

# Baildon RUFC - Development Plan

Monday, December 03, 2018



Baildon RUFC are seeking the opinion of all members of the club, in their wishes for future development and improvement of their club and its offering - it should only take a few minutes to complete this survey and it will really help your club in its future planning. The committee will use this information to gather your views, and strive to offer better facilities and an experience for all at Baildon RUFC.

# 85

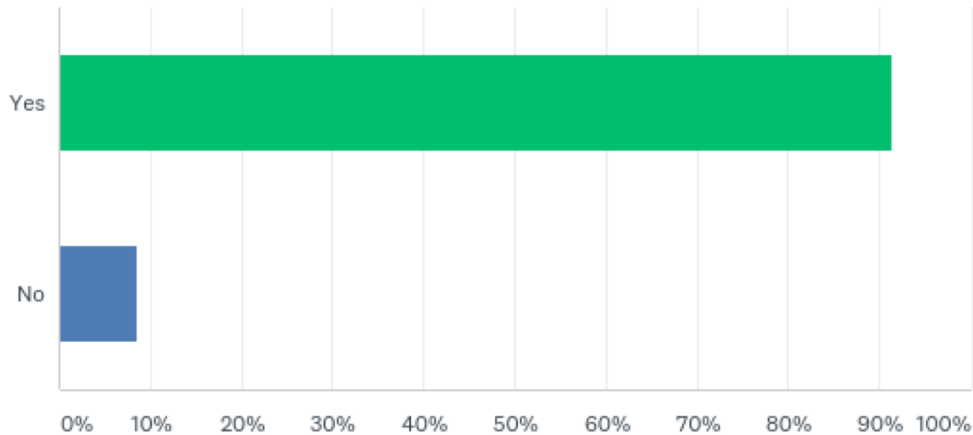
**Total Responses**

Date Created: Wednesday, July 18, 2018

Complete Responses: 83

# Q1: Are you a member of Baildon RUFC?

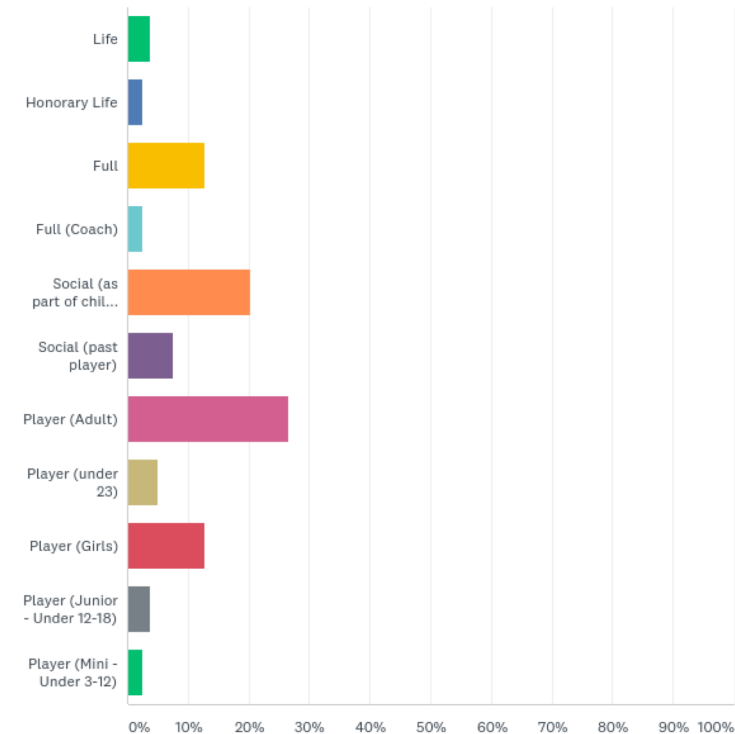
Answered: 81    Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	91.36%	74
No	8.64%	7
TOTAL		81

