

MINUTES OF GLOUCESTERSHIRE COUNTY CRICKET CLUB

MEMBERS' WORKING GROUP MEETING.

HELD AT THE SEAT UNIQUE STADIUM

ON 13TH MARCH 2024

ATTENDEES

Members:

Matt Davies
George Cook
Wendy Body
Chris Toft
John Gordon
Dominic Ferguson
Jim Bath

GCCC staff:

Neil Priscott	COO
David Finch	Ticketing & Membership Administrator
Ellen Mutch	Executive Assistant (Minutes)
Austen Cornell	Head of Ground Operations

MATTERS ARISING

1. Introductions & Apologies.

Apologies:

Ruth Sharville	Member
----------------	--------

- New Head of Ground Operations, Austen Cornell was introduced to members.
- Austen has a background in the Prison Service, Private Security and Operations for Centre Parcs.

2. Club Update

New ground development:

- MWG had previously requested that a Board member attend a meeting of the group. NP suggested that, as there had been no material update on the ground development since meetings held with Members in December 2023, a Board member involved in the new ground project should attend the next meeting.
- The Club have made representations to Bristol and South Gloucestershire Councils regarding plans to develop a new ground. Active negotiations are currently underway with landowners, property developers and both Councils.
- There is an estimated timeline of 3-6 months to agree a deal.
- The CEO will update Members on the status of the project at the AGM in April.
- The main focus for the club remains on the day-to-day running of our operation and commercial opportunities in the short/medium term.
- Running matches within the tight footprint at current ground is a challenge.
- MD asked: When will this process begin to cost the club money?
NP confirmed that nothing has been agreed or signed by the Club yet.
So far, the only expenses have been around £1k for consultant fees.
The Club have been using expertise from current and former board members to support on a pro-bono basis.
- Going forward, however, consultancy fees will need to be written into the Club's financial planning.
- The CEO is spending some of his time on the project alongside other duties.

Action	Assigned to	Target date
Invite Board Member to next MWG meeting	EM/DF	

ECB:

- Future ECB funding was discussed. Although lacking absolute clarity on specific amounts that will be distributed to the counties, the Club is confident that it will be securing additional income from the governing body.
- We are expecting to receive these details as part of the next iteration of the County Partnership Agreement(CPA).
- CPAs are the standards set by the ECB which each County must meet to secure funding.
- The ECB are considering selling a 50% stake in the Hundred in late 2024 alongside adding more teams or moving to a 2 tier model.
- GCCC would have a share in profits from the sale, alongside all other counties.
- The Club have always made clear it's interest in being the next club for a franchise team. An update on this area will also be provided at the AGM.

Women's Cricket:

- The ECB have proposed major changes to Women's franchise cricket, including a tiered system.
- The club have tendered a bid to host a tier 1 women's franchise team (Western Storm) and have been invited to present our bid at Lord's.
- Gloucestershire currently hosts 75% of Western Storm training sessions.

- Outcome of that bid will be known in mid-April.
- Following this announcement, the ECB will open up a bid tender to be a host venue for the ICC Women's World Cup 2026.

3. Relationships with the Regional Committees

- Members asked if the club wanted to revive Regional Committees and what resources are available to enable this?
- Traditionally committees raised money that went towards the Academy prior to ECB taking over funding.
- NP asked if members of MWG want to take a lead on the liaison with regions/regional committees?
- The Marketing Team is quite small and have limited time/resources to put into specific projects.
- Content re the Exiles has been posted on social media which has led to new members joining.
- Need for clear remits/terms of reference for each regional committee.

