



THE  
OVAL

# FAN ENGAGEMENT PLAN

2025/26



# SURREY COUNTY CRICKET CLUB 2025/26 FAN ENGAGEMENT PLAN

## Foreword from the CEO

Ahead of the 2026 cricket season, I am pleased to share our first ever formal Fan Engagement Plan. This plan highlights the successes of the 2025 season and sets our vision for 2026 and beyond. We want to continue delivering meaningful and long-lasting relationships between the Club, our Members and our loyal supporters to ensure that we continue to operate with integrity, inclusivity, innovation and humility in everything that we do.

2025 was a great success both on and off the pitch and I cannot wait for us to carry this into the upcoming season.

As a Club, we believe it is important to hear the voices of our fans to ensure we continue to deliver not only first-class cricket, but also a first-class experience for those who enter our gates.

I'd like to thank you all for your support for Surrey County Cricket Club, and I look forward to welcoming you through our gates throughout 2026.

**Steve Elworthy**  
CEO.



## CLUB STRATEGY

### Excellence on the pitch

Two Teams, One Club, Shoulder-to-Shoulder.

### Excellence off the pitch

Growing the commercial powerhouse.

### World-Class venue

The most inclusive and sustainable venue in the world.

### A force for good

Supporting our community in Surrey and south London.

## Representatives within the Club

- a. Steve Elworthy – CEO.
- b. Maddie Sheppard – Senior Fan Engagement Executive.
- c. Jasveer Singh – Supporter Services Manager.
- d. Theresa Peters – Accessibility Liaison Officer.
- e. Callum Doyle – Company Secretary and Compliance Officer.
- f. Chris Coleman – Director of Surrey Cricket Foundation

# FAN EXPERIENCE TOUCHPOINTS

Here at the Kia Oval, there are numerous fan touchpoints that allow us to continuously adapt and improve the fan experience. We use these opportunities to listen, engage and make improvements to ensure that both Members and non-Members are able to have the best experience possible throughout the cricket season. Some of the touchpoints are as follows:



# 2025 SEASON HIGHLIGHTS AND ACHIEVEMENTS

## Pioneers

With the introduction of a Tier 1 Surrey Women's team, we established an exclusive supporters' group specifically for our most passionate fans of the women's game. In the programme's foundational year, Pioneers received invites to unique experiences, Pioneers merchandise, priority access to special content, and more.



## A Day for Thorpey

A Day for Thorpey was planned during the 2025 England vs India Test Match to remember and celebrate Graham Thorpe, one of Surrey and England's finest cricketers, in a meaningful and lasting way. After Thorpe passed in 2024, the Club remained in close contact with his family to find a way to celebrate and recognise him, whilst acknowledging his tragic passing.

Ultimately, the initial ambition grew into three key objectives:

1. Remember and celebrate Graham Thorpe, one of Surrey and England's finest cricketers, in a meaningful and lasting way.
2. Raise awareness of mental health in front of a sold-out stadium with millions watching in the UK and around the world.
3. Raise £100,000 through fundraising opportunities.

The day was a huge success in remembering and celebrating 'Thorpey'. White headbands, designed to replicate Graham Thorpe's famous playing headband and to mark the day, were sold in partnership with Mind Charity to raise money. By the end of the Test Match all 27,000 headbands had been sold. The fundraising effort in the lead up to and throughout the Test match raised over £170,000. The money raised has been allocated to deliver a new national programme called 'Thorpey's Bat and Chat' which mixes cricket and mental health sessions to support people's wellbeing in Thorpey's name.



## County Cricket

County Cricket at the Kia Oval saw record attendances in 2025, with over 85,000 spectators attending the red-ball format across the season. Around half of this figure is made up by our dedicated Surrey Members. Club initiatives, such as the Festival of Red Ball Cricket which took place during the Essex fixture in May 2025, play an important role in shaping the future success of county cricket here at the Kia Oval.

Looking ahead to 2026, we hope to see a further increase in engagement with the red ball game. We will support this by introducing new match-day experiences at County Championship fixtures themed around Club heritage, former players, and the cricket network, to ensure a day at County Championship cricket continues to be a fantastic day out for all.

