



RED ROSE
Family

GROWING THE RED ROSE FAMILY

RESEARCH INTO MEMBERSHIP

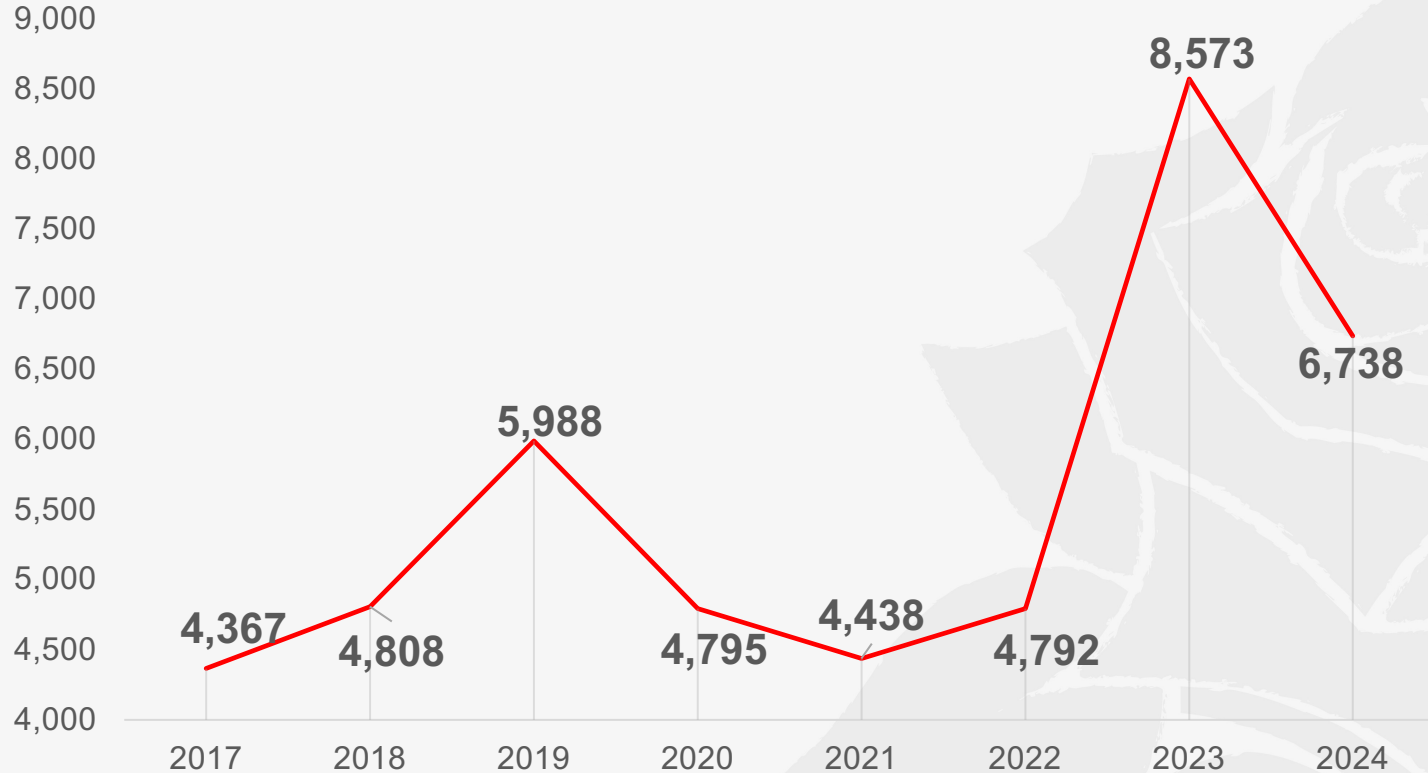


We understand that a thriving Membership base is crucial to our long-term success, and we want to ensure that Members are more engaged and empowered than ever before.

We are committed to growing our Membership family to 10,000 by 2030 and have reinvigorated our categories to be more inclusive and attract a wider, more diverse, fanbase.

This document details the insights from research undertaken
From September 2023 – August 2024.