## Q2: What is your membership?

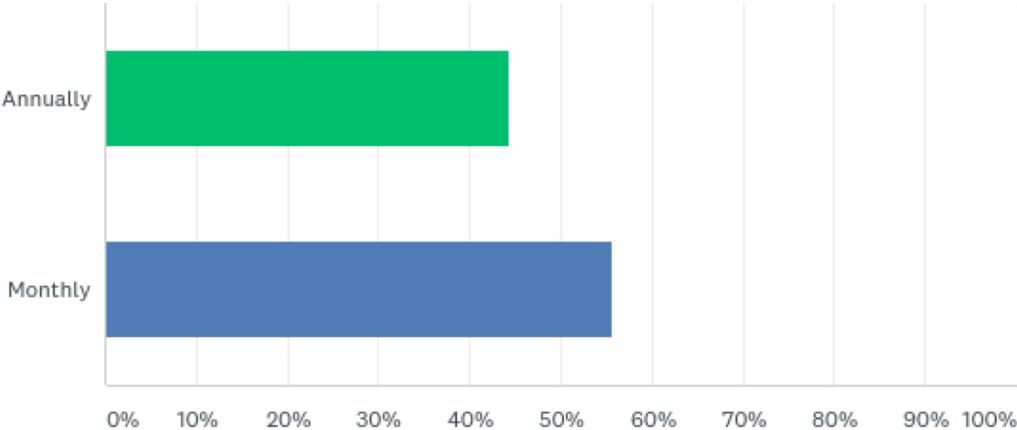
Answered: 79    Skipped: 6



ANSWER CHOICES	RESPONSES	
Life	3.80%	3
Honorary Life	2.53%	2
Full	12.66%	10
Full (Coach)	2.53%	2
Social (as part of child's membership)	20.25%	16
Social (past player)	7.59%	6
Player (Adult)	26.58%	21
Player (under 23)	5.06%	4
Player (Girls)	12.66%	10
Player (Junior - Under 12-18)	3.80%	3
Player (Mini - Under 3-12)	2.53%	2
TOTAL		79

