

**Warwickshire County Cricket Club  
Community Liaison Group Meeting  
Wednesday July 21<sup>st</sup>, 2021  
Via Zoom**

Part A

1. Craig Flindall – Chief Operating Officer WCCC
2. Ravinder Masih - Head of Community & Government Engagement WCCC
3. Iftkhar Ahmed – Members Committee WCCC (Chair)
4. David Clarke – Safety Officer WCCC
5. Ann Lee – Hemisphere Resident’s Association
6. Judith Smith – Moorcroft Road
7. Liz Rasheed – Salisbury Road
8. Carey Baff – The Avenue
9. Andy Jenkins – Cannon Hill Park Litter Pickers/ Willows Road

Part B – joining the meeting for this section:

10. Deborah Ufton – Edgbaston Neighbourhood Network Scheme
11. Natalie Tichareva - Edgbaston Neighbourhood Network Scheme
12. Liz Dancey – Calthorpe Resident’s Group
13. Guest: Michelle Young B2022 Commonwealth Games

Apologies

1. [Welcome](#)

IK welcomed all to the CLG and introduced himself as the new chair of the group. IK informed that he is a part of the Members Committee and has lived near the stadium for 20 years, first on Moorcroft Road and now on Sir Harry’s Road. He asked all attending to give a short introduction.

2. [Minutes of the Last Meeting](#)

The minutes of the last meeting were reviewed, and actions completed discuss. The action for RM to liaise with LD to introduce residents near the Portland Road Community Sports Ground were carried over.

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

3. [Matters Arising](#)

AL inquired if there was any progression with the Edgbaston Mill hotel project and it’s use for parking. She asked that if there is any change in current position then to consult Hemisphere residents.

CF informed that there is a meeting planned with Castlebridge around us of the site for additional parking. There is a desire from the Council and Calthorpe that the site is used and an update will be provided at the next meeting. CF doesn’t believe that planning permission will be required for use of the site for parking but will inform Hemisphere of any agreed usage.

**Action: CF to provide an update on the use of the Edgbaston Mill ‘hotel’ site**

AL inquired about the Queen tribute night, and if it is outdoors, considering it has a finish time of 1am and the potential for noise disruption

CF differentiated between the Tina Turner event that is scheduled to conclude at 10pm and informed that the Queen tribute night is an indoor event taking place in one of the suites and may conclude at 1am but should not cause any issues for residents as it takes place indoors.

IK reiterated the difference between the two events and the finish times for each (for clarity).

RM informed the CLG that the Jobs Fair that was mentioned in the last CLG had a new date scheduled for September.

#### 4. 2021 Transportation Review

DC informed residents of the provision put in place for the International Matches (NZ Test and Pakistan ODI). For Finals Day we will continue our liaison with the local authority and plan a closure of the Edgbaston Rd with pedestrian safety and protection in mind.

DC informed that during the Test match there were issues with the removal of cones and during the ODI threats were made by residents on certain road to allow people access to those they had sold their driveways to. DC informed that staff do not have legal powers to enforce measure put in place but can only advise that measures be followed. Legal powers can only be enforced through a designated resident parking scheme which we would need the council to implement. Taxis remained an issue that we aim to address.

JS informed that no stopping measures on Moorcroft Road have worked extremely well.

ER informed that things have generally worked well on Salisbury Road

AL informed that now that we have a system in place for Hemisphere residents things are working well with the removal of bollards and use of the APNR system.

AJ indicated that Willows Road continues to present issues. Prohibition of parking on only one side causes issues mainly exacerbated by the fact that enforcement is not in place. Cars also end up playing Russian Roulette with the buses.

DC informed that Willows Road remains high on the agenda in meetings with the local authority as we are aware of the significant issues faced by residents.

AJ replied that with enforcement lax we will see how things pan out. When enforcement was in place parking on one side worked.

DC reiterated that enforcement is not our power, it is the domain of the local authority.

CB indicated that there haven't been many problems at The Avenues. On Day 1 of the Test there was 1 person (staff) across 2 roads which didn't work, but by Day 2 this was corrected.