## T20 Cricket

The Kia Oval has long been the spiritual home of the Vitality Blast, with packed stands as fans come along for the biggest party in cricket. Evenings under the lights don't come much better than last year's match up against Kent with Chris Jordan smashing the last ball of the match away for four to secure a Surrey win against our oldest rivals. T20 nights have the best street food and brilliant local Brixton beers on hand for supporters as the experience off the pitch lived up to the spectacle delivered on it.

## Women's Finals Day

We hosted the inaugural Vitality Blast T20 Women's Finals Day here at the Kia Oval, where Birmingham Bears faced The Blaze in an Eliminator before Surrey successfully defeated Birmingham Bears to bring home the trophy. Not only did our fans experience incredible first-class cricket; they were also given the opportunity to take part in interactive cricket games, be in with a chance to win tickets to the Women's T20 World Cup 2026, and head home with their pink Vitality Blast bucket hat.

Following the great success of the day, we will be hosting Women's Finals Day again in 2026, bringing you an even bigger and better day of cricket.



## Survey Scores

After every major match day at the Kia Oval, every ticket purchaser and attending Member is asked to fill out a survey, rating their match day experience out of 10 across a range of ground factors. This year, not only did we see an increase in those engaging with our post-match survey, but also an increase in our scores across many of the factors measured, including atmosphere, information announcements and food. To improve your spectator experience, we use these scores to help guide change and enhancement between games, across the season and during the winter months, to ensure that fans have the best possible experience. Your feedback is key to helping us drive these changes.

## 2025 Members' Events

In 2025, we delivered our largest and most diverse Member Event schedule to date, with several landmark occasions across the year. Highlights include:

- Our first Members' Comedy Night in partnership with Good Ship Comedy, featuring standout acts Hal Cruttenden, Alistair Barrie, and Michelle Shaughnessy.
- With the launch of Surrey's first fully professional women's team, we held our revamped annual Celebration of Women's Cricket event. Attendees heard from some of the Club's most influential figures, including former Women's Surrey captain and World Cup winner Ebony Rainford-Brent who led a discussion on the rising growth and popularity of women's cricket.
- Members enjoyed a range of other events, including the Pre-Season Dinner, New Members Lunch, End of Season Celebration, and End of Season Awards - offering opportunities to meet players and connect as a community.

- Our Pride of Lions Day was a standout event last season, welcoming 60 Pride of Lions (Junior) Members for a fun-filled day at the Kia Oval. Members took part in an extensive programme of activities, including Batak to test reaction times, ICON Fast Feet football stimulators, the Inflatable Speed Cage, and coaching sessions delivered by the Foundation, giving everyone the opportunity to get active and showcase their skills. A behind-the-scenes stadium tour rounded off the day, providing a unique insight into the club and creating lasting memories for our young supporters.
- We closed out the year with the inaugural Surrey Mini Golf Day, where 120 Members and supporters enjoyed a family-friendly 18-hole course in our Duchy Suite.

## The Surrey Cricket Foundation

1. Schools Day: On 30 June 2025, SCF welcomed a record 5,200 children and teachers from 113 schools across Surrey and South London for an unforgettable Schools Day. Fans were treated to Surrey smashing 820 runs against Durham, plus loads of fun off the pitch—cricket games, inflatables, coaching sessions, and face painting. For many, it was their first-ever live cricket experience, and seeing the Kia Oval packed with the next generation of fans was truly special.
2. Women & Girls Clubs Day: SCF hosted a Women & Girls Clubs Day at the Kia Oval which proved to be a fantastic celebration of community and the growing passion for women's cricket. With over 400 free tickets booked, and 15–20 clubs represented, the Kia Oval held a vibrant and inclusive atmosphere. The momentum continued at the Women's T20 Finals Day, where 300 more free tickets were claimed. This initiative brought communities together and showcased the commitment to making women's cricket accessible and inspiring for all.



# 2026 NEW & CONTINUING PLANS

During the 2026 season, we have some exciting opportunities for fans to be involved in.

## Women's Cricket World Cup

The Kia Oval will be hosting three Women's T20 World Cup fixtures during the 2026 season. England will take on New Zealand in a qualifying game, followed by two semi-final fixtures. This is an incredible opportunity for you to watch first-class women's international cricket, so don't miss out!

