



Lancashire
Cricket

**LANCASHIRE CRICKET
HERITAGE HUB**

FEBRUARY 2024



CORE

VISITOR
EXPERIENCE
DESIGN



Carole Hodges – the only woman in Lancashire Cricket's Hall of Fame

Front cover - Preparing the ground, 1930

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Project Vision

Emirates Old Trafford is poised for a transformative evolution into a year-round heritage site, spotlighting Lancashire Cricket's pivotal role in the community for over 150 years. This project will be a celebration of Old Trafford Cricket Ground as a venue for teams and stars from around the world and cricket throughout Lancashire, elevating the Club's rich history and emphasising the profound impact cricket has on local communities.

The project's core is an interactive heritage hub and outreach programme to safeguard and promote Lancashire Cricket's sporting and cultural heritage. Objectives include enhancing visitor access, deepening heritage understanding, and engaging with new diverse audiences to contribute to the next century of memories and heritage. Available digitally, key elements of the offer will be enjoyed by global audiences.

Education is central, focusing on leveraging cricket's heritage learning opportunities to enhance outcomes for children and young people. The initiative will actively engage young individuals, building on an already strong education programme by expanding both its reach and curriculum appeal.

Community engagement extends to local and regional audiences who would not traditionally engage with heritage. The project offers fantastic opportunities to engage with new, diverse audiences.

A dynamic mobile heritage vehicle, equipped with key museum themes and interactive exhibits will tour target communities, schools, clubs and festivals across the Northwest, offering outreach programmes related to Lancashire's wide cricket heritage.

One of the many examples of the Foundation engaging with local children.

CONSULTATION KEY FINDINGS

Using the consultation findings, we have drawn out key points that relate to the interpretative design.

Between May and December 2023 Lancashire Cricket Foundation consulted with a wide range of audiences, ranging from those with a passion for cricket and those who have a passive interest.

The groups consulted were:

- Stakeholders and decision-makers (12)
- Lancashire Cricket Club members (e-survey, 778 respondents)
- Community groups (e-survey, 222 respondents)
- Focus groups (older adults, young people, recreational cricket clubs, diverse families, low income adults, low income parents – 41 individuals)
- Partners (the Club, UA92, TfGM, Trafford Council etc)

The following pages explore the key points that have informed our initial thoughts both for the interpretation and the design of spaces and engagements. These are a mix of aspiration and directional comments that will inform the design as it develops.

The following bullet points are drawn from the extensive consultation work. These key findings relate and underpin the interpretive design shown in the rest of the document.

How and who to engage

- Aim to be the best in the country for celebrating cricketing heritage
- Engaging different and more diverse audiences, people who have not engaged before
- To be at the heart of the community to share and listen to their heritage
- Using cricket to inspire people and to see what they can achieve

'...Stories are crucial in bringing the artefacts to life...'

'...I'd like it to be colourful, lively and vibrant – not just things on the wall. Things to touch – interaction and participation...'

'...The project is an opportunity to connect with and engage local communities...'

'...The project should be used to celebrate cricket in / across Lancashire... not just Lancashire Cricket...'

'...what we need to do is to share their story and to show that it is their ground...'

'...Flexibility must be built in to ensure that the displays and subject matter are refreshed to keep visitors coming back...'

- Lancashire Cricket has a great story to tell, but we need to make sure we tell everyone's story
- Pride in the Club's heritage
- Sharing what Lancashire Cricket does now
- The project should be used to celebrate the Club / Old Trafford's role in the cultural and social fabric of the area
- Education and learning opportunities offered through the project will enhance the educational outcomes and life chances of children and young people.

Expectations of the space

- Multipurpose space utilised by all target audiences
- Facilitate and encourage heritage research - use the archive to inspire
- Building-in the needs of different audiences from the start and making all aspects of this project welcoming to all
- Tell the story of Old Trafford cricket ground and how it influences social history of the places we live
- Improve the understanding of Lancashire cricket heritage.

'...I am not a history sort of person, but I am interested in preserving heritage and the women's cricket story...'

'...Community outreach is key to engaging audiences across the county and beyond...'

'...There needs to be something for everyone (interactive / visual / touch & feel / images / footage)...'

'...A range of methods / approaches to delivering information / activation is key to engaging a wider range of audiences...'

'...Immersive / interactive experiences should be used to bring a sense of theatre...'

'...A clear narrative / timeline is important to ensure the experience flows and is coherent...'

AUDIENCES

Who is this project for?

For many years, Lancashire Cricket has been without a 'museum' space in which to exhibit its important collection and tell stories of sporting achievement and historical development. This is a really important opportunity to engage with 80,000 participants in and around the ground and via the outreach programme to discover the heritage here and across the wider Lancashire cricket scene. We asked potential visitors what they want the project to deliver.

Through various consultation sessions it has become obvious that potential audiences are made up of knowledgeable cricket enthusiasts with direct links to cricket clubs and those less informed but still very much interested in their heritage and the influence that cricket has on Lancashire's wider community.

Our priority audiences for engagement are:

- **Hyper local community**
This is the Trafford community that surrounds Old Trafford Cricket Ground.
- **Young people**
Young people aged between 5 and 21 years across Lancashire, reached primarily through schools and colleges.
- **Ethnically diverse families and adults**
Primarily South Asian and Black British audiences, targeted across Lancashire.

- **Low-income families and adults**
These audiences will be targeted in areas of Greater Manchester and Lancashire that have income deprivation on the Government's Indices of Multiple Deprivation. Crossing over into the young people category, we will target schools with high levels of free school meals.

The priority audiences were selected through a rigorous market assessment of the one mile walk, Greater Manchester and Lancashire catchment areas, comparing the demographic data of those areas to the people who engage with Old Trafford Cricket Ground at the moment and identifying the gaps.

Young people were selected for different reasons. Lancashire Cricket already runs very successful cricket development programmes for young people across Lancashire and we selected this segment to build on the existing strength of the Club and its networks, and add heritage as a new dimension to the programmes.

We have considered how we might best meet the needs of these priority audiences, as well as the core audiences who are already supporters of cricket and the Club.

As the project progresses, we are committed to further consultation to ensure that the heritage offer meets the needs of all audiences.

Community Engagement

80% of respondents are either 'Very Interested' or 'Somewhat Interested' in engaging in the history and heritage of Lancashire Cricket / Emirates Old Trafford

Non cricket focus groups

Community outreach is key to engaging audiences across the county and beyond

Members consultation

90.5% of respondents are either 'Very Interested' or 'Somewhat Interested' in engaging in the history and heritage of Lancashire Cricket / Emirates Old Trafford

Stakeholders consultation

Using cricket to inspire people about what they can achieve

Building-in needs of different audiences from the start



VISITOR OUTCOMES

The bullet points below show what types of visitor outcomes were requested in the various consultation sessions. These have then been presented as outcomes that we will achieve through the multiple engagement strands this project will offer. These visitor outcomes create a solid foundation from which the project can be evaluated.

