

## Fullerians Centenary Planning Meeting - Tuesday 9<sup>th</sup> January 2024

Attendees; Clyve Hancock, Malcolm Harrison, Rick McConnell, Jon Bunyard, Andy Hill, Sonya Hill, Gavin Greenan, Adam Ginder, Will Spackman, Julie Thomas, Alban Barnes, Steve Simmonds, Darren Southam, Sean Deller, Michael Smith, Mandy Mahon, Natalie Rees, Spencer Craze, Neli Christophorou

Apologies for Absence; Julie Goodair, Jeff Wall, David Ridler, Danny Howard, Karl Mahon

Primary Objective – To look at what events could be held in our Centenary year to raise awareness and engagement with our existing membership and to reengage with former members as well as to build greater awareness of Fullerians Rugby Club in the local & wider community.

Secondary Objective – To build/plan a legacy project for the club ie Stand, Floodlights, Extension, Artificial pitch etc. Engage with local schools, councils, sport partnerships, Herts RFU, RFU, World Rugby to encourage more people to play rugby in the local area.

The general view was to break down the planning into the following areas.

1/ On Field Events – Invitation matches, 10's competition, 7's competition, Touch tournament, Mixed Ability tournament, celebration match Colts v WBGs or at each age group, (Club tour)

2/ Off Field Events – Festival, beer, bands, ferret racing !!, Hot Air balloons, Centenary Ball, London Lunch, Golf, Club lunches, Bike ride, Monthly events at club through season

3/ Merchandise – Look to keep inhouse, blazers, ties, Centenary Rugby shirts, socks, look at centenary bundle, look at design competition for club members, look at producing something to give to members in Centenary Season.

4/ Communication/Social Media – How do we build awareness with members & wider audience, look to contact RFU for support & help, speak to other clubs who have Centenary in same year, speak with clubs who have recently celebrated their centenary to see what has worked best. Work with local councils especially Watford, communicate with local businesses via Chambers of Commerce, work with local Newspapers, Watford Observer, My News, local radio, regular updates on social media, looking at clubs past as well as future events, endorsements from celebrities.

5/ Legacy – History wall, Legacy project

### Discussion Points:

1/ Look to put together major opening & closing events for Centenary Season, pre season May to August 2025 & Post season May to August 2026

Plan event that will be open to the whole club such as colour run, Fullerians Festival, it's a knockout, beer festival, music festival, side shows, speak to PTA's village fetes, what works & look to replicate, look to run over weekend/bank holiday, with events on different days

Other event Centenary Ball at club, look to run festival following day to make use of marquee, Touch already looking to run festival.

2/ Arrange schedule of events throughout the season, which can be run by different sections of the club, Ladies section event to tie in with women's world cup, Junior section celebration match or matches against WBGS, either just Colts or each age group, takeover of Saracens, whole club/mini's, whole club tour, Golf tournament, London Lunch, Match day lunches

3/ Engage with RFU, Herts RFC, Local Council, Local newspaper, Radio, WBGS, Local schools, Saracens, Local sports partnerships to raise support and awareness. Use social media to engage with club members and wider audience.

4/ Merchandise – Look at design competition for club to come up with centenary merchandise such as T shirt,

#### Actions

1/ Set up committee comprising at least 1 member from each club section to oversee plans for Centenary Season – CH to engage with sections to seek nominations

2/ Send out volunteer questionnaire to all club members asking for help & support with Centenary celebrations & clarifying any expertise that they may have. Neli to arrange once schedule of events has been clarified.

3/ Contact RFU to find out which clubs have their Centenary season in 25/26 - Rick McConnell

4/ Contact WBGS to see if they want to take part in a Centenary rugby match – either Colts v WBGS 1XV or games with each of the age groups – Malcolm Harrison

5/ Review and price suitable Centenary merchandise – review existing shirt manufacturer & look at possible special Centenary shirts for all age groups, work with Nick Mooney to clarify sponsorship opportunities. – Spencer Craze

6/ Contact Bill Sweeny to see his availability for the 25/26 season – Malcolm Harrison

7/ Liaise with Sun Sports, Cassiobury School to clarify the dates that they may have events planned in 2025/2026 - Neli

8/ Liaise with Local councils and County Council to see what support they are able to offer with our Centenary celebrations and what publicity is available - Neli

9/ Ask existing and former members for old photographs, press cuttings, programmes that we can use to publicise our history and use on social media to publicise Centenary – if possible, with context, digital only – create folder – Malcolm Harrison via website & social media

10/ Ask schools, PTA, Local fayre what events work best so we can replicate – All

11/ Look for volunteers to plan & run events – All

12/ Contact Herts RFU to make them aware of Centenary planning & see what if any resource they can provide – Rick McConnell

13/ Make contact with Herts & Watford Chamber of Commerce to see what support they are able to offer, especially concerning social media & whether local businesses would want to be involved. – Adam Ginder