

# St Peter's RFC - Strategic Plan:

OBJECTIVE: 1	ELEMENTS	STRATEGY	ACTION
FINANCIAL VIABILITY.	<ul style="list-style-type: none"> <li>Financial Management:</li> <li>Planning:</li> <li>Grant funding.</li> </ul>	1. Appoint a Committee member to seek sponsorship.	<ul style="list-style-type: none"> <li>Prepare a sponsorship proposal.</li> <li>Plan key events and activities to engage current and potential sponsors</li> </ul>
		2. Source funding grants.	<ul style="list-style-type: none"> <li>Identify all grant sources and outline key dates.</li> </ul>
		3. Remain out of debt.	<ul style="list-style-type: none"> <li>Present a budget and cashflow forecast at the beginning of the season.</li> </ul>

OBJECTIVE: 2	ELEMENTS	STRATEGY	ACTION
ATTRACT AND DEVELOP COMMUNITY BASED PARTICIPATION.	<ul style="list-style-type: none"> <li>Quantity of volunteers</li> <li>Quality of experienced volunteers.</li> <li>Quantity of players.</li> <li>Growth of Club participants in rugby</li> </ul>	1. Undertake a coordinated and targeted approach to affiliation to the Club.	<ul style="list-style-type: none"> <li>Approach schools with a proposal of a partnership.</li> <li>Arrange regular clinics for school players in the area.</li> <li>Outline Club commitments and benefits to schools, colleges &amp; universities.</li> <li>Initiate contact schools, colleges &amp; universities.</li> </ul>
		2. Engage the broader community to encourage participation in the Club.	<ul style="list-style-type: none"> <li>Engage local business and interested parties in key Club events, e.g. Sign-on Day.</li> <li>Develop an operational calendar for distribution to members.</li> <li>Highlight a charity that the Club will support.</li> <li>Develop a Supporters Club for non-playing members.</li> <li>Ladies participation within the structure of club (Team based) coaching, etc.</li> </ul>
		3. Manage a recruitment strategy within the area.	<ul style="list-style-type: none"> <li>Develop a recruitment package</li> <li>Distribute recruitment resources in key areas such as schools' newsletters,</li> <li>Websites, local newspapers, etc.</li> </ul>

OBJECTIVE: 3	ELEMENTS	STRATEGY	ACTION
<p><b>IMPROVE EXISTING PLAYING FACILITY.</b></p>	<ul style="list-style-type: none"> <li>• Quality of Facilities.</li> <li>• Development of the facilities.</li> <li>• Management of the facilities.</li> </ul>	<ol style="list-style-type: none"> <li>1. Develop a partnership with local council to facilitate upgrade of existing facility.</li>   <li>2. Source funding to assist in the upgrade of existing facility.</li>   <li>3. Develop a facility management plan to maintain the quality of the facility.</li> </ol>	<ul style="list-style-type: none"> <li>• Seek support from local groups.</li> <li>• Devise an upgrade proposal.</li>   <li>• Apply and undertake process with WAG etc</li> <li>• Seek assistance from WRU.</li> <li>• Monitor and manage the upgrade of the facility</li>   <li>• Establish a management plan which incorporates.</li> <li>• Signage.</li> <li>• Grounds maintenance.</li> <li>• Building maintenance.</li> <li>• Electrical audits.</li> <li>• Booking procedures.</li> <li>• Emergency procedures.</li> <li>• Develop partnerships with community based organisations for utilisation of the facility.</li> <li>• Develop rental policy and contracts for utilisation of facility.</li> </ul>

OBJECTIVE: 4	ELEMENTS	STRATEGY	ACTION
<b>DEVELOP A STABLE PLAYER BASE:</b>	<ul style="list-style-type: none"> <li>• Quantity of players.</li> <li>• Quality of players.</li> <li>• Quantity of coaches, volunteers and managers.</li> <li>• Education of coaches, managers and volunteers.</li> </ul>	<ol style="list-style-type: none"> <li>1. Establish clear Club operating procedures.</li>   <li>2. Create a specific focus on the education of coaches and managers.</li>   <li>3. Outline clear functions for volunteers and instil pride to being part of the Club.</li> </ol>	<ul style="list-style-type: none"> <li>• Develop an operational calendar for players, coaches and managers.</li> <li>• Distribute to players, coaches, managers and volunteers.</li> <li>• Include all social events.</li> <li>• Update and maintain website.</li> <li>• Allocate a coach and manager for each team in the Club.</li> <li>• Establish and communicate a Club calendar to all relevant stakeholders.</li>   <li>• Identify coaches &amp; managers as a special group in the Club.</li> <li>• Ensure all coaches &amp; managers have access to accreditation.</li> <li>• Source funding for coach education.</li>   <li>• Develop an operational calendar for volunteers.</li> <li>• Distribute to all volunteers.</li> <li>• Communicate regularly via SMS, mail, e-mail and website.</li> <li>• Convene special volunteer meetings.</li> <li>• Allow them freedom to run their own programmes within the Club.</li> </ul>