Suggestions from all consultation groups

- A heritage offer incorporating the Old Trafford Cricket Ground
- Purposeful use of interactive technology
- Specialist themed displays
- Activities for families / educational visits
- Role models and women's cricket
- Interactive, sensory and participatory displays
- Stories and engagements that capture the imagination
- Imaginative display of heritage objects that provoke interest and enquiry
- Good quality physical outreach (the vehicle)
- Engaging and relevant digital content both on site and on-line.

Saving heritage

Lancashire Cricket has an important collection of photographs, objects, brochures and a significant selection of stories relating to the history of Lancashire Cricket and the Club. At present, the collection is housed in unsuitable facilities within the stadium with little or no access by the public. The project will present an opportunity for people to engage with the collection in the Heritage Hub and through the outreach programmes, oral history project and the digitised collections, enabling them to contribute their own memories and stories to the collections and the displays.

Through direct connection with hyper local communities we will develop a heritage hub that meets the needs of these communities in the area where they live, helping instill pride in this heritage.

The collection encompasses narratives associated with an incredibly diverse range of individuals, spanning various cultural backgrounds, abilities, and genders. We aspire for a diverse visitor demographic to find reflections of themselves within these narratives.



Protecting the environment

Our on the doorstep Metro-Link, funnels visitors to this area in the thousands. Elements of interpretation will show how developments in infrastructure have improved the environmental credentials of the Old Trafford Ground. Visitors will see that the climate crisis is a huge issue for grassroots cricket, the regular flooding of the grounds being a visible sign of this. The project will talk about what Lancashire Cricket are doing to mitigate their environmental impact and how they are helping community clubs to do the same. Visitors will learn about Lancashire Cricket's links with the City of Trees project, building bug-hotels around the Old Trafford Cricket Ground. Strawberries, blueberries and herbs grown in our garden terrace can be seen on our guided tour.

Inclusion, access and participation

We will deliver co-production opportunities to enable diverse groups to engage meaningfully with the project and see their voices in the final project.

Opportunities to develop content will promote developing knowledge and skills linked to the specific heritage of Lancashire cricket.

During co-production, people who are under-served by heritage will be engaged to help generate an experience that represents a wider visitor demographic.

Voices from a wide range of communities will be explored and their heritage stories will run through the exhibition narrative.

Visitors will feel that they have explored the stories through a variety of engaging methods, including digital, physical and environmental.

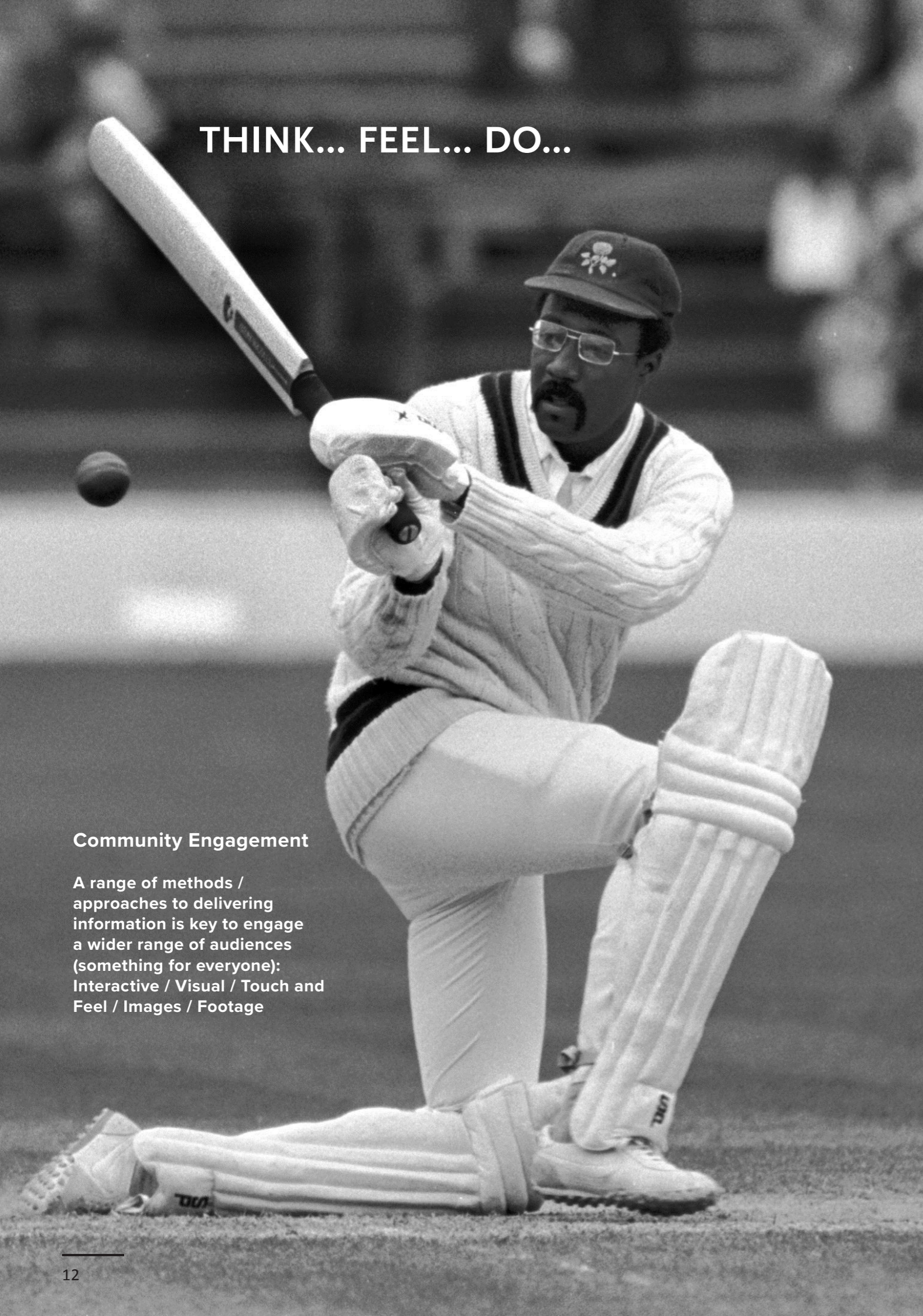
Digital content will be accessible to an international audience to increase impact and reach to those unable to physically attend.

A new active and inspiring heritage hub will ensure Lancashire Cricket heritage it is valued and better understood.

Through consultation, outreach and an engaging heritage hub, the cricket story will bring communities together with a common interest.



THINK... FEEL... DO...



