

LANCASHIRE CRICKET BOARD SKILLS EXPERTISE

August 2025



John Abrahams

EXPERTISE: Cricket - Elite,
Cricket - Recreational, Development



Dame Sarah Storey

EXPERTISE: Women's Elite Sport



Rachel Downey

EXPERTISE: Finance, Development



Christopher Peacock

EXPERTISE: Communications,
Engagement, Public Affairs,
Consultations



Gillian Singh

EXPERTISE: Customer Experience,
Risk Management, Marketing,
Commercial and Governance



Navin Singh

EXPERTISE: Leadership, Sales
& Sponsorship, IT & Change
Management, Media Streaming/
Digital Sales, Women's Elite Sport



Vic Stewart

EXPERTISE: Finance, Leadership,
Governance



Sara Tomkins

EXPERTISE: Marketing, PR and
Community Engagement

LANCASHIRE CRICKET BOARD SKILLS MATRIX

August 2025



Lancashire
Cricket

Board Member	Current External Position	Skills/Experience	Demographics			Acumen																			
			GENDER	AGE	ETHNICITY	CRICKET - Elite	CRICKET - Recreational	Member Owned Organisation	Hotel, Conference & Events	Governance	Leadership	Finance	Marketing & PR	Sales & Sponsorship	Development	IT, Change Management	HR Experience	Legal Acumen	Knowledge of India Markets	Media Streaming/Digital Sales	Women's Elite Sport	Large Event Operations, Security and Safety	Risk Management	Fan Experience	Other
	Dame Sarah Storey	Elite Athlete	Elite sport	F	41-55	WHITE																			
	Gillian Singh	Non Executive Director	Customer Experience, Risk Management, Marketing, Commercial and Governance	F	56-70	WHITE																			CSR, Stakeholder engagement
	Sara Tomkins	Marketing and CSR Director for Co-Op Live	Private, Charity and Public sector, Marketing and Comms, Events, CSR and Community Engagement	F	41-55	WHITE																			CSR/ Sustainability
	Rachel Downey	Manchester Life, Development Company	Legal and Financial expertise (qualified accountant & lawyer)	F	41-55	WHITE																			
	John Abrahams	Cricket Developer	Developing players, coaches, teams	M	56-70	NON-WHITE																			
	Navin Singh	Chief Operating Officer, Six Nations	Media Rights and Production, Sports Commercial, Leadership	M	41-55	ASIAN																			
	Vic Stewart	Founder The 6% Club, Member GMCA Women's and Girl's Equality Panel	Qualified accountant, Finance, Gender equality campaigning	F	41-55	WHITE																			
	Chris Peacock	Director - Strategic Communications	Communications, stakeholder and community engagement	M	41-55	WHITE																			Stakeholder engagement



No knowledge/experience



Some knowledge/experience



Competent experience



Expert/high level of knowledge/experience

B/AF/CA/BB - Black/African/Caribbean/Black British
A/AB (SA) - Asian/Asian British (South Asian)