




MCC OUR CLUB



SPRING 2024



Our Purpose explains what MCC does as an organisation and why that is important for the long-term future of cricket. Our Mission encompasses our strategic priorities, our values and our enablers.

Our aim with this document is to provide a helpful guide to MCC and what we stand for. We hope you'll find it useful whether your involvement with us stretches back decades or this is your first introduction to the Club.

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EMBRACING THE EXCITING FUTURE OF CRICKET WITH MCC AT ITS HEART

As Chief Executive of Marylebone Cricket Club (MCC), it is my pleasure to introduce to you our Mission for the Club as we embark on an exciting journey into the future of our beloved sport. The game is rich with possibilities, innovations and challenges, and it is within this context that MCC stands ready to play an important role at the very heart of cricket.

Cricket, with its history spanning centuries, has always been a sport that evolves and adapts. It thrives on the passion, dedication and talents of countless individuals who have contributed to its growth. At MCC, we understand that our responsibility extends beyond preserving its heritage. We must actively engage with the changing landscape of cricket and help shape its future.

The coming years promise an exhilarating transformation in the world of cricket. Technological advancements, the rise of shorter formats, global accessibility and the growing emphasis on ensuring it truly is a game for all are each aspects that demand our unwavering commitment. MCC is uniquely positioned to be part of this new era, embracing change whilst being an independent and influential voice, upholding the timeless values that have defined our great game.

Our Mission is clear: to be at the forefront of cricket's evolution, supporting initiatives that promote growth, inclusivity and fairness.

By working with the MCC Foundation and MCC Community department, we will foster partnerships with cricketing communities around the world and closer to home in the UK.

MCC's commitment to excellence extends beyond the game's on-field aspects to encompass the overall cricketing experience. From our home ground, Lord's, we will continue to provide exceptional facilities and a fixture list that enables the best cricketers of all levels to excel, creating a special atmosphere that captivates spectators and players alike.

In this era of profound change, MCC is steadfast in its mission to be a driving force for positive transformation in cricket. We want to work with MCC Members, players, fans and cricketing organisations as we collectively shape the future of our sport whilst honouring the traditions and values that make it so special.

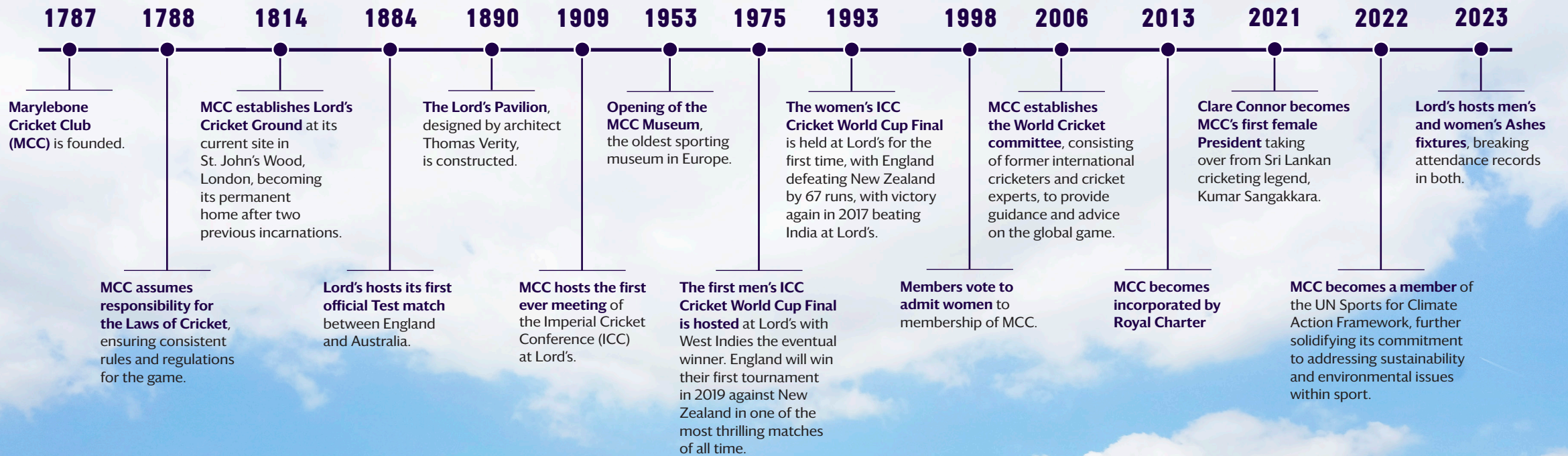
The future of cricket is bright and I invite you all to embark on this journey with us.