CB inquired whether along with sending the circular about the provisions in place, if we could provide something that proves residents are indeed residents.

DC indicated that one issue was the value they attract and that residents have been known to sell these as a currency on dedicated parking websites. Nonetheless this is something we can consider for the future.

CB asked if it was worth having a consultation around creating a resident parking area and if the club could contribute towards the cost of such a scheme.

CF informed that we have looked at resident's parking schemes previously and without legal powers or importantly suitable enforcement (which does not sit with the club) then any such scheme becomes ineffective.

CF added that we have stepped up our customer service provision and the amount of resource allocated to traffic and transport is considerable for the betterment of both our customers and residents. There is evidence that these efforts are working as for the ODI we only had 1 complaint which is the lowest we have ever had, and this was amid very challenging circumstances.

## 5. T20 Blast Finals Day

CF informed that T20 Blast Finals Day would take place Sat September 18<sup>th</sup>. Gates will open at 9am and finish at 10pm. The match is sold out with a capacity of 25k. We are unsure yet if there will be any government guidance. The ODI and Test match were part of the government 'Event Research Programme' and though we haven't had official word from government there are currently no reports of any issues arising at these matches.

The Hundred competition commences this Friday (July 23) with a crowd of 10k expected and similarly 10k are expected to attend the fixture on Sunday. Parking and traffic measures will be in place but with smaller crowds they will be to a smaller yet still robust extent.

AC inquired if with a crowd of 10k there would be any road closures.

CF replied that no road closures were planned at this crowd level.

IK summarised that during the Test Match it proved we haven't yet cracked all issues around parking but as the Test Match progressed things continued to improve.

RM added that he personally went down to Sir Harry's Road to get to the bottom of the issues residents experienced and in subsequent days issues were dealt with (even if they were not caused by the club) and thanked CF and DC for acting swiftly where issues were raised.

CF reminded the CLG that we meet with the leader of the Council and discuss public transport and do lobby on our and residents' behalf. We must remember that COVID has also meant more people are getting back into their cars to travel in isolation.

AJ raised the subject of litter. He informed that cricket events have a massive impact on the increase of litter. He asked if he could liaise with the club and city on litter issues. Cannon Hill Road has ongoing issues around litter. He asked if messaging could be put on the Colts Ground fencing to prevent litter.

CF indicated that this was something we could look at. To his knowledge this was the first time issues around litter have been raised at any such meeting and whilst we don't have a remit in this area we would be happy to look at what you have in mind.

AJ said that the club's cooperation would be appreciate and anything that could be contributed would be greatly received.

RM asked AJ to get in touch with him to discuss the subject.

**ACTION: AJ to discuss the subject of litter with RM**

Prior to the commencement of Part B, CF informed residents that the Fireworks Spectacular would be taking place on Saturday November 6<sup>th</sup>.

## **Part B – the meeting is joined by LD, NT, and DU**

### **6. Welcome to New Attendees**

IK reintroduced himself as the new Chair to the CLG members joining for Part B. He raised whether there were any matters arising for the new joiners.

LD congratulated the club on the initiative related to the Eid Prayers. She had heard about it after attending Eid celebrations at the Central Mosque and thought it was fantastic that the club had opened their doors to something new.

RM thanked LD for her recognition and informed the group that the response from the community and those attending had been overwhelmingly positive and had led to many willing to attend matches at Edgbaston which was a nice secondary result of a genuine desire to engage with members of the community.

### **7. Edgbaston Masterplan**

CF shared slides of the Edgbaston Masterplan. The CLG were informed that work was progressing well and ahead of schedule. Community notice boards were placed across the site. At the last CLG decorating the hoardings was mentioned and this was still the intention. Patrizia have now appointed an agency to oversee the project and whilst this hadn't been started yet, commencement was imminent. Details were shared on the construction progress and informed that a large plaza area would be created with capacity to do more events that amongst other things also support the community. CF opened the floor to questions.

