

AO Farington Cricket Ground

Supporter Feedback & Experience Review





A very positive first impression



93%

Satisfied or Very
Satisfied

8.1 / 10

Average experience
score

95%

Likely or very likely to
visit again

- Supporters strongly value the location, atmosphere, views and intimate feel of the ground.
- Supporters welcomed having a ground in the heart of Lancashire.
- The main improvement areas are operational rather than structural – particularly food & drink, information, toilets and traffic management.
- The opportunity is to protect the strengths of the experience while making the practical elements feel more seamless.



**Lancashire
Cricket**

Quotes from Members – how did you find it?

“ Fantastic new ground for Lancashire - in a great setting and an easy walk from the local railway station.”

“ Pleasant, friendly atmosphere with good viewing all around the ground. Plenty of leg room in Pavilion terrace.”

“ Great day out. Warm sunny weather, good view, lots of space. A great win for Lancashire as well!”

“ A beautiful ground - well set up for watching cricket with the grassy banks. Felt more of connection with the players.”

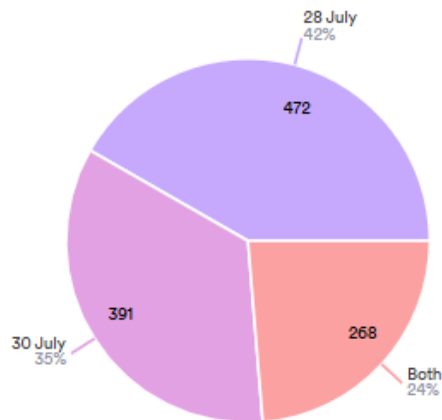
“ The atmosphere was relaxed. My seat on the terrace was comfortable, with a good view of the action.”

“ A brilliant facility. Great views, friendly staff, handy location. Free parking and scorecards were welcome.”

Who came – and where from?

Which date(s) did you attend?

1131 Answers

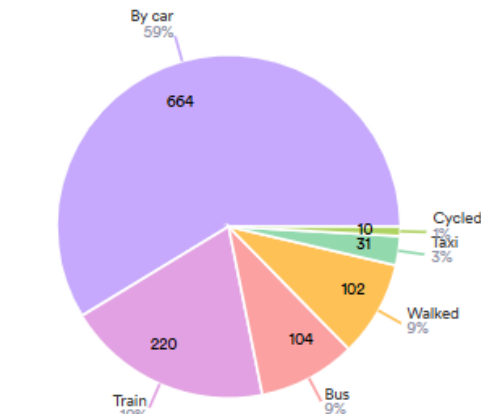


● 28 July ● 30 July ● Both

42% attended on 28 July, 35% on 30 July and 24% attended both dates.

How did you travel?

1131 Answers

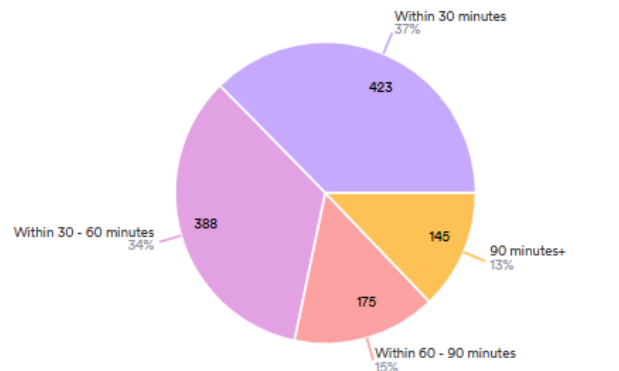


● By car ● Train ● Bus ● Walked ● Taxi ● Cycled

59% travelled by car, while 19% used the train; public transport therefore represents a meaningful part of the audience journey.

How far do you live from AO Farington Cricket Ground?

