

THE YORKSHIRE
COUNTY CRICKET CLUB



MEMBERSHIPS 24



FOREWORD BY STEPHEN VAUGHAN – CHIEF EXECUTIVE OFFICER

I'm delighted to be writing this as we launch our 2024 membership offering and I look forward to welcoming you into the Yorkshire Family next season, whether as a returning or new member.

2023 has been a challenging year in many ways, but through these challenges we have seen many positives. In both the Men's team and the Northern Diamonds, the strong performances of many of our players on the field has been great to see. Whilst we haven't challenged for silverware in the way that we'd have liked to, the signs have been there to suggest we aren't far away and the vital experience that a number of our squad has been priceless. Headingley has once again lived up to its reputation, hosting an enthralling Ashes Test Match and cementing itself as one of the best venues in the world. Off the field, the work carried out by Yorkshire Cricket Foundation and Yorkshire Cricket Board continues to grow our game, supporting a thriving recreational space and reaching many of our communities.

As you may know, the Club took the decision to make some big changes to our membership offering this year as we continue on our journey to be a Club for all. These have resulted in some encouraging returns, including:

- An increase in the number of voting members from 3,250 in 2022 to 4,371 in 2023
- An increase in the number of junior members from 460 in 2022 to 1,836 in 2023
- 33% of members in 2023 were new (compared to 24% in 2022) and 8% of members were lapsed (compared to 2% in 2022)
- An increase in female members (up 3% to 9%)

However, whilst there are clearly some success stories, it is only right that we hold our hands up and admit that the offering hasn't been perfect. We have listened and tried to address the things you didn't like, heading into 2024. You will see a summary of the changes we have made on this page and can explore the new offering further in this brochure or online at www.yorkshireccc.com/tickets/memberships.

I'd like to extend our thanks to all of our members that have taken the time to fill in any of our surveys this year or engaged with us in any other way. The feedback we have gathered through these, as well as from the Members' Representative Group and both Members' representatives on the Board has been incredibly valuable as we look to improve what we offer.

We are confident that our 2024 offering should address many of the key areas of frustration from 2023 and hope to continue to build on the positives from this year.

As a Club, our members are the heart and soul of what we do and it is crucial that we offer an experience befitting of this, whilst continuing to grow our membership numbers. I would encourage you to continue to provide us with your feedback through the various channels open to you and hope that you are able to join us again for what is sure to be a brilliant season of cricket in 2024.

Summary of key changes to the membership offering from 2023 to 2024

- Benefits such as Long Room access and discounts from the Club Shop will now be included with all memberships. Enclosed you will find further details about these benefits, including the new guest voucher options. We are also working on an additional Members' Partnership Programme, which will give members further offers and discounts from some local businesses, and we look forward to launching this in 2024.
- Having assessed our decision to remove the 'Senior' and 'Young Adult' options in 2023 and instead replace them with the flexible attendance options, we have determined that this has not proved satisfactory for a large proportion of our members. As such, we have opted to re-introduce both categories for our 'All-In' options in 2024, whilst also maintaining a range of other flexible attendance options as well.
- You will see that our 'Half-Memberships' and 'Vitality Blast full membership' have been replaced by three new options (4-Day Pass/8-Day Pass/12-Day Pass). This change will allow members to attend days of cricket without having to book by simply tapping their membership cards on entry, whilst also enabling them to take in more than just one format if they wish to, making it the ultimate flexible option.
- A new 'Affiliate' membership option is available for next season. We are very lucky to have a large following from around the world, with supporters who may not be able to attend but want to be part of the Yorkshire Cricket Family – this option is for them.

