

LICHFIELD

vs WEST BRIDGFORD

2.15PM | 20.01.2024



MMXXIV



@LichfieldRugby



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WELCOME FROM THE PRESIDENT

A warm welcome to all officials, players and supporters from the teams playing at Cooke Fields today. Enjoy the competition and camaraderie which is special to Rugby Football, both on and off the field. This season we play some teams whom we haven't played against for a while or might even be new opponents – it's always good to renew or extend friendships in the 'Rugby Family'.

Probably the most important person in a game of Rugby is the referee, so whether you/we/I think they may be wrong on occasions – they aren't. They are always right and you cannot change the decision. Please encourage the players, but do not abuse the referee in any 'shape or form'!

In a World Cup season in particular I hope more people get their boots on and enjoy a game or two. We really need more adult men participating. However, the Ladies partnership with Leicester Tigers has to date been pretty successful in boosting their playing numbers – long may this continue. And, if only 'rugby for all' in schools could become a development strategy to ensure others, who don't access our brilliant Mini-Junior section, try the skills and game of Rugby Football (which is now 200 years old)!

Thank you to those who will travel around the Midlands to support any of our teams, and to those who frequent the pre-match meals and create a real 'buzz' in the clubhouse. Thank you to all members of our Executive Committee and volunteers for the hours and hours spent on Lichfield Rugby Club matters/issues – without you a club cannot function successfully.

And finally, we proudly head towards commemorating our 150th year in 2024. On the field we hope for success in a big season. Off the field, I hope locals and those who have played or volunteered for the club at any time in our past will attend (with other friends), either the Sporting Luncheon on June 15th and/or The Summer Ball on June 29th in 2024. We have much to celebrate over the years with so many great times to share/cherish.

C'mon Lich.

See you in the Bar.

Barry Broad – President @ LRUFC 2023/24

KEY CONTACTS

President – Barry Broad: president@lichfieldrugby.co.uk, 07866 482 539

Chairman – Paul Massey: chairman@lichfieldrugby.co.uk, 07764 157 889

Director of Rugby – Dan Hemingway: dor@lichfieldrugby.co.uk, 07894 866 548

Commercial & Sponsorship – Dorian Tranter: commercial@lichfieldrugby.co.uk, 07701 308 661

Facilities – Dan Bourne: bookings@lichfieldrugby.co.uk, 07967 076 797

Media & Communications: Stuart Perry: media@lichfieldrugby.co.uk

Mini Rugby Chairman – Luke Trueman: miniru@lichfieldrugby.co.uk, 07841 126 834

Junior Rugby Chairman – Dave Clark: juniorrugby@lichfieldrugby.co.uk, 07810 206 207

Women's Rugby – Molly Sanghera: womenandgirlsrugby@lichfieldrugby.co.uk, 07709 411 455

Hon. Treasurer – Iain Eadie: treasurer@lichfieldrugby.co.uk, 07916 139 803

Catering: Nineteen: nineteen@lichfieldrugby.co.uk

A FEW WORDS FROM THE CHAIRMAN



Welcome to Cooke Fields – the home of Lichfield Rugby. I really hope you enjoy the game and get to see some exciting and entertaining rugby.

Across the club and our many and various playing sections we've had a pretty good start to the season – much of which is covered in other parts of this programme. I'd like to share my thoughts too, as well as a few comments about what makes the club tick off the pitch too.

On the playing side the Men's First XV find themselves in a league containing many different teams as compared to the past few years. So it's even more difficult than usual to confidently predict outcomes, but we've started well and we certainly have lots of new experiences to enjoy. Mens 2s and 3s are really hoping for more regular and consistent rugby – although the continuing problem with dwindling playing numbers seems to be everywhere. The Ladies are hoping to bounce back from the disappointment of both sides missing out on promotion so narrowly (and even unfairly) and to further build on the partnership with Leicester Tigers to get us moving upwards again. Our MJ sections continue to go from strength to strength and to provide a brilliant pipeline of talent for the senior teams.