Action	Assigned to	Target date
Add list of regional committees to website so they can be contacted directly	DP	
Arrange meeting with Regional Chairs	NP	
Attend next regional Committee meeting	GC	

4. Match Day arrangement 2024. Including Reciprocal Arrangements (with specific reference to Cheltenham)

- With a view to saving on staffing costs, gates will open one hour before the start of play for County Championship and One Day Cup matches at the Seat Unique Stadium; other Counties do similar. This could potentially save around £20k over the season on stewarding/staffing costs.
- The Club are considering the implications of doing the same for the CC match in Cheltenham but have not made a decision on this at present.
- The Club will monitor how many people are coming in via Ashley Down Road on an average County Championship match day to help in deciding whether that gate should remain open during those matches.

Ashley Down Train Station:

- GWR have informed the Club that the station is due to open at end of August 2024. This means it won't be available for most of the season.

Cheltenham:

- An application to extend the licence to increase capacity is in the consultation phase.
- More temporary stand seating has been ordered this year because of the expected higher attendances (with the return of T20 cricket to Cheltenham).
- More concessions and toilets have been booked to cater for an increase in capacity.
- Ticket sales for all matches has been very positive so far.

Reciprocal arrangements for Members (Cheltenham)

- Last year, Members of the opposition county were allowed entrance into the Members’ area; this arrangement will continue in 2024.
- There will be no Members’ area for T20’s at Cheltenham.
- The MWG agreed that the reciprocal arrangements in place with Worcestershire, Essex and Hampshire would not apply to the Championship match at Cheltenham.
- It was noted there is a slight premium on all tickets for Cheltenham (including Western Storm) because of the higher match costs.

Action	Assigned to	Target date
Draft Communication to Worcestershire, Essex and Hampshire re reciprocal arrangements	DF	
Research other Counties’ reciprocal arrangements and add findings to agenda for post-season MWG meeting	DF	

5. Junior Membership – overall offering and free shirt promotion.

- Members asked if it is possible to introduce a parent/family membership to allow different parents to attend with a child using one membership. This could apply to carers for disabled supporters too.
- Somerset have an associate membership for people who can only attend limited number of matches.
- Photo cards were developed to prevent memberships being shared.
- Members asked that Junior shirts be ready to distribute prior to Christmas. This is dependent on Front of Shirt Sponsors being confirmed in time which wasn’t the case ahead of the 2024 season.

Action	Assigned to	Target date
Consider option of associate/parent membership	Neil/DP	Review in mid-Summer

6. Mike Procter Memorial

- Feedback from Members was that the response from the club was excellent and well received by Members and supporters. The Comms around it were also great.
- Members asked what can be done by the club to celebrate/commemorate him on a permanent basis?

- The GCCC Heritage Trust are producing books called Spotlight, including 150th edition focused on Gilbert Jessop which will be available at the beginning of the season.
- The Mike Proctor title will be available at Cheltenham.
- Outside Edge from Exiles will focus on Proctor in their April edition.
- Ideas from Members welcomed for a permanent memorial.
- Options considered to celebrate his life further included dinner, social event, named stand/end/recognition award. Additionally, the Heritage Trust will be presented with a Billy Midwinter bat at the Men's ODI.

Action	Assigned to	Target date
Discuss permanent memorial for Mike Proctor with CEO and Board	Neil	

7. AOB

- AGM – Remembrance of past players/Members, video display with pictures and music. MD agreed to assist in producing this, NP thanked him for his help which is much appreciated.
- Website update – Work has been done on a tender for the new site but there are some issues identified with Single Sign On and data loss.
- Streaming – there will be an in-house commentary team for the T20's; talks are in progress with potential sponsor in this area. BBC commentary will be used for other matches.
- Merchandise – We will be introducing some new product ranges to the shop for the season.
- Members Survey – we plan to do this post season. The Club will draft some suggested questions at the next meeting.

Action	Assigned to	Target date
Invite Marketing Manager to next MWG meeting to update on website and comms	David Finch	
Ensure that items advertised on website are available to purchase from the online shop	Neil	
Add members' survey questions as item on next agenda	Ellen	

8. Conclusion and date of next meeting

Date TBC in May date prior to T20s.