Community Engagement

A range of methods / approaches to delivering information is key to engage a wider range of audiences (something for everyone):
Interactive / Visual / Touch and Feel / Images / Footage

ENGAGEMENT STRATEGY

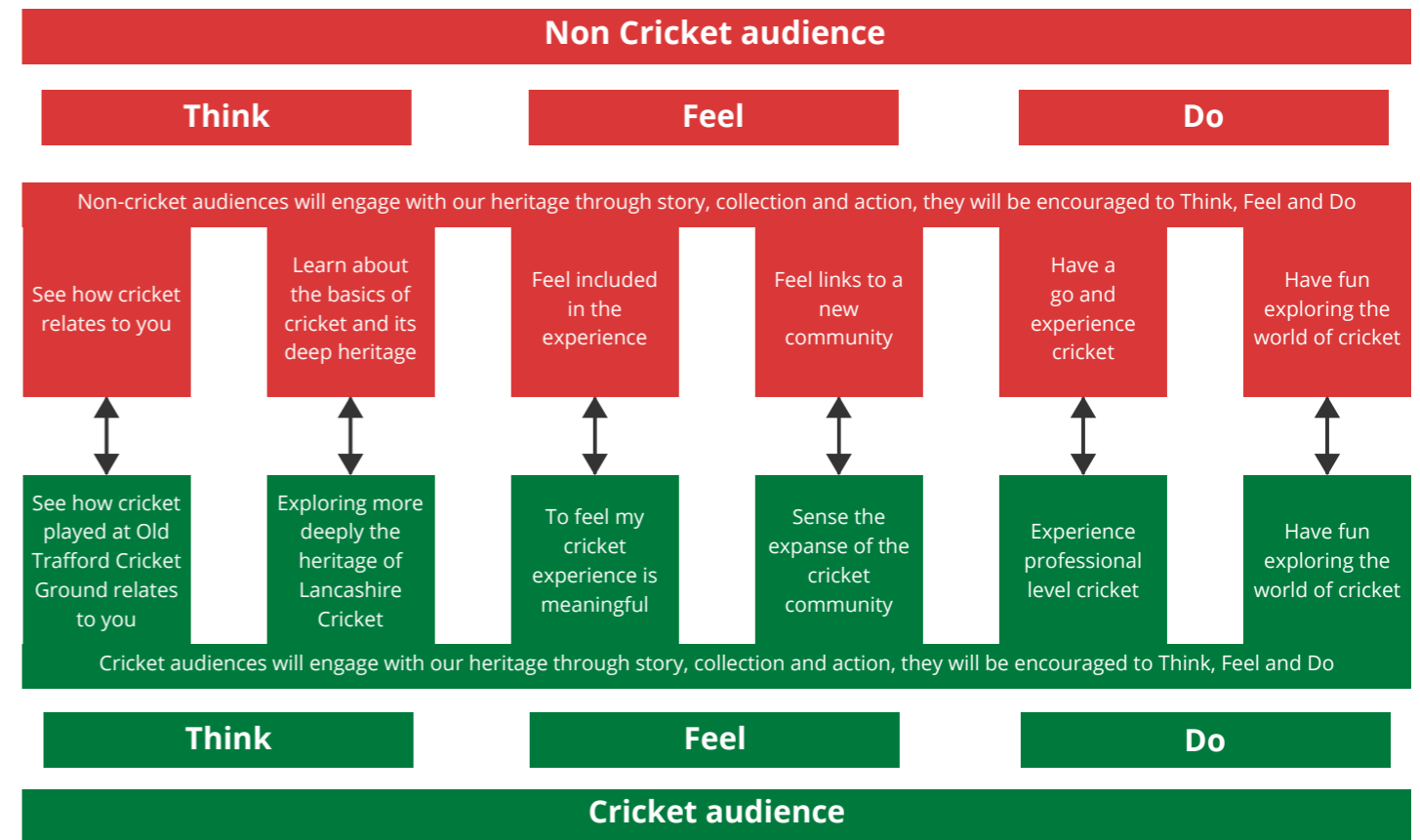
How do we engage?

This project is challenged with meeting the needs of audiences that have encyclopedic knowledge of cricket, those who have none and everyone in between.

The way we intend to achieve this is through a Think, Feel, Do strategy based around the idea of finding the visitor's inner cricketer.

This journey of self-discovery will be an opportunity to learn in a dynamic and active environment, allowing experts and novices alike to come together and find out what makes the sport tick.

The diagram below shows a selection of ways visitors could be engaged in the search for their 'Inner Cricketer'.



Sir Clive Lloyd

FUTURE CONSULTATIONS

Consultation will be at the heart of the development phase and we will work closely with the activity planners to consult with priority audiences and develop the ideas that have emerged from the valuable work done to inform this document. There is a strong desire to develop the narrative between communities linked to local, county club, and international cricket both in story and relationship. Growing this connection will benefit everyone involved and ensure that the story and activity at the hub, around the ground and during community visits is meaningful to all and representative of every voice.

Planning for consultation is crucial, and this page includes a list of areas where co-production will be most valuable. However, it is important to state that this is where we are today and we propose to be reactive and reflective in this process. As opportunities emerge we want to be flexible enough to reach out to engage with co-producers outside of a timetabled set of events.

Who to engage

We must keep up the relationships that already exist and strive to fill in missing gaps. We must continue to develop groups that fall into our target audiences and try to understand what they want this project to offer.

We have ambitions to build strong ties with:

- Hyper local community
- Young people
- Ethnically diverse families and adults
- Low income families and adults.

Importance of the Community Engagement Vehicle

The community engagement vehicle will be the first, most dynamic element of the consultation and co-production stage. We aim to get this hybrid vehicle into schools and cricket clubs around Lancashire and as many places as we can to engage with new audiences in their own backyard.

The relationships made here will be invaluable for the project as they inform and guide the development of both content engagement and the final offer of the heritage hub and stadium trail. Just as important, they will direct the way the vehicle is used to engage local communities in the future.



Potential consultation opportunities

Community engagement vehicle - go to events and consult using a series of prototypes and great conversations to get a stronger sense of what this vehicle can offer.

Club level story collection - what are the stories that are told around the club house. A collection of local histories will show strong connections between Old Trafford Cricket Ground and local clubs.

