



Crowborough RFC Tactical Plan 2015/16



Our Tactical Plan

- Each function has set out a number of things we would like to achieve during the coming year.
- Yes this seems awfully corporate BUT it helps us prioritise what we do
- and by planning in this way we can keep our eyes very much on our No.1, No.2 and No.3 objective
GENERATING REVENUE TO SERVICE OUR DEBT



Commercial

- **Service our debt, create a surplus, invest in ongoing and new activities**

HOW

- Sponsorship and advertising
- Third party hires
- Internal activities and events

WHAT

- Pitch improvements
- Equipment, especially for minis and juniors
- Player recruitment (retention and returning)
 - KARI
 - Beacon
 - Girls
 - Seniors



Marketing

- **Build CRFC as ‘a brand’, deliver compelling communication, drive member engagement, ‘talk’ to business**

HOW

- Database
- Website
- Use of relevant channels
- Creating an impact

WHAT

- Growth in sponsors and advertisers
- Increased clubhouse usage
- Player recruitment (retention and returning)



Rugby

- **Continue to grow our own, remain competitive across all squads, remain passionate about the game's ethos, 'it's fun'**

HOW

- Great coaching
- Beacon, KARI, Rugby Tots
- Great facilities
- 'One club'

WHAT

- 'Punch above our weight' – League status
- Squads at every age group
- The envy of many – what and how



Facilities (plus)

- **Improve our pitches, continual maintenance on clubhouse and grounds, improve equipment**

HOW

- Vertidrain, fertilisation
- 'Friday Club' exploitation
- Discipline – daily & weekly monitoring
- Nat West Rugby Force - TOMORROW

WHAT

- Better drained pitches – less downtime
- Attractive destination for hire
- A club for all to be proud off
- Cash generation





It's YOUR club

A club to be VERY proud of

I THANK all of you for your great contribution