G. W. Lavender

Guy Lavender
Chief Executive & Secretary



OUR HISTORY





PURPOSE

MCC is committed to being an independent and influential voice in cricket, striving to be the finest cricket club and growing the game at home and abroad.

Through an active and vibrant membership, playing throughout the UK and around the world, we create a welcoming and inclusive environment to enjoy the game of cricket.

As Guardians of the Laws of Cricket, we celebrate our history, deliver showpiece moments at our home ground of Lord's, whilst being at the heart of the evolution of the game.

MISSION

TO BE THE FINEST
CRICKET CLUB,
WORKING FOR THE
GOOD OF THE GAME



OUR STRATEGIC PRIORITIES

- THE FINEST CRICKET CLUB
- THE GREATEST GROUND
- WORKING FOR THE GOOD OF THE GAME
- FINANCIAL STRENGTH



THE FINEST CRICKET CLUB



GOAL

Position MCC as a Club that existing Members are proud of and that cricket lovers, whatever their background, want to join and are encouraged to do so via a clear and straightforward process. Provide a captivating fixture list of both professional and amateur cricket at Lord's, where all visitors have an exceptional match-day experience. Ensure the success of MCC's Out-Match (MCC matches played away from Lord's) programme both home and abroad.



APPROACH

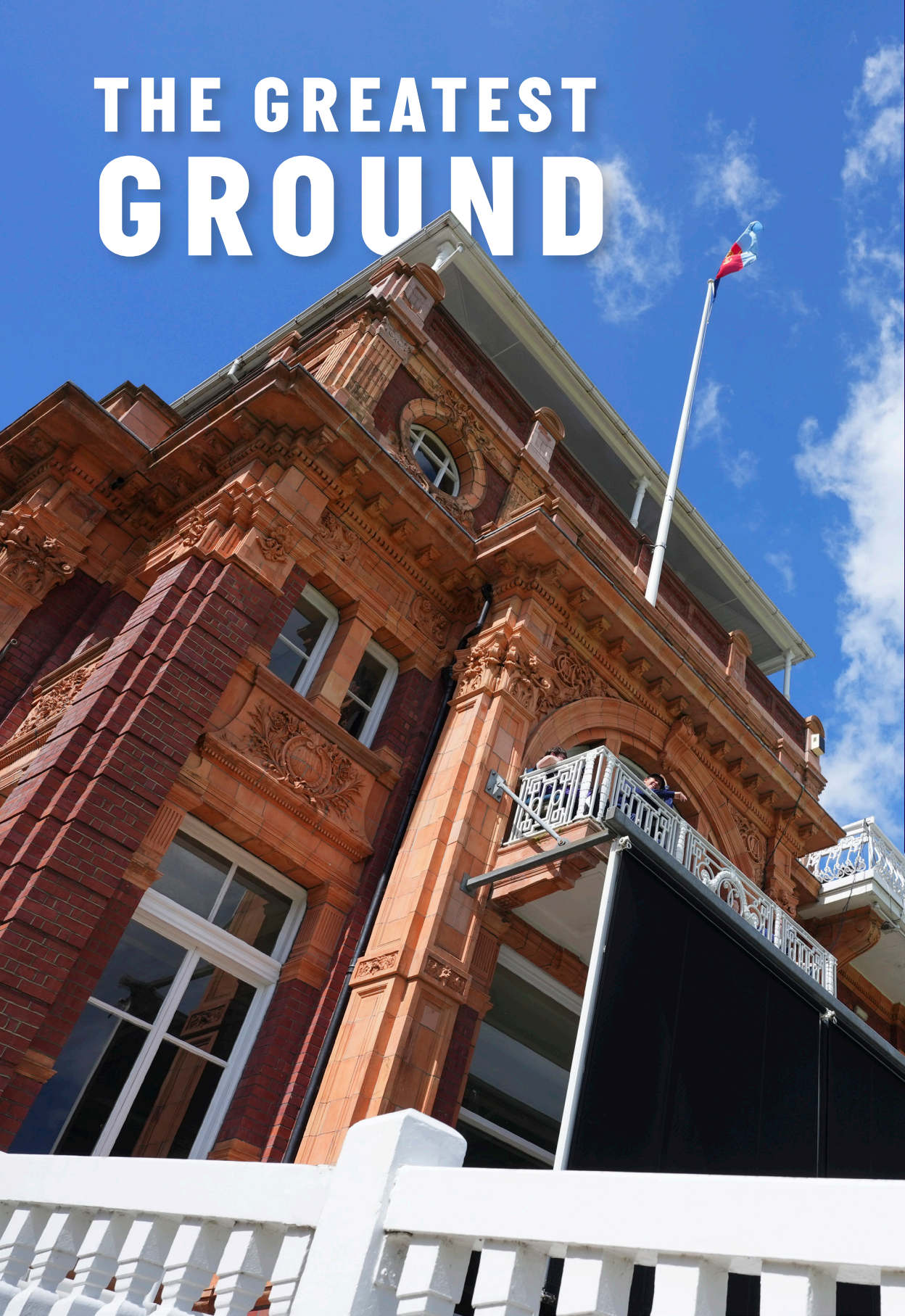
- Every aspect of the match-day experience is subject to scrutiny as to how it can be improved or maintained at the highest standard for Members and visitors.
- Engage Members actively to foster a strong sense of community through regular opportunities to play cricket, participation in other Members' activities, and via communications and initiatives that encourage participation.
- Secure attractive fixtures for Lord's, while safeguarding our international match programme (currently allocated two men's Test matches, a men's One-Day International - two in 2028 - and a women's international match each year up to and including 2031, as well as a Test in 2026).
