

## **Members' Representative Group – Meeting Minutes. 19<sup>th</sup> June 2024. Headingley Stadium.**

In attendance: Graeme Greenfield (Chair), Chris Woodthorpe, Pauline Beesley, Charlotte Evers, Howard Ray, Josh Wilmer (YCCC Customer and Member Liaison Officer), Sam Gascoyne (YCCC Head of Marketing).

Apologies – Chris Woodthorpe, Ian Townsend.

### **Member Prices in the Long Room Bar**

1. Graeme Greenfield raised a difference in price being offered in the Long Room bar for members at T20 and County Championship games. T20 games are seeing an increase.
2. JW confirmed that this had been sent onto our Hospitality team and we were awaiting a response. Members are members, irrespective of what mode of cricket is on at Headingley.
3. JW believed this should be a flat rate and not fluctuate. JW and SG to take away and ensure this is rectified going forward.

### **MRG emails**

1. GG chased a response on two emails received into the MRG. One regarding no emails being received, the other regarding a retail issue.
2. JW confirmed that both had been picked up. The member's email in question had not appeared full stop in our system. SG advised that emails received regarding the Hundred may originate from the ECB directly and not Yorkshire Cricket. JW pursuing a fix for this issue as this was a legacy issue of life members details not being transferred into a different system. JW confirmed that this would be sent to MRG once done so they had sight on this.
3. The retail issue (Yearbook) had been forwarded to the club shop and asked for them to respond directly.
4. SG said that the yearbook was challenging as we were making a loss on the operation, Delivery had been later than advertised due to a COVID outbreak at the factory. SG said from a business side it might not make sense but on a heritage and tradition side it should be continued.

### **MRG/CG meeting**

1. HR confirmed that CG had offered to meet with the MRG but that the original date offered needs to be rearranged due to many members being at Scarborough for the upcoming game vs Gloucestershire. Meeting to likely touch on demutualization statement that has recently been released.

### **Club Update**

1. JW said that the Forum due to take place at Barnsley would be pushed back, potentially to Sheffield Collegiate the week after with attendance due to be confirmed. This would represent a possible chance to hear from academy coaches or other members of the board.
2. SG said other news included 2025 membership was starting to be looked at and discussed and would be tied in with ongoing discussions around demutualization.
3. CE asked what Hampshire and Durham call their members if they are not member run. Confirmed that they were all still called members. YC to still call individuals members if this was to happen.

4. HR raised the injection of capital that may come from the sale of the Hundred. This is not necessarily guaranteed.
5. GG said the Club needs some significant investment. SG said this is needed to have transform the landscape of the Club. GG said this should include stadium development.
6. SG advised that the models of other test match venues are diversified, they are not reliant solely on cricket.

### **Members Survey**

1. Results are continuing to be collated by JW. To be disseminated amongst MRG once complete.
2. JW said one of the questions surrounded membership for 2024. Overwhelming sentiment was positive with negatives dealing with the numbered days memberships not being allowed in at Outgrounds. This is something that is being looked at ahead of 2025 schedule.

### **2025 schedule**

1. Conversations ongoing having spoken to York and Scarborough. What the Club wants to do is take a 4-day game to York and a T20 to Scarborough. Both grounds are keen for this to be developed on further. SG confirmed there is a player consultation happening soon, we hope that they are keen.
2. GG asked if it costs the Club to go to York. SG advised this was something he was looking at currently. When he has the figures, he will be happy to share fully, as an early indication, we believe that without player costs, a championship game at Headingley operates at a loss. For a CC game at Scarborough includes a small profit, for a CC at York includes a larger profit but still modest. From a financial model, Outgrounds make more sense than Headingley. There are caveats, there must be a novelty factor, the game must be at the right time of the year. Outgrounds drainage etc. is not as good as Headingley. JW raised general infrastructure too with issues around parking and egress at York.
3. SG advised York may be able to rectify this in time which helps alleviate these pressures. SG advised that early indications are that this is viable.
4. From a T20 point of view, ticket sales are up on last year but only break even at Headingley. Taking a game to Scarborough and the novelty of this makes more revenue for both Yorkshire and Scarborough CC. Because SCC will be able to make more money from this T20, they would make the same revenue from this T20 game as they would over the course of two 4-day games.
5. GG asked how this relates if we do not have a women's team. SG said whatever happens we will have a women's team operating under the Yorkshire Cricket flag. GG is not convinced that people would travel from Leeds or Sheffield to Scarborough to watch a T20 game. East Yorks, members would. Ideally there should be a double header at Scarborough. SG said this was about capturing a new audience which could be done particularly those out in East Yorkshire.
6. A double header is much preferred but is still TBC. A single header needs to be at the right time in the year.
7. SG said that the conversations that he is having with Outgrounds on the numbered day passes are positive. Revenues might not be hit as hard as first expected. However, if we went with a T20, we can say to Outgrounds that we are bringing another fixture. This is the single biggest progression in the membership offering that we can achieve.

