

Warwickshire County Cricket Club

Community Liaison Group Meeting

Wednesday October 6th 2021: 18:15 arrival for 18:30 Start

Press Lounge, Edgbaston Stadium

A G E N D A

Iftkhar Ahmed – Chairman & WCCC Member’s Committee
Craig Flindall – Chief Operating Officer, WCCC
Ravinder Masih – Head of Community Engagement and Government Relations, WCCC
David Clarke – Safety Officer, WCCC
Chandni Paul – Community Coordinator, WCCC
Heidi Smith – Executive Membership Account Manager, WCCC
Colin Morley - Calthorpe Residents Society
Phillip Thompson - Caraway Road
Andrew Jenkins - Cannon Hill Litterbusters
Ann Lee - Hemisphere Management Company Limited
Cary Baff - Selly Park Residents Community Association
Liz Dancey - University Medical Practice PPG and Harborne Primary Care Network
Elisabeth Rasheed - Salisbury Road residents
Judith Smith – Moorcroft Road Neighbours Group
Lorraine Wheeler – Community Support Officer in Balsall Heath
Aaron Thornton – Balsall Heath Police Station
Kristian Peplow – Sparkbrook Neighborhood Team
Abdullah Rehman – Sultan Bahu Trust
Rabiyah Latif – Near Neighbours c/o Thrive Together Birmingham
Sameera Hussain – Migrant Help
Deb Ufton – Edgbaston Neighborhood Network Services
Natalia Titchareva - Edgbaston Neighborhood Network Services
Nazreen Bi – Balsall Heath CATS
Shaima Omar – Cannon Hill Place
Amani Arif – Cannon Hill Place
Mazar Dad – MECC Trust

1. Welcome – Iftkhar Ahmed

- IA welcomed the group to the first in-person meeting.
- IA introduced himself as CLG chair, member of the WCCC Member’s Committee and a partner at a law firm.
- All in attendance introduced themselves and the group they were representing.

- Apologies were received from Emily Johnson, Anita Moore, Claire Bent, Jason Davies, Michelle Smith.

2. Minutes of the last Meeting – Iftkhar Ahmed

- No issues raised.

3. Matters Arising – Iftkhar Ahmed

- RM listed actions with LD and AJ to be continued into 2022.
- AJ proposed a joint approach to litter issues in the area. Ideas included the Club part-funding signage and community volunteers clearing litter built-up in the Colts Ground that cannot be reached from the roadside.
- RM was keen to see how the Club and community could work together as Winvic had conducted a litter pick for Finals Day.
- LW offered to support with kit.
- AJ required more support with coordinating organisations to avoid duplication.
- HS confirmed that there had been no official complaints to the Club about litter.
- RM thanked the group for their testimonials for the funding bid. Funds were secured but not to the full extent. Other funding options were being explored with support from DU and NT for 2022.
- CF mentioned possible plans for the Edgbaston Mill Site to be used as a compound for the Pershore Road cycle route. The Club had also started conversations about the potential for matchday parking.
- CF reassured residents would be engaged on any Club plan to use the site whilst reminding the group that Calthorpe Estates owned the freehold and Castlebridge were the leaseholders.
- IA asked the group if they were happy to be photographed for MD website. Nobody opposed.

ACTION

RM and LD to discuss engaging residents closer to Edgbaston Community Sports Ground for 2022.

RM and AJ to discuss litter issues for 2022.

4. Hundred & T20 Finals Day Matchday Review – Craig Flindall

- CF shared highlights of The Hundred competition. Edgbaston had an average crowd of 15,000 across 4 home fixtures. The double headers were transformational for the women's game with 10,000 spectators in attendance for the women's last home game.
- CF explained that the explosive brand of cricket aimed to attract new audiences. It proved attractive to the local community as the audience was more reflective of our diverse city with more females and young people than other formats. Broadcasting on terrestrial TV aided the success.

