Club has received a huge amount of positive feedback and a wide range of media coverage.</p> <p>MRG response: <i>From an MRG point of view the organisation of this fixture went well. Members who went were receptive to everything the club did. The MRG worked closely with the club on both the build up and the days of the game in particular regarding the train and shuttle bus arrangements. There was much positive feedback from members for the help provided by MRG members</i></p>
5.9	<p>Comms, ticketing & website</p> <p>5.9.1 Comms: The Club continues to offer updates on player's injuries and availability where possible.</p> <p>5.9.2 Spin magazine is expected to land in the last week in August/first week of Sept, and will include articles on Jack Bond, ICC Cricket World Cup, Sedbergh, Members survey and a number of player features.</p> <p>Ticketing update:</p> <p>5.9.3 Ashes – First 4 days sold out and 11k sold for day 5</p> <p>5.9.4 3D views – view from seat on website is a new addition to ticketing software that is available for members and ticket buyers.</p> <p>5.9.5 Digital tickets are becoming more popular, with 80% Ashes tickets booked online and a high percentage of these being digital tickets rather than printed tickets. Changes in technology from Ticketmaster to Secutix has allowed for this. The Club is looking at other new innovative software and developments to enhance the ticket buying experience.</p> <p>Ticket resale platform – The Club has launched a new ticket resale platform on its main ticket site, with this up and running for the Ashes, for</p>



Lancashire Cricket

5.9.6	ticket buyers who want to re-sell their tickets. Ticketholders are able to re-sell their tickets at between 50-100% of face value, offering an ethical resale of tickets.
5.9.7	Memberships – Renewal packs to land week commencing 19 th August, on general sale 10 th October.
5.9.8	Red Rose Membership will be renamed 1864 Membership for the 2020 season, other membership types available in 2020 will be Lancaster, Traditional, First XI, Blast, Digital and Junior. Pricing is restructured. New Blast membership sees the Blast season ticket become a Blast membership.
5.10	Catering and Facilities
5.10.1	Overall feedback has been good from Members over the 2019 season.
5.10.2	Cash payment has caused some queuing in Members for T20s, due to the increased demand and attendance at these fixtures, but a new queuing system has been introduced.
5.10.3	Caffe Nero has been busy on match day as they are offering something different.
5.10.4	The Red Rose suite has been much busier and has had refresh with new furniture and décor, which provides an enhanced environment.
5.10.5	Card only bar points have also been introduced around the ground to speed up serving time
5.10.6	<i>Regarding members queries about reusable cups being used in long room/members areas – these are sent away for washing. Club to note this in next issue of Spin to make clear for members.</i>
5.11	Foundation update
	A new five year strategy that is set to drive greater participation in the game has been agreed, this includes extensive consultation with the entire game, which will deliver a far more proactive programme.
	The Club and the Foundation are finalising the last few details around a new wide-reaching cricket project in Greater Manchester to allow cricket to thrive, with details to be announced in September.
	MRG response; happy to assist in future
5.12	Cricket World Cup Feedback
	We received great feedback from Members and Media, 5 out of 6 journalists on The Times voted Emirates Old Trafford as the best ground across the entire Tournament.



Lancashire Cricket

5.13	Visit of John Beattie On the back of a request from the MRG, the Club arranged a visit for the family of one of the Club's former Presidents. The visit was co-ordinated by the MRG and saw three generations of the family meet the Chairman, enjoy lunch in the 1864, have a tour of the ground and meet former players such as David Lloyd. MRG response; the detail and structure of John Beattie's visit worked well and can be used in future, massive thanks from MRG to the Club.	
5.14 5.14.1 5.14.2	AOB Proposed date for MRG only meeting Monday 16 December 2019 Request for ties in club shop – Confirmed shop will be ordering stock of ties for sale.	
Minute Ref	Summary of Actions	Responsible



Lancashire Cricket

<p>2.3.10 & 2.4.6</p>	<p>End naming – Brian Statham and James Anderson - permanent, raised level sign will be installed at each end and there will also be a lower level sign at each end. Phil Johnston is currently working with a signage company to look at options and sizes. The MRG will be invited to look at suitable locations for this signage prior to installation and have an input and view. Warren suggested Audrey Statham would be invited for a photo opportunity. Formally opened at Championship game. There will be a higher level sign (in view of TV cameras) and a lower level sign for members to take pictures.</p>	<p>JH / PJ</p>
<p>3.7.3</p>	<p>Championship Pennant 2011 - The Club's stadium operations team is currently looking at options for display and location and the suggestion(s) will be presented to the MRG for their views. One possibility is to display near the wall where international caps are displayed (international caps will come down as looking to create an international honours board). Hopeful to have in place prior to last two home games.</p>	<p>AM</p>
<p>4.11</p>	<p>Museum, heritage, library - A bid for heritage lottery funding will be made. Having recently been briefed by a HLF senior executive, CB to feed back to DG the new, updated strategic approach to securing funds.</p>	<p>CB</p>
<p>4.11</p>	<p>Timeline of LC history around the ground. Group to visit Warrington RL Club to see their heritage timeline and future initiatives.</p>	<p>PJ / CB</p>
<p>4.3.1</p>	<p>Members Forum Minutes - The Club is looking at ways to diversify forums by making them more accessible to Members, including online forums and using social media platforms (e.g. Facebook Live) to connect Members who cannot attend in person. Ideas will be presented to the MRG for thoughts and feedback.</p>	<p>JH</p>
<p>4.3.2</p>	<p>Website - Up to date information regarding the out grounds to be published. The Club will also look at any problems with accessing historical data.</p>	<p>JH</p>
<p>4.8</p>	<p>Former player's initiative - Warren Hegg is leading on this project and will present to the MRG. Update – the club now have a database of former players and hoping to also incorporate injured players into scheme. There will also be a cap initiative for former players MRG (CB) appreciated scheme and this should help bridge gap with members who thought cricket connection has been lost.</p>	
<p>5.5</p>	<p>Members survey - MRG to work with Club to come up with shorter/more bitesize version. Champions meeting to be arranged. MRG suggested quarterly surveys perhaps to go out with Spin issues as currently there is a poor take up amongst members. Also suggested prioritisation of topics.</p>	<p>HC</p>
<p>5.6</p>	<p>MRG2 resignations/the future - MRG to discuss with club how the future structure of the MRG can be shaped.</p>	<p>JH/CG</p>



5.7.1	Heritage project - MRG to assist club on heritage project	PJ
5.7.2	Club to arrange presentation to Jack Simmons OBE on 30 th August 2019, including video interviews and include James Faulkner if possible	JP
5.7.3	Lee Morgan, Sandy Mitchell and Chris Bent to meet up to discuss the Mendoza Review of museums, in light of a future HLF bid	LM,SM,CB

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

Grey background Action postponed to a later date