

**Warwickshire County Cricket Club (WCCC)  
Community Liaison Group (CLG) Meeting  
Wednesday April 28<sup>th</sup>, 18:30  
Via Zoom**

1. Andrew Burn – Chairman & WCCC Board member
2. Stuart Cain - Chief Executive, WCCC
3. Craig Flindall – Chief Operating Officer, WCCC
4. Ravinder Masih - Head of Community & Government Engagement, WCCC
5. Iftkhar Ahmed – Member’s Committee, WCCC
6. Chandni Paul – Community Coordinator, WCCC
7. Richard Scutt – Patrizia (WCCC’s Development Partner)
8. Ian Bradshaw – 4ward Ltd (Patrizia’s Project Manager)
9. Deborah Ufton – Edgbaston Neighbourhood Network Scheme
10. Natalie Tichareva - Edgbaston Neighbourhood Network Scheme
11. Deidre Alden – BCC Councillor, Edgbaston Ward
12. Mazar Dad
13. Adwoa Owusu-Barnieh
14. Colin Morley
15. Ann Lee
16. Jo Bullock
17. Liz Dancey
18. Anita Moore
19. Carey Baff
20. Michelle Smith
21. Emily Johnson
22. Jason Davies
23. Judith Smith
24. Claire Bent
25. Sameera Husain

Apologies

David Clarke

1. Welcome

- AB welcomed all to the first meeting of the CLG and introduced himself as Chair of the group, and new CEO, Stuart Cain.
- SC thanked the group for their time and explained that the new CLG was looking to engage with the community more proactively and move beyond the impact of parking and congestion on major matchdays
- SC stated that COVID-19 has accelerated the Club’s thinking and highlighted the potential for the stadium to be used more impactfully through the food drive, toy drive and vaccination centre.

- SC shared the ambition for Edgbaston to reflect all 48 nationalities represented in Birmingham and play a part in addressing some of the issues the city faces through social impact projects.

## 2. Introduction to the Community Liaison Group

- RM thanked the group for their involvement and explained that the CLG was the natural evolution of the Residents Liaison Group (RLG) which had existed for several years.
- The CLG was designed to share what the Club does, and who we are as a Club and stadium with a wider network. Consultation will also become a critical aspect as the group establishes. The CLG is intended to be a two-way dialogue and members are encouraged to feedback and keep in touch with the Club outside of the meetings.
- RM highlighted that each member was a representative of an organisation with a strong network who can support the Club in reaching the community more widely.
- The group will meet 3-4 times a year with potential for additional sub-meetings focused on key areas of interest and consultation. All members will receive correspondence via email. Members are expected to share information with their networks and send a representative / appoint a deputy if unavailable to attend.
- RM welcomed invitations to join and speak at other organisations' meetings.
- RM thanked LD for her time and commitment in supporting the establishment of the RLG. MD welcomed the progression of the group but shared concerns that the issue around parking for residents will be overshadowed in the new format. AB assured the group that parking issues would still form part of group discussions and that residents will not be forgotten.
- SC clarified that the group was focusing on immediate practical issues and extending engagement with the community. The CLG facilitates more in-depth conversations about specific issues with relevant groups and parking would be covered in more detail with those most affected. The wider group will come together to talk about outputs and actions across sub-groups.

## 3. Edgbaston Master Plan – Craig Flindall / Richard Scutt (Patrizia)

- CF introduced himself as COO for the Club at Edgbaston with remit covering various aspects including transportation, parking, and the Masterplan development.
- CF gave an overview of both elements of the masterplan. One element is 375 build to rent apartments to be completed in 2023. The other element, a brand-new plaza transforming the entrance on Edgbaston Road and car parking area for the Club and residents, to be completed in time for Commonwealth Games in 2022.
- IB provided an update on works underway and looking ahead to the next three months. Patrizia was in negotiations with Birmingham City Council about section 278 to open-up an egress route onto Pershore Road for short-term construction use and longer-term residential parking.
- IB explained that the Club scheme work was split into 2 parts. Phase 1 to be delivered by the end of May 2021 for the Cricket season. Phase 2 would commence in September / October 2021 and be completed in time for next year's cricket season. IB announced that local community can expect the second newsletter that captures more detail of the work over the next few months. Winvic (the main contractor) have been reactive to issues raised, e.g, fitting a dust suppression system, car parking opposite the site and breakdown of equipment resulting in longer working hours.