- Review our men's and women's fixture lists to ensure they provide the right mix of excellent playing opportunities for Members, including fixtures at Lord's, and cricket development work in areas where it is most needed.



WHAT SUCCESS LOOKS LIKE

MCC is viewed as welcoming and membership to the Club is attractive and available to a wide range of cricket lovers. The match-day experience and the fixture list at Lord's are unrivalled anywhere in world cricket. MCC is recognised for its crucial role in helping to support and develop cricket through its Out-Match programme in the UK and overseas.

THE GREATEST GROUND



GOAL

Establish Lord's Cricket Ground, commonly referred to as the Home of Cricket, as the ultimate cricketing destination and one of the best sport venues globally. Sustainability will sit at the heart of our aims and ambitions, whilst celebrating the rich tradition and heritage of our home ground and the game as a whole.



APPROACH

- Curate an exceptional cricketing schedule, incorporating a diverse range of formats and events that appeal to various audiences, both domestically and internationally.
- Continuously invest in preserving and enhancing the historical significance of Lord's, with the breadth and depth of cricket's rich heritage, ensuring that future generations can connect with the illustrious heritage of the Ground.
- Innovate and enhance the match-day experience, incorporating exciting elements that captivate the full range of audiences, creating unforgettable moments and delivering the very best technology, facilities and food and beverage services.
- Champion sustainability by adopting innovative practices, reducing our carbon footprint, and leading the way towards Carbon Net Zero by 2040.



WHAT SUCCESS LOOKS LIKE

Lord's Cricket Ground gains global recognition as the definitive cricketing destination, with its rich history and iconic features celebrated by Members, players, fans and visitors for the breadth of its fixture list from junior through to international level. MCC sets an industry-leading example in sustainability, achieving carbon neutrality by 2030 and inspiring other cricketing organisations to follow suit.



