



Sussex Cricket Limited
MINUTES of the 4th ANNUAL GENERAL MEETING
held on Tuesday 26th March 2019 at 7pm
COW CORNER, The 1st CENTRAL COUNTY GROUND, HOVE

The Chairman, Bob Warren, called the meeting to order at 7.00pm and welcomed all those present, including the Board Directors, Vice Presidents, Individual Members and Affiliated Club Members. Bob Warren asked for a minute's silence in memory of the following individuals who had passed away during the previous year:

Vice Presidents:

Alan Caffyn
Alan Oakman
Hugh Thomas
Rupert Webb

Recreational Clubs:

Alex Halliday, Eastbourne CC
Wendy Lambourne, Bolney CC
Alex Scott – West Chiltington CC
Norman Teague – Lindfield CC

Individual Members:

Richard Allen
Hugh Berkeley
Raymond Burtenshaw
Col Chown
J.P Coles
Michael Dickson
Graham Gordon
Edward Gillett
Jacqui Hall
John M Hall
N.C Hall
M.E.A Keeling
Colin Kempster
Brian Lake
David Laing
Richard Miller
DD Mitchell
Bryan Moody

David Maher
Clive Newton
Alan Oakman
John Poland
Maurice Pound
John Pickering
Derek Pickering
Terence Quirke
Thomas Stonor
John Sanderson
Margaret Sanderson
Geoffrey Trott
Christopher Winn
Charles Walker
Joe Wade

The Chief Executive, Rob Andrew, then formally convened the meeting through the following announcement: "Notice is hereby given that the Annual General Meeting of the Club will be held here in Cow Corner, Sussex County Cricket Club, Hove, today Tuesday 26th March 2019 at 7pm."

1) Apologies for absence.

Apologies were received from the following individuals:

David Brooks
Terry Burton
Shirley Emmett
Ken Hopkins
Jim May

2) Minutes of the Last Meeting

The Chairman requested that the minutes of the following meeting should be approved as read:

- Sussex Cricket Limited Annual General Meeting held on March 27th, 2018

Proposed by Tim Burgess and seconded by David Stoner. Accepted without dissent. There were no matters arising from the meeting.

3) Chairman's Board report.

Bob Warren drew the meetings attention to his Chairman's report, highlighting the successes of all areas of the Club over the past year.

4) Treasurer's Report

The Honorary Treasurer, Ed Putnam, presented the **Sussex Cricket Limited Accounts** for the year ending 31st Oct 2018. Mr Putnam informed the meeting that the Financial Strategy would remain the same as the previous year:

Financial Strategy:

The organisation's strategy is to:

- Invest in professional cricket and other forms of the game
- Invest in projects which generate a recurring increase in income
- Deliver a return from the investment made in stadium facilities through income including significant non-match day revenue – we are a year-round business
- Continue to invest capital to keep Hove special
- Maintain a solvent financial position
- Maintain excellent stadium facilities via maintenance and provision for future rebuild

Mr Putnam clarified the accounts structure following the integration and confirmed that the accounts of Sussex Cricket Limited are consolidated showing the results of the Sussex Cricket Ltd (the same legal entity and activities undertaken by the former Sussex County Cricket Club) and Sussex Cricket Foundation (a wholly owned subsidiary of Sussex Cricket Ltd which undertakes the activities previously performed by the Sussex Cricket Board and Sussex Cricket in the Community Trust). He explained that the Sussex Cricket Limited Profit and Loss statements reflected the Sussex Cricket Limited and Sussex Cricket Foundation accounts combined. The Balance Sheet included a combined statement from Sussex Cricket Limited and the Sussex Cricket Foundation as well as a separate standalone Sussex Cricket Limited Balance Sheet. The Sussex Cricket Foundation subsidiary accounts were also available separately which Mr Putnam advised is typical of many businesses.

Mr Putnam noted the 2017/2018 headline results where SCL had finished the financial year with an operating loss of £414k. He advised that the loss was expected due to swings in income from the ECB, however, the result was better than forecasted with underlying trading £257k better than the previous year. EP noted that profits were forecast for each year in the forecast cycle going forward. EP commented that the Sussex Cricket Foundation had finished the year with an operating loss of £8k.

Income:

- ECB: an additional payment of £1million was received in the previous year
- Match: was up 16% with a very successful tourist match
- Membership: was down 4% on the previous year.

- Commercial: still performing well (when benchmarked against peer counties). A solid year and a very successful period in terms of the reach of the Club's social media
- Catering: these accounts saw the first full financial year of outsourcing. The Club's share of profit is a 30% uplift on the average net profit earned in catering over the prior three years. 2018 benefited from the two concerts
- Rental income: return on investment in the offices in the North-East corner of the 1st Central County Ground and other properties. Total estates income is up 59% in the last three years

Mr Putnam presented the Sussex Cricket Foundation statement and noted that a small profit/loss was normally expected. He stated that the income was broadly flat on the prior year with a generous donation offsetting reduced Chance to Shine income.