## Member and Fan events

Throughout the year, Members and supporters will be invited to a wide range of events, including dedicated forums, social occasions and award ceremonies.

## Focus Groups

In 2024, the Club introduced a comprehensive schedule of focus groups across key areas such as Retail, Food & Beverage, and Ticketing & Membership. These sessions are designed to gather valuable qualitative feedback and drive meaningful improvements to the fan experience.

Ahead of the 2026 season, the programme was expanded to include Women's Match Day Experience and County Championship Match Day Experience. For the first time, both Members and non-Members were invited to participate, offering excellent insight into the 2025 season which helps inform our fan engagement strategy for the upcoming year.

If you are interested in taking part in future focus groups, please email [fanengagement@surreycricket.com](mailto:fanengagement@surreycricket.com)



## Member Events

Event	Details
<b>Forums</b>	Three dedicated forums take place throughout the year, each covering a range of topics from both on-field performance to off-field developments. These sessions offer Members direct insight and the opportunity to engage with Club representatives.
<b>Pride of Lions Day</b>	A special day for our Junior Members, filled with fun activities, cricket-themed games, and a unique behind-the-scenes tour of the ground. A memorable experience designed to inspire the next generation of Surrey fans.
<b>New Members' Lunch</b>	A tailored event for Members in their first year of Membership. This welcoming lunch offers the chance to meet fellow new Members, connect with the Member and Supporter Services Team, ask questions, and explore all the facilities available on a matchday.
<b>End of Season Awards</b>	Our biggest Member event of the year, celebrating on-field excellence and featuring exclusive insights from our players, coaching staff, and senior leadership.
<b>Surrey Comedy Night</b>	In partnership with Good Ship Comedy, we host the second edition of our annual Surrey Comedy Night. This year's lineup features renowned acts including Nathan Caton and Celya AB, performing live at the Kia Oval.
<b>Celebration of Women in Sport</b>	An exclusive lunch featuring an in-depth Q&A with key figures from across the sporting industry, as they share their personal journeys and reflect on the evolution and growth of women's sport.



## Fan Events

Event	Details
<b>Carers Day</b>	Carers of all ages are offered free tickets for one of our County Championship home fixtures for some respite and entertainment.
<b>Accessibility Forum</b>	Separate to the Members' Forums, our Accessibility Forum, run by our dedicated Accessibility Liaison Officer provides an informal opportunity to discuss experiences, accessible facilities at the ground and proposed improvements.
<b>Alzheimer's Day</b>	Alzheimer's Society partners with Surrey County Cricket Club to produce a tailored matchday experience designed to ignite discussion on the importance of keeping live sport accessible to those living with dementia, as well as raising awareness for the symptoms.
<b>Schools Days</b>	Every year, schools across the county are invited to the Kia Oval for an unforgettable day of live cricket and fun! Students enjoy coaching sessions, games, face painting, scavenger hunts, inflatables, and the chance to meet players and mascots. This is a day that opens the Kia Oval to the next generation of cricket fans. Schools' Day returns in 2026 on Monday 8th June for Day 2 of Surrey vs. Hampshire.
<b>Festival of Red Ball Cricket</b>	This returns for its third year, taking place during the Surrey vs Nottinghamshire game from 20 August-23 August. The festival aims to champion the County Championship and encourage existing and new fans to attend and enjoy the red-ball format.

## Matchday Themes

This year, our T20 fixtures will take on a new life with various themes during each of the match days, to offer a different experience each time you step into the Kia Oval for the white ball game. The themes are as follows:

- Blast Off – Friday 22 May.
- Celebrate the Champions – Wednesday 27 May.
- Family Day – Sunday 31 May.
- London Derby – Wednesday 3 June.
- Pride T20 – Friday 5 June.
- Retro Night – Wednesday 8 July.
- Sustainability-T20 – Sunday 12 July.

We will also have our Festival of Red Ball Cricket, Thursday 20 to Sunday 23 August – where we will celebrate the red-ball format with a selection of exciting activities for spectators to enjoy.



