Minutes of Gloucestershire County Cricket Club Members' Working Group Meeting

Held at Seat Unique Stadium and via Teams
on
Monday 16th March 2026 4pm – 6pm

In attendance:

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

Welcome

Nigel and Timothy were welcomed and introduced to the group. They are taking the places of George Cook and John Gordon on the MWG.

Matters arising (not covered elsewhere in the agenda)

Update on museum/Roger Gibbons library.

Wendy and Chris, along with their dedicated team of volunteers, are still working through Roger Gibbons' collection. The new bookcases for the Roger Gibbons Library—set to be housed in the Legends' Bar—are due to be finished by the end of next week.

The intention is for the museum and the library to be ready for the first home match. NP asked that Wendy and Chris inform the Marcomms Team once the opening timeline is confirmed to enable them to prepare the necessary publicity.

Club Update

Project Grace

PM acknowledged that there are lots of different views around whether the Club should relocate. There are four central questions being considered:

- Can we achieve our ambitions of being a top 8 club while staying at Nevil Road?
- Is Swanmoor Stoke the best site? We have engaged a land agent to provide a professional assessment
- How could we fund the move?
- What's the regular level of EBIT required to be a top 8 club?

It was highlighted that investment will be required to fund any relocation.

These questions will be discussed in depth at upcoming Board meetings.

PMOA

NP reported that the development is on track for completion just prior to the first match on 10th April

Ground Update

JK updated the group on work taking place around the ground

- The Korev Roof Terrace has been expanded and refurbished and will be available to Members on County Championship days.
- New ground Wi-Fi
- New telecoms and corporate Wi-Fi provider appointed to improve the management of our communications. A new system is expected to be operational by the end of May.

- New picket fencing on the Kennington Avenue side of the ground and in front of the pavilion.
- New LED lighting in pavilion
- Upgraded Tech following audit ahead of the T20 World Cup
- New partnerships secured for Fire and Security and Health and Safety provision.

Staffing

We remain a club in transition looking to achieve a 'green' rating from the ECB as soon as possible. As a result, the Cricket Department has had a major makeover in personnel. There has also been change in the Audience Development team under Jenny.

Membership

2026 numbers

- Membership numbers are currently 83% of totals as at this time last year
- We are budgeting for a 7% increase in revenue and are currently at 86% of that target.
- Initiatives currently underway:
    - Contacting members who have not yet renewed.
    - Reaching out to those who bought several tickets for different fixtures last year to encourage them to become members.
    - Introducing a 'Pathway Membership': a reduced-rate membership for those in the Talent Pathway, with incentives to encourage family attendance.
    - 'Donate a Membership' scheme: businesses and organisations will be able to purchase a membership to donate, with the Club matching each donation. NP will share an update with the MWG once this scheme has launched so that members can help promote it through their networks.

Harvey Machin has moved from the Marcoms Team to take up a new role in membership as Membership and Growth Revenue Manager.

Membership packs with new membership cards and Members' Guides for 2026 are about to be despatched.

GCF Partnerships

Activation Zone

Jenny updated the group that the Club want to add value to the cricket watching experience for those of all ages. The new activation zone is a joint initiative with the GCF and will contain five different activities with an element of competition. The order has been placed, we are hoping that this will be in situ in time for the first Blast match on 22nd May.

Ticket Offer

In partnership with the GCF, we are offering a limited number of £10 adult tickets alongside a free child ticket for certain matches to specific groups who otherwise might not be able to attend.

Food and Beverage Provision

We are looking to enhance commercial revenue by decreasing dependency on third-party concessions and expanding our own provision, enabling us to generate more catering income for the Club while managing the risk responsibly.

Junior Members' Event

This year's Junior Members' Event will take place during the summer Half-Term on Tuesday 26th May.

Reciprocal arrangements

Reciprocal arrangements in place with other counties for 2026 have now been confirmed and have been published on the website.

Communications

There was a discussion within the group regarding the publicity given to fundraising efforts and the need for consistent acknowledgement and thanks for donations including clarity on how the funds raised will be used. NP recognised that improvements are needed in this area and requested that appropriate draft wording be provided by the relevant groups which would be published accordingly.

Cheltenham

- The corporate launch took place a couple of weeks ago.
- The Club has acknowledged MWG members' concerns regarding earlier plans not to provide a Members' Stand. A Members' Stand will now be in place in front

of the Pavilion as usual with a smaller stand positioned at the hospital side of the ground

- There will be no parking available on College Lawn. All parking, except for those with a Blue Badge, will be on Reeve's Field. The Club are looking at options for shuttle buses to transport those who would be unable to walk to the College ground from Reeve's Field.

- There will be approximately 20 spaces for Blue Badge holders on the hard standing at the entrance to College Lawn. The Club will consider whether there should be a mechanism for booking these in advance or whether they can be available first come, first served in the usual way.

PM highlighted that the 2026 Festival will be a series of compromises. There will be a big responsibility on the Club to provide excellent communications to avoid any surprises for members when they arrive. MWG members were asked to assist in this endeavour.

AGM & PMOA Tours

The AGM will be taking place on Tuesday 21st April, preceded by an opportunity for Members to view the new PMOA facility. Instructions for Members on how to book their place on the Tour will be published in due course.

- Sally Cordwell will be stepping down from the Board
- David Graveney will be coming off the Board. His position as President will be confirmed subject to approval at the AGM
- Richard Foley will become the Vice Chair subject to his re-election at the AGM.

PM advised that he is looking to refine the process for appointing Vice-Presidents and to clarify their role. This will be a discussion point at the next Board meeting on 16th April and at the AGM the following week.

Matt Davies offered, once again, to arrange the tribute for those members who have died over the last year. His offer was accepted with thanks.

Regions

Following discussions at the last meeting, NP reported that the Club received no response to a 'call to arms' for help in this area.

It was agreed that we should not pursue further any changes in the regional set-up at this stage and should simply embrace the activity that is currently taking place.

AOB and Conclusion

John has been passed a request for hooks for stoma bags in the toilets at the ground. JK will investigate this further

Thanks were offered to John for his contribution to the MWG over the three years since its launch and his wonderful support of the Club

Next meeting – late May (tbc)