The balance sheet showed net assets of £9.7million. He noted that there was a positive cash balance and that the Club was debt free.

Mr Putnam noted that the Board considered it appropriate to continue to reflect depreciation in accounts although some county clubs do not as ground assets do wear in time and the accounts the Board preferred not to have qualified accounts. The most important aspect of depreciation is to ensure access to hard cash for future investments.

Mr Putnam advised the meeting that there were some staff changes in the Finance department and extended his thanks to both Sandra Hill and Tony Alcott who would be leaving the Club after a long service. He noted that Alan Bradshaw would be joining the Club as the new Head of Finance, having previously worked at Brighton College.

2018-2025 Financial Plan

Mr Putnam advised that the Club had moved to a seven-year forecast to aid with strategic planning. He noted that over the seven-year period, SCL was forecast to make a surplus each year and SCF small profits based on relatively prudent assumptions. It was acknowledged that the spending of the legacy may have had an impact on the SCF figures but underlying trading was expected to be profitable. Mr Putnam stressed that it was an ongoing challenge to drive the underlying trading model whilst investing in the playing squad and other strategic goals, however, he highlighted the opportunities for development of the area around the Cricketer's pub which are currently being explored.

Mr Putnam received some queries regarding the accounts. The meeting enquired as to what the Club were doing to help prevent the decreasing membership. Mr Andrew advised that the Club was always looking for ways to improve the membership product and initiatives to encourage new members. He stressed that the decline in membership was reflected across the country. It was noted that T20 Blast membership had increased in 2018 and the Club were working closely with the Community department to offer community days, such as 'Schools Day' which was well attended and free tickets to affiliated clubs. It was acknowledged that junior prices had also been reduced to encourage families to attend. The meeting noted that the lack of weekend Championship cricket may have discouraged people from becoming members.

Mr Burgess questioned if the success of Brighton and Hove Albion FC had impacted on the Club. Mr Andrew advised that there had been a marginal impact on corporate hospitality sales and sponsors, however, the income from T20 was still increasing year on year.

Mr Stoner raised a query regarding the reduction in the number of affiliated clubs and asked the reason for this. Mr Andrew advised that the deadline to become affiliated was the 31st March 2019 and therefore the current numbers were not a true reflection. He also noted that some Clubs had dissolved or amalgamated, which was a current trend across the county. It was noted that Clubs with junior sections can only become affiliated if they have an appointed Welfare Officer.

Mr Hagan enquired if there was a way of making additional income from live streaming and social media. Mark Judges (Head of Commercial), advised that whilst it was difficult to make a profit from either, the social media channels helped to increase attendance and was a great way to attract new commercial partners as they could potentially advertise through the Club's channels.

The Chairman asked for the adoption of the SCL accounts.

Proposed by David Stoner and seconded by Tim Burgess

Accepted without dissent

5) Election of President for 2019/20

Mr Warren advised that John Abbott would be retiring as President. He extended his thanks to Mr Abbott for the fantastic job he had done throughout his two-year tenure.

Bob Warren proposed the election of Sir Rod Aldridge as President for 2019/2020.

Proposed by David Bowden and seconded by John Abbott. Agreed without dissent.

6) Election of New Vice Presidents

Bob Warren proposed that the following are elected as Vice Presidents due to their overwhelming commitment to Sussex CCC:

Mr. J. Abbott CBE

Mr. R. Barrow

Mr. L. Claydon

Mr. T. Pigott

Mr N. Sharp

Mr D. Smith

Proposed by Tony Lewis and seconded by Chris Snell. Agreed without dissent.

7) Election of Non-Executive Directors to the Board

The Chief Executive, Rob Andrew, noted that there was no election as only two nominations were received for the two vacant Board positions. The Nominations and Elections Committee reviewed the Nomination Forms and both candidates were considered entirely appropriate for election. The nomination was therefore uncontested.

The Sussex Cricket Limited Board reminded attendees that following the Special General Meeting which took place on the 29th November 2018, a resolution was passed to reduce the number of Board Directors elected by Individual Members from six to four. Richard

Barrow indicated that he would not stand for re-election and therefore the current SCL Board of Directors took the decision to not replace this vacancy to enable the reduction process to begin

Mr Jon Filby has been elected on behalf of the Individual Members for a term of three years
Mr Filby was proposed by Randolph Baldwin and seconded by Alan Malby

Mr Gary Stanley has been elected on behalf of the Affiliated Clubs for a term of three years.
Mr Stanley was proposed by Steve Johnson of Broadbridge Heath Cricket Club and seconded by Alan Wildig of St Matthias Cricket Club

8) Appointment of Auditors

The Treasurer proposed that Mazars be appointed as the Organisation's auditors.

Seconded by Richard Barrow. Accepted without dissent.

9) Other Business

The Chairman, Bob Warren, stated that there had been no formal request for any specific item to be raised under 'Other Business'.

Mr Warren thanked everyone for their attendance and closed the meeting at 7.45pm.