5. Hundred & T20 Finals Day Transportation Review – David Clarke

- DC explained that an extensive range of travel measures including no waiting, car park management and peak-time road closures on Edgbaston Road were implemented on Major Matchdays.
- DC explained that we anticipated maximum crowds of 10,000 for The Hundred. The Club reacted to increased demand with car park management around Queens Ride and road closures at end of games for spectator safety. Measures would be reviewed for 2022.
- DC explained that there was a major issue with taxis and private hire cars clogging roads and entrances. Enforcement officers from the local authority, traffic managers, and police commanders were enlisted to keep taxis moving and minimise impact on local area.
- DC explained that parking measures on Willows Road were withdrawn because they caused additional issues for residents. DC advised residents to agree suitable measures with the local authority as the issue exists outside of matchdays.
- AJ suggested the Club revisit the measures for the increased traffic on matchdays.
- AJ shared an example of a manned stop-and-go system between Willows Crescent and the roundabout to help matchday log jams.
- CB expressed a need for parking measures on The Avenue for The Hundred Fixtures.
- CB requested that the community liaison group is made aware of any free ticket offers.
- AL requested notice for Hemisphere residents for impromptu road closures.
- AL shared concern about traffic and road-side parking on the Hemisphere landscape and Edgbaston Road during Fireworks night.
- DC asked LW if the Police or the local authority could enforce measures on the night.
- LW advised the Club to inform inspector Neil Kirkpatrick and that yellow lines were enforced by the local authority.
- MD explained that the gridlock traffic from one of The Hundred fixtures increased frustrations for residents.
- DC reassured those measures will be reviewed for next year. Road works on Pershore Road contributed to congestion on the first game.
- LD advised the Club to liaise directly with UoB about road closures in the lead up to the Games Village and the impact on the cricket ground. Good contact is Monica Guise.
- DC assured AL that she will be informed about the traffic measures for Fireworks.
- CF advised the group to raise issues directly to control room through the Club's customer service team on matchdays.
- RM requested group member to advocate for their residents or group to maintain a streamlined process.
- CF shared how the club celebrated key workers in NHS and education, women in sport and community leaders with an experience in the Chairman's lounge during The Hundred. DU and CB shared their appreciation.

- RM added that the Club also gifted community groups general admission tickets.

ACTION

Club to invite Commonwealth Games to discuss transport arrangements at a future meeting.

Club to inform inspector Neil Kirkpatrick of Fireworks night details

CP to share customer services email with group

Club to liaise with Monica Guise from UoB about road closures related to Games Village.

6. 2021 Events – Fireworks Night & Carol Service – Ravi Masih

- CF informed the group about Fireworks Night on November 6th. Fun Fair open from 17:30 and Firework display scheduled between 19:30 – 19:45. Tickets are available on our site.
- RM shared that the group will be receiving a discount code.
- RM added that details for Christmas parties and UB40 tribute nights were online.
- RM invited the group to the Club's carol service with choir on Dec 9th at 12:30. Guests were encouraged to bring donations for this year's toy drive.

ACTION

CP to share discount code with CLG

CP to share invite for carol service to CLG

7. Edgbaston Foundation/Community Projects – Ravi Masih

- RM gave an overview of recent and upcoming community initiatives.
- The second toy drive in collaboration with Thrive Together Birmingham was planned to take place alongside a child poverty conference involving Birmingham City Council ("Council") to help address the causes of the issue.
- Over 80 local residents attended Edgbaston Foundation's first ever Jobs Fair in September. The primary aim was to promote roles available within the stadium through Compass, G4S and Winvic. The Club was planning for another Jobs Fair in March.
- The Edgbaston Cricket Education Programme had started with 13 students for the 21/22 academic year and aiming to engage more females in 2022.
- CF mentioned that there is now a full-time Employability and Education officer in post to drive work in this area.
- The second Mayors Cricket Cup was hosted with Mayor Andy Street. 80 participants took part in an intergenerational mixed-team tournament. Team were named after Commonwealth Countries.
- Edgbaston are hosting stadium tours for local community groups during October half term and welcome tours for newly arrived Migrants.
- Breaking Boundaries hosted the first Community Leaders Forum with local organisations. Community organisations interested in running a funded project are advised to contact CP.
- LW offered support with promoting initiatives through her networks.
- CF explained that the Club wanted the people working for it to be reflective of the local community and welcomed ideas about how to engage more.

