Minutes of Gloucestershire County Cricket Club Members' Working Group Meeting

Held at Seat Unique Stadium and via Teams
on
Monday 8th December 2025 4pm – 6pm

In attendance:

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

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

Apologies:

George Cook

Welcome and Introductions

The Club's recently appointed Head of Audience Development, Jenny Hall, was introduced to the group.

NP advised that interviews are taking place this week for a Grounds Manager and Head of Cricket Operations.

Austen has left the Club, Joe has been appointed Interim Head of Ground Operations.

PM acknowledged that it will be a tough season for the Executive with 9 non-Gloucestershire matches

Matters arising

Website Update

Jenny highlighted that the new website was designed to be easier to navigate from mobile devices, early indications are that customers are staying longer on the site. The link to the Ticketmaster pages remains a focus for improvement.

WhatsApp Communication

Jenny acknowledged that this channel of communication had been deprioritized due to low engagement. She requested feedback from the group on how they would like WhatsApp used. Communication will become a standing item on the MWG agenda.

Addidas Retail Offering

Three new retail items will be available for 2026, supporters will be able to make pre-orders before Christmas. The Club are waiting for confirmation from ICC of retail arrangements for Women's World Cup merchandise.

Members' Survey Results

The results of the recent Two Circles survey of our membership were distributed to the group. NP confirmed that this will be repeated on an annual basis and will provide a base line from which we can measure our progress in diversifying and expanding our support.

The Club are working on plans for an enhanced activation zone, a designated area where the Club, alongside sponsors and partners, will aim to engage Members and supporters through interactive activities, games and experiences. This will be used as part of the sales message once all the details are confirmed.

2026 Fixtures

Over the season, there are more weekend fixtures than in previous years. We have traditionally found attendance levels to be lower at the weekend, the outcome of 2026 will be closely monitored.

There is a price freeze on Blast matches apart from the Somerset fixture.

2026 Cheltenham Festival

ODC prices will be higher at Cheltenham compared to Bristol in light of the higher infrastructure costs at The Festival.

There are difficult issues to overcome –

- The College will not allow us to offer parking on College Lawn, Blue Badge parking will be available on the hard standing by the gate. The Club hope to be able to offer a shuttle service from Reeve's Field.
- Budgetary restrictions necessitate that the stands will need to be reduced in size.
- Due to College restrictions, Hospitality will be in the corner in front of The College buildings. Where hospitality has traditionally been, there will be free seating.

It was noted that reserve days are allocated for the ODC Play-Offs and Semi-Finals scheduled for 14th and 16th August and that therefore a second day must be kept available for each prospective tie.

NP confirmed that communication will be crucial for the success of the Festival, with a strong encouragement to commit and purchase tickets in advance given the lower capacity. Draft comms will be forwarded to MWG members nearer to the event, prior to publication.

Member Only Facilities

It was agreed that the Members' Area will be in place for all matches at Cheltenham.

The Members' stand at Bristol is now sited at ground level behind the bowler's arm. NP acknowledged that we need to minimize stewarding costs. Therefore, the stand will initially be managed on a self-regulated basis, with clear signage providing guidance to spectators. This approach will be reviewed after the first match.

PMOA Update

The build is well under way and is on track to finish mid-March. NP confirmed that tours of the new facility will be offered to Members prior to the AGM on Tuesday 21st April.

It was noted that Director of Cricket, Jon Lewis, has expressed a wish for Gloucestershire's ex-players to be celebrated more prominently. The suggestion has been put forward to rename the Pavilion boxes which would provide a good opportunity to mark the recent death of Mike Procter.

Project Grace Update

A non-binding contract has been signed in relation to the site at Swanmoor Stoke. Meanwhile, a sub-group of the Project Grace team is reviewing the Nevil Road Masterplan to establish what income generating plans at Swanmoor Stoke could be replicated at Nevil Road.

Members' Winter Event

At the request of the MWG, the Club will be hosting a Members' gathering at The Bristol Pavilion on Wednesday 11th February which will include the opportunity to watch England v West Indies from 1-30pm (the side's second match at the ICC Men's T20 World Cup) whilst enjoying lunch provided by our catering team. Full details and booking arrangements will be communicated to Members in the new year.

Composition of MWG

Following the process agreed at the formation of the MWG in 2023, the Club will be looking to recruit two new Members of the MWG ahead of the pre-season meeting in March and requested feedback from current members regarding their willingness to step down. Ruth and Matt indicated that they would be willing to do so but equally would prefer to continue. It was agreed that the Club would seek expressions of interest from the wider membership. Assuming two suitable candidates come forward, those to stand down would be selected at random.

Regions

The current situation with the Regions was discussed. It was noted that the only ongoing activity outside of Cotswolds & North Wiltshire and The Exiles is the Triple Chance Draw. This aside, the other Regional Committees noted in the constitution are dormant.

The Group discussed the paper provided by George Cook (MWG Member), proposing a revised structure of three expanded regions (Cotswolds, Stroud & Severn, Bristol & South Glos).

PM expressed support for the continuation of the regional set-up with loose oversight from the centre. He suggested it was important to have local groups given that we are a big county and to generate as much camaraderie as possible.

It was agreed that the Club will contact the wider membership to invite expressions of interest in supporting the Club's activities, especially from those members from areas not covered by the existing Cotswolds and North Wilts region or the proposed expanded Cotswolds Region.

Members would need to be notified of any proposed amendments to the Constitution at least 14 days ahead of the AGM (ie by 7th April)

AOB

Wendy noted that plans for the Roger Gibbons library are moving ahead with its launch scheduled for the first match of the season in April along with the re-opening of the museum

Next Meeting

End of March 2026 (tbc)