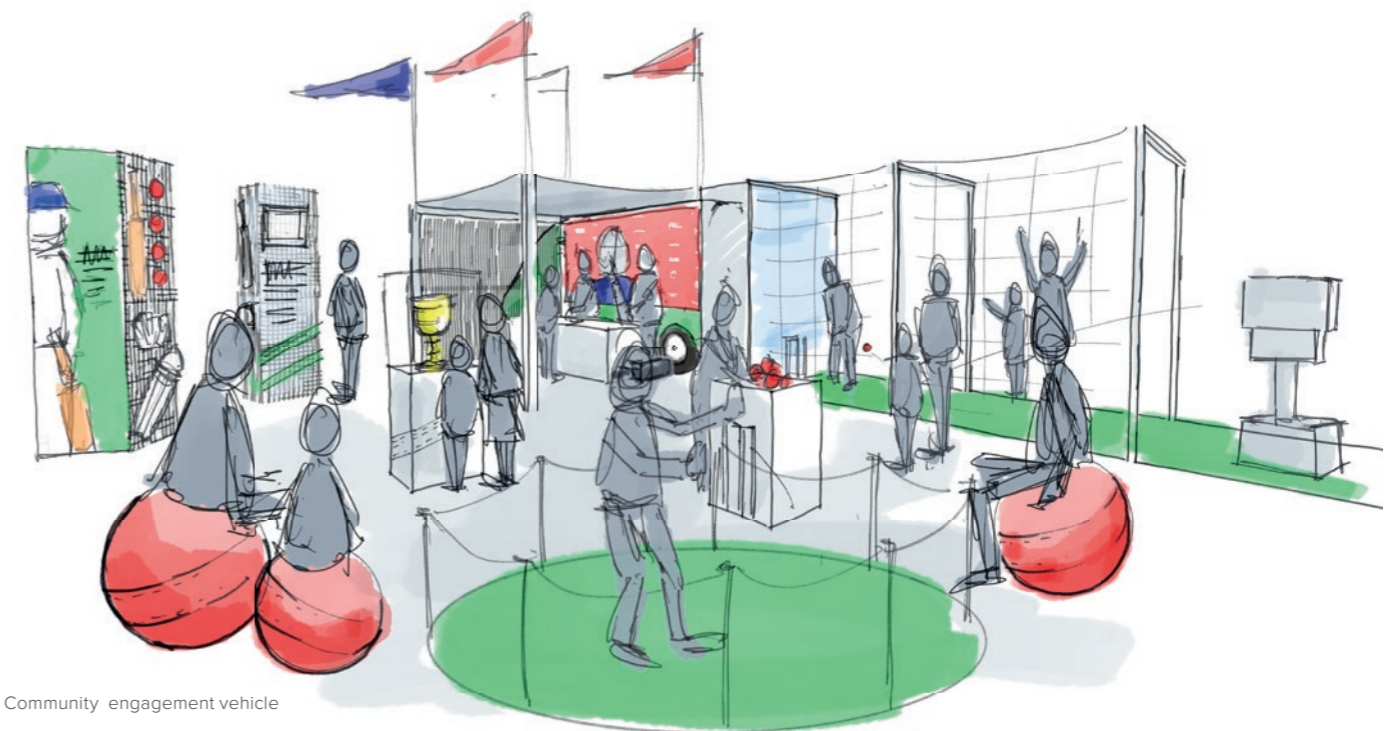
Accessibility consultation - during our design development we will actively consult with various groups on accessibility. It is vital that we create a space that is open and welcoming to all potential visitors whatever their needs.

Education delivery - how can this offer, either vehicle on-site or a planned educational visit, best serve the needs of your school and the children?

Object research and /or collection - how does the collection relate to communities and how can we best express these links with cricket around Lancashire?

Target audiences - what are the right elements that would encourage you to visit the heritage hub and what would put you off?

300 bats - an idea to be explored, collecting old bats from all of Lancashire's grounds - these could be decorated, signed or have stories added to them to represent their origin. This collection of bats could be displayed in the hub to represent all of Lancashire cricket.



Community engagement vehicle

INTERPRETIVE STRATEGY

How do we engage audiences that have no cricket knowledge and those who have an encyclopedic knowledge of the game?

We do this through the development of a common entry point that challenges all who engage to

‘Search for their inner cricketer’.

As visitors take a journey through the stories of acclaimed cricketers from around the world and closer to home, they will engage with collections that inspire their *‘Inner Cricketer’*. Interactives and physical activity will help visitors measure their *‘Inner Cricketer’*.

Themes will show a diversity of ideas in the story of cricket. For the uninitiated it will show a sport infused with skill, tactics, technology, history and of course passion. For those already ensconced in this world it will offer the chance to look deeper into the statistics, psychology, technical and tactical nuances of the game. We will use the collection and it’s stories to illicit emotive responses as well as gathering stories that evoke personal and intimate memories from communities around Lancashire.

Each of the themes offers a different perspective on the game. *Physical skill* looks at the achievements of players through the ages and will highlight the skill and dedication needed to play at a professional level while celebrating those who play at any level.

The science of cricket gives visitors opportunities to explore the technical developments that have seen the game progress from its humble beginnings. Testing and exploration will add a dynamic learning experience into this section.

Stats and Facts, which cricket has in abundance. Learn the batting and bowling figures, how many ways to be out and quirky facts that surround the game of cricket.

Cricket across Lancashire is a theme dedicated to the stories of communities that just play cricket because they can and love it. What makes them tick and who are the unsung heroes in this world?

Psychology and inspiration looks at the mindset needed to be involved and committed to the world of cricket. What does it take to bat for hours in a test or where does the motivation come from to teach cricket to a group of 7-year olds?



Top - England and Lancashire's Kate Cross celebrates her 3 Test wickets against India.
Middle - Liaqat Hussain batting for Lancashire (Visually Impaired League)
Bottom - Lancashire Cricket Foundation.

Cross-cutting

Cutting through the themes we have three cross cutting themes which allow subjects to interject into the other main themes. The first is *Player statistics*, an area that lets visitors see players in different areas showing various achievements.

The next is *Language and terminology*, a must if non-cricketers are to navigate this space. Every effort will be made to simplify this terminology, but the jargon of cricket will be served up as a fun code for visitors to crack, giving confidence to newcomers that they can be part of this strange world of cricket.

The last is *Climate crisis impact*, this strand cuts throughout the other narratives as the impact is becoming a bigger concern for the future of cricket. The positive side of this will celebrate the action Lancashire Cricket is taking to help mitigate the impacts.