## REPORTING TOOL & PROCESSES

As a Club, we stand against discrimination in all its forms and are committed to ensuring that cricket is a game for everyone.

On our match days, if spectators have witnessed or experienced discrimination, they are able to report this to the Club via the crowd reporting QR code, which can be found at every entrance to the blocks and on the big screen throughout the game. The link to the reporting page can also be found via our website. The report feeds directly into our Match Control Room, where our Safety Officer and Chief Steward can handle the situation.

If you have any concerns that you wish to share on a non-match day, please email [customerservice@surreyccricket.com](mailto:customerservice@surreyccricket.com). We aim to respond within 14 working days.



# SURREY CRICKET FOUNDATION

## Wider community engagement

The Surrey Cricket Foundation (SCF) is the charitable arm of Surrey County Cricket Club and is at the heart of recreational cricket in Surrey & South London, committed to making cricket a game for everyone.

### Our mission:

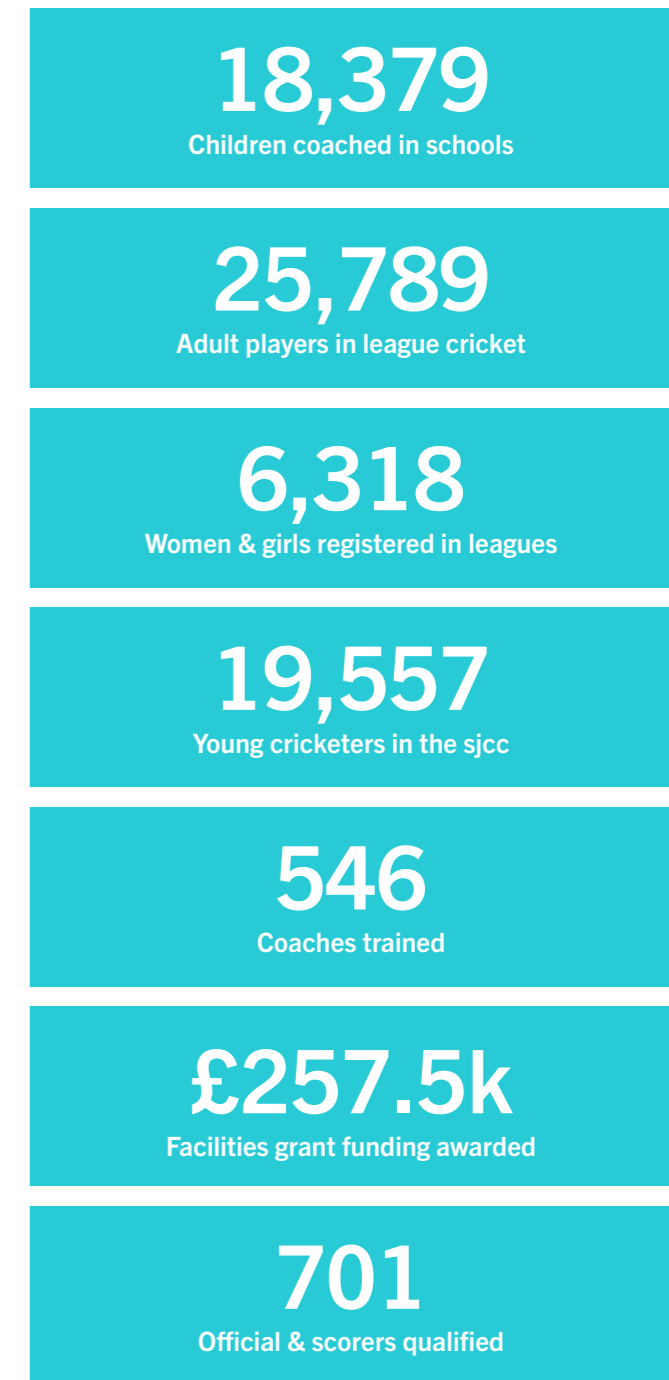
- Grow and sustain grassroots cricket
- Promote diversity, inclusion, and accessibility
- Use cricket to change lives

SCF brings cricket to new audiences and creates opportunities for all ages, genders, and abilities. From school coaching and junior programmes like All Stars and Dynamos, to disability cricket and projects for underrepresented communities, we're breaking down barriers so everyone can play, while also building for the future—improving facilities, training coaches, and strengthening community links to keep cricket thriving.