8. Edgbaston Masterplan Update – Craig Flindall

- CF updated on the residential scheme and stadium redevelopment.
- Residential scheme - draining and dust mitigation systems were installed. Frames and scaffolding for internal walls and fittings would be completed for 2022.
- Stadium redevelopment - existing car park would be removed creating a plaza and public amenity space bigger than Victoria Square ready for March 2022. The brick wall opposite Aldi would be removed allowing level access to the Plaza.
- CF announced that plans for the next phase of the masterplan will be launched in the first half of 2022.
- CF reminded the group that there is an option to provide feedback to Winvic. The process is detailed within the newsletter.
- LD enquired about the Pershore Road Crossing following Cllr Deirdre Allen's previous progress update.
- CF explained the crossing is not linked to the development, The Club or Patrizia.
- MD enquired about the Section 106 funding.
- IA explained that it is a negotiation between the developer and Council and goes into a central pot in the Council unless there are obligations to a specific development.
- CF asked if there was a preference for a hard or electronic copy of the newsletter. The collective view was for both to be circulated.

ACTION - Club to send electronic copy of the newsletter

9. 2022 Season Preview Fixtures and Events – Craig Flindall

- CF gave an overview of the major matchday schedule.
- CF explained that the Commonwealth Games will be 2 games per day. These games are not double headers and are sold as separate sessions.
- CM raised concerns about spectators hanging around in the interim.
- DC explained that Birmingham2022 have sold them as separate sessions and are insistent the venue is cleared.
- CF explained that spectators are unlikely to have secured tickets to both games on one day.
- CF gave an overview of the domestic fixture schedule including T20 and The Hundred. One-Day games could be moved to Portland Road.
- DC confirmed road closures will be in place for all Edgbaston Major Matches.
- DC explained that Birmingham2022 are overseeing arrangements for the Commonwealth Games so he couldn't guarantee closures for those days. The Club were having conversations with Transport for West Midlands and had urged Birmingham2022 to engage with local residents. DC would raise the concern again at an upcoming high-level meeting.
- AL forewarned the group of potential construction work on Hemisphere that may cause disruption to the ground.
- MD informed that residents may petition to stop additional traffic.

- DC explained that the games are putting an emphasis on public transport and running an extensive shuttle bus service.
- CF explained that this year the Club had to meet the increased demand for parking due to covid anxiety towards public transport.
- CF added that the Council had announced new traffic and transport plans that had potential to reduce impact on the community and environment.

ACTION

DC to highlight residents at the meeting with Birmingham2022.

CP to circulate fixtures

10. Guest Speaker – Sameera Hussain Migrant Help UK

- SH introduced Migrant Help, a UK based charity supporting newly arrived asylum seekers across West Midlands with clients based in Edgbaston. Migrant Help have a 10-year contract with the Home Office to support migrants on their journey to apply for asylum. The organisation provides 24/7 advice line, legal representation and support with necessities.
Challenges included lack of accommodation, overcrowded accommodation, extended stays, limited financial allowance for necessities, lack of suitable food options, language barrier to accessing key services. Migrant help link with other organisations that can help and support them into independence.
SH explained that an overlooked aspect is migrant feeling welcomed into the community. Examples included families benefiting from Toys4Birmingham and attending stadium tours at Edgbaston.
- RM reinforced that Edgbaston should be a place for all to feel welcome and would like to build on the initial stadium tours.
CM and CB suggested inviting residents to the tours to welcome the migrants.
- DU mentioned a project that Edgbaston could look to replicate with Migrant Help.

ACTION

DU to send RM link to slow cooker event.

CP and SM to explore the possibility of residents attending the Migrant Welcome Tours

11. 2022 Meeting Dates

ACTION

RM to confirm 2022 meeting dates with the groups.

12. Any Other Business

- AR mentioned a community developed neighborhood plan that included reopening a train station on Moseley Road in Balsall Heath which could help the club and residents.
- CF explained that transport lobbying to the Council and Metro Mayor would be built into the stadium masterplan plans launching next year.
- AJ suggested that the neighborhood plan may need revival.

- CB mentioned reengaging Cllr Matt Bennett who was involved in the plan.
- AR raised concerns about the stadium alarm going off at night.
- DC explained that the club was looking at a significant investment to improve the sensitive alarm. The stadium is manned 24/7 and staff investigate and canceled the alarm as soon as possible.
- RM mentioned that Patrizia had appointed an agency for the hoarding project. The agency would be working with the MAC and had commissioned a local photographer Mariam Khan to photograph individuals from the local community who represent commonwealth countries to be displayed on the hoardings. There would be a referral process to nominate individuals. The Club would advocate for CLG to put people forward.

ACTION

AR to send the Club the Balsall Heath Neighborhood Plan