MEMBERSHIP SALES

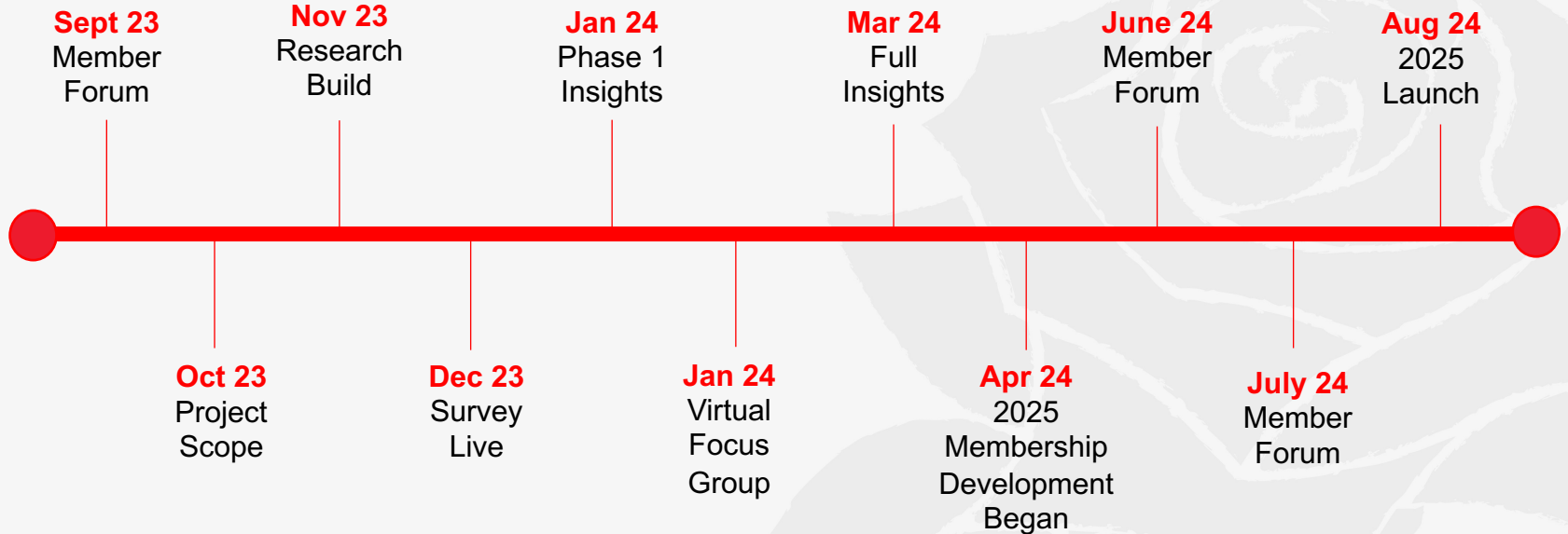


*Excluding 690 Life Members



MEMBERSHIP RESEARCH TIMELINE

Our research took in the views of 3.4k people with a connection to Lancashire Cricket this time, up from 2.5k in 2021.



2024 MEMBERSHIP CATEGORY BREAKDOWN

Breakdown of 2024 memberships below

MEMBERSHIP	TOTAL
1864	96
Prime	1,454
Life	690
Flexi	2,381
Standard	2,446
Taster	415
	7,482



RESEARCH HEADLINES

- Membership Satisfaction and Net Promoter Score has increased
- Understanding of the Membership categories has improved
- Domestic tickets and priority International access is the biggest driver for Memberships
- Ability to attend games is still the biggest reason for not renewing or joining
- Taster and Standard Memberships delivered greater age and gender diversity, but improvements to be made around engagement and renewal



MEMBERSHIP KPIs

Satisfaction increased 2% and the NPS score has jumped 10 points since the 2021 Member Research.

SATISFACTION

80%

How satisfied are you with your Lancashire Cricket Club Membership?

(vs 78% in 2021)

EXPERIENCE SCORE (NPS)

+26

To what extent would you recommend becoming a Lancashire Cricket Club Member to friends and family?