### Q3: Do you pay monthly or annually?

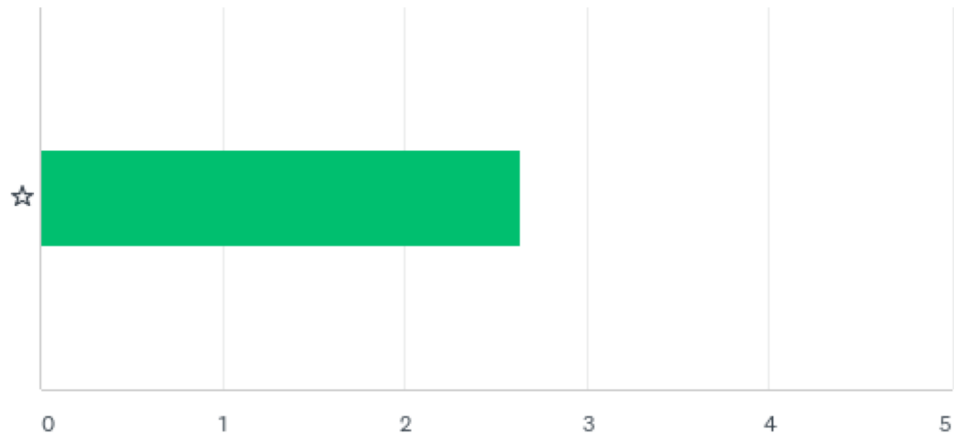
Answered: 70    Skipped: 15



ANSWER CHOICES	RESPONSES	
Annually	44.29%	31
Monthly	55.71%	39
TOTAL		70

# Q4: Facilities - how do you rate the access/parking?

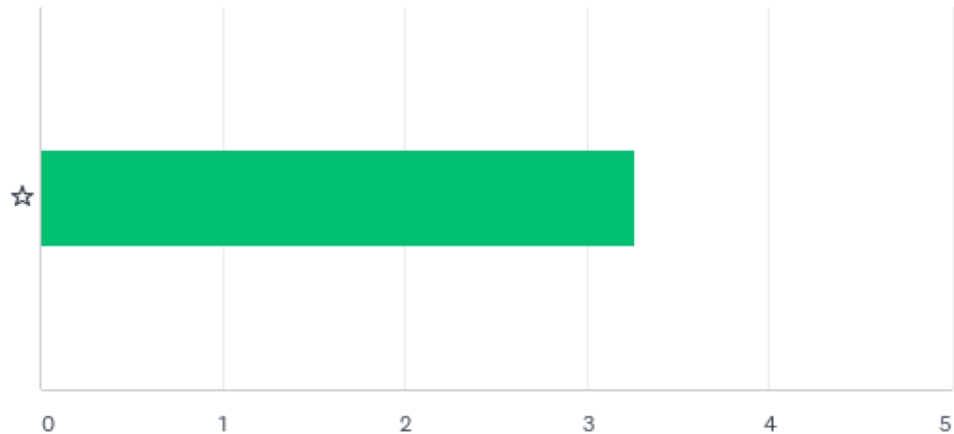
Answered: 81    Skipped: 4



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	9.88%	37.04%	35.80%	13.58%	3.70%	81	2.64
	8	30	29	11	3		

# Q5: Facilities - how do you rate the clubhouse/bar?

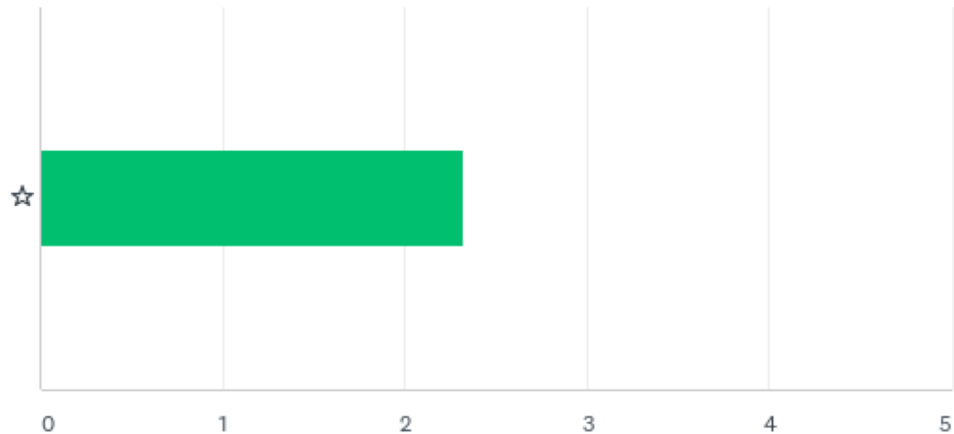
Answered: 80    Skipped: 5



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	7.50%	12.50%	36.25%	33.75%	10.00%	80	3.26
	6	10	29	27	8		

