

MISSION STATEMENT

Peterborough Rugby Union Football Club has a long and honourable history. It was founded in 1923 when Rugby Union was an elite sport, and until the 1970s offered rugby to men only. Since then the Club has widened its horizons and has become an integral part of the sporting and community life of the City. Now, the Club offers rugby to men, women, boys and girls of all ages. Membership is open to everyone.

It is the Club's objective to enable all its rugby players to perform at the highest standards they can attain. To this end the Club will seek to provide support by creating high quality facilities and qualified coaching instruction for all playing Members. The Club will strive for excellence in all that it does. It will seek to enable each individual and each team to play to their full potential, and will take pride in their achievements.

The Club recognises that rugby can be played and enjoyed at many different levels of skill. The Club will aim to enable all those who wish to play rugby to do so. Success on the field will be measured not just by results and honours, but by the enjoyment of the players.

At a time when Rugby Union has become a professional sport, the Club will be alert to the need to retain players needed to ensure that the Club plays to the highest possible level within the League structure. The Club believes that the best way to retain players is to develop a Club with good facilities, and excellent coaching structure and an enjoyable social programme for players and their families. The new professional era must be embraced, but it will not be allowed to damage the Club's focus on remaining a community Club for players and former players, families and friends and spectators.

The Club recognises the strategic role played by the East Midlands Rugby Union in developing the sport of rugby in the Region. It will participate energetically in their activities and discussions. The Club is also an enthusiastic member of the Hunts and Peterborough County Union and will continue to support it in any way possible.

The Club has adopted the following Mission Statement:

PETERBOROUGH RUGBY CLUB WILL DEVELOP THE SPORT OF RUGBY UNION FOOTBALL IN PETERBOROUGH BY CREATING PLAYING OPPORTUNITIES FOR ALL MEMBERS OF THE COMMUNITY OF BOTH SEXES AND ALL RACES. IT WILL STRIVE FOR EXCELLENCE IN ITS RUGBY BY PROVIDING FACILITIES AND COACHING TO THE HIGHEST POSSIBLE STANDARD AND WILL ENCOURAGE ALL WHO PARTICIPATE TO ENJOY THEIR RUGBY WHETHER PLAYING OR WATCHING.

ELEMENTS OF THE PLAN

Six key elements have been identified as forming the basis of our strategy. Each is being taken forward with a number of tasks for the club to pursue as resources permit. The performance of the club will be monitored with a view to establishing a framework for achieving continuous improvement. An annual report will be produced each year. The elements are as follows:

1. PLAYER RECRUITMENT AND RETENTION
2. SCHOOLS LIAISON
3. COACHING
4. LINKS TO BUSINESSES
5. FACILITIES
6. COMMUNICATION

PLAYER RECRUITMENT AND RETENTION

Objective

The Club recognises that its underlying strength comes from its players. It must create the conditions that encourage players to stay with the Club. It must also recruit more players to take the places of those who for a variety of reasons have to leave. Recruitment is also needed to generate a sufficiently large pool of players to enable the Club to compete at all levels. The recruitment strategy should pay particular regard to young players who will form the backbone of the Club in the future. Special attention should also be given to the newly emerging participation in the sport by women and girls.

Tasks

1. Evaluate the existing skills of individual players and using the coaching structure, show each player how those skills can be developed to their full potential.
2. Adopt a team selection system that is understood and seen as fair by all the players.
3. To motivate players to attend regularly for training.
4. To strive for success in all competitive Cup and League matches with a view to achieving promotion to a higher League.
5. To liaise closely with more senior Clubs such as Bedford, Leicester and Northampton to ensure that Peterborough players are given opportunities to play at a higher level.
6. To liaise with more junior Clubs, to support them as necessary, and to enable players to move freely between Clubs.
7. To use the local Media for promoting Peterborough Rugby Club and attracting the attention of potential rugby players to the Club.
8. To liaise with local schools and colleges to identify potential players who may wish to join the club (see also next section on Schools Liaison)
9. To consider advertising for players in the specialist rugby magazines.

Monitoring Measures

1. Record number of players according to section and age groups at intervals throughout year.
2. Record origins of new players.
3. Record training attendances.
4. Maintain record of results for all teams and point scorers.

SCHOOLS LIAISON

Objective

To establish close links with all local primary and secondary schools, to make them aware of the opportunities and attractions of Rugby Union Football and to provide opportunities for all children at school to experience rugby as a sport and recreation both inside and outside school hours.

