WARWICKSHIRE COUNTY CRICKET CLUB IP27221R

Minutes of the Members' Committee Meeting

held on Wednesday 23 September 2026 at 17:30 at Edgbaston Stadium, Birmingham

Present:	Iftkhar Ahmed (IA), Courtney Rowlands (CR), Elizabeth Homer (EH), Ian Head (IH), Chris Welton (CW), Stuart Brereton (SB), Philip Astley-Morton (PAM), Lachlan Smith (LS) – via Microsoft Teams
In Attendance:	Tracey Orr (T), Stuart Cain (SC), Gareth Howell (GH), Adam Lowe (AL), Matthew Joules (MJ), Lucy Hayes (LH), Donna Allison - Minute-taker
Apologies:	Mohammed Hussain (MH), Marina Dorward (MD)

1. **Welcome, Apologies and Declaration of Interests**
   - 1.1. IA welcomed Members, noting that this was his final Members' Committee meeting.
   - 1.2. Apologies were noted and there were no new Declaration of Interests.
   - 1.3. The meeting was quorate.

2. **Minutes of the meeting held 7 July 2026**
   - 2.1 The minutes of the meeting held on 7 July 2026 were approved.
   - 2.2 Matters Arising/Action Log

     The Committee received updates on the outstanding matters arising.
     - Foundation and related work continued, with updates included in members coms.
     - The Masterplan action was confirmed as complete.
     - Members' feedback continued to be communicated through the member newsletter.
     - The Tom Dollery matter remained for Members to progress.
     - Website and app improvements continued to be reviewed, including Test Match ticketing security.
     - Membership proposals and succession planning were also progressing.

3. **Members' Feedback**

   The Committee considered a broad range of member feedback covering ticketing, membership, Ashes pricing, parking, facilities, accessibility, fixtures and cricket communications.
   - 3.1. **Ticketing:** the Committee discussed difficulties experienced by approximately 25 members who were unable to sit together at a T20 Finals Day, as the seating information was not available when tickets were sold and the needs of larger groups had not been fully anticipated. It is hoped that the digital seating map would subsequently resolve this scenario.
   - 3.2. **Autorenewal**: had been communicated through the purchasing process and with follow-up reminders, although some letters were issued later than intended. The Committee considered that arrangements could have been communicated more clearly and that earlier engagement with the Members' Committee would have been preferable.
   - 3.3. **Ashes pricing and membership benefits:** the Committee considered the pricing of Ashes tickets and the media and public reaction. It was acknowledged that the club had faced significant negative public and media reaction to Ashes pricing, despite discounted member tickets being available and approximately 15% of the stadium being offered at the lowest price points.

     The Committee considered whether the existing 20%-member discount should be structured differently, including providing greater benefit to the individual member rather than applying the same discount to guests. No change was agreed, with the underlying value and purpose of the membership benefit requiring further consideration before any new principle was introduced.

     ACTION: The value and principles underpinning membership ticketing benefits to be identified before any future changes are pursued.
   - 3.4. **Parking, facilities and accessibility:** Accessible parking and wider parking provision were discussed, including the loss of some capacity and the potential to secure additional spaces. A broader review would consider member and customer feedback, surveys and the parking management arrangements.
   - 3.5. **General:** Considerations to improvements to seating, food and facilities information, signage, Wi-Fi and toilets were discussed. GH confirmed that a food and facilities map was being

developed to provide clearer information on food outlets, toilets, Changing Places facilities, prayer facilities and other relevant services. Further improvements to the customer journey and digital infrastructure would continue, with some work potentially extending into 2028.

3.6. **Rugby School:** The Committee noted the proposed fixture allocation between Edgbaston and Rugby School with the Club having requested weekend fixtures at Rugby School, with the current approach providing for one MB50 fixture at Edgbaston and three at Rugby school.

3.7. **Handrails:** The need for additional handrails in relevant seating areas was discussed. It was recognised that installation could result in some loss of seating capacity, and options were being considered to balance safety, accessibility and capacity.