# Q6: Facilities - how do you rate the clubhouse toilets?

Answered: 79    Skipped: 6

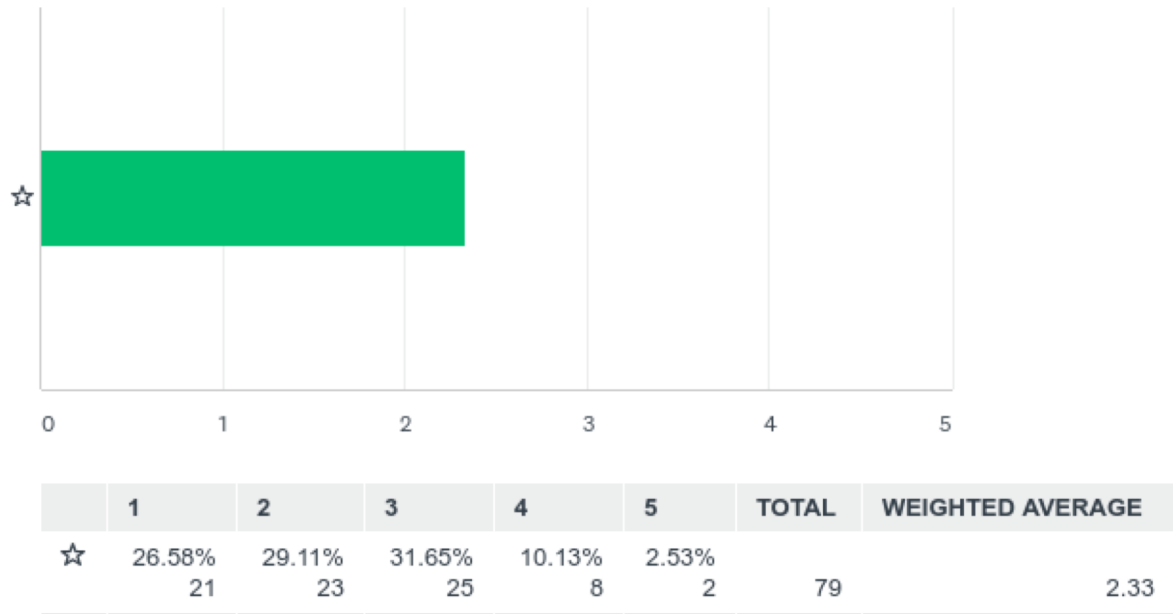


	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	24.05%	30.38%	37.97%	5.06%	2.53%		
	19	24	30	4	2	79	2.32



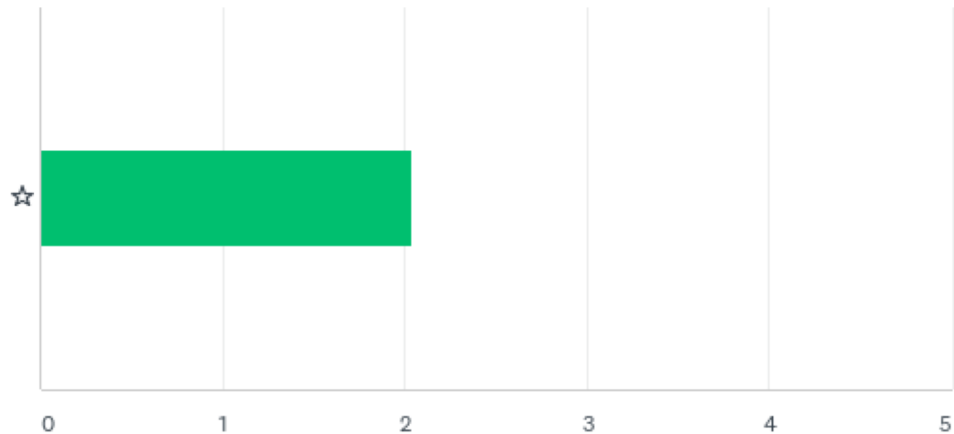
# Q7: Facilities - how do you rate the changing rooms (Changing)?

Answered: 79   Skipped: 6



# Q8: Facilities - how do you rate the changing rooms (Showers)?

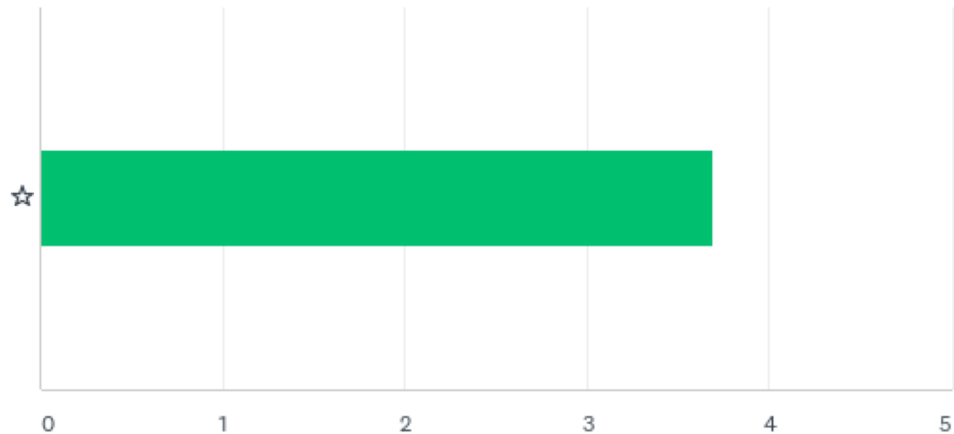
Answered: 77   Skipped: 8



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	36.36% 28	35.06% 27	19.48% 15	6.49% 5	2.60% 2	77	2.04