WORKING FOR THE GOOD OF THE GAME



GOAL

Establish an independent and influential voice in the cricketing landscape, actively helping to shape the future of the game, advocating for positive changes and protecting the Spirit of Cricket.

Invest in and grow the MCC Foundation (MCC charity) and MCC Community team to bring cricket to as wide an audience as possible.



APPROACH

- Utilise MCC's platform, including the World Cricket committee and the expertise it possesses to advocate for positive changes and address important issues in cricket, contributing to the overall development and good governance of the sport worldwide.
- Implement initiatives and programmes that promote diversity and inclusion within the cricketing community. Utilise the incredible work undertaken by the MCC Foundation and MCC's own community team to further spread the game of cricket in welcoming and inclusive environments.
- MCC will act as Guardians of the Laws of the game whilst also defending the Spirit of Cricket. World Cricket committee and other platforms throughout the year ensure that fans and players understand that the game is not only played according to the Laws but also within the Spirit of Cricket - with respect and fairness at the heart of it.



WHAT SUCCESS LOOKS LIKE

MCC is a leading authority and influential voice in the cricketing landscape, providing insight and guidance to contribute to a positive future for the game. The MCC Foundation will grow its Hubs programme nationwide and play a key role in the 'Road to Lord's' concept, with the MCC Community team growing its presence in Westminster.

FINANCIAL STRENGTH



GOAL

We will maintain our position as the best and preferred cricketing venue of choice, while investing back into the game through protecting our current business model via increased sales, productivity and innovation, whilst exploring new revenue streams and always striving to give our Members and visitors value for money.



APPROACH

- Secure long-term staging agreements for ECB/ICC awarded matches, prioritising two Test matches per year to confirm our international presence, whilst Middlesex and London Spirit continue to provide appealing domestic content.
- Explore innovative cricket formats and offerings to attract new audiences and potentially convert them into fans of cricket.
- Actively pursue new revenue streams beyond cricket to create brand-building opportunities and generate positive cash flows, whilst maintaining strong existing commercial revenue across ticket sales, sponsorship, broadcast rights and food and beverage.
- Expand partnerships and sponsorships with leading brands and organisations that align with MCC's values, thus strengthening our commercial efforts.



WHAT SUCCESS LOOKS LIKE

A globally admired ground and Club with a financially sustainable business model that allows MCC to invest in the ongoing development of the game and the maintenance of Lord's as the world's greatest cricket ground.

MCC VALUES

The following three values - Excellence, Teamwork and Integrity - form the foundation of MCC's ethos and guide the Club's actions and decisions. By upholding these values, MCC aims to contribute positively to the game of cricket and inspire others to embrace these principles within their cricketing journey.

EXCELLENCE

MCC strives for excellence in every endeavour. The Club values continuous improvement, setting high standards and pushing boundaries to achieve the best possible outcomes for its Members, players and visitors. Whether it is the world-class cricket schedule, the maintenance of Lord's Cricket Ground, or the work to drive forward the game of cricket, MCC seeks excellence in all aspects of its operations.

TEAMWORK

Having a cohesive and supportive environment within MCC allows the creation of common goals and shared responsibilities, and leads to success in our performance. By valuing teamwork, MCC creates a positive and inclusive environment where the outputs are to the benefit of all who come to Lord's.

INTEGRITY

MCC places great emphasis on integrity, both on and off the field. The Club values honesty, fairness, and ethical conduct in all aspects of cricket. It promotes a culture where players and officials on the field of play or administrators, staff, supporters or visitors off it, must demonstrate the highest standards of sportsmanship, upholding the integrity of the game.

MCC ENABLERS



OUR PEOPLE

Our Members and staff make us who we are, creating pride in MCC it's name, the history and what we deliver each season and into the future.



OUR STORYTELLING

Shaping what we want to say at home and abroad, growing MCC and helping shine a light on the Club and the good it does across its membership, for the community and for the growth of the game.



OUR INNOVATION

Our IT and data sits at the heart of how the Club will continue to innovate and find modern solutions to provide the best service to Members, fans and, where possible, our approach to developing the global game.