2024 ADULT MEMBERSHIPS

	 County Champ'	 Metro B' 1-Day Cup	 Vitality Blast	 Charlotte Edwards Cup +	 Rachel HF Trophy +	 The Hundred	 Voting Rights	 Scarbo' and/or York	 East St Long Room	 Guest Passes	Adults	Seniors (65 and over)	Young Adult (18-25)
 All-In plus The Hundred	✓	✓	✓	✓	✓	✓	✓	✓	✓	4x CC +	£300 <i>£310</i>	£260 <i>£270</i>	N/A
 All-In	✓	✓	✓	✓	✓		✓	✓	✓	4x CC +	£240 <i>£250</i>	£200 <i>£210</i>	£90 <i>£100</i>
 12-Day Pass	✓	✓	✓	✓	✓		✓		✓	2x CC +	£100	N/A	N/A
 8-Day Pass	✓	✓	✓	✓	✓		✓		✓		£80	N/A	N/A
 4-Day Pass	✓	✓	✓	✓	✓		✓		✓		£50	N/A	N/A
 County Championship	✓						✓	✓	✓	2x CC +	£150	N/A	N/A
 One-Day Cup		✓					✓	✓	✓		£50	N/A	N/A
 Northern Diamonds **				✓	✓		✓		✓		£20	N/A	N/A
 The Hundred *						✓					£70	N/A	N/A
 Affiliate							✓		✓	2x CC +	£30	N/A	N/A

Price after Early Bird Deadline (31st January 2024) in italics

12 DAY **8** DAY **4** DAY

The new Day-Passes explained

In 2024, supporters will be able to choose from some new options when looking for a flexible membership; a **4-Day Pass**, an **8-Day Pass** and a **12-Day Pass**. These options are replacing the 'half-memberships' and 'Vitality Blast full membership' that were available in 2023 following feedback from supporters around the requirements to book their games, alongside complications with access this year. The new day-pass options will allow supporters to attend a game at Headingley and use their membership card to scan in, without a requirement to book in advance (apart from for the Roses T20). They can also be used across the County Championship and the Vitality Blast, meaning supporters can enjoy more than one format. Once a member has attended their allocated days, their card will no longer give them access and they can upgrade the attendance element of their membership at the Ticket Office.

+ Only eligible for games at Headingley
 * The Hundred membership option is only available when purchased with Yorkshire or Northern Diamonds option
 ** Does not include double-headers with Vitality Blast

2024 BENEFITS

All Members will be eligible for the below benefits in 2024:



Access to the East Stand Long Room for all Yorkshire, Northern Diamonds and England games at Headingley (subject to the capacity limits for the room)



Voting rights – Vote on all of the key items at the Annual General Meeting and any Extraordinary General Meetings and have your say on the future of the Club



Sit in the Members' areas (East Stand and Trueman Enclosure) for Yorkshire games at Headingley



Receive guest vouchers so that you can bring your friends and family to games at Headingley *



Claim 20% off when you spend £30 in the Club Shop at Headingley



Purchase a 2024 Yearbook at a special members price



A discount off all Club events



An invite to all members' events



Take advantage of a wide range of discounts from local businesses within Yorkshire through the Members' Partnership Programme. More details on the businesses included and their offers will be released over the coming months.

**Not included within all memberships – Please see the previous page for more details*

New payment plan option for 2024:

Supporters can spread the cost of their membership across up to five months, meaning you can secure an adult all-in membership at the early bird rate for just £48 a month. Payments will be taken on the below dates, meaning the earlier you take out your membership, the more months you can spread your payments across.

- 1st October 2023
- 1st November 2023
- 1st December 2023
- 1st January 2024
- 1st February 2024

JUNIOR MEMBERSHIP



FREE

11 AND UNDER

£20

12 TO 17

Optional add-on

£20

UNDER 17

Access to all eight Northern Superchargers games at Headingley in 2024.

- Free gifts for junior members
- Access to East Stand Long Room
- An enhanced members pack including a junior brochure
- Discounts through the Members' Partnership Programme
- Specific junior events at Headingley

Access to all County Championship, Metro Bank One-Day Cup and Vitality Blast fixtures at Headingley, Scarborough and York. Junior Members can also enjoy Diamonds fixtures at Headingley.



PREMIUM MEMBERSHIP OPTIONS

SEAT UNIQUE
BALCONY

£400

All-in membership rights and entitlements plus:

- Access to the Seat Unique balcony seating for Championship and T20 fixtures
- Access to bar and rest rooms on the third floor
- Priority window to purchase seats on the Seat Unique Pavilion balcony for the 2025 Internationals with access to a bar facility.