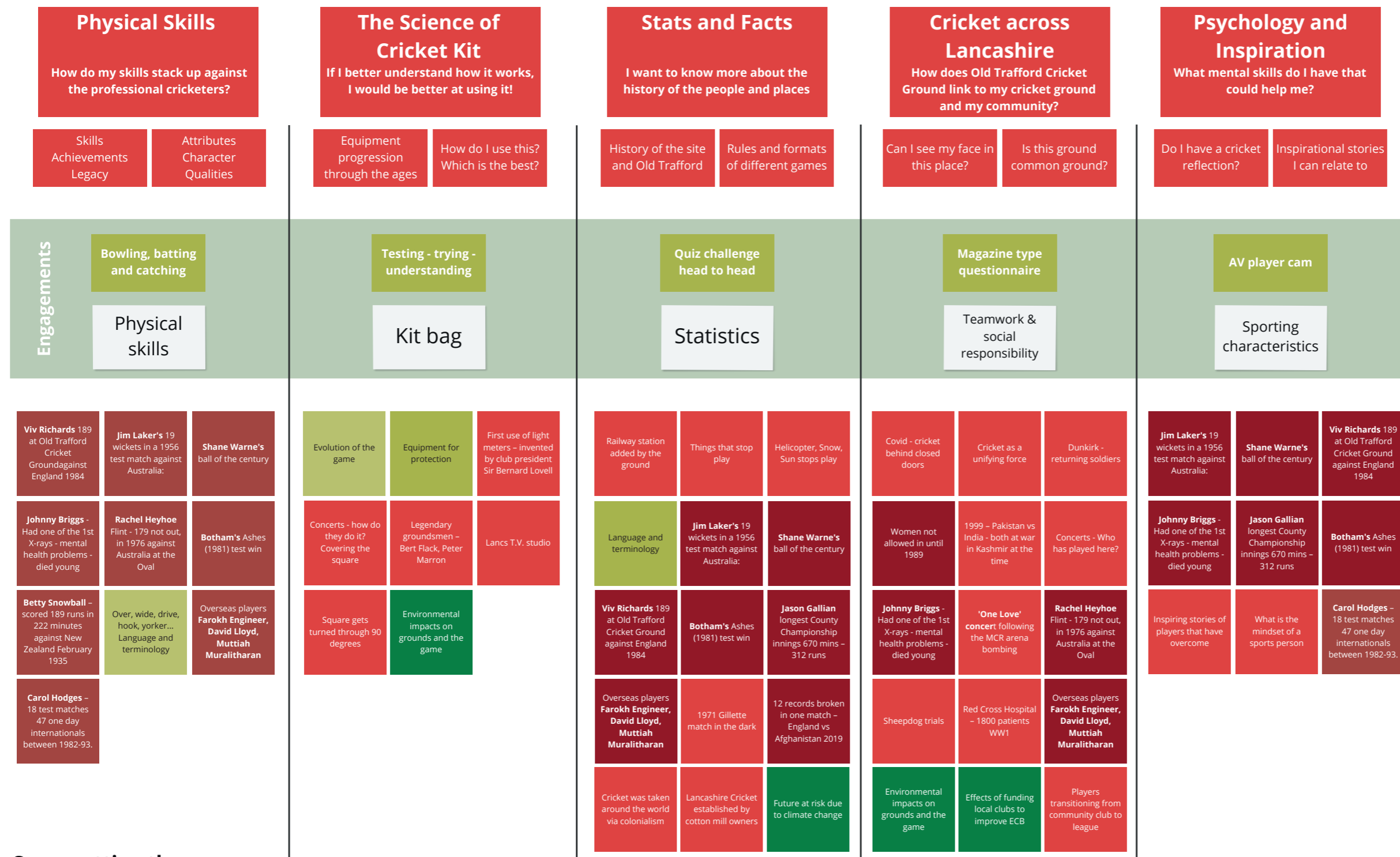
The next page shows a draft thematic structure developed from a consultation session with staff and informed by the ongoing consultation.

Consultation comments

Areas of history and heritage respondents want to celebrate through the project include:

- How it all started (the development and growth of Lancashire Cricket)
- Iconic Lancashire Cricket players (local and international)
- Celebrating Lancashire Cricket success (trophies etc.)
- International cricket heritage (Emirates Old Trafford as a test venue)
- The evolution of the stadium (history of / ground use / development over time)
- Players stories (their background, second jobs etc.)
- The Roses rivalry throughout history.

THEMATIC STRUCTURE



Cross cutting themes

Players statistics - Facts and figures, players and matches

Language and terminology

Climate crisis impact

This structure is based around a co-production session held with the heritage team where the big stories were discussed.

We have mapped it around the idea of discovering your inner cricketer. The engagements shown are intrinsic to setting up the narratives in a way that should inspire visitors of all kinds to get involved in finding out more about cricket and the history of Old Trafford's ground.

We have populated the table with the stories gathered from the co-production to test its validity as an interpretive structure. The next stage will be to take these ideas to visitor groups to consult and develop our ideas further.

STORYTELLING

What is the story?

Our story is one based on the 'Inner Cricketer'. This narrative is told through different perspectives to meet the different needs of a variety of audiences. It will also become a successful storytelling tool to work in different settings.

Community vehicle

The objective of the community engagement vehicle is to tell relevant stories with links to the communities it visits and explore the 'inner cricketer'. By sharing these relevant histories we hope to enliven engagement through conversations and begin a process of story collection that brings relevant community stories into the Lancashire Cricket archive. It is important that this vehicle reaches communities and then embeds their stories alongside those of cricketing legend on an equal footing.

Heritage hub

The hub is the ultimate place to explore your 'inner cricketer' with various challenges and interactions designed to tell our story and challenge visitors to think about the elements they possess that would be valued in the cricketing world. We are not aiming to create cricketers, but we would like visitors to see the value in skills that are intrinsic to high level sportspeople and think carefully about their value in their lives.

Stadium trail

The experience extends beyond the hub, around the ground. The self-led trail will allow visitors to physically explore the grounds and use the spaces to think about the people who play here and those who watch. What is it like to be a player in front of thousands and why do some idolise and follow with such loyalty? There will be stories of adulation and tragedy, we can imagine the thrill of sporting triumph or the stress of being a professional sports figure. Active visitors will be able to do! Treasure hunt-type questions will challenge, both mentally and physically as they tour the grounds.

A guided stadium tour will take in re-developed areas like Players & Media Centre, Library, Members pavilion and concourse areas. Guides will use these spaces to enhance the investigation of the 'Inner Cricketer' as they explore with visitors behind-the-scenes areas that carry more exciting stories and engaging experiences.

Johnny Briggs, whose career lasted from 1879 to 1900, was the first player to score 10,000 runs and take 1,000 wickets for Lancashire.



COLLECTION



Ian Botham and Allan Border after Ashes victory - 1981 Test at Old Trafford
Just one of thousands of pictures that make up the impressive image archive.



Statham's Shoes
Boots worn by Statham, rescued from the bin by an umpire in the 1960s. Statham was notorious for playing through blister pain and having a boot filled with blood at the end of a game.