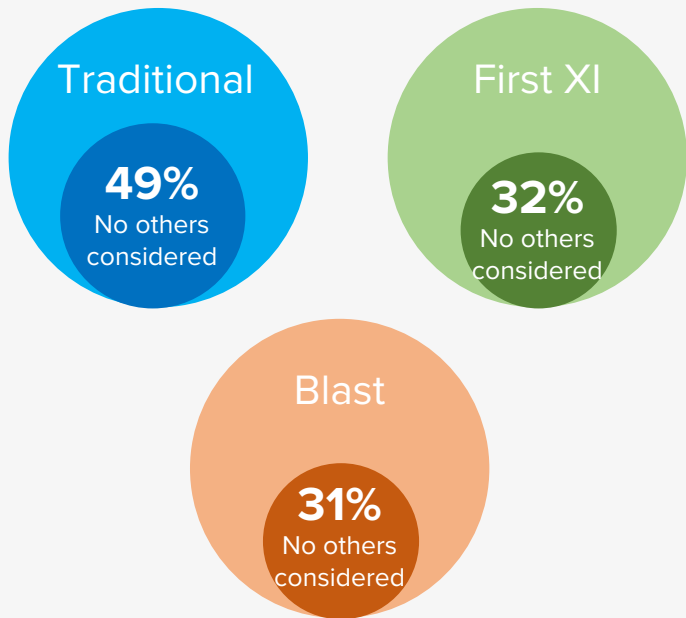
(vs +16 in 2021)



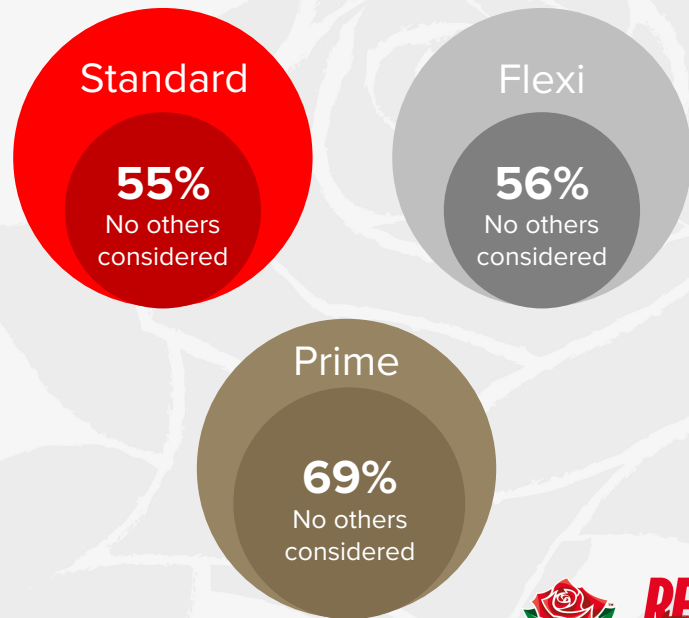
MEMBERSHIP CONSIDERATION

Understanding of the membership categories have improved since the previous membership research conducted in 2021, with more supporters clearly understanding which category is correct for them - with the research indicating there is less time spent debating multiple categories.

2021



2024



PRE-EXISTING BENEFITS

When asked about any benefits that you would like to see included as part of the membership, pre-existing benefits remained the most popular.

“Discounts on refreshments and merchandise.
Priority access to international matches and
pre-sale access to concert tickets”

“Complimentary tickets to some
matches for family and friends”

Members are the most interested in pre-existing Membership benefits

“Early access to events &
international matches.
Discounts in the club shop”

“Early access to Test and other key match tickets.
Ability to ring guests into the members areas”



ABILITY TO ATTEND

The main reason that both prospect and lapsed members cited for not becoming a member or renewing was due to being unable to attend enough and the consideration between price v attendance. This shows the importance of entry level categories for people with less available time, at an affordable price.

“Live too far away to attend as often as I would like so have to factor in hotel stay cost”

“Finances are tight and I need to cut back where possible”

“Only able to visit infrequently”

“The price and unable to attend to make it worth it”

“Too far to travel, I can pick and choose what I can attend without a membership”

“The cost of membership was too high for me!”