1131 Answers



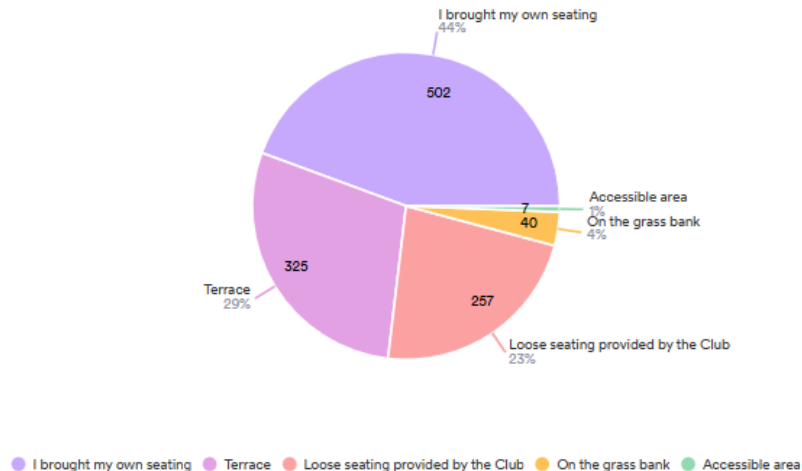
● Within 30 minutes ● Within 30 - 60 minutes ● Within 60 - 90 minutes ● 90 minutes+

71% live within an hour of the ground, reinforcing the local accessibility proposition.

The matchday experience

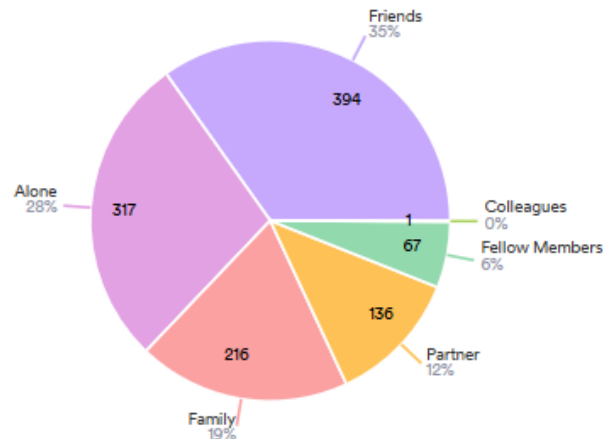
Which seating did you use?

1131 Answers



Who did you attend with?

1131 Answers



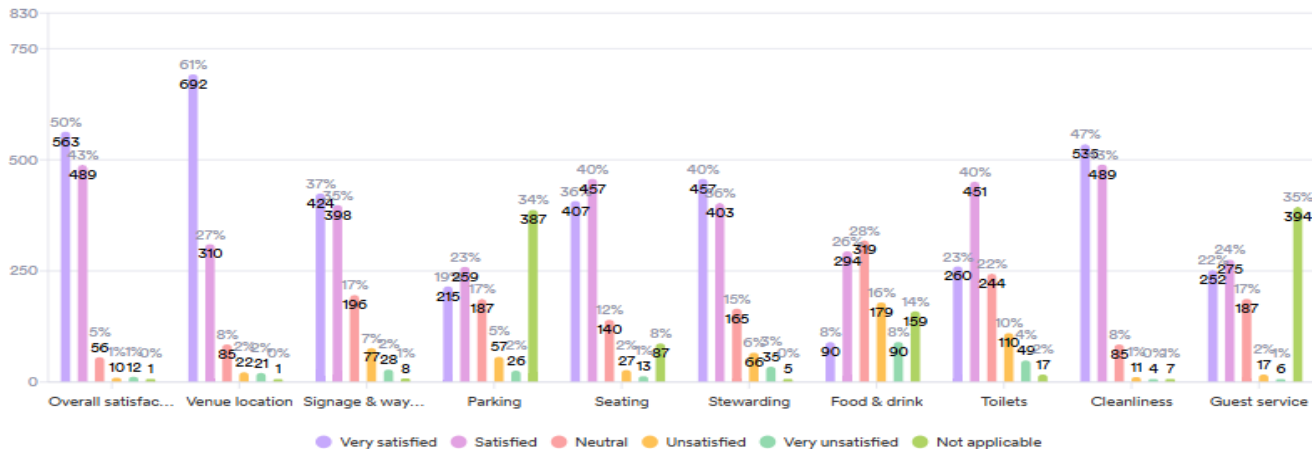
- 44% brought their own seating and 29% used the terrace; 23% used loose seating provided by the Club.
- 35% attended with friends, 28% alone and 19% with family – suggesting the venue can appeal across different supporter groups.
- The variety of seating choices is a strength, but consistency of provision will become more important as attendances grow.