# Q9: Facilities - how do you rate the playing areas?

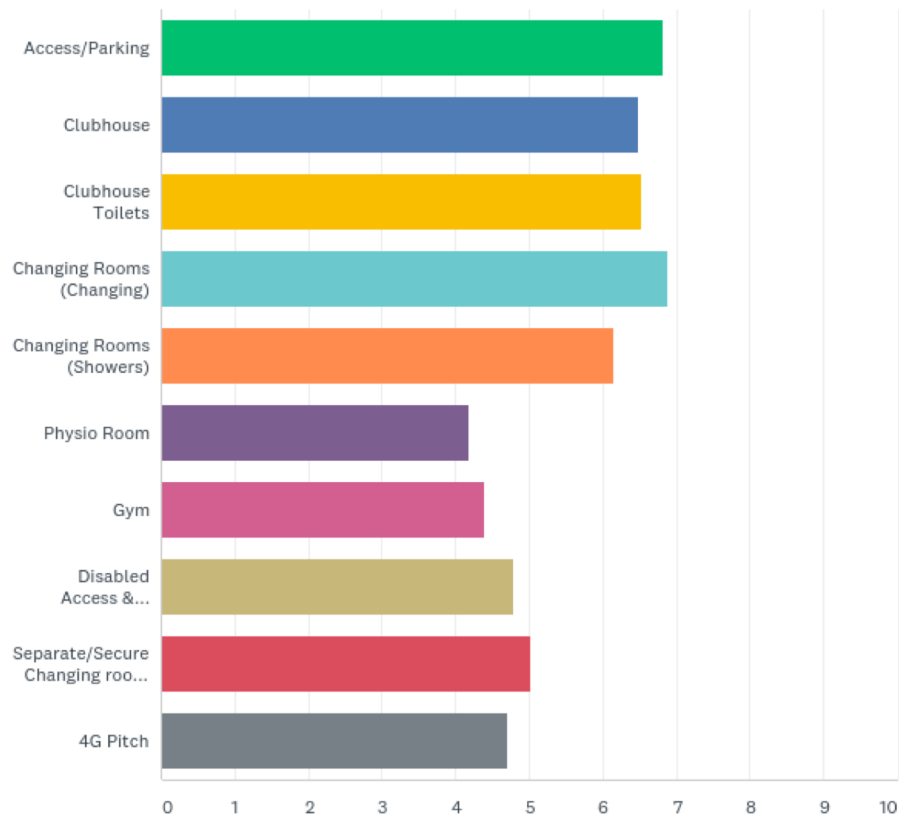
Answered: 80    Skipped: 5



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	1.25%	3.75%	33.75%	47.50%	13.75%	80	3.69
	1	3	27	38	11		

## Q10: Facilities - please list/number what you think is the priority for facility improvements to be made or features to be added; 1 = most important to 10 = least important.

