



THE

OVAL

STRATEGIC PLAN 2025 – 2031

To Be Recognised as The Greatest, Most Inclusive and Sustainable Cricket Club in the World, one that all Fans want to visit.



THE
KIA
OVAL

Our vision for 2025-31

Within this strategic plan you will see the key themes that are integral to our ongoing success.

We must continue to **Protect** our core business, and all that is integral to maintaining world-class cricket teams and a leading sports ground.

We must **Grow** the opportunities available to us, to boost our existing revenue streams and continue to diversify our income portfolio ensuring a sustainable future for the Club.

We must use this period to **Innovate** and explore new opportunities for cricket and commercial growth.



Excellence on the pitch

Two Teams, One Club, Shoulder-to-Shoulder

The primary focus of the performance teams at Surrey is to achieve success in four key elements:

Developing homegrown talent for the First XI

Regularly winning trophies

Seeing Surrey players progress on to win England honours

Performances that inspire and entertain





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Excellence off the pitch

Growing the commercial powerhouse

Over the next six years, there will be some significant opportunities to build on the foundations of a commercially viable and sustainable set of commercial levers.

Maximise the opportunities of Test Matches & ICC Events.

Domestic cricket opportunities through a growing membership and innovative ticketing and hospitality.

Maintaining a positive and inclusive workplace culture and environment, supporting staff welfare and effective leadership.

Using data and an enhanced product offer to refine the Conference & Events business, maximising the usage of the venue across the year.



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World Class Venue

Unleashing the Kia Oval

We want the Kia Oval to be the most inclusive and most sustainable venue in the world, one that all fans want to visit.

Continuing to push on our journey towards an operational Net Zero goal with a radical approach to carbon reduction and the development of sustainable practices across the ground.

Continually improving the facilities through re-development, planning and investing in world-leading technology to improve the fan experience.

The fan experience and retail catering offers must continue to improve, innovate and grow, whilst matching the diverse fanbase.



THE
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A Force For Good

Supporting our community in Surrey and south London

We take our responsibility to our community incredibly seriously and we want to be the best neighbour we can to those in the immediate vicinity of the Kia Oval as well as across Surrey and south London.

Through our partnership with the Surrey Cricket Foundation, we support the grassroots game across the county, inspiring more people to play cricket.

The women and girls' game are a key opportunity for the sport. Rapid growth in this area will not only drive a fanbase for the team but also contribute to a strong talent pathway and increased supporter base.