The matchday experience

Overall, how would you rate your satisfaction in the following areas?

1131 Answers



88%

Positive on venue location

91%

Positive on cleanliness

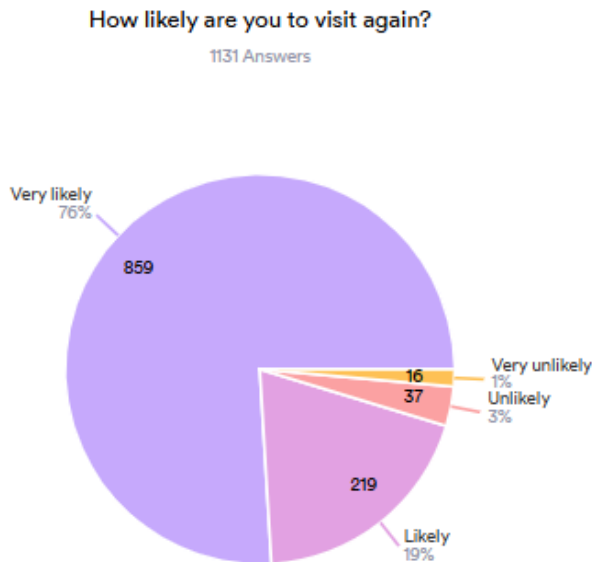
76%

Positive on seating

- Venue location was one of the biggest successes, with 1,002 positive responses.
- Cleanliness received outstanding feedback, with 1,024 positive responses and very few negative comments.
- Supporters consistently praised the friendly atmosphere, excellent views, intimate feel and ease of access.

People want to come back

The combination of satisfaction and repeat intent gives confidence in the underlying proposition.



95%

Likely or Very likely to visit again

- 76% said they were Very likely to visit again; a further 19% said Likely.
- Only 4% were Unlikely or Very unlikely to return.
- Operational fixes therefore have the potential to strengthen retention and advocacy without changing the core proposition.

Quotes from Members – Feedback

“Lovely facility, but more shade or cover would be appreciated. PA was a little quiet.”

“So many stoppages with fans walking behind-the-bowlers arm, which was avoidable. Pop up shop would have been good.”

“More food and drink provision, particularly ale. Toilet facilities on the other side to where they were.”

“More guidance on parking facilities further from ground, would personally prefer a 15 min walk if it eased congestion getting away.”

“Signage on local roads leading up to the ground would be helpful, to advise that you’re getting near to the venue.”

“Scoreboards could be improved. Food concessions on both sides of the ground and more loose seating.”

Improvement opportunities:



Food and drink: Choice, outlets, location quality, value and availability.

Toilet facilities: Additional facilities around the ground.

Stewarding: Movement restrictions, routes, traffic and clearer guidance.

Scoreboards: Size and amount of information.

Parking and traffic: Exit flow, signage, stewarding and future capacity.

To conclude, we need to:



PROTECT

The atmosphere, views, location, cleanliness and intimate feel.

IMPROVE

The operational details that create friction: food and drink, information, toilets, traffic and consistency.

BUILD

On the 95% who say they are likely to return.

