Minutes of Gloucestershire County Cricket Club Members' Working Group Meeting

Held at Seat Unique Stadium and via Teams
on
Monday 20th July 2026 4pm – 6pm

In attendance

Chris Toft
Matt Davies
Wendy Body
David Oates
Nigel Boobier
Timothy Major

Also in attendance	Role
Neil Priscott	CEO, chairing the meeting
David Finch	Club Administrator
Joe Kaniecki	Head of Ground Operations
Jenny Hall	Head of Audience Development
Peter Matthews	Club Chair

Apologies

Max Wiltshire
Ruth Sharville

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1) **Matters arising**

Update on Museum/Roger Gibbons Library

Wendy and Chris reported being unable to access the library due to items that have been moved into the area, some of which do not belong to them.

They have observed significant damage to the vinyl flooring, with large pieces lifted due to heavy items being placed and twisted on the surface. Neil identified this as a health and safety concern and requested an assessment to determine if a workaround is possible, given budget constraints.

Wendy mentioned the need for improved signage above the door to the museum, as the current setup makes it difficult for visitors to identify the museum entrance. She also raised concerns about whether the space would be cleared and ready for use during upcoming matches, preferring not to schedule volunteer cover until the issues are resolved.

Project Grace

PM provided an update:

- Independent analysis has concluded that the Nevil Road site has limited potential for further commercial development due to space constraints, making it more difficult to achieve long-term financial and operational goals compared to other counties building hotels and new facilities.
- Swanmoor Stoke has been identified as the best alternative site, contingent on securing planning permission for large-scale housing developments that would provide necessary infrastructure. The Club is in discussions with potential partners to explore funding options.
- The Club recognizes an issue with the current business model, being that remaining at Nevil Road could result in it falling behind financially. The vision for Swanmoor Stoke is for a community hub, not just a cricket ground, to maximize usage and revenue streams.
- Discussions addressed the need for significant infrastructure improvements at Swanmoor Stoke including new roads and public transport links, to ensure accessibility for both Bristol and Cheltenham-based supporters.

EV Chargers

Joe confirmed the installation of 20 new EV chargers at the Kennington Avenue side of the ground with five additional chargers for players behind the Mound Stand. These will generate new revenue for the Club and serve the local community and have replaced the slower, free-to-use chargers that were there previously.

Due to the new chargers occupying the length of the back fence, Premier Club parking will be moved to the row in front, with a steward assigned to manage the area. The Club considered painting lines but ultimately decided against due to high costs, opting instead for reserved rows and active management.

2) Recap of Members' Forum from 13th July

The members' forum was well-received, with open discussion and high attendance both in-person and online. The timing was considered appropriate for mid-season and future forums will be scheduled to coincide with key points in the cricket calendar.

Neil acknowledged the need to improve the professionalism and technical quality of online and hybrid meetings, including better audio-visual setups with the potential for online voting which would require higher standards of accessibility and clarity.

Chris and others noted the lack of a hearing loop at the meeting and emphasized that legislation requires a permanent, always-available hearing loop system for large rooms and events, not just ad hoc portable solutions. The Club will review the legal requirements in this area and recognizes the need to budget for whatever is required to ensure compliance and accessibility for all members.

3) Blast Review/Feedback

- Analysis of ticket sales showed that very few Cheltenham-based fans attended Bristol matches, despite targeted offers and a dedicated bus service, with travel cited as the main barrier. The 'Ticket and Travel' initiative proved to be not commercially viable due to low uptake.
- Membership attendance averaged 723 per T20 match, with 12% from GL postcodes overall. Some matches met or exceeded budget targets due to targeted promotions.
- The Saturday evening game versus Surrey which was moved for TV, underperformed in both ticket sales and hospitality compared to the Friday

night fixtures, which are seen as commercially crucial. The Club plans to advocate for more Friday fixtures in future schedules.

- Positive feedback was received for event organization, especially for the Northants game with a big screen for the England match, which boosted attendance and secondary spend.
- Adjustments to the placement and quantity of portable toilets reduced queuing and food offerings received positive feedback with new options like ice cream proving popular among attendees.
- The introduction of activation zones and improved entry processes, such as removing the Nevil Road ticket booth, have encouraged earlier arrivals and enhanced safety and customer experience.