LD indicated that the summer holidays presented a great opportunity to decorate the hoardings. Cricket is not good at celebrating its own work and suggested that the hoardings be used to celebrate the work that we do.

CF informed that the hoarding are under Patrizia's control, but that it was a good idea to let the community know what was happening with our own community work.

DU asked if any work on the hoarding could be shared on their social media platforms

CF said that over the next few months information would be put together and circulated to the CLG to share within its network.

### **8. The Hundred**

CF relayed the excitement around the stadium for the start of The Hundred competition. It presents a massive opportunity for women's cricket. The Hundred was also intended to attract new audiences specifically families with children U16 and young people 16-34. It will provide an equal playing field and will be supported by coverage on terrestrial TV. A community initiative to get young people employment experience in the game called 100 Rising will also be launched. The Chairman's Lounge will be used across all 4 games to recognise local heroes from the community representing different thematic areas. Ticketing information is available through the website.

LD and DU both commented on how excellent The Hundred will be and an incredible opportunity for the game and local communities to get involved.

## 9. The Edgbaston Foundation & Community Projects

RM referenced the Eid Prayers that were held at the stadium which welcomed over 500 people to Edgbaston. This reflected the great emphasis that is being placed on ensuring that Edgbaston is open to all groups and has been spearheaded by CEO Stuart Cain, which he referenced at the 1<sup>st</sup> CLG meeting in April. This is hopefully one of many such activities that will take place at the stadium.

RM informed that the Edgbaston Foundation has put a real focus on education and employability over the last year especially considering the impact that COVID has had in these areas and on young people. We ran a Access to Cricket programme in May to support young people into entry level positions at the club. 15 young people took part in this programme which also provided employability skills. In June we ran the Crick-Start programme which provided employability skills and a level 1 cricket qualification to young people with the aim of addressing underrepresentation. A jobs fair will also be held in September to inform residents local to the stadium of job opportunities both at Edgbaston and with other local businesses.

RM also informed the group that the Breaking Boundaries cohesion project was back from hiatus and we will be looking to liaise with community groups to involve them in the project. RM requested that if anyone is aware of groups that liaise with young people that might want to get involved in the project to please get in touch.

RM also shared details of a bid being made to start a wellbeing walking group at the stadium. The funding decision was expected to be made in August and he asked the CLG if they thought this would be a good idea as it was necessary to determine community need to commence the project.

AL added that this would be something of interest to residents at Hemisphere and would like to hear more.

CB indicated there is a GP surgery on Edward Road that promotes social prescribing and is worth getting in touch with.

LD mentioned that it was worth linking up with others with similar ideas. The cardiac rehabilitation unit at the hospital would likely welcome working collaboratively and it is worth exploring how to work together on this project.

ER mentioned that there are Moseley and Kings Heath walking groups that could provide an exit route for walkers once they are comfortable with their progress.

DU added that the idea of working with the cardiac rehabilitation unit sounded brilliant. Even though the funding is for 50+ there is no reason participants in that age group couldn't bring along others of any age.

RM thanked the group for their enthusiasm for the project and insight provided and would follow up with some of the CLG members to get testimonials of support

**ACTION: RM to contact individuals for testimonials of support**

## 10. Guest Speaker: B2022 Commonwealth Games Volunteering: Michelle Young

RM welcomed Michelle Young from B2022 to the CLG and thanked her for sharing insight on how people can get involved in volunteering.

MW provided details on the different volunteering roles available and key dates for applications and how local residents can apply. The emphasis was on ensuring that all aspects of the community feel a part of the games and volunteering provides a great means of getting involved. Ensuring diversity is a key priority and MW encouraged all groups to apply and asked for the CLG members to share opportunities as widely as possible amongst their networks and residents.

IK thanked MW for the insight provided and encouraged the CLG to get in touch with MW with any further information required.

## 11. Any Other Business

IK informed that the next CLG meeting would take place on 6<sup>th</sup> October, and it was hoped that this meeting could take place in person.

IK thanked the attendees for taking the time to join the CLG call and making his first meeting as Chair a smooth one and drew the meeting to a close.