LANCASHIRE CRICKET BOARD SKILLS EXPERTISE

Lancashire Cricket

July 2023



John Abrahams

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



Sir Howard Bernstein

EXPERTISE: Member owned organisation, Governance, Leadership, Development



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



July 2023

Board Member	Current External Position	Demographics			Acumen																
			GENDER	AGE	ETHINICITY	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
John Abrahams	Cricketer Developer	Developing players, coaches, teams	М	56-70	B/AF/ CA/BB																
Andy Anson OBE	CEO British Olympic Association, Director Racecourse Media Group	Sports Leadership, Sports Commercial, Sports Governance, Media Rights and Production	М	56-70	WHITE																
Sir Howard Bernstein	Independent Consultant	Deloittes, CFG, Hon. Prof. at University of Manchester, Ex Local Chief Exec of Manchester City Council	М	56-70	WHITE																
Rachel Downey	Manchester Life, Development Company	Legal & Financial expertise (ICAEW qualified accountant & law degree)	F	41-55	WHITE																
Christopher Peacock	Communications and Public Affairs Director	Communications, Engagement, Public Affairs, Consultations	М	30-41	WHITE																
James Sheridan	Client Services Director at Knights plc & previously Chairman & Vice Chairman of LC Foundation	Business, law and corporate finance	М	41-55	WHITE																
Navin Singh	Commercial Director, FA	Media Rights and Production, Sports Commercial, Leadership	М	41-55	A/AB (SA)																
Vic Stewart	CFO at The Alchemist Bar and Restaurant Limited	Finance, Leadership, Governance	F	41-55	WHITE																
Sara Tomkins	Marketing & CSR Director	Private, Charity and Public sector, Marketing & Comms, Events & CSR	F	41-55	WHITE																