- RS introduced himself as development director at Patrizia. He explained that the long-term investment makes this buy2rent scheme unique. Residents are likely to be an active part of the community thanks to the location, green spaces and relaxed environment. Patrizia are keen to invest in and connect with the community. The scheme will provide employment opportunities across the Winvic business and on-site during the build process, and operations and retail opportunities afterwards.
- RS and RM have discussed engaging the community through school's presentations and employment opportunities. RS explained that the hoardings will be up during the 2.5-year build process. Winvic will have a coordinator to oversee projects offering opportunities for arts groups / schools to decorate them in a sensible manner. There is potential for Winvic to get behind an emerging artist to decorate artwork, amenities, and the internal courtyard. RS welcomed ideas from the community. AB advised the group to feed ideas through to RM.
- AL enquired about the hotel and progress on the pedestrian crossing on the Pershore Road Junction. MS confirmed in the chat box that the MAC had also raised the issue about the land with Calthorpe.
- DA confirmed that the business case went through to cabinet for the junction improvements. If approved, contractors would be appointed, and start work in May 2021. Pedestrian crossing and cycling facilities should be finished by November.
- CF explained that the Edgbaston Mill Site was owned freehold by Calthorpe Estate and leased to Castle Bridge. The potential hotel had not progressed and there is no update as it stands. CF had recently discussed the land with Calthorpe Estate about its potential to be utilised as additional parking for the Club, Cannon Hill Park and MAC. AL expressed that Hemisphere would like to be consulted.
- CF mentioned that the Club had received a few complaints about the distribution of the physical newsletter. It could not see another way to ensure the core message / contact information reaches all residents digitally but are open to suggestions. Unless the group strongly opposes, it would continue with the hard copy.
- AO offered to connect Winvic with local artists if it is a paid opportunity.
- MD suggested a PDF newsletter for the group to circulate amongst their networks.
- CF explained that as the master plan works were underway, the Club was turning its attention to older parts of stadium. It would be developing its thoughts over the course of 12-18 months and engage with this group when it had a firmer idea.
- ER asked how many car parking spaces there will be on site. CF confirmed there would be over 500 spaces for residents and stadium users in the main car park and plaza, in addition to the existing car park on the Colts Ground.
- MS raised that the dust was still a big issue. RS explained that Winvic were keeping a close eye on the situation and most dust would arise over the course of the next 6 weeks and should be covered by the misting machines.

#### **ACTION**

CF / Winvic to produce a pdf newsletter to share with the group.

#### 4a. 2021 Fixtures – Match Ticketing

- SC explained that the ticketing situation remains fluid due to COVID-19. The Club had announced a 25% capacity (up to 6,500) for the first match starting on May 27th. Attendances for County Championship fixtures were usually around 1,500 – 2,000 per day, pre the impact of COVID.

