



LANCASHIRE CRICKET: OUR CRICKET VISION



Developing homegrown players.
Winning for Lancashire.
Representing England.



OUR AMBITION



MEN'S & BOYS' CRICKET

Primary Objective:

Win the County Championship and establish Lancashire as a consistent Division One contender.



WOMEN'S & GIRLS' CRICKET

Primary Objective:

Build the leading high-performance women's programme in England, compete for trophies, and continue to be a major contributor to England pathways.



MEN'S AND BOYS' CRICKET PRIORITIES

- 1** County Championship success drives coaching, selection, recruitment and player development
- 2** Promotion and sustained Division One competitiveness
- 3** T20 Blast success
- 4** One-Day Cup as a key development competition



MEN'S AND BOYS' CRICKET PRIORITIES

Lancashire Cricket's primary objective is sustained success in the County Championship. In the immediate term, this means securing promotion from Division Two; thereafter, establishing Lancashire as a consistent challenger for the Division One title. Every aspect of the cricket programme, including player development, recruitment, coaching, and performance will be aligned to this red-ball ambition.

The foundation of the Club's success will be the development of homegrown players capable of winning matches for Lancashire and progressing to represent England. Our pathway system will be designed to produce technically skilled, resilient cricketers who understand and embody Lancashire Cricket's values. The first-team squad should predominantly consist of players developed within the Club, with external recruitment used selectively to complement, rather than define, the team.

Recruitment decisions, including overseas signings, will be driven primarily by the

objective of County Championship success. Overseas players will be targeted to provide specific skills, experience, and leadership that strengthen Lancashire Cricket's ability to compete for promotion and titles.

Consistent success in white-ball cricket remains an important objective and should naturally follow from a strong player development system and winning culture. Targeted overseas recruitment will be used to enhance T20 performance and maximise competitiveness in the T20 Blast. The One-Day Cup will serve as a key development environment, providing emerging players with meaningful opportunities to gain senior experience and accelerate their progression towards first-team and Championship cricket.

Through a relentless focus on developing Lancashire players, building a squad capable of sustained red-ball success, and creating clear pathways to both first-class and international cricket, Lancashire Cricket will re-establish itself as one of the leading clubs in the English game.

WOMEN'S AND GIRLS' CRICKET PRIORITIES

- 1** Develop homegrown players
- 2** Create clear opportunities and pathways
- 3** Invest in high-quality coaching and player development
- 4** Compete consistently for domestic honours



WOMEN'S AND GIRLS' CRICKET PRIORITIES

Women's and Girls' Cricket will be built on the same core principles that underpin the men's programme: developing homegrown players, creating a sustainable pathway to senior success, and establishing Lancashire as a leading contributor to the England pathway. The Club's ambition is to establish Lancashire Cricket as the leading high-performance women's cricket programme in England.

While the domestic women's game does not currently include a longer format equivalent to the County Championship, the Club's priority will be to develop and retain talented Lancashire players capable of delivering sustained success for Lancashire Cricket and progressing to represent England. The pathway from grassroots and recreational cricket through age-group programmes and academy cricket to the professional environment will be aligned to produce highly skilled, resilient, and adaptable cricketers who can succeed at the highest level. Lancashire developed players will remain at the heart of the women's team. Investment in coaching, talent identification, and player development will ensure that homegrown talent remains the foundation

of the squad. External recruitment, including overseas players, will be used selectively to add specific skills, experience, and leadership, but should complement rather than replace the development of Lancashire players.

Success at senior level will be driven by creating a clear and aspirational pathway for girls across the region, ensuring that talented players have access to excellent coaching, competition, and a high-performance environment that recognises and supports the specific needs of female athletes. Strong links between recreational, county age group, academy, and professional cricket will be central to this approach. The ultimate measure of success will be a women's programme that consistently competes for domestic honours, provides opportunities for Lancashire developed players to thrive in the professional game, and produces a significant number of cricketers capable of representing England. Through a commitment to developing local talent, building a strong winning culture, and increasing the profile and sustainability of women's cricket, Lancashire Cricket will establish itself as a leading force in women's and girls' cricket.

PERFORMANCE PHILOSOPHY

DEVELOP

Technically
outstanding
and resilient
homegrown
cricketers

COMPETE

Create teams
capable of
sustained
success

PROGRESS

Provide clear
pathways to
professional and
international
cricket

INSPIRE

Represent
Lancashire Cricket
with pride and
purpose

THE LANCASHIRE PATHWAY

Teams will be built around Lancashire-developed players. Recruitment and overseas signings will complement development, not replace it.



OUR FACILITIES

Core to our vision is ensuring that our facilities are developed to provide our athletes with the best possible opportunity for success on the field.



**EMIRATES OLD TRAFFORD
CRICKET GROUND**



**AO FARINGTON
CRICKET GROUND**



**HIGH-PERFORMANCE
CRICKET CENTRE**

