



**MINUTES OF THE ANNUAL GENERAL MEETING  
OF LEICESTERSHIRE COUNTY CRICKET CLUB LIMITED**

**CHARLES PALMER SUITE, UPTONSTEEL COUNTY GROUND, GRACE ROAD, LEICESTER, LE2 8EB  
WEDNESDAY 29<sup>TH</sup> MARCH 2023 7.00pm**

**Present:** J Birkenshaw MBE (President)  
J Duckworth (Chairman)  
L Bonner-Cooke (Vice Chair)  
S Jarvis (Leicestershire CCC, CEO)  
S Kind (Director)  
I Kendall (Director)  
R Lake (Director)  
R Spiers (Director)  
V Taylor (Board Advisor)  
J Topiwala (Director)  
O Brookshaw (Company Secretary)

**In Attendance:** P Deakin (Leicestershire CCC, Commercial Director)  
R Murphy (Leicestershire CCC, Head of Consumer Sales)  
D Archer (Leicestershire CCC, Stadium Manager)  
C Henderson (Leicestershire CCC, Director of Cricket)  
A Reed (Leicestershire CCC, Head of Communications)  
N Patel (Leicestershire CCC, EDI and Community Director)  
R Sturgess (Leicestershire CCC, Facilities Manager)  
S Urwin (Leicestershire CCC, Finance Director)  
D Nice (Leicestershire CCC, Cricket Operations Manager)  
S Hunter (Leicestershire CCC, HR & Governance Manager/Minute Taker)  
A Hibberd (Leicestershire CCC, Interim Community Team Lead Officer)  
P Nixon (Leicestershire CCC, Head Coach)  
J Taylor (Leicestershire CCC, Batting Consultant)

## **1. Apologies**

No apologies were received.

## **2. Introduction**

Jonathan Duckworth, Chairman of the Meeting, welcomed all Members to the Annual General Meeting of Leicestershire County Cricket Club. Mr Duckworth thanked all Members and staff for attending. He also welcomed Mr Oliver Brookshaw, Company Secretary.

As well as the 24 people listed above, a further 42 Members of Leicestershire County Cricket Club attended on the evening.

A short period of silence in memory of those Members and former players who had sadly passed away on the year was observed.

### **3. Jack Birkenshaw MBE (President)**

Jack Birkenshaw, the Club's President, addressed the meeting, he expressed his thanks, reflected on the last season. He mentioned the excellent facilities at the ground and thanked Sean Jarvis and his team for their hard work and commitment.

### **4. Annual General Meeting**

#### **4.1.1 Minutes of Annual General Meeting on 2<sup>nd</sup> March 2022**

The Resolution to confirm the Minutes of the Annual General Meeting held at 7.00pm on 2<sup>nd</sup> March 2022 was passed by the Meeting on a show of hands.

It was agreed by the Meeting that at future AGM's proxy vote results would not be shared with the meeting before asking for a show of hands on any resolution.

#### **4.1.2 The Annual Report and Accounts 2022**

The Annual Report and Accounts for the financial year ended 30<sup>th</sup> September 2021 together with the report of the Auditors on the Accounts had been circulated to Members prior to the meeting and the Resolution to receive and approve them was passed by the Meeting on a show of hands. Steve Kind apologised for the turnover figure (p.35) for 2020 being incorrect, an additional sheet to reflect the correct figure had been issued to Members. Steve Kind also discussed that the ECB income is declining year on year, hence a big drive on the commercial side of the business. Sean Jarvis added that there has been a Commercial restructure and was hopeful that the sales figures will improve on 2022. Several questions were asked by the Members which were answered respectively by Steve Kind.

#### **4.1.3 The Re-appointment of Magma Audit LLP**

The Resolution to re-elect Magma Audit LLP as the Club's auditors and to authorise the Directors to determine their remuneration was passed by the Meeting on a show of hands.

#### **4.1.4 The re-election of Jack Birkenshaw MBE as President for a two-year term**

The Resolution to re-elect Jack Birkenshaw MBE as President was passed by the Meeting with all Members present voting in favour. A question was raised about the renaming of a suite to reflect Jack Birkenshaw's contributions to the Club over the years. Jonathan Duckworth agreed and proposed a review of the current naming of suites across the ground to enable this to be done.

### **4.2 Elected Director Vacancies**

The Chairman reported that John Lee had withdrawn his candidacy for an Elected Director position for personal reasons and that John wished to thank everyone who had supported him. As a result of this, there were now only two candidates for two Elected Director posts, Steve Kind and John Thorpe, and so both were automatically elected and welcomed to the Board.

#### 4.3 Organisation Director

The Chairman paid testament and tribute to Russell Spiers on the completion of his term as the Organisation Director on the Board of Directors and thanked him for his contributions to the Club and cricket across the County for so many years.

#### 4.4 Nominations Committee

The Chairman explained that a Board working party was reviewing the composition of the Nominations Committee as part of the Club's working towards the ECB's Gold Standard best practice corporate governance and thanked Robin Matthews (former player and former Director) for helping the working party with the proposals that had been discussed with the ECB on 28<sup>th</sup> March 2023. The Chairman explained that the Board would be bringing proposals to make changes to the Rules relating to the composition of the Nominations Committee to a Special General Meeting of the Club, which would be held in June.

As a result of the ongoing discussions, no new Nominated Directors have been appointed or re-appointed to the Board for ratification at the AGM and Ian Kendall's term as a Nominated Director expired at the end of the AGM.