Cricket equipment used in the 19th century



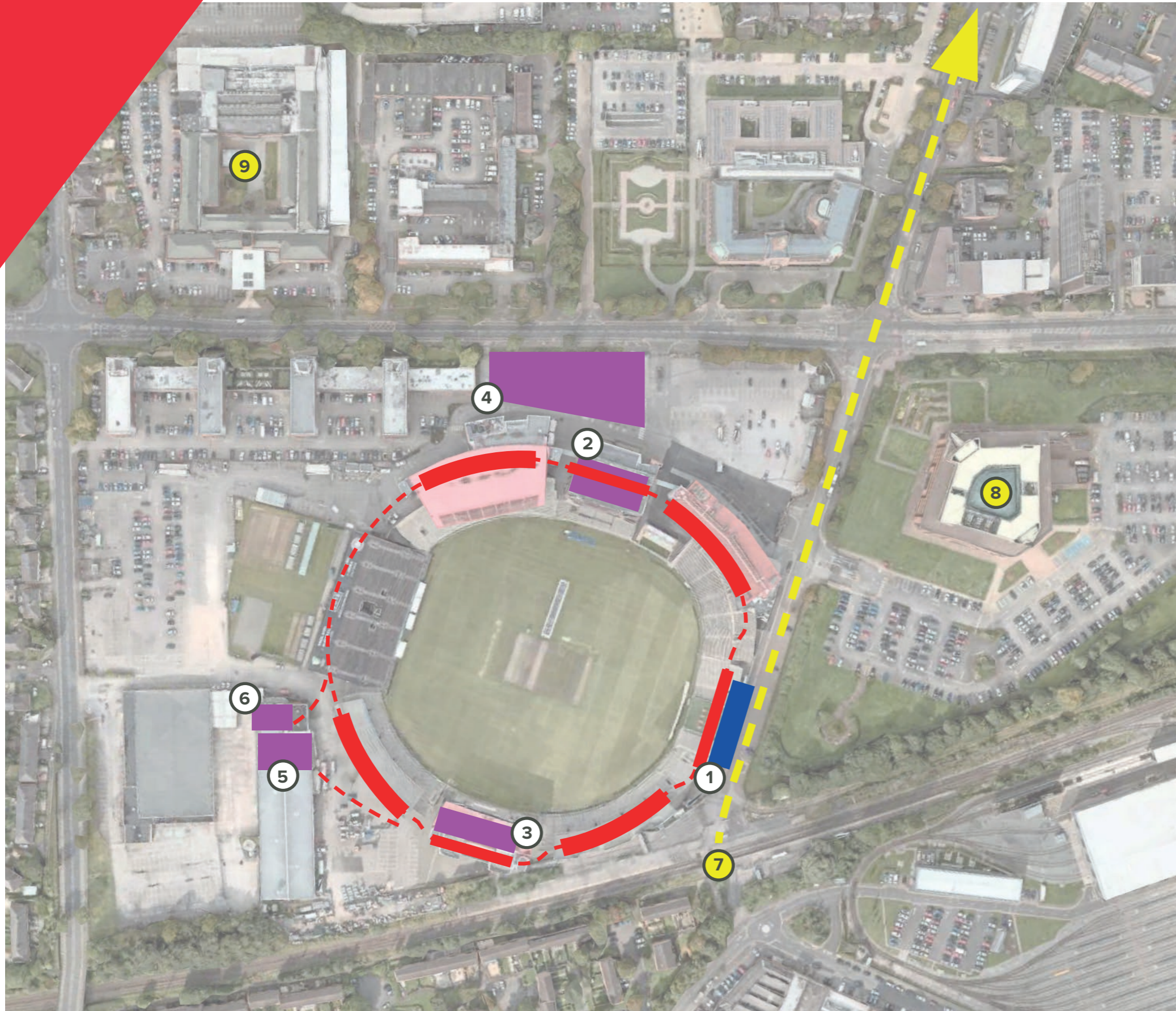
Key to the collection

The collection represents tangible items intrinsically linked to memories and events that are the foundation stones of the Lancashire cricket story.

The collection will be brought to life through clever display, layering heritage story and collection alongside activity, discovery and challenge. Objects will support narratives of great sporting achievement, scientific and technical development as well as personal histories.

These foundations will be added to by the building blocks of community stories, collected through face-to-face visits to grounds and community spaces around Lancashire.

A new and exciting heritage hub will attract future collections to be donated now that there is a dynamic space for them to be displayed.



SITE PLAN

Wider site plan showing the areas around the ground included in the scope of this project.

These areas are made up of internal spaces and external walkways and spaces.



External Walkways



Circular route around the site.

- ① Main Hub
- ② Pavilion and Members' Area - for guided tour
- ③ Player and Media Centre - for guided tours and themed educational classroom space
- ④ Fan Village - for extended heritage offer with attendees on match days
- ⑤ Existing Archive Space
- ⑥ Existing Shop

Other local features attracting large numbers of visitors.

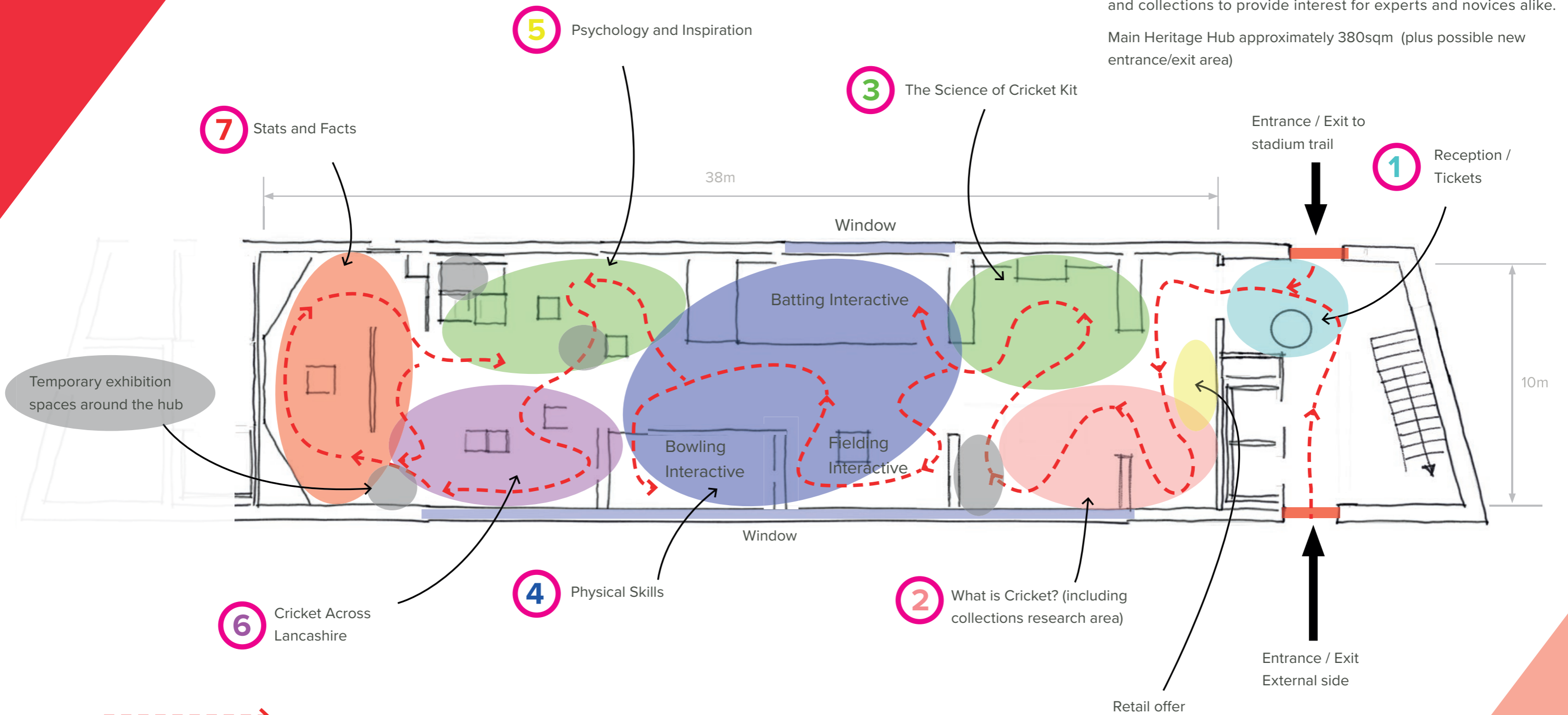
- ⑦ Metrolink Station
- ⑧ University Academy 92
- ⑨ Trafford College