Tasks

1. To appoint a Schools Liaison Officer within Peterborough Rugby Club to act as the main link between the Club and schools.
2. To identify and work closely with all physical education teachers in schools.
3. To offer guidance and assistance with school projects designed to introduce children to the game of rugby
4. To offer Rugby Taster Days at Peterborough Rugby Club at which rugby personnel will introduce the sport and assist in coaching and organising games.
5. To liaise with the East Midlands RFU Development Officers in the work that they undertake with local schools
6. To run coaching courses for teachers and parents.

Monitoring Measures

1. Record all contacts with local schools and note effect on player recruitment

COACHING STRUCTURE

Objective

To co-ordinate and implement a coaching structure that is both consistent and progressive throughout the Club.

Tasks

1. Agree and publish coaching and training programmes regularly and monitor their effectiveness.
2. Ensure that all players within the Club are provided with coaching instruction and other assistance to enable them to acquire full knowledge of the laws of the game.
3. Ensure that all players are aware of the benefits of regular training.
4. Communicate the various programmes through notice boards and newsletters.
5. To ensure that the Club has the right equipment to ensure quality training activities.
6. Encourage rugby Club Members to take RFU coaching courses.
7. Attract outside coaches to run coaching clinics and take special coaching sessions in identified skill areas.
8. To encourage senior players to assist with the coaching of the junior and mini teams.
9. To move towards a coaching structure and ethos that applies throughout the club.

Monitoring Measures

1. Record numbers of qualified coaches.
2. Record attendance at coaching courses.
3. Record support from outside coaches.
4. Record assistance from senior players to the mini and junior sections.

LINKS TO BUSINESSES

Objective

To liaise closely with local businesses to ensure that they are aware of the Club's facilities and activities, to encourage them to use the Club's facilities and to support the Club financially.

Tasks

1. Appoint within the Club a Business Liaison Officer.
2. To develop a database of local businesses whose employees are Members of the Club and who have or may be willing to support the Club in a number of ways.
3. To liaise with local firms and organisations and advise them of the facilities at the Club which are available for their use.
4. To identify mutually beneficial sponsorship opportunities for local businesses.
5. To develop clear and fair guidelines for all members, coaches and supporters seeking sponsorship for individual teams, tours or other activities.

Monitoring Measures

1. Maintain record of all sponsorship, in cash or in kind
2. Record all tours.
3. Record all commercial hiring of club premises

FACILITIES

Objective

To constantly improve the facilities at the Club to aid in the retention and recruitment of players, other Members, and spectators.

Tasks

1. To continue to seek ways to bring about the improvement of the pitches, training area, clubhouse and car park, the installation of floodlighting, and the landscaping of the grounds.
2. To manage and maintain the grounds and clubhouse to the standards required in the 1999 lease from the City Council.
3. To expand the playing and training area on to the area newly included in the 1999 lease.
4. To appoint sub-committees and working parties as necessary to take all necessary steps to secure the improvements.
5. To identify Grant Aiding Bodies that will assist in securing the necessary funds to carry out the improvements and to submit applications to them as necessary.
6. To appoint consultants as necessary to give independent, professional, expert advice.
7. To seek sponsorship from businesses and others to assist with the costs of the improvements.
8. To undertake fund-raising activities to raise money towards the cost of the improvements.
9. To liaise with the County and City Councils, Sport England and the East Midlands Rugby Football Union to ensure that improvements are made in the most cost effective way in conformity with national standards and provide best value for money.
10. To liaise with adjacent landowners to achieve mutually beneficial improvements to the area and to the Second Drove access.

Monitoring Measures

1. Record all money spent on maintenance of the club's facilities broken down by expenditure headings.
2. Record availability of pitches and training areas related to any particularly adverse weather conditions.
3. Record all sponsorship and other support for enhancement of facilities.
4. Record results of all fund raising activities, including hire of premises and associated bar receipts.

COMMUNICATIONS

Objective

To ensure that all Members, businesses and organisations, and the community of Peterborough are kept informed about activities at the Club and progress on new developments. To provide a mechanism by which those with a direct interest in the Club can make their views heard.

Tasks

1. To appoint a Communications Officer within the Club charged with fulfilling the communications objectives of the Club.
2. To work closely with local Media to ensure effective publicity for the Club, its activities and its development proposals.
3. To communicate effectively with all Members of the Club through regular issues of the Crossbar newsletter, by the display of information on notice boards, and by direct communication with all Club officials.
4. To provide opportunities for debate within the Club by special meetings and questionnaires as necessary.

Monitoring Measures

1. Record all media successes, including press coverage, radio and TV, magazines etc.
2. Record Crossbar publications and contributors