Answered: 79 Skipped: 6



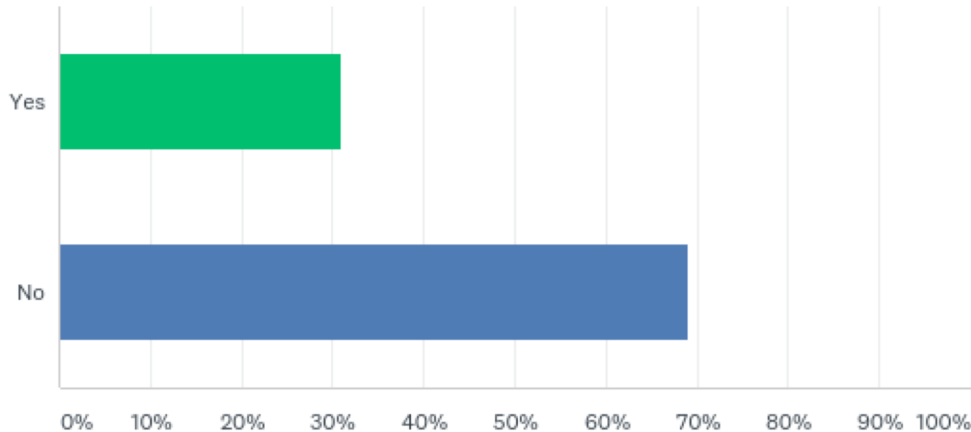
## Q10: Facilities - please list/number what you think is the priority for facility improvements to be made or features to be added; 1 = most important to 10 = least important.

Answered: 79 Skipped: 6

	1	2	3	4	5	6	7	8	9	10	TOTAL	SCORE
Access/Parking	20.00% 14	15.71% 11	12.86% 9	14.29% 10	7.14% 5	4.29% 3	11.43% 8	4.29% 3	4.29% 3	5.71% 4	70	6.81
Clubhouse	15.49% 11	15.49% 11	15.49% 11	2.82% 2	11.27% 8	14.08% 10	9.86% 7	5.63% 4	7.04% 5	2.82% 2	71	6.49
Clubhouse Toilets	10.67% 8	13.33% 10	14.67% 11	14.67% 11	16.00% 12	9.33% 7	5.33% 4	12.00% 9	1.33% 1	2.67% 2	75	6.52
Changing Rooms (Changing)	11.27% 8	16.90% 12	11.27% 8	16.90% 12	16.90% 12	12.68% 9	9.86% 7	2.82% 2	1.41% 1	0.00% 0	71	6.89
Changing Rooms (Showers)	8.82% 6	8.82% 6	11.76% 8	17.65% 12	13.24% 9	14.71% 10	11.76% 8	5.88% 4	5.88% 4	1.47% 1	68	6.16
Physio Room	2.86% 2	4.29% 3	4.29% 3	2.86% 2	10.00% 7	14.29% 10	17.14% 12	18.57% 13	15.71% 11	10.00% 7	70	4.19
Gym	7.25% 5	1.45% 1	8.70% 6	7.25% 5	7.25% 5	8.70% 6	13.04% 9	14.49% 10	18.84% 13	13.04% 9	69	4.39
Disabled Access & Toilets	0.00% 0	9.46% 7	9.46% 7	12.16% 9	8.11% 6	10.81% 8	10.81% 8	16.22% 12	16.22% 12	6.76% 5	74	4.80
Separate/Secure Changing rooms (Mens/Ladies)	10.96% 8	9.59% 7	8.22% 6	5.48% 4	10.96% 8	8.22% 6	5.48% 4	6.85% 5	19.18% 14	15.07% 11	73	5.03
4G Pitch	18.42% 14	7.89% 6	6.58% 5	5.26% 4	5.26% 4	1.32% 1	2.63% 2	10.53% 8	3.95% 3	38.16% 29	76	4.71

Q11: Where facilities require improvement we are seeking volunteers with experience of development planning, project managing and/or funding applications. Would you be willing to volunteer your help and support?

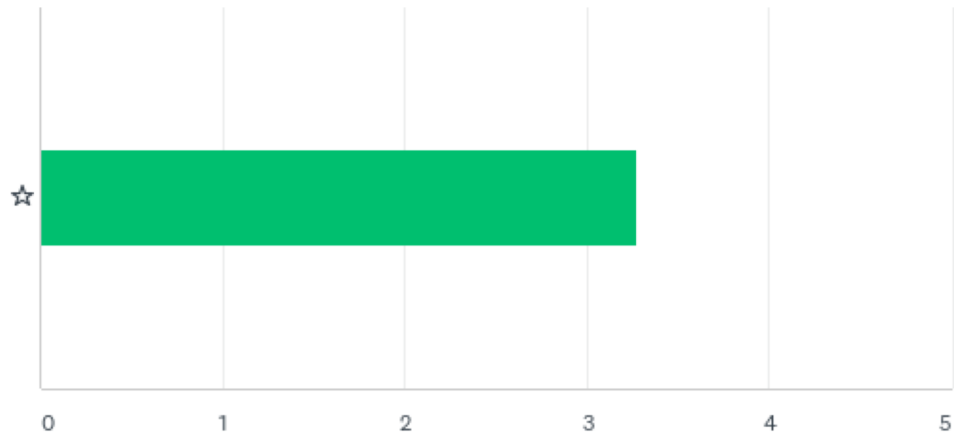
Answered: 81 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	30.86%	25
No	69.14%	56
TOTAL		81