Off the field, a very brief summary is that the Club is in a pretty good place. There was a lot of changes made during the summer and I really hope that you can see the fruits of the many and various labours that our volunteers have put in – to make the clubhouse and grounds even more enjoyable places to be. Whilst we obviously strive to provide the best experience for our players – through our coaching resources and playing facilities, we also continuously strive to improve the social environment for players, members and visitors alike. The role for myself and the others involved in the management of the club is to provide these facilities and an environment to both attract and support the players and coaches, but also provide an asset to the local community that many others can also enjoy. We are fiercely proud to be an amateur club that is here for the whole community, so differentiating ourselves purely by the playing and social facilities we can offer is the only way to go.

Whilst much of the work to maintain and enhance the place is planned and executed by volunteers, we do still have to pay skilled contractors for the time and materials required to carry out a lot of the improvement work. The costs for this together with the general upkeep and running of the club are all growing significantly. So, how do we fund all this?

Basically, our revenue comes from three distinct (but roughly equal) sources – membership fees, sponsorship and bar takings. The membership fees cover only about one third of the money we need to operate and flourish. We're forever immensely thankful to our sponsors who support us so generously, but anything you, our members, can also do to support social events, spend money at the bar or in the café (or help to find new sponsors), is not only very gratefully received, but essential for us to survive, let alone flourish.

So, in conclusion, many thanks to those of you who already help us to do all this, but there's always room for more. See you at the bar!

Paul Massey – Club Chairman 2023-24

REGIONAL 2

SEPTEMBER | 23

- Saturday 2 | Matlock v Lichfield (A)
Saturday 9 | Sutton Coldfield v Lichfield (A)
Saturday 16 | Lichfield v Tamworth (H)
Saturday 23 | Mellish v Lichfield (A)
Saturday 30 | Lichfield v Walsall (H)

OCTOBER | 23

- Saturday 14 | Wolverhampton v Lichfield (A)
Saturday 21 | Lichfield v Newark (H)

NOVEMBER | 23

- Saturday 4 | Long Eaton v Lichfield (A)
Saturday 11 | Lichfield v Melbourne (H)
Saturday 18 | Paviers v Lichfield (A)

DECEMBER | 23

- Saturday 2 | Lichfield v West Bridgford (H)
Saturday 9 | Lichfield v Sutton Coldfield (H)
Saturday 16 | Tamworth v Lichfield (A)

MIDLANDS (NORTH)

JANUARY | 24

Saturday 6	Lichfield v Mellish (H)
Saturday 13	Walsall v Lichfield (A)
Saturday 27	Lichfield v Wolverhampton (H)

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FEBRUARY | 24

Saturday 3	Newark v Lichfield (A)
Saturday 17	Lichfield v Long Eaton (H)

MARCH | 24

Saturday 2	Melbourne v Lichfield (A)
Saturday 16	Lichfield v Paviers (H)
Saturday 23	West Bridgford v Lichfield (A)

APRIL | 24

Saturday 6	Lichfield v Matlock (H)
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Correct as of 10th September 2023



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OUR WAY



Cooke Fields, Lichfield, Staffordshire WS14 9JE



MATCH PREVIEW

Based on the rugby played last weekend, I think it would be right to make the bold statement that both of today's sides are now fully back in the groove after the Christmas interval. We won a keenly fought local derby at Walsall, whilst West Bridgford (also away) overcame a game Newark side, just along the A46 from one another, on a pitch, which has been severely flooded three times in just over 2 months. The league "rumour mill" tells us that our guests today play a really good brand of rugby, which is backed up by a six game unbeaten record at present. Our points scored and conceded are almost identical to one another and make us the best two in the league on these counts. Their loss record is five to our two, but most of these were early season and one of them is a technical defeat (AWO) against Matlock. This is the round 11 match postponed from 2 December.

This is a first ever visit to Cooke Fields by the Nottingham based side, but there have been two ex Lichfield players – Will Wedgwood and Ross Walker – who have represented them in recent seasons. So, we welcome everyone from West Bridgford, as we do all the players and support staff from Bournville, who are in league action against our 2s. Last time they were here in September, the Birmingham unit was far superior and won 71-26.

Two weeks ago, apart from a ten minute spell in the first half, Mellish had an uncomfortable afternoon for the other seventy, but did not throw the towel in at all in a 67-7 defeat. We helped ourselves to eleven tries with Paul Maxwell-Keys (3), Jack Fielding (2) and Freddie Wilson (2) contributing more than half of them, Kai Lucas-Dumolo added 6 conversions. Last week, we steadily improved as the contest wore on and scored four tries for a bonus point win; tries from Tom Day, Cal Hagyard (so appropriate), David Mott and Cal Turner. Two were converted by Lucas-Dumolo and Josh Butler added another, plus a penalty (29-21).

