



Sussex Cricket Limited

The 1st Central County Ground
Eaton Road, Hove, East Sussex, BN3 3AN
Tel: 01273 827100
Fax: 01273 771549
www.sussexcricket.co.uk

Dear Member,

August 2020

Membership Fees 2020

I hope you and your family are keeping safe and well during this very difficult summer for us all.

On behalf of the Board, I would also like to thank you for your continued support and patience as the club navigates this extremely challenging period.

The devastating impact of the Covid-19 pandemic since March 2020 has meant that the Board and Executive team have been totally focussed on the financial viability of the club moving forward. We have taken advantage of the Government's furlough scheme resulting in most staff being on furlough leave for long periods this summer, including the players. All staff, both playing and non-playing, have accepted voluntary salary reductions through to the end of our financial year in October and we will review our financial position in November to consider further steps. Unfortunately, there have been a few job redundancies especially in our catering partnership with Sodexo, as the ground has been closed since March and there is still great uncertainty when we will be able to get back to 'normal' business. There are unfortunately no guarantees about further job losses in the coming months including to the playing staff as we battle with the biggest health and economic crisis there has been in a very long time. As outlined at the recent AGM we have also taken advantage of a Coronavirus Business Interruption Loan (CBIL) of £1m to assist us with cashflow through the next 12 months as there are still many challenges ahead. We will need a financial strategy to repay this loan over the next 4/5 years and do everything we can to ensure the long-term survival of our great club.

Since early March, the club's entire income has virtually dried up, other than the England and Wales Cricket Board's distributions that derive mainly from the sale of our media rights, principally to Sky TV. There have been no match ticket sales, no matchday hospitality including the Boundary Club, no conference and event income and no concert revenue. We have not yet concluded negotiations with most of our commercial sponsors, but we expect to lose significant revenues over the two seasons, 2020 and 2021.

At this stage we are also unsure about any pandemic restrictions into next season. It is difficult to say when our conference and event business will be back up and running and to what level, and if there will be reduced crowds for cricket and concerts into the summer of 2021.

With all of this in mind the priority for this season from a financial point of view has been to manage costs aggressively and try to retain as much revenue as possible. Even with all of the actions we have taken to date we are forecasting to post a significant cash loss for 2020.

We have been overwhelmed by the patience and support of our loyal Members as we navigate this difficult time in the club's history. Many Members have already offered to donate their 2020 Membership fees to the club to help with the crisis. This is very much appreciated.

Sussex Cricket Limited

Registered in England and Wales: Company Number: 30143R
Registered Office: c/o The 1st Central County Ground, Eaton Road, Hove, East Sussex, BN3 3AN





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At the beginning of the pandemic we communicated that we would come back to you, the Members of the club, when we had greater certainty of the impact on both the playing season and on the finances of the club.

We discussed various options which included donate, defer, or refund. Following further discussions internally and at Board level we would appreciate, where possible, that Members consider waiving their right to a refund and gift their 2020 Membership fees to assist the club through the financial crisis we are facing. Deferring fees does not assist the club financially and therefore this option is not available.

If you would like to leave your 2020 Membership fees in the club to continue to support the investment in our teams and facilities at The 1st Central County Ground, you do not need to take any action.

To recognise the contribution made by Members who wish to donate their 2020 fees in full, we are offering several special rewards, which are listed below:

- Your name on a newly installed supporter's wall which recognises all donors, located within the Spence Pavilion until the end of the 2024 season
- Entry into a prize draw to win a life membership of Sussex CCC
- Entry into a prize draw to win a framed and signed 2021 County Championship shirt
- Entry into a prize draw to ring the bell at the start of play on the first home County Championship match in 2021
- Invitation to watch Sussex CCC train at The 1st Central County Ground in 2021 – date to be arranged
- Special edition membership card for the 2021 season which entitles you to a free hot beverage before 11am on the first day of each home County Championship match in 2021 – subject to holding a 2021 membership
- Printed copy of the Sussex Cricket Yearbook 2020

Membership fees are an important part of the club's revenues and partly fund the investment in all Sussex CCC teams, including the senior men's team, senior women's team, our county age group teams, and Performance Pathway.

We fully appreciate that not all Members will be in a position to donate their 2020 fees to the club and if you wish to claim a refund of your fees we would ask you to complete the refund request form located online at www.sussexcricket.co.uk/2020-refund-request. If you do not have access to the internet we have enclosed a paper copy of the refund request form, however, due to the limited resource available within the Ticketing and Membership team currently we urge all members, where possible, to complete the online form.

Refund request forms must be completed online or received in the post no later than 5pm on Friday 25th September. Please note that if applying for a refund, your Membership will be cancelled from Monday 28th September and your refund will subsequently be processed by Friday 16th October.

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Throughout our long and proud history, we have relied upon the continued support and loyalty of our Members. This support is exceptionally valuable now and all at the club thank you for your understanding of the decisions we are taking on your behalf.

If you have any questions about your 2020 Membership, please email us at membership@sussexcricket.co.uk.

Yours,

Bob Warren
Chair, Sussex Cricket Limited

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