MAIN HUB

The Heritage Hub is where visitors can engage with the stories from our thematic structure on p18-19. The experience allows visitors to experience what it takes to be a cricketer and investigate the history of cricket across Lancashire.

The space includes physical engagements blended with heritage and collections to provide interest for experts and novices alike.

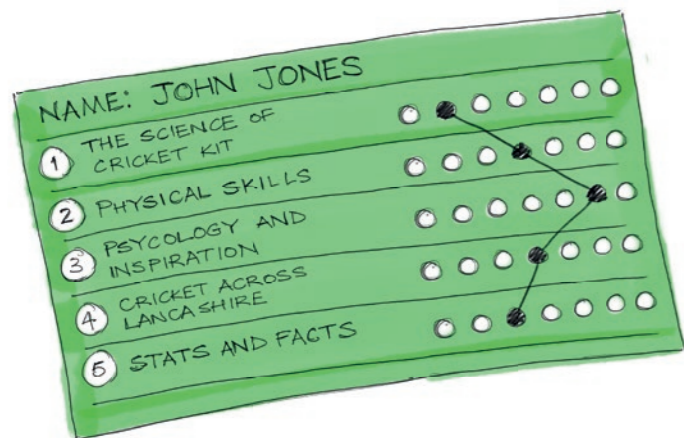
Main Heritage Hub approximately 380sqm (plus possible new entrance/exit area)



Indicative visitor route to show visitor flow through the space and themes. Entrances, exits and visitor flow will continue to be developed as the project progresses.

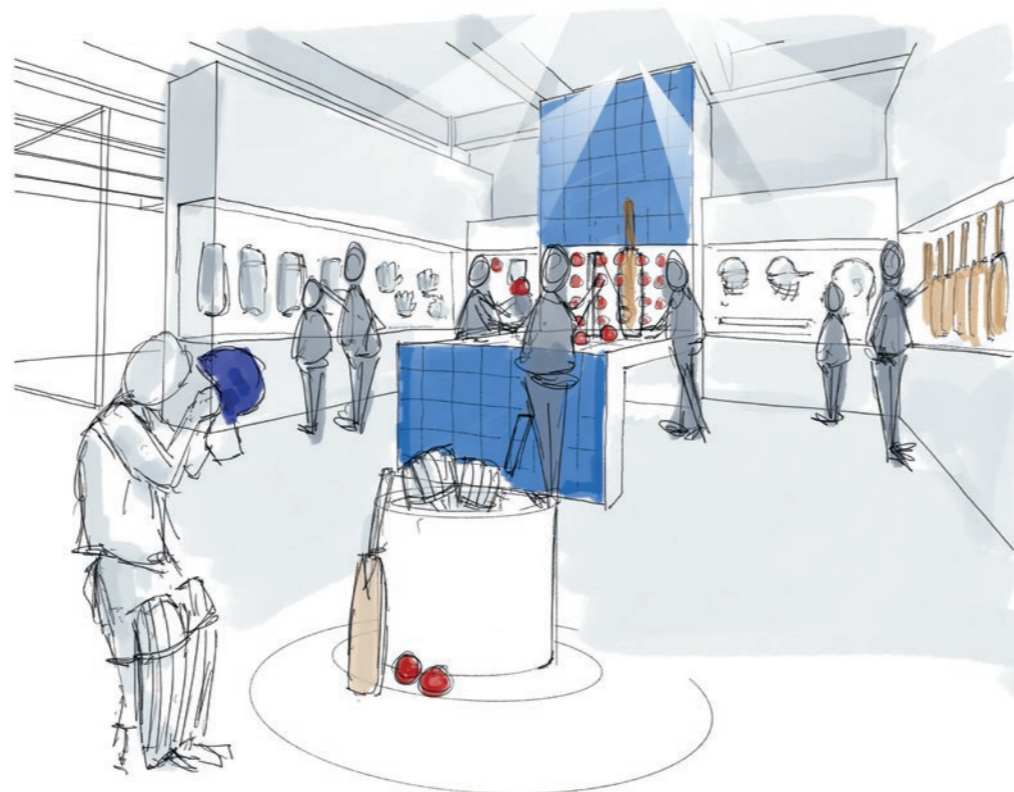
2 What is Cricket? (including collections research area)

Visitors learn about cricket basics and terminology as well as collecting a scorecard to use around the gallery.