Five of last week's games in this league were away wins – rare ? – and both Bridgford and Tamworth continue their recent good form. Significantly, Paviers, with their dependable pack, overcame near neighbours, Long Eaton to very much keep the league title alive for a few clubs. The only home winners were Wolverhampton, who chalked up their first success of the season, against Matlock (29-27) and the former visit here next Saturday, KO 14:15 hrs, in round 16.

Action from last weekend – the men's 3s beat Tamworth, the score seems to be open to debate as the RFU website records it as 50-10, but there is also 74-17

and 81-17 doing the rounds. Anyway, we won for full points. A young colts team, however, lost 20-12 to Stourbridge the following day.

In addition, importantly, the women's Red team (1s) went to Old Albanians (2s), based in Hertfordshire, and maintained their unbeaten record (29-7) in the league and have now opened up a quite significant 13 point lead over the same side with just four rounds to go; all of these are at home. In the meantime, their next game is on 4 February, a home tie in the national Intermediate cup against Cheltenham (2s). The Green team (2s) have slipped down to third spot in their competition, but have games in hand. The first of these is against the now league leaders, Old Silhillians, tomorrow at 14:15 hrs away.

Finally, congratulations go to Josh Butler, fly half today, and Rhys Davies, another promising half back and our leading try scorer in the colts side, on their selection for the Midlands U18 Development squad. Follow our extensive social media for updates on their progress.

Enjoy your weekend rugby at Cooke Fields and remember the Saturday pre match lunches are still on every home 1st XV game, contact Barry Broad if interested. Let's continue to celebrate our 150th anniversary, which is now with us.

#	Team	P	W	D	L	PF	PA	+/-	TB	LB	Pts	Adj
1	Long Eaton	14	12	0	2	460	265	195	10	2	61	
2	Lichfield	14	12	0	2	468	237	231	9	0	57	
3	Paviors	14	10	0	4	407	328	79	9	2	51	
4	Tamworth	14	10	0	4	377	270	107	7	1	48	
5	West Bridgford	14	9	0	5	461	245	216	9	2	47	
6	Walsall	15	9	0	6	375	364	11	5	2	43	
7	Melbourne	14	8	0	6	394	359	35	8	1	41	
8	Newark	13	6	0	7	316	345	-29	5	3	32	
9	Matlock	14	4	0	10	285	322	-37	7	5	29	
10	Melish	14	1	0	13	223	510	-287	3	6	13	
11	Wolverhampton	14	1	0	13	256	517	-261	3	5	12	
12	Sutton Coldfield	14	2	0	12	243	503	-260	3	3	9	-5



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REGIONAL 2 MIDLANDS NORTH

SATURDAY 20TH JANUARY | 2.15PM

LICHFIELD	V	WEST BRIDGFORD
Jack Dace	1	Josh Crane
Jack Fielding	2	Hugo Bell
Rory Davis	3	Owen Howells
Cal Turner	4	Josh Shaw
Matt Cowley	5	Josh Pearson
Freddie Wilson	6	Niko Salmon
Charlie Milner (c)	7	Joe Gibbons
Rich Burton	8	Henry Henson
Ollie Green	9	Harry Preston
Josh Butler	10	Calum Gunn
David Mott	11	Steve Kpaka
Adam Spinner	12	Ryan O'Connor
Paul Maxwell-Keys	13	Euan Murray
Dylan Whittington	14	Gareth Kerr
Tom Day	15	Jay Heath (c)
Cal Hagyard	16	Lichouah Ahui
Aled John	17	George Harris
Kai Lucas-Dumolo	18	Kai Lewis

The referee today is Ethan Sephton from the Staffordshire Refereeing Society. We hope he has a great day at Lichfield Rugby Club.