In order to maintain the Nominated Directors at five (the number that is provided for in the Rules) the following Resolution was proposed at the Meeting as a special resolution (requiring 75% of Members voting on the Resolution to vote in favour): *That, notwithstanding the expiry of his term as a Nominated Director at the Annual General Meeting in 2023, Ian Kendall remains a Nominated Director until the next general meeting of the Club at which the appointment or re-appointment of Nominated.* The Resolution was put to the Meeting and passed as a special resolution on a show of hands.

#### 5. Presentations from Company Pillar Directors:

##### **Sean Jarvis - CEO**

Sean Jarvis thanked everyone for attending. He shared a brief presentation in which he spoke about the Masterplan development.

He then talked through the strategy for the Masterplan, and stressed the following:

- Early days, vision only.
- Consultation and experts will be needed going forward.
- Phased approach and further research required.
- Members support required and to be on board.

##### **Steve Kind - Director Cash Pillar**

Steve Kind gave a presentation and spoke about financial challenges for this year. He expressed the start of the financial year was looking strong. KPI statistics presented as follows:

- Total income increased by 3% to surpass the £5m mark for the first time, with commercial income improving by 89%.
- Reliance on ECB income declined by 13% to represent 65% of turnover.
- Membership income improved by 35% and match day gate income by 138% as Covid-related restrictions were lifted.
- Total staff costs increased by 13% to £3.07m which was 61% as a percentage of income.

- Playing staff costs increased by 11%, consistent with the salary collar implemented by the ECB County Partnership Agreement.
- Total debt (Leicester City Council) was reduced by £214k (9%), and debt as a percentage of income by 6%.
- EBITDA worsened by £850k and pre-tax P&L by £800k although 3 year average EBITDA was £285k.

### **Ian Kendall -Director Commercial Pillar**

- 2023 saw a complete re-structure of the Commercial Operation team to ensure key roles were filled with talented, committed staff capable of driving the Club towards a significantly increased annual sales budget.
- 5 months into the financial year we sit on-budget, with significant increases across all revenue streams vs 2022 (+c£225,000).
- The Club have secured global star Tom Jones in concert in July, West End Show 'Classic Rock in September and the return of Grace Roads 'Open Air Cinema' in August.
- Uptonsteel renewed their Principal Partnership of the Club for 2023-2024.
- Dafabet increased their spend with the Club and extended their agreement with us for 2023 and 2024.
- Carlsberg/Marston's renewed their agreement with us for a further three years.
- Membership sales for 2023 are significantly ahead of 2022 across all categories, with seasonal T20 Blast Passes also showing a healthy growth.
- T20 ticket sales for 2023 are currently over 430%, up on the same time last year.

### Friends of Grace Road

Friends of Grace Road raised their concerns about no longer being able to use The Meet to sell cake and shelter from the harsher weather. Perry Deakin suggested an alternative location for the selling of the cakes, as the facility needed to be used to generate more substantial income for the Club, a private area will also be set aside in the Meet for members to use in colder weather.

Sean Jarvis welcomed further conversations and asked Members to understand the needs of the Club and look at ways to increase the revenue streams in light of the rising costs of the Club. He also expressed the importance of The Friends of Grace Road to the Club and that they were integral to the fabric of Leicestershire County Cricket Club and that he will be working hard with them to address getting the facility right for all.

### **Jitin Topiwala -Director Communications Pillar**

- Jitin introduced himself as Head of Communications Pillar, with its main objective being communicating all the good things which are being addressed by the Club's Pillars.
- Spoke about the channels and how the team communicates to spread the news i.e. website, social media channels, Foxes TV and direct mail.
- Motivating the entire LCCC eco system.
- Driving Emotional Expression through creative content.
- New website signed off which will be easier to navigate and more interactive.
- Data to be used more effectively.

### **Leanne Bonner-Cooke Director Company Pillar**

- Leanne introduced herself and her role supporting the Company Pillar and assisting with the Clubs processes.

- There had been a lot of staff changes in the past twelve months, which gave the Club the opportunity to look at the skills required to drive the business forward in line with the strategy.
- Good engagement with local businesses and looking at ways of improving the benefits to our sponsors.
- Very positive residents meeting, where all residents present were very positive about the club and future plans. Hoping to continue these relationships.
- Ground redevelopment strategy ongoing and presented to the Members Forum.
- Green strategy to look at ways of reducing increasing energy costs, through the installation of electric vehicle charging points, and improve the use of the solar panels installed on the indoor school roof.
- Summarised the site improvements.
- Safeguarding – Leanne Bonner-Cooke introduced Ruth Lake who spoke about the recent ECB Safeguarding audit and the actions raised. Currently on the right journey making sure that Safeguarding is everyone's business.
- The ECB will source an independent organisation to conduct next year's audit.

#### **Namita Patel - Community and EDI Director**

- Namita introduced herself and reported on the Community Department and gave a brief overview.
- Responsible for transforming the Women's and Girls game.
- Engaging with children and young people.
- Growing the Foxes Family.
- Making cricket more accessible to communities.
- Proposing to move to a Foundation model to deliver further to the community, becoming a charitable status to diversify the Club's offering to the community. The charity will be able to fundraise and use cricket as a tool to reach the community with a wider diverse audience.

#### **Claude Henderson - Director of Cricket**

Claude Henderson explained his role within the Club, overseeing sports science and medicine, ground staff, talent pathway, cricket budget, recruitment, cricket operations and most importantly working with the coaching staff with the intent being to create a brand of cricket that everyone can all be excited about. Claude also spoke about the signing of four overseas players as well as James Taylor joining the Club.

#### **6. Close**

The Chairman concluded the formal proceedings of the 2023 Annual General Meeting and thanked the presenters, and all those Members present once again for attending.

The meeting closed at 9.50pm.



Jonathan Duckworth – Chairman

Date: 19<sup>th</sup> May 2023