HAWKE
COUNTY CHAMPIONSHIP

£650

Seat Unique Balcony membership rights and entitlements plus:

- Access to The Hawke Suite with behind the bowlers arm viewing for every County Championship fixture played at Headingley
- Option to book for traditional restaurant style meal (advanced booking only with set menu at an additional price)
- Complimentary tea and coffee
- Formal dress code
- Option to purchase car parking (at an additional price)


HAWKE
VITALITY T20 BLAST

£650

Seat Unique Balcony membership rights and entitlements plus:

- Access to The Hawke Suite with behind the bowlers arm viewing for every T20 fixture played at Headingley
- Option to book for street food style buffet (advanced booking only at an additional price)
- Complimentary tea and coffee
- Smart casual dress code
- Option to purchase car parking (at an additional price)


HAWKE
CC & T20 COMBINED

£900

Hawke Suite membership for both T20 and County Championship fixtures



2025 INTERNATIONAL TICKET PRIORITY

Headingley will host a highly anticipated Test Match between England and India in 2025, as well as a One Day International between England and a team to be confirmed.

2024 All-In members will receive priority access to purchase tickets, alongside supporters that join the 2025 international ticket priority club.

It costs £35 to join the club and this will give you priority access to purchase up to six tickets per day of international cricket in 2025.

These are your only ways of guaranteeing access to purchase international tickets at Headingley.



ENGLAND v INDIA
Men's Test



ENGLAND v TBC
Men's ODI

MEMBERSHIPS 24



FREQUENTLY ASKED QUESTIONS

What do you get if you choose an 'All-In' option?

The All-In option includes access to all home Yorkshire games in the County Championship, Vitality Blast and Metro Bank One Day Cup (excluding knock-out fixtures), as well as Northern Diamonds games at Headingley. The benefits are displayed on page 4.

What are the age ranges for seniors and young adults?

Senior memberships are available for those aged 65 and over, whilst young adult memberships are available for those aged between 18 and 25.

What are the age ranges for the junior memberships?

Free memberships are available for anyone aged 11 and under at 1 April 2024, whilst £20 Junior Memberships are available to anyone aged 12 to 17 at the 1 April 2024.

How do you get voting rights? What are voting rights?

Anyone that selects a Yorkshire CCC and/or Northern Diamonds adult membership is eligible to vote. Voting rights allow members to cast their votes at all Yorkshire CCC Annual General Meetings and Extraordinary General Meetings as per the Club Rules. Please note junior members are not able to vote.

Where do we get seats when purchasing The Hundred part of the attendance package?

Anyone who selects The Hundred attendance option will be allocated seats in the silver category of the ground for all four games at Headingley. Please note supporters who choose this option will be given a window to choose their seats.

Is there a cut-off time for purchasing a membership?

There is no cut-off for purchasing a membership. However, there is only a limited number of seats available for The Hundred attendance element. Please also note that we expect tickets for the Roses Vitality Blast game to sell out ahead of the game, and tickets can only be guaranteed before 1 April 2023.

What is included in a day-pass membership?

The new day-pass options will allow supporters to attend a game at Headingley and use their membership card to scan in, without a requirement to book in advance (apart from for the Roses T20). They can also be used across the County Championship and the Vitality Blast, meaning supporters can enjoy more than one format. Once a member has attended their allocated days, their card will no longer give them access and they can upgrade the attendance element of their membership at the Ticket Office.

Do I have to select my seat for fixtures when signing up for a membership?

Members who are eligible to attend the Roses T20 game must book an allocated seat for this game alone.

All other Vitality Blast, County Championship, Metro Bank One Day Cup, Rachael Heyhoe Flint Trophy and Charlotte Edwards Cup games will be general admission, meaning you are able to sit wherever you desire when in the ground and aren't required to book a seat.

Can I upgrade my membership during the season?

It will be possible to upgrade your membership during the season, should you wish to add other attendance elements, benefits or perks. This can be done by contacting the Club's Ticket Office.

How many tickets can I purchase with international ticket priority?

Anyone who has the priority access to international tickets benefit will be able to secure up to six tickets per day of international cricket at Headingley. Please note this will be the only way of guaranteeing access to international tickets.

How will I receive the membership card?

Membership cards will be posted out in February/March.

What is the refund policy for memberships?

Please note that refunds are not permitted on any elements of the membership.

SECURE YOUR MEMBERSHIP NOW



Online
tickets.yorkshireccc.com



In Person
Yorkshire Cricket Ticket Office



Email
tickets@yorkshireccc.com



Call
0344 504 3099*

*Calls are charged at the same rate as a local call.

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