Minutes of Gloucestershire County Cricket Club Members' Working Group Meeting

Held at Seat Unique Stadium and via Teams
on
Wednesday 20th May 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 (not covered elsewhere in the agenda)

Museum / Roger Gibbons Library

The group reflected on the successful official opening of the library. The event was well attended and received very positive feedback with Mark Alleyne marking the opening by removing the bails from the stumps, replicating the museum opening in 2017.

It was noted that the key challenge now is to be able to open regularly. There are insufficient volunteers bearing in mind that two people are required during each period of opening. Only two responses were received following recent recruitment efforts.

A discussion took place regarding whether books should be available for loan. Currently, all items are secured behind glass and no lending system exists. Further consideration is required to determine whether borrowing is feasible and how it could be managed.

Concerns were also raised around visibility and signage for the museum. A new sign is planned to improve awareness.

ACTION: The group agreed that a further targeted call for volunteers should be issued ahead of the remaining Championship and One Day Cup fixtures to encourage greater engagement, setting out specific dates on which help is required.

Activation Zone

Jenny confirmed that a partial version of the activation zone will be available for the upcoming Friday fixture. ***(At the meeting it was outlined that full installation was planned for the Double Header on 7th June. Full installation is now expected in time for the Women's World Cup fixtures)***

2. Club Update

Project Grace

Peter provided an update on Project Grace, outlining continued work across three core areas:

- The viability of remaining at Nevil Road.
- Assessment of Swanmoor Stoke as the best new site if we were to decide to move
- Funding models for any future development or relocation.

A third-party review has assessed potential sites, concluding that Swanmoor Stoke is the most viable relocation option currently available.

A key consideration remains whether current challenges are due to underutilisation of Nevil Road or due to inherent limitations of the site eg the inability to develop additional commercial assets such as a hotel.

It was noted that either redevelopment of the current ground or relocation would each require significant external funding, likely amounting to tens of millions of pounds. Any such decision would ultimately require member approval. It was highlighted that failure to develop facilities at Nevil Road or relocate would significantly impact long-term competitiveness and revenue generation

The group were advised that further engagement with members is planned, including potential dedicated sessions on Project Grace ahead of any formal decision.

Ground Update

Joe provided an update on recent and ongoing improvements around the ground:

- CCTV system installed and operational
- Four new hydration stations installed
- Installation of 25 EV charging points planned for July.
- Ongoing repairs to the PA system, with enhancements planned for Blast fixtures
- Rollout of improved public Wi-Fi across the venue
- Extension and upgrade of terrace areas, including new furniture and catering provision
- Installation of IPTV to enable multiple channels across screens

Further revenue generating opportunities being explored

- Car park charging (in the ground and behind the flats)
- An Oktoberfest-style event
- Potential introduction of a golf simulator.

Membership

Jenny reported that membership numbers are currently approximately 20% ahead of the same point last year but still not at the desired ‘step-change level’.

Work continues with Two Circles to improve use of ticketing and membership data, alongside a pilot AI project aimed at integrating multiple datasets to support more targeted marketing and audience growth.

A recent partner-led initiative to attract a student audience to the first Blast fixture was cancelled after failing to meet commercial thresholds (c.50 sign-ups), largely due to competing events and timing challenges. Alternative in-house promotions have since been introduced.

Peter invited feedback on potential new premium membership offerings, including options aimed at corporate or high-value audiences.

3. Feedback from early matches

Members' areas and stewarding

Concerns were raised regarding behaviour in the area outside Thatcher's Bar and Kitchen during the latter stages of certain recent match days including verbal abuse of opposition players which it was felt could result in formal complaints. An absence of visible stewarding presence was noted.

ACTION: It was agreed that the Safety Officer should routinely patrol this area during the latter stages of Championship days to address issues proactively.

Security measures

Following changes in national threat levels, enhanced security measures have been introduced including vehicle checks.

An incident involving allegations of abusive language by a member towards security staff is under investigation. A period of suspension for the member concerned is being considered. It was agreed that communication to members should clearly explain the reasons for increased security measures.

Member guest tickets

Clarification was provided that guest tickets remain available both in advance and on the day of the match. It was agreed that further communication to members would be issued ahead of the One Day Cup fixtures to ensure clarity.

Toilet facilities

The loss of male toilet facilities due to redevelopment was discussed. Temporary arrangements are in place, and further options are being explored, including potential collaboration with City of Bristol College.

It was acknowledged that this area remains a challenge, particularly for larger events.

Premier Club access

Concerns were raised regarding access control within the Premier Club. It was confirmed that security staff will monitor access during Blast fixtures, although some risk of unauthorised entry via the lift is unavoidable.

4. AGM Review

A formal complaint had been received regarding the structure of the AGM, specifically the timing of questions.

The group discussed the issue and agreed that the current format—allowing questions at the end—should be retained to maintain flow and efficiency.

Minor improvements will be considered, including clearer communication of the meeting's purpose and tighter time management.

5. Looking ahead to the rest of the season

Vitality Blast fixtures

Plans are in place to provide a members' area within the Abbas stand for some of the upcoming fixtures, although this may not be possible for higher demand matches due to hospitality requirements.

Security and signage will be used to manage access.

Metro Bank One Day Cup matches

The two matches at Bristol will feature different engagement approaches:

- 26/7 v Kent - a family-focused fixture, including free entry for children
- 31/7 v Surrey - a beer and cider festival, with discounted second-innings tickets

Cheltenham Festival

Parking arrangements remain a key challenge. A shuttle bus service will operate on a limited timetable and Blue Badge parking will need to be booked in advance.

The group emphasised the importance of clear communication to members and requested support from MWG members in reinforcing key messages.

A Lashings fixture has been arranged as part of the Festival schedule (date to be announced).

ACTION - Clarify and communicate arrangements for booking Blue Badge parking at Cheltenham (David F)

6. AOB and Conclusion

No further items were raised.

Neil thanked everyone for their contributions and ongoing support.