## Our Vision says it all

More Games in More Places, More Inclusion, More Opportunities to Change Lives—using cricket to build confidence, friendships, and stronger communities.



## Engagement on Matchdays

### Match Day Activations for the Community

SCF bring local clubs and groups closer to the professional game, creating unforgettable experiences while supporting the Foundation's vital work.

### T20 Guard of Honour:

14 fixtures, including 6 Double Headers, 1 Women's Standalone, and 1 Men's Standalone match.

- Local clubs and community groups from Surrey & South London line the boundary to welcome players onto the pitch.
- A unique, up-close moment celebrating grassroots cricket, and strengthening the connection between local involvement and the professional game.
- Guards of Honour will celebrate Women & Girls achievements—honouring league and cup winners, leading clubs, and community programme stars. By showcasing grassroots players in front of big crowds, Surrey reinforces that W&G cricket is central to our identity.

### T20 Mascot Experience

- Be part of the action - This unique initiative gives participants the chance to join players on the pitch for the coin toss at a T20 fixture, creating an unforgettable behind-the-scenes moment.
- Access is available through charity auctions and SCF Prize Draw entries, combining an exclusive experience with fundraising to support SCF programs.
- Bringing fans and local players closer to the pros—showcasing the journey from grassroots to elite cricket and celebrating how both levels are connected.

### Prize draw & Fundraising:

The SCF Prize draw offers the opportunity to make a difference and win amazing prizes. The prize draw will be promoted on the big screen during matches and integrated digitally via QR codes.



### Increasing our visibility with our brand-new promotional video

Showcasing our work and inspiring even more participation - a key strategy to connect fans with our programs and strengthen community support for grassroots cricket. Played throughout match days on the big screen.



## Engagement within Lambeth

### Connecting with Our Local Community

We make cricket for everyone, everywhere

- SCF brings the game to Lambeth families without club access—offering inclusive programmes from age five to adults. Through Chance to Shine Street, we deliver free sessions in schools, parks, and leisure centres across Streatham, Clapham, and the Kia Oval, opening doors for every child to play, learn, and love cricket.

Keeping children moving, learning and smiling, SCF offer Holiday fun beyond cricket!

- Our Vauxhall Loop Easter camp gives local kids (ages 8-12) the chance to climb, create, act, play music, explore nature—and of course, enjoy cricket.
- We team up with amazing community partners to keep kids active, social, and screen-free. Plus, our cricket holiday camps run throughout Easter, May, and summer to support parents and keep young players moving!

## Women & Girls Engagement

### Driving W&G Engagement, Growing the Game

We're building a vibrant Women & Girls cricket community that calls the Kia Oval home, feels celebrated by Surrey, and is inspired to play, support, and lead. Our plan grows attendance, celebrates grassroots success, and creates loyal fans for the future.

### W&G Showcase Gamedays

In 2025, Surrey Cricket Foundation hosted a successful Women & Girls Clubs Day during a Surrey Women's T20, bringing clubs together and celebrating the network. In 2026, we'll go bigger—strengthening club ties, showcasing grassroots cricket, and building a loyal fanbase for Surrey Women.

## Breaking Barriers: Bringing W&G's Clubs to Women's Cricket

- Free or discounted tickets for Women & Girls club members—making it easier to attend and enjoy live women's cricket together. Building bigger crowds and showing women's cricket is at the heart of Surrey.

## From World Cup Buzz to Lasting Impact

- SCF plans to position the WWC games at the Kia Oval as flagship moments for the W&G community, encouraging clubs to attend in groups and promoting the fixtures as unmissable experiences.
- Give W&G club players the chance to shine as flagbearers or volunteers—be part of the action, not just the crowd.
- We are looking to strengthen the community's connection to the global women's game.

## Where Community Meets the Big Stage

- Super Saturday: our biggest W&G event at the Kia Oval, an opportunity for Women's softball teams from across Surrey & South London to unite for skills workshops and a festival on the outfield.
- Break barriers—make the Kia Oval feel like home for women & girls.
- An inside look at the Kia Oval fosters both confidence and long-term attachment to the venue.