Music

Members reported that the current music selection lacked energy and variety, with some dissatisfaction over the atmosphere it created. The Club acknowledged the need to find a unique Gloucestershire playlist while adhering to ECB guidelines.

Brandvox, the music provider, has taken on a larger role and the ECB supplies an approved playlist. The Club is considering how to balance standardization with local identity and is open to member input for future improvements.

Parking

The group discussed the complexities of allocating parking, especially during high-demand events like televised matches, balancing reserved spaces for players, Premier Club members and general pass holders and addressing perceptions of fairness and transparency among members. There are increased parking demands on the Club from players and officials, particularly when we host Double Headers.

Members raised concerns about mixed messaging and the need for clear communication regarding first-come, first-served policies especially for T20 matches. The Club committed to reviewing parking arrangements ahead of the 2027 season.

4) ICC Women’s T20 World Cup

The Club received positive feedback from regulatory bodies and cricket authorities for the layout, flow and operations during international matches with specific mention of successful management during the Women's World Cup.

The tournament generated a surplus for the Club which exceeding initial expectations, with a projected profit of £340,000–£360,000. Ticket sales surpassed ECB targets.

The MWG emphasized the importance of converting the World Cup's success into lasting benefits by maintaining relationships with community groups, schools and new audiences introduced during the tournament, with ongoing work to integrate these groups into future club activities.

Wendy proposed a vote of thanks to the staff for staging the matches so effectively.

5) 2026 Cheltenham Cricket Festival

- The first Men's One-Day Cup match at Cheltenham has sold out with other matches nearing capacity. The Club is using historical attendance data to calculate member spaces and is encouraging all supporters to purchase tickets in advance to avoid disappointment on the day.
- The Marcomms team is implementing a communications plan to inform members and visiting fans about ticket availability, guest ticket limits, reciprocal availability and the importance of securing tickets before booking travel or accommodation, aiming to prevent disappointment and manage PR risks.
- Blue badge parking at Cheltenham is bookable through the ticketing team, with about 25 spaces available on the hard standing at the entrance to College Lawn. Shuttle services will be available from Reeves Field. Communications will clarify parking arrangements and encourage those who do not need the shuttle to walk.
- Preparations include coordination with Cheltenham College, with hopes for improved relations and contract terms in future years thanks to the new Head who is more supportive of the Festival.
- There will be a Lashings fixture on Thursday 13th August with an 'Evening with Courtney Walsh' scheduled the day before. Hospitality for the match has sold out. Ticket prices are set at £10 for adults and £5 for juniors.

6) AOB

The Club acknowledged that the current ticket buying process is not as user-friendly as desired, with Ticketmaster focusing less on cricket and more on large music events, prompting the need for a review.

A review of alternative providers, including Secutix and others, is planned, recognizing that switching platforms is a significant undertaking with long-term contracts and operational implications.

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The ECB is working on a centralized ticket sales hub, requiring agreement from all counties and providers, with the goal of enabling fans to purchase tickets for any match in England and Wales through a single platform.

ACTIONS

- Coordinate with Gee and the team to clear out the library and compare notes with Wendy and Chris before the end of the week to ensure readiness for the upcoming match and visitor information distribution (Neil)

- Assess the condition of the Legends Bar floor for health and safety concerns and determine if a workaround is possible (Joe)

- Review and address the requirement for a permanent hearing loop system in large meeting rooms to comply with legislation and ensure accessibility for all events (David F)

- Send clear communications to members and visiting counties about ticket availability, guest tickets and reciprocal access for Cheltenham matches, especially regarding sellouts and walk-up limitations (Jenny)

- Develop and distribute a dedicated communication plan about parking and shuttle bus arrangements for Cheltenham, emphasizing the need for only those who require the shuttle to use it and clarifying blue badge parking procedures.

- Peter to produce a video for the website running through all relevant information about The Festival

- Review and confirm the appropriate gate opening times for Cheltenham Festival games, considering shuttle bus schedules and associated costs and communicate this to attendees.