BORSHCH

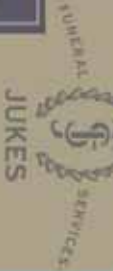


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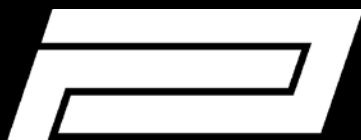
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DISCIPLINE IN RUGBY

On and off the pitch

TEAMWORK
RESPECT
ENJOYMENT
DISCIPLINE
SPORTSMANSHIP

POLITE NOTICE

One of the greatest things about our wonderful game, is the respect given by Players throughout a match to the Referees and Touch Judges. These core values, engrained in us as a player from a young age are what separates us widely from many other Team Sports.

However, the responsibility for that discipline and respect does not lie solely with the players. Everyone on the touchline – including All supporters, parents, coaching staff and replacements, are equally responsible for maintaining these core values in the modern game.

Lichfield Rugby Union Football Club has always had a great reputation and an exemplary disciplinary record within the local (and wider) Rugby community. We should be (and are) enormously proud of that, but standards can slip so easily.

Verbal abuse and disrespect aimed towards officials and/or the visiting team and their supporters will never be deemed acceptable behaviour at our Club and there will be a zero tolerance approach adopted for the 2023-24 season – with formal measures implemented against persons found not to observe and respect these principles.

This equally applies when we as a Club, travel to other clubs. We must apply the same respect both Home and Away – wherever and whenever we represent Lichfield Rugby Club.

We trust all players, coaching staff and supporters who visit our club will also agree, adopt, and abide by these core principles.

RESPECT THE REFEREE

The Executive Committee of Lichfield Rugby Union Football Club respectfully remind all players, club officials, parents and supporters to please show their respect to the Referee and Officials at all times.

Respect for the Rugby Referee is the uppermost traditional value, embodying the spirit of our wonderful game. It is all the more important, that it is this proud tradition, that separates us from many other team sports, is adhered to at Senior and Junior grass roots level both on and off the pitch.

Since our Referees have to make all their decisions on the spot without the aid of TMO replays or other technology, we politely ask for your patience.

In particular for this season, we expect that the new law changes around the tackle height, will be very likely to cause a certain amount of confusion, ambiguity and ultimately frustration both on the pitch and on the sidelines. Any abuse aimed at the match officials is totally unacceptable.

Rule 1. The Referee is always right.

Rule 2. The Referee's decision is final.

Rule 3. The Referee is a volunteer.

Rule 4. The Referee is human.

Rule 5. This is not Twickenham (or Soccer).

Rule 6. If you believe the Referee's decision to be wrong refer to Rule 1 and or 2.

We trust you will join us in embracing the highly valued principles of respect and fairplay. We rely on unconditionally on Referees who, like players, turn up week in week out and without them we don't play - please don't be the reason why a Referee doesn't show.

Thank you and enjoy the Game
LRUFC Exec Committee

TEAMWORK, RESPECT, ENJOYMENT, DISCIPLINE, SPORTSMANSHIP



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LICHFIELD RUGBY CLUB

SPONSORSHIP PACKAGES 23-24

Lichfield Rugby Union Football Club – providing the facilities and opportunities for competitive and entertaining rugby to the local community since 1874.

Lichfield Rugby Club would like to give local businesses and individuals the opportunity to share in the experience and exposure of a thriving local club, which currently fields the following teams:

Men's:

- 1st Team – Regional 2 Midlands
- 2nd Team – Midlands Reserve League 1
- 3rd Team – Staffordshire Merit League 1

Ladies:

- 1st Team (Red Team) – Ladies Championship Div 2
- 2nd Team (Green Team) – NC2 Midlands West

Mini – Juniors:

- Under 18's (Colts)
- All Boys and Girls age groups from Under 7's to Under 16's
- We also have an Under 6's section called 'Rugger Rats'

Across these different sections we have up to 20 teams taking to the field to represent Lichfield Rugby Club each weekend throughout the season.

We are a 'Community Amateur Sports Club' which means that all revenue raised via memberships, donations and sponsorship is invested back into the club to fund the playing costs of all teams and our facilities. None of the players are paid to play at Lichfield, and our playing costs are covered by membership fees – so all sponsorship received helps directly to maintain and improve our facilities.

We believe Lichfield Rugby Club presents a number of very good opportunities for you to promote and expand your business via our players, our members and the spectators who attend our games and/or read our numerous forms of regular communication.

