

TRENT BRIDGE

EST. 1838

PROACTIVE PARTNERSHIP

Lisa Pursehouse & Tim Eatherington

MATURE PARTNERSHIP OPERATING ACROSS ALL SECTORS

- Community
- Reputational
- Economic

TRENT BRIDGE
EST. 1838





COMMUNITY ENGAGEMENT

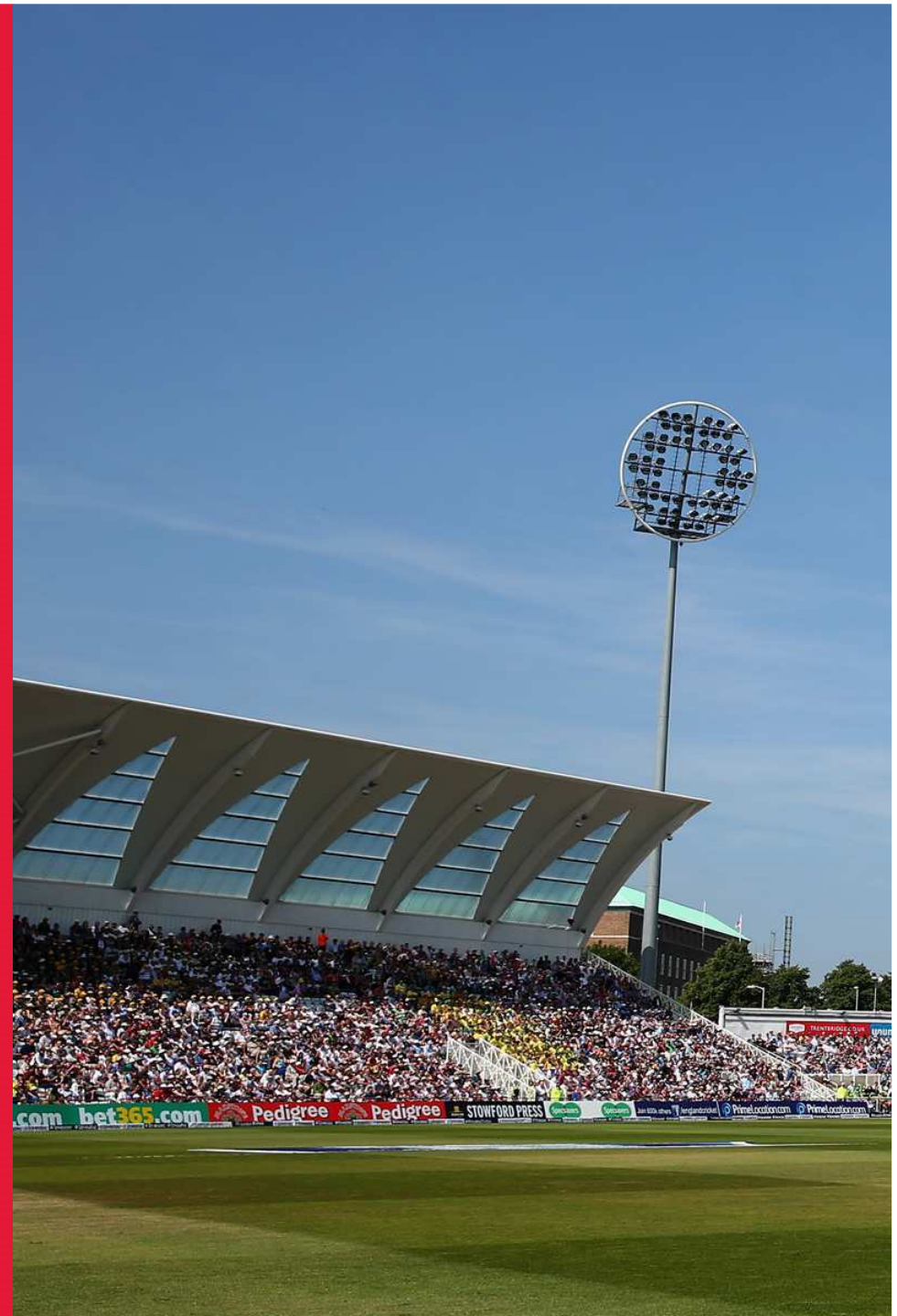
- Positive Futures
- Cricket in the Community
- Chance to Shine
- Employment opportunities
- Volunteering opportunities

TRENT BRIDGE
EST. 1838

GLOBAL EXPOSURE

- Trent Bridge is an internationally renowned brand
- Nottinghamshire showcased on an international scale
- Global broadcast reach
- Television audience of 500 million

TRENT BRIDGE
EST. 1838





ECONOMIC IMPACT

- ICC World T20 (2009):
£12.2 million
- Gold Package A (2013-16):
£30 million

TRENT BRIDGE
EST. 1838

THE COMPETITIVE LANDSCAPE

FINANCIAL SUPPORT FOR PROFESSIONAL CRICKET CLUBS (NON-LONDON) FROM PUBLIC SECTOR SINCE 2002

County	Funding Source	Total Value (£m)	Funding Type	Reason for Funding
Glamorgan	Cardiff Council	5.50	Loan	Stadium Development
	Welsh Assembly	1.20	Grant	Part-funding for Ashes Test Match fee
Hampshire	Eastleigh Borough Council	32.20	Loan	Stadium Development & on-site hotel and conference centre
Lancashire	North West Dev. Agency	7.90	Grant	Stadium Development
	Tesco	21.00	Cross-subsidy	Stadium Development
Nottinghamshire	East Mids Dev. Agency	2.50	Grant	Stadium Development
	Rushcliffe Borough, Nottingham City	3.70	Loan	Stadium Development
	Nottinghamshire County	0.90	Funding	Stadium Development
Warwickshire	Birmingham City Council	20.00	Loan	Stadium Development
Yorkshire	Leeds City Council	9.00	Loan	Stadium purchase (allow re-development)
	Leeds Metropolitan University	3.00	Funding	Pavilion re-development
	Yorkshire Forward RDA	4.00	Grant	Pavilion re-development

MAJOR MATCH SCHEDULE

2015

AUS/TEST
NZ/ODI

2016

PAK/ODI
SL/ODI

2017

SA/TEST
WI/ODI

2018

IND/TEST
IND/ODI
AUS/ODI

2019

ICC CRICKET
WORLD CUP
T20 BLAST
FINALS DAY

TRENT BRIDGE
EST. 1838



Premium Venues Premium Matches

Tier 1

Lord's
Kia Oval
Trent Bridge (£7m)
Emirates Old Trafford (£29m)
Edgbaston (£20m)
Headingley (£16m)

Tier 2

Emirates Durham (£5m)
Ageas Bowl (£32m)
SWALEC Cardiff (£7m)

Tier 3

Taunton (£4m)
Bristol (£7m)

Examples

Ashes Test
India Test
South Africa Test
Top World Cup Games

Examples

Secondary Test Series
ODI's only
Mid tier World Cup Games

Examples

Intermittent ODI's
Lower tier World Cup Games

TRENT BRIDGE
EST. 1838



Proposed Development

- Upgrade the Pavilion
- Improve facilities required to stage major matches
- Balance out perceived weaknesses
- Strengthen future bids
- Maximise usable space

TRENT BRIDGE
EST. 1838

TRACK RECORD OF DELIVERY

- Trent Bridge has met all interest & capital repayments of existing loans
- Reduced loan capital by £1.6 million in the last three years
- Our business plan is prudent, and we are sustainable