

Minutes of Gloucestershire County Cricket Club Members' Working Group Meeting

Held at Seat Unique Stadium

on

Monday 25th November 2024 4-6pm

In attendance:

Members
Chris Toft
Matt Davies
Wendy Body
George Cook
John Gordon
Ruth Sharville

Also in Attendance	Role
Neil Priscott	Interim CEO, Chairing the meeting
David Finch	Senior Ticketing and Membership Executive
Peter Matthews	Chair

Apologies from members

Jim Bath, Dominic Ferguson

1. Welcome/Matters Arising

Website

NP advised that the Club have received quotes from three companies to build a new website and are currently considering how to proceed. The aim is to have the new site up and running for the start of the season but it was agreed that, most importantly, it was only launched once all elements of it were functioning correctly.

Scoreboard

The new scoreboard has been ordered. It will include a video replay facility; there will also be a repeater screen in front of the existing small scoreboard. The ECB consultant has been very supportive of the Club's decision. The project will be funded from the Maintenance/Facilities Grant awarded as part of the County Partnership agreement.

Project Grace

NP advised that there are no new developments to report save that the Board, under Peter Matthews, has approved the strategy of continuing to explore options for new sites. The Chair stressed that this is a long-term project.

The Hundred

The ECB have indicated that there are 35 potential investors at this point. The Club are not budgeting on any Hundred income for 2025 but are being asked to consider how they might spend it were it to materialise. The ECB are keen for counties to consider their policies on reducing debt, increasing reserves and investing in infrastructure to improve the customer experience. NP stressed that the Club would still like to be included in an expanded Hundred competition from 2029, with T20 Blast ticket sales considered to be an important benchmark for those venues wishing to put themselves forward for franchise consideration.

Re-naming of Mound Stand

As agreed at the previous meeting, the MWG have requested that the Mound Stand be re-named The Mike Proctor Stand as a permanent tribute. NP agreed we would include this within the agenda for the next meeting, ahead of Board discussion/approval and possible implementation ahead of 2026 international matches going on sale in September 2025.

2. Hammond Roof

NP advised the group that the roof was leaking above the Thatcher's Bar and Kitchen. Arena Seating will be removing the seats in situ in January in order that the cause of the leak can be diagnosed. They will be re-sited on the hardstanding area adjacent to the Club office. Depending on the work required on the roof and in order to reduce expenditure, the seating might not be relocated back to the roof prior to the start of the season, instead later in the summer as part of the international set-up. The seating could remain a 'members only' area in its temporary position. The group expressed approval of this plan but emphasised that communication would need to be clear with the members.

3. Membership

Reciprocals

As agreed at the previous meeting, the Club have been looking to expand our reciprocal offering, at the same time moving away from the free model. Arrangements have been agreed with six counties, allowing Gloucestershire Members to take advantage of a substantially discounted ticket price for selected matches with Gloucestershire offering the same arrangement in return. As usual the arrangements will not apply when the two

counties are in opposition. Admission prices agreed with the respective counties are outlined below:

	CC	ODC
Somerset	£7	-
Leicestershire	£5	£7
Warwickshire	£5	£7
Yorkshire	£5 (<i>Headingley matches only</i>)	-
Essex	£5	-
Kent	£7	-

Discussions are on-going with remaining Clubs, with particular focus on Worcestershire and Glamorgan. The Chair commented on how pleased he was with what had been agreed to date.

General 2025 update

NP reported that the Club have already reached 25% of 2024 totals. A target of reaching 5000 members within the next four years has been stated.

4. Cheltenham Festival

2024 Review

- Very successful operationally, but lost money (clash with Euro 2024, cold weather, early scheduling, small walk-up)
- Looking to go out to third party caterers for 2025
- To reduce costs, there will not be a second Members' stand in 2025
- A Cheltenham Festival working group has been set up which includes Peter Jubb, Chris Coley and a representative from the ECB.

2025 Fixtures

The Club are delighted to have been able to secure two Championship matches at The Festival next year. Congratulations and thanks from all members of the group were passed to Neil for securing such a favourable schedule. A discussion was had around the nine 'dead' days over The Festival and how they might be utilised. Ruth suggested some sort of showcase event for Clubs on some of the days. NP confirmed that discussions were already being held with the GCF on this topic.

5. Members' Winter Meetings/Club Strategy

Members reflected very positively on the Members' meetings that have taken place to date. More are scheduled over the coming weeks. The Chair is still hoping to arrange a meeting in Gloucester, discussions are ongoing with Gloucester Rugby.

NP advised that the Club are required to submit a strategy to the ECB by the end of April 2025 and would be inviting contributions from MWG members and from the general membership, either directly to the Club or via the MWG.

6. MWG Membership – update on term of membership, recruitment of new members.

NP confirmed that Jim Bath and Dominic Ferguson would be stepping down from the MWG ahead of the next meeting in March and the two year anniversary of its formation. The Club will be looking to recruit two new members over the coming weeks, ideally one of whom being a woman to increase the gender diversity in the Group. Moving forward, the Club will be looking to repeat this pattern of two new members each year to provide a balance between continuity and stability and the introduction of new ideas and thinking.

7. AOB, Conclusion, Date of Next Meeting

Matt Davies passed on some feedback he had received that the various purchase windows for tickets and the two different price categories for Blast matches made the process seem unnecessarily complicated and confusing. NP explained that the Club were largely beholden to the ECB over on-sale dates and also felt that it was appropriate to reward Members and recent ticket buyers with an advance booking window. It has become standard practice in other sports to have different categories of matches and has worked well for the Club in recent years.

George Cook enquired whether there had been any progress on the subject of Regions and fundraising as discussed at the last meeting. NP advised that this would be included on the agenda of the next meeting in March.

The Chair advised the group that the process that would ultimately lead to the appointment of a permanent CEO had begun, with interviews expected in January 2025.

Next meeting – tbc (late March)