# OFFICIAL SURREY SUPPORTERS' ASSOCIATIONS

## Proud Surrey

Proud Surrey was the first LGBTQIA+ Cricket supporters club in the northern hemisphere. Created in 2020 during the pandemic, they are proud supporters of Surrey County Cricket Club and proud to be members and allies of the LGBTQIA+ Community and are affiliated with Pride In Cricket (the England and Wales supporters' group). They have led the way in supporting LGBTQIA+ Members in county cricket working and advising other counties in setting up their own Pride groups. In 2025, we walked along other cricketing LGBTQIA+ supporters groups and the ECB, in London Pride.

## Surrey Dining Club

The Surrey Dining Club is a collection of Surrey County Cricket Club Members who come together several times a year to organise meals at the Kia Oval, with a range of guest speakers and entertainers. If you are a Member and wish to find out more, or to become a part of the club, please visit [surreydiningclub.com](http://surreydiningclub.com).

Dates for Surrey Dining Club are to be confirmed for 2026.

## The Masters Club

The Masters Club, established in 1953, began as an annual lunch gathering of individuals who wished to pay homage to "The Master", Sir Jack Hobbs - one of the very best cricketers the sport has ever seen. The Club still meets twice a year at the Kia Oval, including a winter lunch on the Master's birthday (16 December) to remember Hobbs and his impact on the game of cricket.



# ACCESSIBILITY

We're committed to making every matchday at the Kia Oval unforgettable, beginning with accessible experiences from the very first interaction.

This year, we introduced our new accessibility toolbar across our websites, giving fans the flexibility to navigate our content in the way that suits them best.

Inside the ground, we've focused on smoother entry routes, clearer and more intuitive signage, and expanded assisted-service options creating an environment where every fan can move confidently and enjoy the event without barriers.

We'll continue collaborating closely with fans with disabilities to guide future improvements, supported by ongoing staff training to ensure every fan feels welcomed, understood, and valued.

This is our promise: a stadium experience where every fan can celebrate, connect, and truly belong.

If you or anyone in your party has accessible needs and you have any questions, please email us at [accessibility@surreycricket.com](mailto:accessibility@surreycricket.com)

# CONTACT US

Should you have any questions, queries, or feedback about this document and the wider fan engagement of the Club, then please do reach out to us via [fanengagement@surreycricket.com](mailto:fanengagement@surreycricket.com). We would be happy to hear from you to ensure we continue to improve the experience of those who visit Surrey County Cricket Club.

## Club and venue contacts

<b>Ticket Office &amp; Supporter Services</b>	0203 946 0100	<a href="mailto:tickets@surreycricket.com">tickets@surreycricket.com</a>
<b>Membership Office</b>	0203 946 0100	<a href="mailto:membership@surreycricket.com">membership@surreycricket.com</a>
<b>Hospitality</b>	0207 820 5699	<a href="mailto:hospitality@kiaoval.com">hospitality@kiaoval.com</a>
<b>Conference &amp; Events</b>	0207 820 5670	<a href="mailto:enquiries@kiaoval.com">enquiries@kiaoval.com</a>
<b>The Kia Oval Shop</b>	0203 946 0100	<a href="mailto:retail@surreycricket.com">retail@surreycricket.com</a>
<b>Net Bookings</b>	0207 820 4192	<a href="mailto:cricketcentres@surreycricket.com">cricketcentres@surreycricket.com</a>
<b>Sponsorship Opportunities</b>	0207 820 5670	<a href="mailto:sponsorship@surreycricket.com">sponsorship@surreycricket.com</a>
<b>Accessibility</b>	0203 946 0100	<a href="mailto:accessibility@surreycricket.com">accessibility@surreycricket.com</a>
<b>Safeguarding</b>	07843 977020	<a href="mailto:safeguarding@surreycricket.com">safeguarding@surreycricket.com</a>
<b>Foundation</b>	0207 820 5666	<a href="mailto:foundation@surreycricket.com">foundation@surreycricket.com</a>



THE  
KIA  
OVAL

[KiaOval.com](http://KiaOval.com)