- SC outlined two main priorities: safety of staff / spectators and the local community. The Club was working closely with Birmingham City Council and its Safety Advisory Group on safety protocols. Latest safety measures include seating allocation to every other seat, paperless ticketing, contactless payment and click and collect through the Edgbaston app to minimise transfer, queues, and bottlenecks. Another key area is working with Birmingham City Council to mitigate the impact of spectator return on the local community including public transport, parking, local shops.
- SC explained that May 27<sup>th</sup> would test the protocols with a smaller crowd ahead of the Test Match on June 10<sup>th</sup> which is sold to capacity on the first 3 days. Information about protocols / crowd sizes for Birmingham Bears and the Hundred Fixtures would follow the government announcement on June 21<sup>st</sup>.
- AL asked if there would be a road closure for May 27<sup>th</sup>. CF confirmed there would be no road closures for the County Championship fixture. The Test match is still subject to confirmation of attendance and discussions with police.
- JD enquired about when and how the Test Match tickets will be refunded. SC explained that it had sold approximately 70,000 tickets across the Test Match but could only now accommodate around 26,000 which was a big logistical challenge. The most likely scenario would be priority for members, followed by ticket purchasers who donated money by rolling over last season tickets and then a ballot for any remaining tickets. The details would be finalised after the Government announcement in mid-May.
- ER asked about the arrangements for litter picking around the stadium and in Cannon Hill Park. DA advised that each ward has a litter picking team and any issues with litter should be raised to the local Councillor. Cannon Hill Park falls into Moseley Ward.
- ER brought to attention the dangerous parking on the bend near the roundabout on Salisbury Road. CF explained that there is usually a contact number on traffic management signage.

#### **ACTION**

CF to confirm contact number with traffic management contractor

#### 4b. 2021 Fixtures – Major Matchday Parking and Transportation

- CF conveyed the improvements to transport and parking management over the last few years whilst acknowledging that more work could be done.
- CF explained that crowd sizes would determine this seasons' parking arrangements. The Safety Advisory Group anticipate there will be a greater demand for parking. The Club was currently precuring as many parking locations as it could. Car parks likely to be used were Cannon Hill Park (including reserved parking for mac and park users), Nature Centre, Moseley Ashfield Ground and Priory School. It was anticipated that parking and road closure arrangements for the Test Match would be confirmed the government announcement in mid-May. Arrangements for the later part of the season would depend on crowd sizes.
- AM highlighted the increased amount of congestion on Pershore Road due to traffic calming measures and road works elsewhere.
- CB asked how many on-site parking spaces compared to pre-development work? CF explained that the delayed start to the building works has afforded the Club additional onsite car parking which was not in the long-term plan.

- The Colts ground car park would be utilised and any car parking that has been lost will be relocated to off-site parking.
- CF highlighted that the Moseley train station is due to be in place by 2023.
- JD asked how the Club encouraged greener / cleaner ways of traveling to the ground? AB explained that people traveling from outside of the city make good use of trains and shuttle busses. CF highlighted the corporate partnership with National Express which offered shuttle bus services linked to tickets for major matchdays.
- CF reinforced that there is work to be done in this area but the challenge for this season is the risk associated with public transport.
- CF hoped to work with the group in a pro-active way to improve the situation as it is important to us all.

## 5. Edgbaston Stadium Events

- CF explained that the conference and events business has been heavily affected. The stadium has been open for key work events and is set to open fully from May 17<sup>th</sup>.
- Key upcoming event: Father's Day Lunch in the top end hospitality suite on June 20<sup>th</sup>, Tribute Night, Sporting Dinners with various celebrities, Comic Expo in September, Fireworks Spectacular on Nov 6<sup>th</sup> and Christmas Parties from Nov 25<sup>th</sup>.
- CF welcomed thoughts on how to encourage the local community to attend these events at the stadium.

### **ACTION**

CP to share link to ['what's on' page](#) with minutes.

## 6. Edgbaston Foundation/Community Projects

- RM shared that following on from the success of the Club's immediate COVID-19 response (food bank and toy drive) it wanted to respond to the longer-term issues that COVID-19 had presented. RM outlined a number of upcoming initiatives;

**Six4Schools** – 48 schools have signed up to this new initiative offering schools heavily discounted T20 tickets. Schools get £6 back on each ticket sold to invest in the education of young people.

