

# EMRFC SWOT Analysis

May 2014

Strengths	Weaknesses
<p>Affordable long-term lease of land/bldgs from Ltd Co.  London 1, two national playoff appearances  Three additional competitive Senior sides  200+ youth membership, ages 5-17  3 Pitches and floodlights  Strong historical roots of Eton Manor  Wide range of experience/skills in Membership  Location to transport, and away from neighbours  Good facilities and safe for children  Affluent members  Hardworking volunteers  Low membership fees  Welcoming atmosphere, lack of playing cliques  Director of Rugby and calibre of coaches  Ability to organize and run large events  Business planning approach to projects and expenses.  Safe environment for youth  Youth Gold Seal of Approval</p>	<p>Playing members not paying yearly subscriptions  Flooding of pitches  Limited parking  Low number of volunteers leads to burnout  Self interest groups in Youth/Adults  Lack of consistent control over functions and income/expenses  No ownership of infrastructure maintenance  Lack of succession planning  Coaching education  Do we know what our Members want ? —  RFU Seal of Approval holdup  Role of Club managers—who is doing what? Too many tasks per  Low number of Sponsors  Communication to Members  Business rate arrears  Lack of follow through on approved or annual tasks.  Too many parents with a crèche mentality.  Members are quick to criticise slow praise  Poor IT and data protection structure  Coaches CRB outdated</p>
Opportunities	Threats (real and possible)
<p>Market talents/club to local high schools  Increase profile due to RWC  Term limits on committee members to usher in new ideas.  Club days in Summer to rekindle the One Club feel of 2012.  Increased hall hire  Grants  CASC (submitted April, June 2014)  Establish a business group (started June)  Set up Youth Committee to mirror EC  Sub Committees for each committee member  Pay off debt  Purchase order system  Establish maintenance/tasking schedule  Online kit shopping (completed June 2014)  Green energy schemes  Survey Members to know their needs  BT Sports on TV  Complete upstairs bar  Lease of nursery land  increase use of pitches/lights  Apprentice program</p>	<p>Business revenue greater than what is needed threatens CASC status.  We are moving away from the business of being a rugby club.  Spending outside of our means  Committee turnover  Disproportionate discipline  Drug use in Club  Underage drinking in Club  Exceeding closing time of current license  Too many hall hires reducing the amount of time Members can enjoy the club.  Neighbouring clubs exceeding First XV playing level  Inadequate or excessive membership fees  HMRC audit  Unincorporated status of directors  Loss of youth players  Failure of pitch drainage  Poor decision making impacting finances  Inability to reach national level  EMRFC Limited Company influencing EMRFC  EMRFC Ltd winding up.</p>