



Lancashire  
Cricket

# Heritage Hub Prospectus







## Background and current position

Lancashire Cricket has expressed a long-term commitment and desire to create a new heritage attraction at Emirates Old Trafford and significantly improve its celebration of the heritage of both the Club and of the venue. At the core is the desire to develop the visitor experience and to raise awareness of the history of Lancashire Cricket and the pivotal role it has played in British and international cricket and in the local area.

The significant transformation project occurring on-site at Emirates Old Trafford offers a space in which we can create a dedicated heritage attraction and provides a unique opportunity to deliver on this ambition.

As such the Club, in partnership with the Lancashire Cricket Foundation, are embarking on a multi-million pound project to develop a world-class heritage experience at the ground.

The Lancashire Cricket Foundation are in the process of applying to the National Lottery Heritage Fund (NLHF) for £1.7m-£1.9m to support the project development, which will be a combination of up-front capital spend, activity planning and project delivery.



To develop a purpose-built interactive heritage hub and vibrant outreach programme to safeguard and promote the sporting and cultural heritage of Lancashire Cricket for existing Members and supporters and to help reach new and diverse audiences.







## Aims of the project

To develop a purpose-built interactive heritage hub and vibrant outreach programme to safeguard and promote the sporting and cultural heritage of Lancashire Cricket for existing Members and supporters and to help reach new and diverse audiences.

This project more specifically aims to enhance visitor access, heritage understanding and welcome new regional, national and international audiences to the ground to share in and contribute to the next 100 years of memories.

### Education and Learning

Education and learning lie at the heart of the entire project and our aim is to maximise the learning opportunities offered by cricket to enhance the educational outcomes and life chances of children and young people. Making best use of the unique environment at Emirates Old Trafford and the additional opportunities offered by our project we will seek to further engage young people and make learning fun.

Sport, and more specifically cricket, is a fantastic medium for inspiring and engaging with children in education with huge potential to deliver a wide range of curriculum subjects. Our aim is to inspire future generations by engaging them with the heritage and the history of the past as well as the latest technological advancements in this sport.

### Inspiring our Communities through Cricket

One of the main aims of this project will be to engage with local and regional communities that would not normally visit museum and heritage offers in Manchester. The Club has a strong international awareness through its inclusion of overseas players and hosting international matches on site.

### Taking History to The Masses - Heritage Trail and Mobile Bus

Improved access lies at the centre of our project and our aim is to make the site, facilities and collections as accessible as possible on a number of levels to people who may not normally walk through the gates at Emirates Old Trafford.

The mobile outreach bus will be the most proactive element to the project. Specially kitted out with the key themes of the museum, highly interactive and participatory technology and handling objects, it will tour to schools and festivals across the North West region offering outreach programmes related to Lancashire Cricket heritage and cricket in general.

### Bringing Objects Out of the Archive

A key objective is to provide public access to significant archive items, together with supporting media and film in an imaginative, interactive heritage experience.





## What we plan to deliver

Utilising the full footprint of the stadium, we will transform Emirates Old Trafford into a year-round heritage site, showcasing the pivotal role Lancashire Cricket and Emirates Old Trafford has played in the community over more than 150 years.

Key spaces for development and a Heritage Tour include:

- Brand new Heritage Hub on the ground floor of the hotel development** – featuring immersive technology, cinematic space, interactive displays, oral histories, hands on exhibits and dedicated learning hub.
- Pavilion** – enhanced displays of artefacts and supporting stories in Members’ area
- Player and Media Centre** – extending heritage onto the second floor of the Player & Media Centre, where the Lancashire Cricket Foundation’s education activities currently take place.
- Concourse areas around the ground** – including tunnels to reflect key events and stories.
- Lancashire Cricket Library** – upgrade to space more welcoming and accessible, create an archive room and safe storage space for artifacts.

We will bring these areas together, creating a unique heritage tour with exhibits, artefacts, story-telling and interactive displays.

Our outreach work will feature a mobile heritage vehicle, schools programme and online/virtual tours to act as a taster and introduction to the heritage on offer at the ground. Those who experience heritage through these channels will be encouraged to visit Emirates Old Trafford to explore the full heritage experience.



## Project timeline

There are three steps in the NLHF bid process:

1. Expression of Interest
2. Development Phase
3. Delivery Phase

We have been successful at Expression of Interest stage and see the timeline for the remainder of the application process and project (left).

This timeline is an estimate, subject to change and relates to the NLHF funded project. It is our intention to build a lasting legacy to ensure the heritage of Lancashire Cricket is preserved for generations to come.

## Project finances

Initial high-level estimates are that this could be a project in the region of £3.4m-£4m (i.e. initial investment plus three years of delivery). The final costs associated with the project will be subject to the outcome of the detailed development phase exercise with key elements as follows:

|  | £'000                  |
|--|------------------------|
| <b>Capital</b><br>(building fit out, technology, displays, etc)          | £2,050 - £2,350        |
| <b>Revenue</b><br>(salaries, programme delivery, etc - over three years) | £1,350 - £1,650        |
| <b>Total project costs</b>   | <b>£3,400 - £4,000</b> |

Lancashire Cricket Club and the Lancashire Cricket Foundation will contribute matched funding, with the major element being the provision of the ground floor shell in the new build.

With the NLHF application of circa £1.7m, there will be a fundraising requirement in the region of £800k - £1m to make up the balance of the project costs. The Lancashire Cricket Foundation is seeking to raise this amount from a variety of sources and has developed a fundraising plan to achieve this.

**MARCH 2023**  
Approval of Expression of Interest received from NLHF

**FEBRUARY 2024**  
Submission of Development Phase application

**MAY 2024**  
Decision on Development Phase application

**FEBRUARY 2025**  
Submission of Delivery Phase application (pending success at Development Phase)

**MAY 2025**  
Decision on Delivery Phase application

**SEPTEMBER 2025**  
Project commences

**SEPTEMBER 2028**  
NLHF project complete





Lancashire  
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Emirates

Old Trafford