



2026 Member Engagement Review

Our commitment to the Membership



Lancashire
Cricket

OBJECTIVE

To build an inclusive and unified members' Club by strengthening trust, transparency, and shared purpose through a comprehensive Club review and meaningful board and executive engagement.



LOOKING AHEAD

Thank you to every member who contributed to our Member Engagement Review. Through the survey and focus groups, nearly 1,000 members shared their views and experiences, providing invaluable insight into what matters most to our membership community. We greatly appreciate the time taken to provide feedback and the passion shown for Lancashire Cricket.

The review reinforced what makes Lancashire Cricket special: a passionate and engaged membership that cares deeply about the Club and its future. Members highlighted many positives, including their pride in belonging to Lancashire Cricket, the sense of connection they feel with the Club and their desire to see it succeed.

Alongside these strengths, members also shared valuable ideas on how we can continue to improve, helping us identify four clear priorities: communicating our strategy for Lancashire Cricket, building trust and transparency, strengthening member voice and governance, and continuing to improve the member experience.

This document outlines the actions we will take in response. It reflects our commitment to listen, act and continue working with members to shape the future of Lancashire Cricket.

KEY THEMES | 2026 MEMBER ENGAGEMENT REVIEW

There were four key themes that came out of the Member Engagement Review:

1

Communicate our strategy for Lancashire Cricket

There is a strong sentiment amongst the membership who feel welcomed and included – however the key standout point is the lack of awareness of the Club's long-term strategy with the need for a clear cricket-led plan to win trophies and develop homegrown talent across men's and women's cricket.

2

Build Trust and Transparency

Members generally praised the quality and frequency of communication, the priority is using communication to build trust, explain decision-making and improve understanding of the Club's direction.

3

Strengthen Member Voice and Governance

Members want confidence that their voice genuinely influences the future of the Club, with requests to make the General Meetings more accessible and open for two-way conversation.

Club Rules and Governance were highlighted as key priorities with many members finding the rules difficult to interpret – along with clarification on the role and impact of the Members' Representative Group.

4

Continue improving the Member Experience

Continue to improve the day-to-day membership experience through investment in ticketing, facilities, catering, digital services and player engagement.

YOU SAID, WE WILL DO

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Our commitment to the Membership

KEY ACTIONS | YOU SAID, WE WILL DO

0 – 6 MONTHS			
PRIORITY	ACTIVITY	OWNER	MEASUREMENT OF SUCCESS
Communicate our strategy for Lancashire Cricket	Publicise the cricket and board strategy	Board / Executive Team	Increased understanding of priorities and vision
Build Trust and Transparency	Begin to publicise quarterly Board updates	Board / Executive Team	Increased understanding of priorities and vision
Strengthen Member Voice and Governance	Begin the Red Rose Review. A review of Club governance, rules and general meetings (ie AGM) to ensure they are clearer and fit for the modern era, with member input and engagement throughout	Board	Increased understanding of Club rules

KEY ACTIONS | YOU SAID, WE WILL DO

6 – 12 MONTHS			
PRIORITY	ACTIVITY	OWNER	MEASUREMENT OF SUCCESS
Strengthen Member Voice and Governance	Repeated membership survey to measure improvements and understand ongoing priorities for members	Executive Team	To update against Net Promoter and Satisfaction Scores from the 2026 Member Engagement Review
Build Trust and Transparency	Annual membership report detailing actions, commitments and improvements made	Executive Team	Increased understanding of priorities and vision
Strengthen Member Voice and Governance	Complete Red Rose Review	Board	Increased understanding of Club rules

KEY ACTIONS | YOU SAID, WE WILL DO

12+ MONTHS			
PRIORITY	ACTIVITY	OWNER	MEASUREMENT OF SUCCESS
Continue improving the Member experience	Investment into the Club's digital services	Executive Team	Improvements in member satisfaction and Net Promoter Scores
Continue improving the Member experience	Heritage trail and museum development	Board / Executive Team	Improvements in member satisfaction and Net Promoter Scores
Continue improving the Member experience	Investment into cricket facilities and member areas to enhance experience	Board / Executive Team	Improvements in member satisfaction and Net Promoter Scores

THANK YOU

Thank you to every member who took the time to participate in our Member Engagement Review. Your feedback, insight and passion for Lancashire Cricket have played a vital role in helping shape the Club's future direction.

As a Board and Executive Team, we have listened carefully and reflected on what you told us. Your views have directly informed the priorities and actions outlined in this plan.

We hope this review demonstrates our commitment to our members and to keeping you informed as we make progress. We have taken your feedback on board and are committed to turning those insights into meaningful action.

Most importantly, this is not the end of the conversation. We look forward to continuing to engage with members, providing regular updates on our progress, and delivering against the four key priorities set out in this plan.