# LANCASHIRE CRICKET BOARD SKILLS EXPERTISE



November 2024



John Abrahams EXPERTISE: Cricket - Elite.

**EXPERTISE:** Cricket - Elite, Cricket - Recreational, Development



#### **Andy Anson OBE**

**EXPERTISE:** Member owned organisation, Governance, Leadership, Finance, Marketing & PR, Sales & Sponsorship, Media Streaming/ Digital Sales, Women's Elite Sport



#### **Dame Sarah Storey**

**EXPERTISE:** An in-depth understanding of women's elite sport which has been a notable gap in the Club's skills matrix



Rachel Downey EXPERTISE: Finance, Development



#### **Christopher Peacock**

EXPERTISE: Communications, Engagement, Public Affairs, Consultations



### James Sheridan

**EXPERTISE:** Cricket - Recreational, Member owned organisation, Governance, Leadership, Finance, Legal Acumen



### **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

# LANCASHIRE CRICKET BOARD SKILLS MATRIX



November 2024

Boa	rd Member	per Current External Position Skills/Experience			Demographics			s 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	Safeguarding	EDI	Other
Dame	Sarah Storey	Elite Athlete	Elite sport	F	41-55	WHITE																			International relations/live events
James	Sheridan	Co-owner Knights PLC and Director MO	Business, law and corporate finance	м	41-55	WHITE																			
Sara To	omkins	Marketing and CSR Director for Co-Op Live	Private, Charity and Public sector, Marketing and Comms, Events and CSR	F	41-55	WHITE																			CSR/ Sustainability
Rachel	l Downey	Manchester Life, Development Company	Legal and Financial expertise (qualified accountant & lawyer)	F	41-55	WHITE																			
Andy A	Anson	CEO British Olympic Association	Commercial, Sports Governance, Media Rights and Production	м	56-70	WHITE																			
John A	brahams	Cricket Developer	Developing players, coaches, teams	М	56-70	NON- WHITE																			
Navin	Singh	COO, RFU	Media Rights and Production, Sports Commercial, Leadership	м	41-55	ASIAN																			
Vic Ste	ewart	Founder The 6% Club, Member GMCA Women's and Girl's Equality Panel	Qualified accountant, Finance, Gender equality campaigning	F	41-55	WHITE																			
Chris F	Peacock	Director - Strategic Communications	Communications, stakeholder and community engagement	м	41-55	WHITE																			Stakeholder engagement

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