

## **BRENTWOOD RUGBY FOOTBALL CLUB Ltd**

**Founded 1935**

*Affiliated to R.F.U., E.R.F.U., L.S.R.F.U.R., M.C.R.F.U., E.C.R.U.*  
**Community Amateur Sports Association**

### **1. Vision and Mission**

The overall vision of BRFC is to be recognised as the premier members' rugby club in Essex.

To achieve this, BRFC members and supporters must work together as "One Club" to facilitate achieving the highest possible standard of rugby for players of all ages and both genders, without compromising our members' club core philosophy.

We must provide the best possible playing and clubhouse facilities for BRFC to be able to attract, develop and retain top quality playing members and coaches and thereby support achieving our playing aspirations with a high proportion of home produced players.

We must promote and maintain standards of conduct, on and off the field of play, that meet and exceed the requirement of the Rugby Code of Conduct and set an example of best practice for our members, our opponents, and our other visitors.

We must provide opportunities for everyone who wants to participate in rugby, as a player, coach, referee, officer, parent and supporter, to get involved in the broad range of the club's activities. Each person is assured of a warm welcome and fair treatment.

### **2. Key Club Development Areas**

BRFC has a proud 75 year history and the current members inherit a platform that has been built over the years by the hard work of countless committed club members. The current officers and membership of the club salute those efforts!

From our first XV to our many superb youth teams and mini section, we are able to compete at the highest levels in the club's long history with resources and facilities that do not bear comparison with most of the clubs with whom we now co-exist. Maintaining and building on this heritage requires a concerted effort from across the whole club.

Consistent with fulfilling the above vision and mission for BRFC, there are some key areas for strengthening and growing our club on the following pages:

## **2.1 Rugby**

- Continue to provide the core strength and ethos of our senior teams through our commitment to developing our own players through the junior sections of the club. Maintain and improve on our current rate of 80% of senior players developed in-house.
- Strengthen continuity between the junior and senior sections to encourage and enable more of our talented junior players to make the transition into senior rugby.
- Strive to achieve the highest possible coaching standards across the club.
- Promote rugby in the local community with emphasis on links with local schools.
- Develop our club's playing capability in order that our "flagship" first XV can sustain our current London 1 status and build towards achieving National 3 status in the future.
- Promote and maintain standards of conduct on and off the field of play that meet and exceed the requirement of the Rugby Code of Conduct.

## **2.2 Finances**

- Maximise income accrued from membership fees, lunches, bar and catering, sponsorship, social events and raffles/lotteries.
- Establish a BRFC sponsorship structure that enables us to recruit new and maintain existing sponsor/partner relationships across the club.
- Provide members with regular access to financial statements so everyone associated with our club can see where the club's money comes from and where it is being spent.

## **2.3 Club Culture**

- Promote a "One Club" culture where each membership sub-group, playing section and team puts the club first and values the contribution of their colleague members, sections and teams.
- Foster greater ownership, participation and involvement from across all our membership in existing club activities and future club development initiatives.
- Solicit and recruit additional volunteers to serve the club on its committees, sub-committees and working groups and thereby share the workload of running BRFC across a wider population of our membership.
- Set an example of best practice on and off the pitch for all our members, for our opponents, and for our other visitors to BRFC.

## **2.4 Communications**

- Compile a data base of all our members and other supporters contact details so that outbound communications from the club can be efficiently achieved.
- Improve two way communication and awareness of the issues and achievements of all our players, teams and coaches.

- Make information on all aspects of club affairs accessible so that our members can be well informed on how our club's resources are being used and can get involved in those aspects of the club's life that most interest and/or affect them.
- Foster local media interest and generate stories and articles about the range of BRFC activities that local newspapers and radio stations will want to publish.

## **2.5 BRFC Website**

- Our website will be developed to become the major conduit of the club's two way communications with the membership and the primary source of information on all aspects of club life.
- The website will progressively be used to display more information about the club's administration, financial situation, current issues and future plans.

## **2.6 New Clubhouse**

- BRFC's current clubhouse and changing facilities are not commensurate with the club's current needs and will progressively restrict our ability to exist and compete at the levels to which we all aspire.
- A major club wide effort will be required to raise funds for a new clubhouse to be planned and built at our current King George's location (or at an alternative location in Brentwood better suited to supporting our club's future ambitions).

## **3. Governance and Administration**

- BRFC will continue to operate under the overall governance of an elected Executive Committee which meets monthly and has a membership that is representative of the whole range the club's activities.
- The Executive Committee will be supported by sub committees, respectively covering Rugby, Finance and Premises, Youth, Mini, Discipline, and New Clubhouse Development. These sub committees will meet regularly and report back in to the Executive Committee.

## **4. Review and Updating**

- This summary captures what the Executive Committee believe to be the main strategic priorities and development focus areas for BRFC over the next three to five years. It will be reviewed as and when things materially change, or after five years, whichever is the sooner.