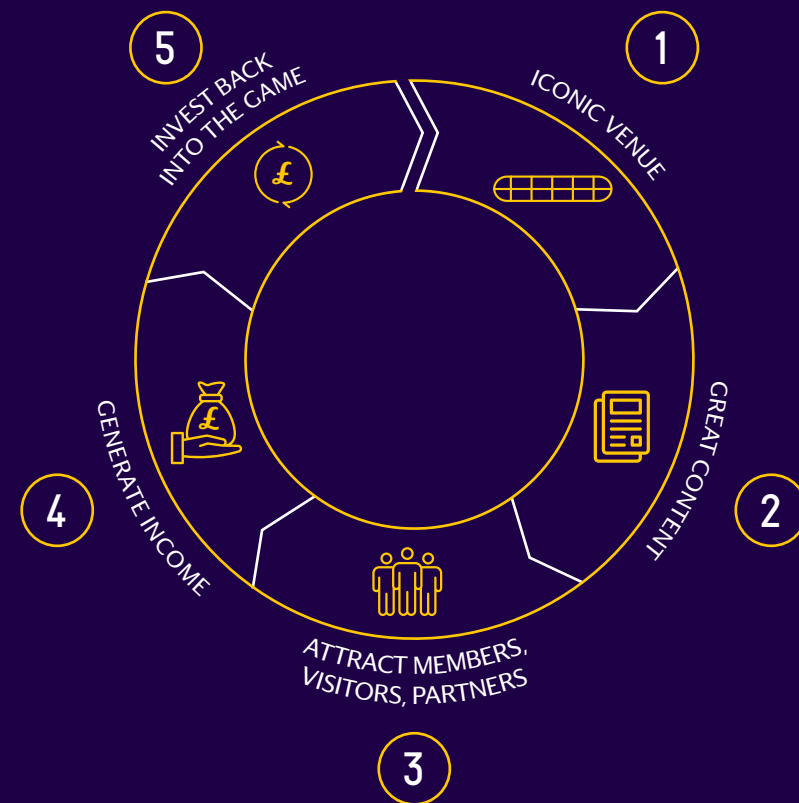


OUR ASSETS

MCC is known around the world. Based at the Home of Cricket, Lord's is recognised as one of the world's best grounds, the home of the iconic Ashes Urn and a must-see venue, not just in cricket but sport as a whole. As Guardians of the Laws of the Game, MCC is in a unique position to share this with the world, through matches at Lord's but also through the games it plays both home and abroad.



HOW MCC OPERATES



[MCC is a Club owned by its Members and not driven by maximising returns for shareholders.