**Bears Bursary** – The scheme was set up to provide financial support to young people who have experience homelessness to get through university. The Foundation had developed another bursary to give young people a free level 1 coaching qualification and employability training which will be delivered in collaboration with charity Sport4Life. The initiative will help grow our cricket coaching workforce.

**Access to Cricket** – working with Sport4Life this programme seeks to support unemployed young people to upskill and access entry level positions at the stadium.

**Job Fair** – encouraging local businesses to showcase entry level positions at a jobs fair in the next few months.

**Roaring Lions** – funding for the Roaring Lions social hub had been received. The social hub is for looked after children under the care of Birmingham Children's Trust. The programme specifically supports young people with disabilities and has facilitated consultation that has enhanced the level of service that they receive from Birmingham Children's Trust.

**Women in Theatre** – more details to come about this external project that is looking for residents to get involved in a theatre performance based on the cricket / Commonwealth Games.

**ACE** – Warwickshire Cricket Board is the first to take on this project outside of London. The Ace project addresses the decline in cricket participation across the African-Caribbean communities. 6 week programme in schools to start shortly. Two hubs launching at Handsworth Cricket Club and

Holford Drive to create a pathway for young people from black communities to get into the sport.

- LD praised the foundation for its community work and Club for the handling of the redevelopment.
- LD asked about the connection between Portland Road and Edgbaston. SC explained that the wicket quality means that the cricket played at Portland Road is the same as Edgbaston. There were plans to play more Women's cricket, RL50 and elite cricket at Portland Road. CF secured a major grant from the ECB for cricket nets. The hybrid AstroTurf allows both community and pro-teams to train on there. It is becoming the phenomenal first-class facility for the Club and community that it was intended to be. LD suggested a Portland Road sub-group with the resident's groups in the area.
- CM asked if all of the information discussed can be shared with his network. SC confirmed that information discussed in this group is in the public domain
- RM explained that minutes would be circulated, and he can liaise with CM to ensure accuracy of any additional information shared.

#### **ACTION**

RM to share details about jobs fair and Women in Theatre.

RM to work with LD on including resident groups from Portland Road.

RM liaise with CM to ensure the wider messaging is accurate

#### 7. Neighbourhood Network Scheme

Presentation from NT (Age UK) and DU (Gateway Services) about Edgbaston Neighbourhood Network Scheme (ENNS).

- NS explained that ENNS was funded by Birmingham City Council until March 2022. NNS was pioneered in Leeds and now delivered in all wards of Birmingham. Birmingham City Council developed the Prevention First agenda focusing on citizens leading healthy happy independent lives in their homes and communities. ENNS was commissioned in 2019 to prevent additional pressure on adult social care and NHS services.
- ENNS support, develop and invest in community assets to keep over 50's connected active and engaged to prevent loneliness and isolation. ENNS define community assets as places of interest that provide support or activity to an older adult and contribute to NNS outcomes.
- DU outlined NNS services for assets; training, connecting, grants and bid writing support (5-10k), celebrating assets via newsletter. Sign up to [newsletter](#) for updates about the work assets are doing with ENNS.
- DU and NT were responsible for contributing to [ConnectToSupport](#) for Edgbaston. The online directory connects citizens and front-line workers with support and services.

#### 8. Date for next meeting

July 21<sup>st</sup> 2021

#### 9. Any Other Business

- CF highlighted that significant items from the CLG would feed into the periodic meetings with the Commonwealth Games Organising Committee around various aspects of the Commonwealth games.
- JD asked about Edgbaston's Deliveroo services. CF explained that orders were not sufficient, and Chefs have returned to catering for cricket games and stadium events

- AO advised the group to complete an [Early Help assessment form](#) if they became aware of anyone who needs additional support. Early Help signpost support services to individuals up to age of 18 or up to the age of 25 for individuals with additional needs.
- AB announced that he was standing down from the Club's Members' committee, Board and as Chair of this group. The Chair role was being handed over to Iftkhar Ahmed.
- SC and RM extended thanks to AB.