Please scan the QR code to see the sponsorship packages that are available for the 2023-24 season.

We really hope that you can find something to match your needs.

Paul Massey (Chairman)

Dorian Tranter (Commercial Director)

**FOR MORE INFO, PLEASE
SCAN THE QR CODE OR
CONTACT:**

Dorian Tranter
commercial@
lichfieldrugby.co.uk



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LICHFIELD

U7s – U12s

FIXTURES: 2023–2024



SEP 03 TRAINING RESUMES

OCT 01 BURTON – A

OCT 22 SUTTON COLDFIELD – TRI FIXTURE – A

NOV 5 BROMSGROVE (7s/9s/11s – A, 8s/10s/12s – H)

DEC 10 BERKSWELL & BALSALL (7s/9s/11s – A, 8s/10s/12s – H)

DEC 17 CHRISTMAS PARTY

JAN 21 CAMP HILL (7s/9s/11s – A, 8s/10s/12s – H)

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APR 07 MINIÕS FESTIVAL(10s–12s)

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Ian Turner is a Health and Fitness Professional with over 25 years experience as an Army Physical Training Corps Instructor and Rehabilitation Specialist. A SportsTherapist with Lichfield RUFC and the England Women's Rugby team. Ian has also worked with other sports men and women in Athletics, Running, Cycling, Hockey, Football, Cricket, Water Skiing and the Britains Strongest Man Circuit

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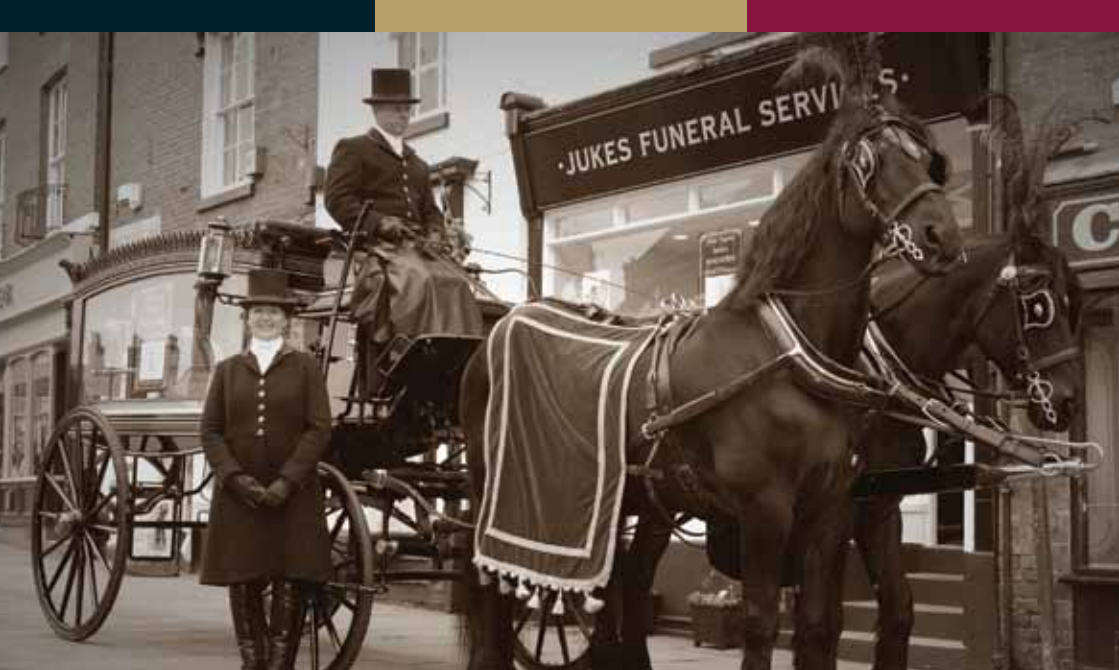
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Our shop is attached to the family home and we pride ourselves on its warm, welcoming feel. We wanted to create a place where vendors and buyers alike can relax in an unhurried environment to properly discuss their property requirements. We believe in conducting business in a friendly manner and will always approach even the most difficult of transactions with a sense of humour and understanding you simply would not receive from a national chain.

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Please feel free to call in or get in touch to find out more.

t: 01543 432099 w: www.downesanddaughters.co.uk



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