

Success Story

A business on the front foot of finance

Durham Cricket tell us how Sage Intacct helps them manage and grow multiple income streams.

“It gave us a chance to clean up what we’re doing”

Ian Dawson

Finance Director, Durham Cricket



Business beyond the pitch

Like all businesses in the leisure and hospitality industry, cash flow is a key challenge for Durham Cricket. As a team of people who think on their feet, they've tackled a history of significant debt by branching out beyond cricket to generate more income.



Finding a finance all-rounder

Diversifying income streams created a need for a finance system that could handle the requirements of all facets of the business and bring them seamlessly together. In 2024, that need led Finance Director, Ian Dawson, to Sage Intacct.

Company

Durham Cricket

Location

UK

Industry

Hospitality, Food & Recreation

Sage Products

Sage Intacct



About Durham Cricket

Not only is Durham Cricket one of only 18 professional clubs in the UK, it's also an entertainment venue that hosts music events, conferences and even weddings, with plans to build a hotel in the near future.



A software that keeps them in control

The finance team at Durham Cricket don't only have to manage the numbers for the grounds, they manage expenses for their sports teams as well, such as travel and accommodation. When looking for finance software, they needed a high level of control. The purchase order system on Sage Intacct means they can track from initial spend all the way through to an invoice being received, giving them the visibility they need.

Embracing the value of human contact

Although Durham Cricket could see the value in the help available to them on Sage University, sometimes, when an answer is needed fast, they don't have time to go through reams of information. Being able to pick up the phone to their account manager to ask questions about anything from stock and cash flow to integrations is where they see real day to day value.

All the info, off the bat

Thanks to the real time information on hand through Sage Intacct, Finance Director, Ian Dawson, can show each department in the business the information they need, so they can tell him where they need changes. It's proving easy to use for everyone, with all customers from different entities in one database.



“It makes it easier for staff, ourselves, our structure, our reporting. It puts all suppliers and customers into one database, so there’s consistency across our entities.”

Ian Dawson

Finance Director, Durham Cricket

Reconciliation made seamless

A result of everything being in one system means reconciliation time is massively cut down. What used to be a clunky process is now seamless, with all the information arriving in the account software, thanks to eradicating manual inputs all the team have to do is check the data is correct.

Setting the building blocks in place

With a hotel on the way, Durham Cricket anticipate doubling their turnover in the next few years. They’re confident that the building blocks are already in place with Sage Intacct, and it has the functionality to scale with them.



Sage

© 2025 The Sage Group plc or its licensors. Sage, Sage logos, Sage product and service names mentioned herein are the trademarks of The Sage Group plc or its licensors. All other trademarks are the property of their respective owners.