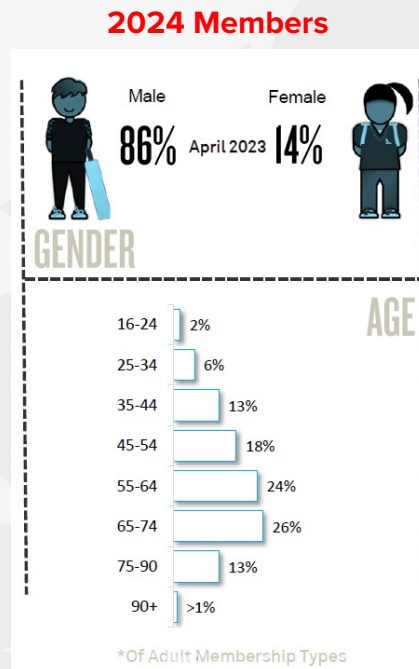
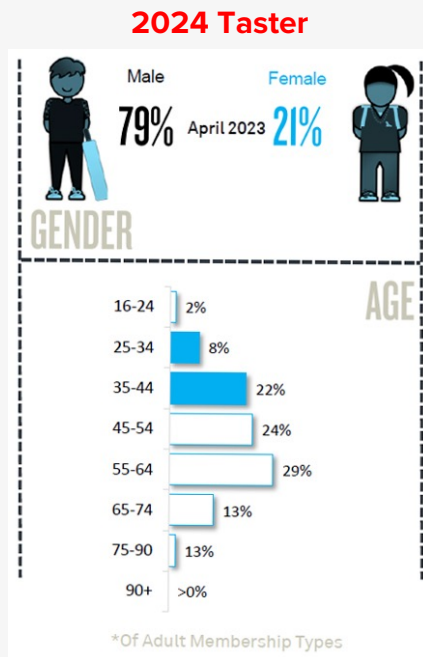
“Was not able to attend cricket matches enough so not enough value”



MEMBERSHIPS - TASTER

Purchasers of the Taster Membership indicate a stark difference compared to the overall demographic, especially comprising of more females and a younger demographic.

- Most diverse Membership with highest percentage of females (21%) than any other category and youngest audience
- Only 17% renewed onto a Standard Membership for 2024
- Only 33% didn't attend any of their two games



MEMBERSHIPS - STANDARD

- Our most popular Membership category with over 2.2k Members
- Second most diverse Membership category with 19% females and 39% aged below 44
- 48% used less than half of their games allocated
- Lowest renewal rate compared to other categories with only 34% renewing from the previous year
- Shows a lot of standard Members from the previous year were buying for access to the Ashes but were unable to commit to 5 games.
- The main feedback from current Members was around access to 4 games of The Hundred matches which doesn't indicate a strong enough commitment to Lancashire.



PRESENTING NEW LITE MEMBERSHIP

The new entry level membership category to replace Taster membership.



KEY BENEFITS

- Priority access to International tickets
- Access to two domestic fixtures (excluding Roses T20 and The Hundred)
- First priority to buy for Roses T20

£35

- To provide a cheaper membership to Standard which gives priority access to international tickets with a lower game commitment
- Continue to have an affordable membership category, but better bridge the gap to Standard compared to Taster
- Create an annual entry level membership instead of a one-year only
- No voting rights due to the low game commitment following member feedback

No voting rights



MEMBERSHIP CATEGORIES AND PRICES

Prices shown below are based on the Early Bird price which is available until 1 January 2025.

PRIME

KEY BENEFITS

- Access to all day's play (all formats)
- Member Discounts
- Access to Member Suite, Pavilion Terrace and Lancaster
- Priority access to International tickets PLUS 10% off international tickets by 31 Dec
- Voting Rights

Adult - **£236**

Concession - **£177**

Junior - **£71**

FLEXI

KEY BENEFITS

- Access to 10 day's play (all formats) **OR** 5 domestic days and 1 International day's play
- Member Discounts
- Access to Member Suite, Pavilion Terrace and Lancaster
- Priority access to International tickets PLUS 10% off international tickets by 31 Dec
- Voting Rights

Adult - **£126**

Concession - **£95**

Junior - **£38**

STANDARD

KEY BENEFITS

- Access to 5 day's play (all formats*)
- Member Discounts
- Access to Member Suite, Pavilion Terrace and Lancaster
- Priority access to International tickets PLUS 10% off international tickets by 31 Dec
- Voting Rights

**Max 2 The Hundred matches*

Adult - **£74**

Concession - **£55**

Junior - **£22**

LITE

KEY BENEFITS

- Access to 2 domestic fixtures (excl Roses T20 and The Hundred)
- First priority for Roses T20
- Priority access to International tickets

All - **£35**