ACTION: LH to present options for Chairs Lounge and Tom Dollery on receipt of received options from the Members' Committee

3.8. **Marketing and cricket communications:** The Committee requested continued consideration of fixture promotion and clearer information on Second XI fixtures and results. Injury information had been communicated separately, noting that no significant new update required reporting. The Committee also discussed men's and women's white ball performance, and the importance of acknowledging disappointing results openly, whilst communicating the actions being taken to improve performance.

3.9. **Academy Pathway:** Changes to the women's playing squad and the development pathway were also discussed. The Committee noted the importance of the academy and transition pathway producing a stronger pipeline of professional players, alongside continued consideration through the Cricket Committee.

4. **Level Playing Field Survey Update**

4.1. LH, Operations Director, presented an update on the Club's accessibility work and Level Playing Field review.

4.2. The review had identified several positive provisions at the club, whilst also highlighting opportunities to improve staff understanding, communication and the overall customer journey. It was recognised that the club did not always communicate effectively the accessibility work already being undertaken.

4.3. A working group had been established to ensure that relevant member and customer feedback informed the Club's accessibility priorities. Key areas included ticketing, accessible information, parking, facilities, signage, GiveVision and staff training.

4.4. A customer survey was proposed, and a longer-term three-to-five-year accessibility plan was being developed for future Board consideration and approval. Lydia Carrington would support the work during Ella Latham's maternity leave, with the next working-group meeting scheduled for 6 October.

5. **Memberships**

5.1. **Membership & Ashes**

5.1.1. The Committee received an update on core membership performance, which remained strong, with B5 ahead of the comparable 2023 position. Autorenewal had improved retention and cash flow, enabling greater focus on attracting new members rather than replacing non-renewals.

5.2. **Membership & MMD 2027 Sales Update**

5.2.1. Priority Club membership reached a record 8,600. Early Ashes sales were strong, particularly for the men's Test; women's sales reflected the different timing and format, whilst the men's ODI sales were broadly comparable with the previous position.

5.3. **County Championship – Last Game Plans**

5.3.1. Plans for the final County Championship match were discussed with opportunities to use attendance at the final County Championship match to support future membership conversion, segmentation and on the spot renewal.

6. **Heritage Update**

6.1 The Committee received an update on heritage activity.

6.2 The Warwickshire Women's initiative had been successful and well supported.

6.3 Club to plan for re-naming of Cricket Centre as the MJK Cricket Centre, with potential to relocate gates and include some form of memorial/reference to his career around/within the building.

ACTION: MJ to discuss options with Head of Facilities and report back to next meeting.

6.4 The museum's participation in Birmingham Heritage Week was welcomed, and the Committee considered opportunities to make the Club's heritage and museum material more visible and engaging.

6.4 It was noted that some proposed heritage projects had been paused because of capacity constraints or insufficient information.

7. **Disciplinary Hearing Update**

7.1. The Committee received an update on a disciplinary matter concerning inappropriate and threatening behaviour towards another member.

7.2. The disciplinary panel considered all relevant circumstances but concluded that the behaviour remained inappropriate and warranted a sanction. The panel recommended a 12-month suspension from home Warwickshire cricket and Rugby venue events, together with a formal letter setting out expectations for future conduct and the consequences of any further incident. Legal advice was obtained before the decision was communicated, and a refund for the period affected by the suspension was offered.

7.3. The Warwickshire Board approved the disciplinary sanction.

8. **Members' Committee Election to the Board**

8.1. The Committee elected Stuart Brereton as the second elected Board representative from the Members' Committee and approved his appointment as Chair of the Members' Committee. It was understood that he would also assume the member-nominated position on the Nominations Committee.

ACTION: IA/SB to arrange a transition meeting.

9. **Any Other Business**

9.1. Members were reminded that the Cricket Committee would meet the following week and were invited to channel any further cricket related questions/matters through LS.

9.2. The Committee discussed providing physical membership information within the stadium following feedback that first-time and occasional cricket visitors had expressed interest in membership. Printed information was considered a useful additional way of explaining the available membership categories to prospective members attending matches.

10. **Date and time of next meeting**

The next meeting will take place on **Thursday 10 December 2026 at 5pm 2026.**

The Committee thanked IA for his contribution as Chair and recognised the important role of the Members' Committee in representing members' views.

Meeting closed at 7:10pm.