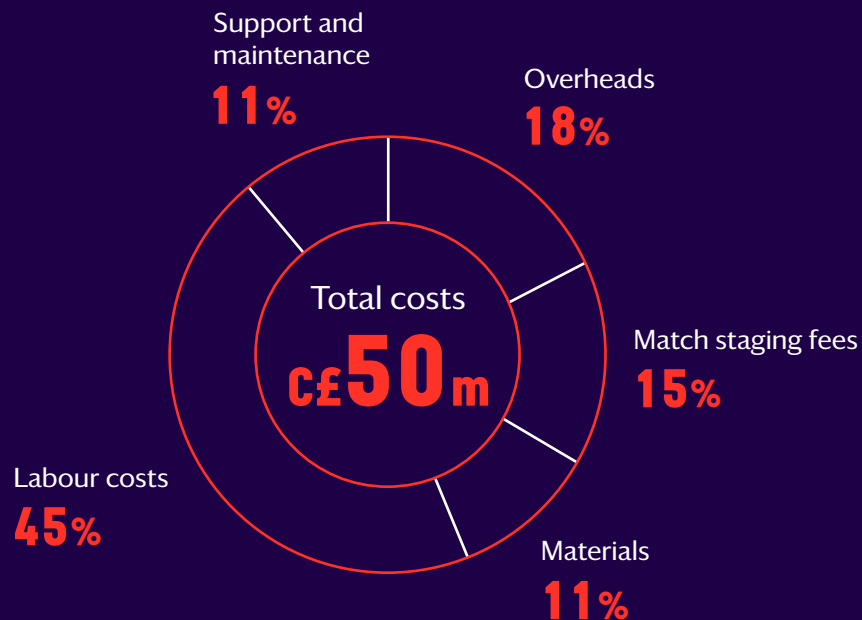
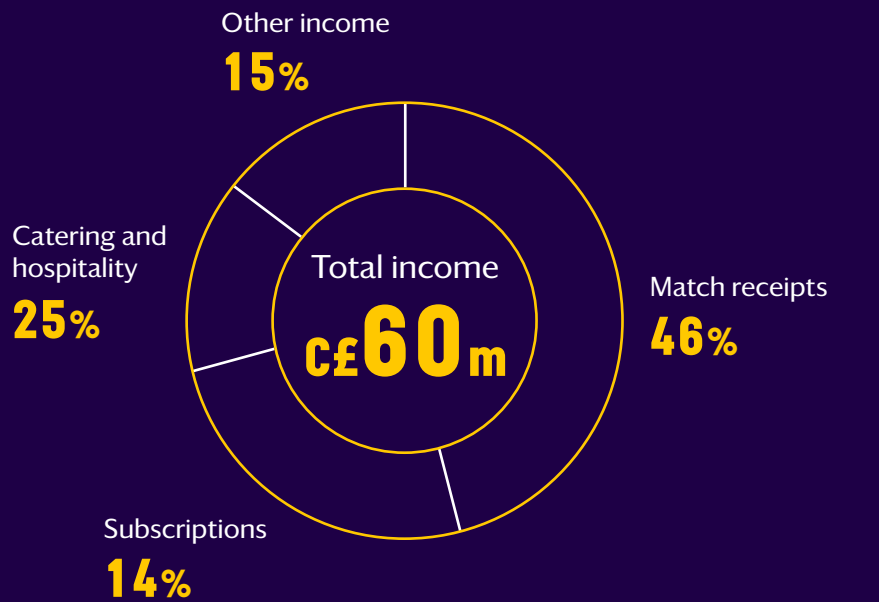
[The assets of the Club include the iconic Lord's Cricket Ground, the spiritual Home of Cricket.

[Lord's delivers great cricket matches and other activities that attract many Members, visitors and commercial partners.

[In doing so, the Club generates significant income streams that yield operating surpluses.

[These operating surpluses are then invested back into the Ground and the game more broadly.

MCC FINANCES AND INVESTMENT



Leaving an operating surplus of **£10m**

MCC invests on average **c.£20m** per year back into Lord's and the game to ensure both are sustainable for future generations to enjoy.

The £20m comprises investment in Lord's Cricket Ground, payments to ECB to host major matches, the delivery of our Out-Match cricket programme and the support of our cricketing partners.

MCC generates operating surpluses from its commercial activities, whilst also delivering high quality services to its Members.

These operating surpluses are boosted by the proceeds from sales of Debentures every four years.

The Club then determines through a robust governance framework where the operating surpluses should be invested.

MCC IN NUMBERS

500

The number of Out-Matches played each year by MCC both in the UK and globally

77

The number of MCC Foundation Hubs across the UK in 2023

2,000

MCC Members who represent the Club on the field of play each year

1787

The year Marylebone Cricket Club was founded

1998

The Women's Ashes was created at a ceremony at Lord's when a bat signed by the England and Australia teams was burned and encased in a hollow wooden ball

The number of state school pupils using the MCC Foundation Hubs each year

4,500

The number of countries that MCC Members reside in

65

54,000

The number of visitors who came to Lord's on a tour and visited the MCC Museum in 2023

23,850

The number of Full (18,350) and Associate (5,500) Members of MCC

Waste to landfill since 2010

0

2022

The year MCC joined the UN Sports for Climate Action Framework

The number of countries MCC has sent touring teams to since 2000

61

SUMMARY



OUR MISSION: To be the Finest Cricket Club, working for the Good of the Game





HOME OF CRICKET



lords.org

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