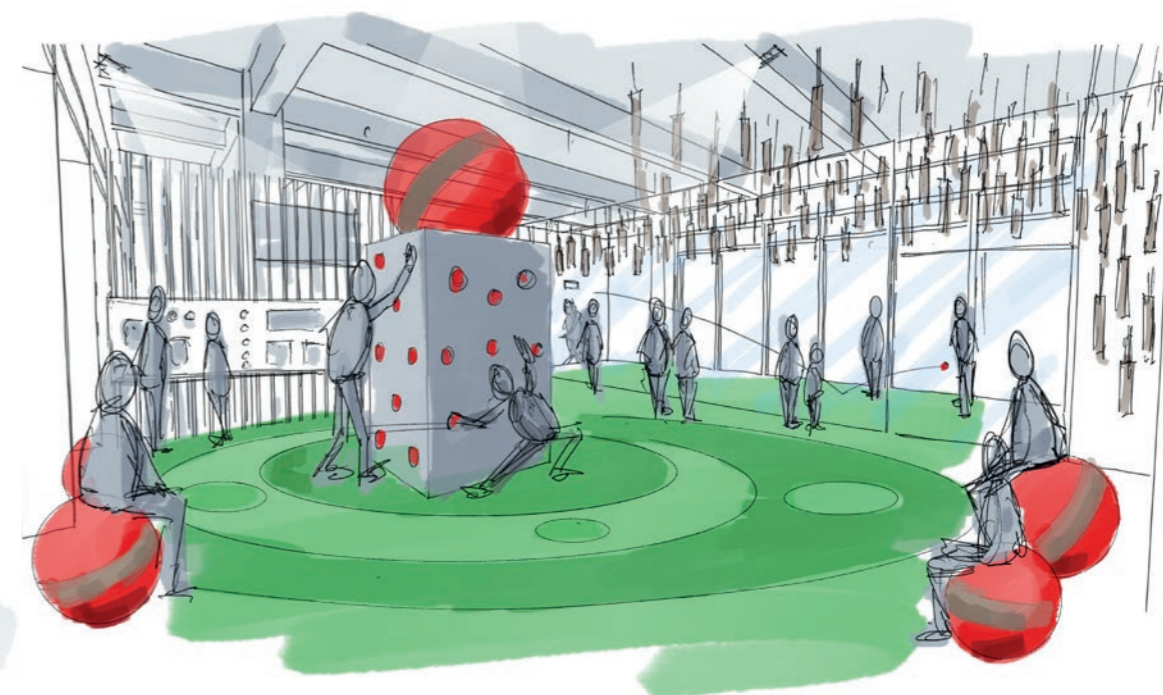
3 The Science of Cricket Kit

Visitors investigate the essential equipment used by cricketers to find out about its history and technical features.



4 Physical Skills

Visitors can test their cricketing skills in batting, bowling and fielding. Spectators can watch the competition unfold.



5 Psychology and Inspiration

Visitors learn about the mindset of sportsmen and women and how this could be applied to their lives.

6 Cricket Across Lancashire

Visitors learn and investigate cricket across Lancashire and the role that Old Trafford Cricket Ground plays within it. Local players will be able to find their club.

7 Stats and Facts

An area filled with flowing facts and stats that visitors can investigate, learn and challenge themselves and others with. The competition arena allows for head-to-head battles.

MAIN HUB - PHYSICAL SKILLS

This area blends physical activity with collection items. Visitors can test their batting skills against famous bowls from history, practice their fielding skills and learn to be a spin bowler.

Filling the space are stories from Lancashire Cricket's history as well as objects collected from across the county.

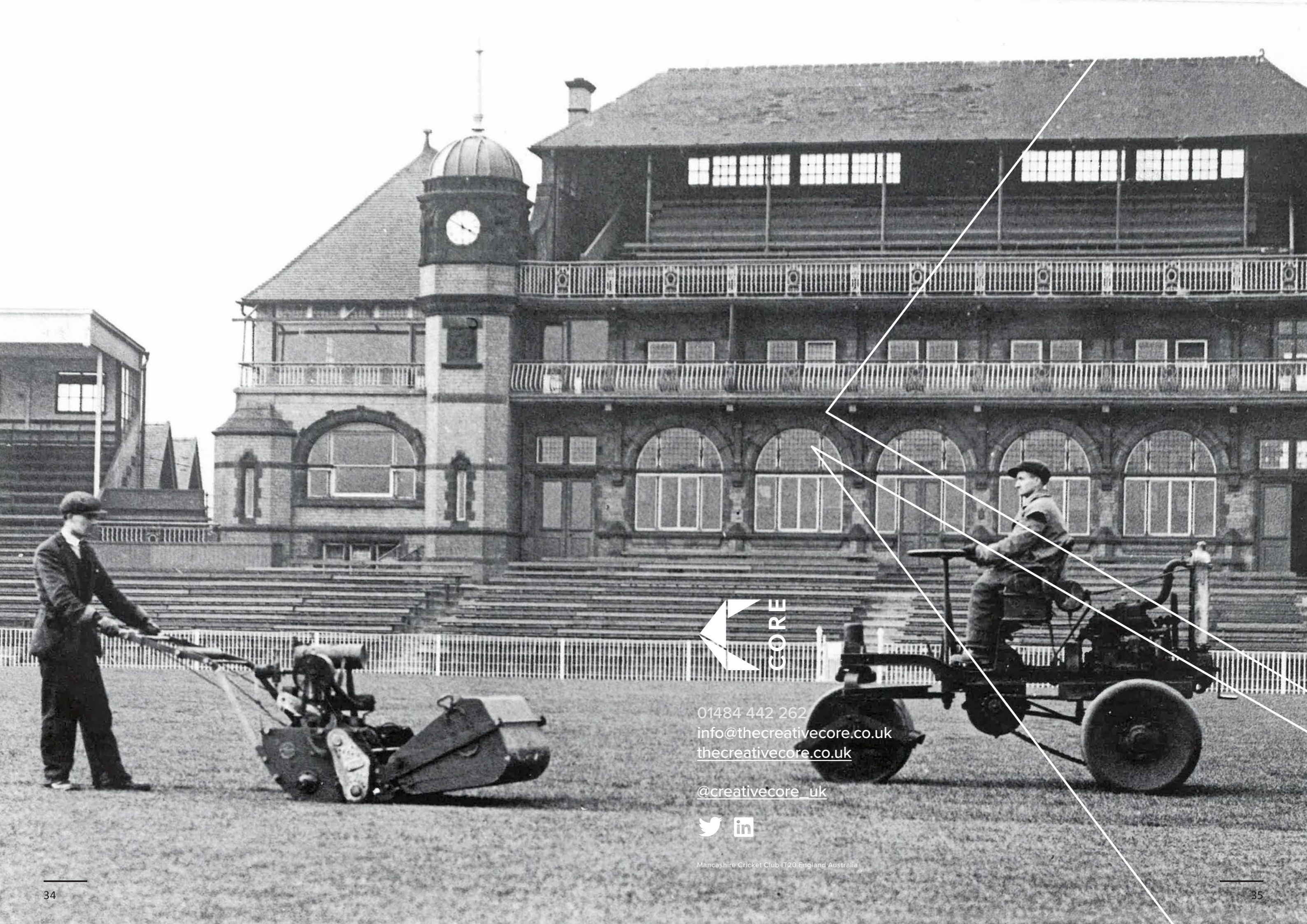




MAIN HUB - STATS AND FACTS

Visitors learn facts and test their cricketing knowledge while surrounded by video, images and objects. A multipurpose projection wall shows talking head videos of players and can be used for special events. Cricket stories sit alongside the other varied events from Old Trafford's history.

The space features fixed and flexible object display, catering for events and special exhibitions. As visitors move through the space they will experience moments of excitement and contemplation which also support visitors with varying needs along with operational programming.



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