

Minutes of Gloucestershire County Cricket Club Members' Working Group Meeting

Held at Seat Unique Stadium

on

Monday 31st March 2025 4-6pm

In attendance:

Members
Chris Toft
Matt Davies
Wendy Body
George Cook
John Gordon
Ruth Sharville
Max Wiltshire
David Oates

Also in Attendance	Role
Neil Priscott	CEO, chairing the meeting
David Finch	Club Administrator
Austen Cornell	Head of Ground Operations
Ollie Bennet	Ticketing & Data Operations Manager
Peter Matthews	Chair
Kerry Lock	Board Member

1. Welcome and Introduction

- NP welcomed new members Max Wiltshire and David Oates.
- PM welcomed the Group and referred to upcoming Members' Meetings and the AGM. He acknowledged the conciliatory nature of Club Forums over the winter and will thank the MWG at the AGM.
- NP highlighted the confidentiality of certain topics discussed at MWG meetings

2. Club Update

Operations (Austen)

- *Scoreboard*
LED Studio are due to be completing the project tomorrow (1/4). Testing will be taking place next week ahead of the opening home Championship match.
- *New Bar*
A new 'fast pour' matchday bar has been built at the Kennington Avenue side of the ground in what was formerly the groundsman's shed. Thatchers have been kitting it out, it has been partially sponsored by St Austell.
- *Nevil Road entrance*
The entrance was too narrow, slowing down ingress on major match days. The old security hut has been removed meaning that 24 pedestrian lanes can be created when required. Bollards have also been removed in the parking area on ECB advice.

Website (Neil)

- The new website is due to be launched in mid-May.
- It is being built by Yellow Panther who also designed the Somerset website.
- It will be live by the next meeting.

Finance

- NP is proud of the financial results for the year just ended which will show a turnaround of approximately £1,000,000 - a deficit of around £400K, however a positive EBITDA of +£200K.
- PM confirmed that the deficit was largely due to exceptional costs – pay-offs to departing members of staff, interest and depreciation. He acknowledged that the Club are still a long way from being where it needs to be.
- KL advised that we are budgeting for a small surplus in 2025. Annie has been putting in place more rigorous processes. The financial reporting is now more comprehensive, regular and reliable.
- There is a bigger focus on selling. Jess Sleep has been employed to sell conferencing and events, James Rendell's role is selling tickets, membership and hospitality with a focus on group and corporate bookings.

3. Club Strategy

- There is an ECB deadline of the end of April for submission of a Club strategy. This is an intense piece of work that could only commence in earnest after Neil's appointment as permanent CEO.
- Our proposed six principles/objectives are:
 - i) To be as inclusive as we can be
 - ii) To take Women's cricket into a professional era
 - iii) To produce our own players, male and female.
 - iv) To compete in all formats in men's cricket
 - v) To be financially sustainable and commercially growing.
 - vi) To develop inspiring venues.
- The Club aim to have 2000 additional members by 2029.
- Project Grace will continue alongside potential development projects at Nevil Road. Existing plans for development behind The Mound Stand which already have planning permission (permanent toilets and concessions) may proceed.
- PM – we must be prepared to invest to avoid any risk of losing Category B international status beyond 2029
- KL is researching options for non-cricket related income streams at any prospective new site – hotels, doctors' surgeries etc.

4. Communications

- David Oates asked if a noticeboard could be installed in the TBK to aid communication with those members who might not use social media nor regularly visit the website. NP/OB highlighted that advertisements are regularly shown on the TV screens around the ground however it was agreed that a notice board would be put in place.

ACTION POINT: Austen to source and instal a noticeboard

- It was agreed that MWG minutes will continue to be published on the website but will also be e-mailed to GCCC Members once approved.

5. Seat Unique Stadium, ground queries/updates

- Chris Toft asked about progress with the hearing loop, having received queries from Members. Austen advised that the cheapest quote obtained is for £7,500, he is waiting to confirm arrangements with the Finance Team. The Club will be hiring the equipment for the upcoming Members' meetings.
- Hammond Roof – the seating has been re-positioned on the Hammond Roof now that the issue of water ingress into TBK has been resolved. TBK will be repainted. Arrangements for The Hammond Roof will be reviewed ahead of tickets going on sale for 2026 internationals.
- NP reported that the ECB would like us to pilot a project, Access Able, who will visit the ground to give us an audit on our accessibility.
- An update was requested on the taps and hand dryers in the Gents toilets on the Ground Floor in the Pavilion. Austen confirmed that the hand dryers are going to be moved and the taps will be replaced.

ACTION POINT: hearing loop, taps and hand dryers (Austen)

6. AGM/Members' Meetings

Members' Meetings

- Meetings are scheduled on 14th April at Bristol and 24th April at Cheltenham Town Football Club.
- The main purpose of the meetings is to discuss the Hundred and the impending windfall resulting from its sale.
- The Club will readvertise the meetings to Members.

AGM and Board Make-Up

- Neil thanked Matt once more for offering to provide the VT for the 'In Memoriam' section.
- Three constitutional amends will be put to the membership:
 - i) A revised version of the complete document, tidied up to remove all gender specific language
 - ii) An amendment to restrict the term of office of the Patron to five years with an additional five years if mutually agreed.
 - iii) A resolution allowing David Lawrence to continue as President for a further year.
- In response to a query from John Gordon, PM confirmed that David Graveney would be standing for a further year. Two further members

expressed an interest in putting themselves forward, they will start by serving on Board sub-committees.

7. Cheltenham Festival

- The CCF Taskforce met this afternoon and have reiterated that The Festival cannot continue losing money.
- There will be no second Members' stand this year
- The New Club and The Old Patesians are returning for 2025.
- The Hub Tent will be the focal point of The Festival
- Chris Coley has become the Chair of The Festival.
- Venatour are helping us sell hospitality, the College have also offered some flexibility on our commercial agreement.
- Max asked about Junior Activities. NP confirmed that there will be an Open Day at Bristol on 11th May largely centred around events for Juniors. A calendar of events for Cheltenham is currently being put together, again with specific plans for children's activities. The Club will come back with an update on this.
- PM noted that the county is in some ways divided. We need more people from Bristol to go to Cheltenham and more members from Cheltenham to go to Bristol.

8. 2026 schedule

- Active consultation has now started between the counties.
- The Hundred will almost certainly remain in its August slot with 50 over cricket played at the same time.
- There are a variety of opinions on how much cricket should be played. It is likely there will be some reduction. Hundred clubs may be happy to have fewer Blast matches. This is a very nuanced debate, there will need to be compromise on all sides.
- The Cricket Committee view is that the Championship format should give all counties the opportunity to win the competition at the start of the season. Also, it supports a T20 structure that offers an 'appointment to view' on Fridays and Sundays.

9. AOB

The topic of a Members' survey and an EDI Census of our membership will be raised as a priority item on the next agenda

Date of Next Meeting – late May (tbc)