8. CE asked about the new board at Scarborough. SG said that they are engaging positively, the previous YCCC CEO is now on board there and they are prepared to be more open with their operations which will benefit ourselves.
9. SG and JW to keep MRG advised.

### **Members Surgery**

1. JW said it was not as successful as we had hoped. Maybe symptomatic of an apathy pervading across the membership currently.
2. CE felt that people were not aware of what it was. GG said there were notices up but should be more visible.
3. HR said it was not a success, but JW said we should rehash it. CE asked whether it needs to be more formalized.
4. SG said there is potential for a pop-up banner or something similar.
5. GG said that he thought that there would be more people asking to speak with them due to the demutualization letter having been released a week earlier.

### **Women's Cap Project**

1. HR believed that someone from the Board of Directors other than Jane Powell, should have attended the Women's capping ceremony. It was a great idea, a great ceremony, but there should have been some visibility.
2. SG said that himself, Jane and help from JW had led this project which may have resulted in this happening.

### **Women's Cricket**

1. GG said that all members are frustrated at the decision made by the ECB. HR said he was immensely frustrated by it. There are too many unanswered questions, who are we going to sign, who are we going to play.
2. HR said that he felt the morale of the team had been reduced and this was reflected in the results.
3. SG said that he did feel it was immensely disappointing. We believed that our bid was strong. Venues wise, BPA was never part of our bid. Sheffield Collegiate was part of this as was York. This tied in with our belief that we engage fans in those areas and then grow the games outside of the main areas like Leeds.
4. SG believed that we are fully committed to women's cricket. HR asked if that meant there would 100% be a women's team at Yorkshire for 2025 season. JW and SG confirmed this would be the case.
5. SG confirmed that Jane Powell had been really involved in this. She has started conversations with other teams to get them touring here so good, competitive cricket is still happening alongside whatever Tier 2 cricket may look like.
6. HR asked if he was right in thinking that next season is a bridging season. SG said that we would be running the team as tier 1 team.

### **Website**

1. GG said that meetings for March meeting were uploaded. Other meetings not appearing. JW said that this would be actioned.
2. JW said that the profiles were now live, but GG said he felt people still didn't know them to speak with.

3. SG raised that IT had asked if a dedicated members area could be made live and then the MRG would be made prominent on that page.
4. CE asked where they were currently located on the website. GG and JW confirmed that it was under Club Information.

#### **End of Season Event**

1. CE asked what this would entail. SG said that club would pick it up further now that the season is approaching halfway point. The intention of this would be for it to be a more informal event, some food, maybe a guest speaker.
2. JW said that it may be a case that members RSVP rather than formally booking.
3. SG asked MRG's thoughts on whether it should be offered for free or charge s small fee and have a more formal meal. GG said it would be better having it low key, have players mingling etc.
4. SG and JW to proceed now on this basis with arranging this event.

#### **Books**

1. JW raised that a significant number of books had been found under the Western Terrace that used to be sold on the bookstall. We now need to remove these due to them being a fire risk. CE to come in and volunteer time to sort through these books.
2. JW advised that we may now look to bring back the bookstall at the last fixture to enable these to be sold and ultimately shift away from the Club.
3. JW and CE to discuss dates for sorting these at the Club's office.

#### **Meeting Closed**