

ALTRINCHAM KERSAL RUGBY FOOTBALL CLUB

Development Plan 2015-2017



1: Our Objectives 2015 — 2017

Altrincham Kersal Rugby Football Club aims to be South Manchester's leading community rugby club with amateur status, providing opportunities for men, women, girls and boys of all ages and abilities to play rugby and benefit from the camaraderie that exists in the club and contribute to improving the health and wellbeing of local residents.

In developing the plan, nine key strategic areas have been identified. By achieving these outcomes, we will create a distinctive club that is known regionally for its success in increasing participation in sport and operates sustainably.

	Outcome	Objectives
CLUB & COMMUNITY GAME	Grow our club through a player experience that maximises retention and integrates a development pathway to the senior teams.	<p>Increase player numbers in all game types (from touch to XV a side) to over 600 participants by Sept 2017.</p> <p>Increase our reach out programme to schools</p> <p>Development of social programmes that promote and reinforce our values and support the community</p>
PLAYING HONOURS	<p>Successful 1st team and ladies team underpinned by winning senior and junior teams.</p> <p>Providing the best programmes / structures managed by the best people.</p>	<p>Winning a League Championship once every 4 years, and finishing top 5 in the other years for all teams.</p> <p>Pursue a model of best practice to allow juniors and minis continue to allow every player enjoy the activity and meet the player needs of the senior game.</p>
PEOPLE DEVELOPMENT	Implement sustainable volunteer and staff development programmes and work together to become a unified force.	<p>Ensure people and skills are in place to support and deliver this plan.</p> <p>Ensure the implementation of safeguarding plans is robust</p>
FACILITIES	Provide appropriate modern facilities that enable our activities flourish	Improve our changing rooms, function rooms, pitches and car parking to support the club's activities and development.
GOVERNANCE	Revitalise the Club structure in line with best leadership practice.	<p>Identify improvements and ensure sustainable best practice for providing leadership of rugby at the club.</p> <p>Ensure high quality succession planning for all key</p>

		<p>leadership positions.</p> <p>Ensure governance is 'fit for purpose' for the game and business of rugby.</p>
FINANCE	Be financially secure, with strong financial accountability to support the club's activities at all levels.	<p>Maintain financial sustainability and integrity through current economic conditions</p> <p>Provide the resources to improve the facilities.</p>
COMMERCIAL AND SPONSORSHIP	Maximise the brand equity of the club within the community, schools as well as key stakeholders.	Maximise revenue generation to ensure we continue to support the club's activities and development.
COMMUNICATION and SOCIAL MEDIA	Communicate effectively at every level	Maximise our communication between members and within the community, schools and with our key stakeholders.
INFLUENCE	Maximise our impact in the local community	<p>Develop a strategy to ensure we have influence in the local community.</p> <p>Develop working relationships with key stakeholders.</p>

To achieve our vision, our action plans for 2015 include the following:

Club and community game, playing honours and people development:

- Maintain & develop 3 senior men's teams and 1 senior women's team.
- Maintain and develop the existing Junior and Minis teams.
- Introduce a Girls Junior team.
- Introduce a Veterans squad and facilitate their introduction to playing matches.
- Develop Touch Rugby by providing a venue for a summer programme for teams from across the local region and establishing a club team on a permanent basis.

Facilities

- Refurbish and improve the club house on a progressive basis to maintain the asset and provide modern facilities that enhance the rugby experience.
- Broaden the use of the club to include non-rugby activities through providing a better environment & appropriate facilities.

Governance, Finance and Sponsorship

- Consider incorporation and becoming a charitable incorporated organisation.
- Develop our leadership, financial performance and increase in revenues

Communication and Influence

- Develop effective strategic & local partnerships to deliver a sustainable community sport offer.
- Improve communication within the club