## Q12: Environment - rate your experience of the club's drinks/bar offering?

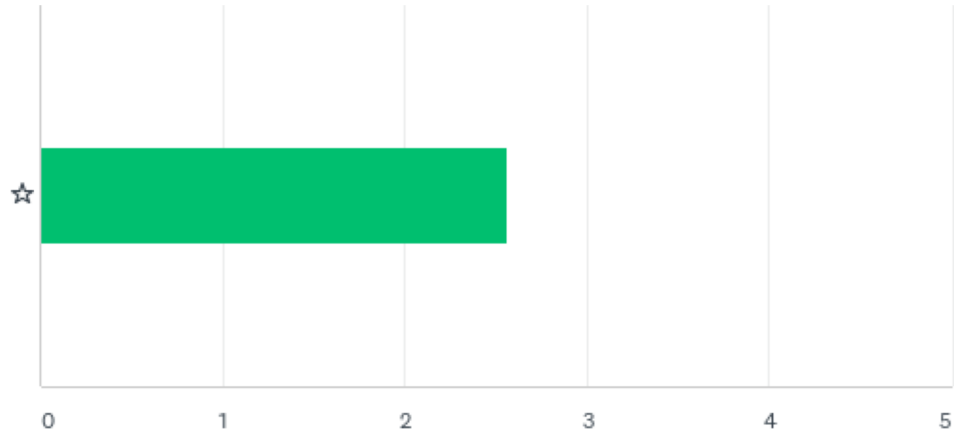
Answered: 79    Skipped: 6



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	3.80%	17.72%	36.71%	31.65%	10.13%	79	3.27
	3	14	29	25	8		

# Q13: Environment - rate your experience of the club's food offering?

Answered: 79    Skipped: 6

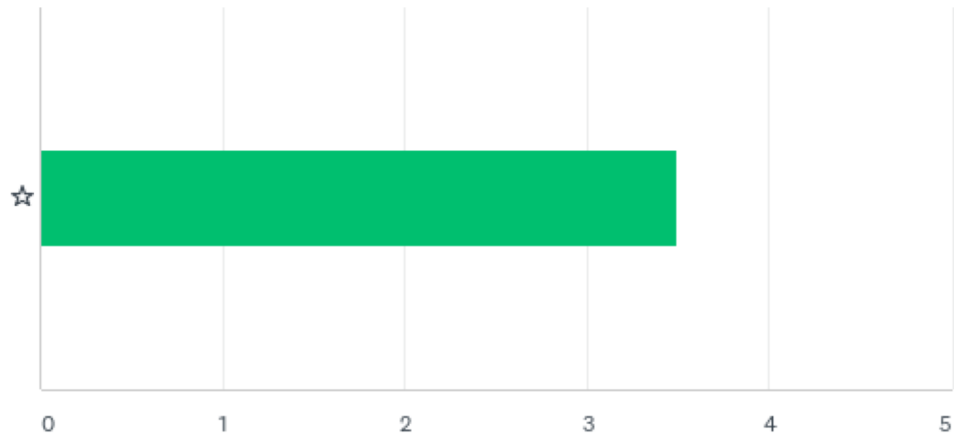


	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	16.46%	32.91%	31.65%	16.46%	2.53%		
	13	26	25	13	2	79	2.56



# Q14: Environment - rate your 'match day' experience?

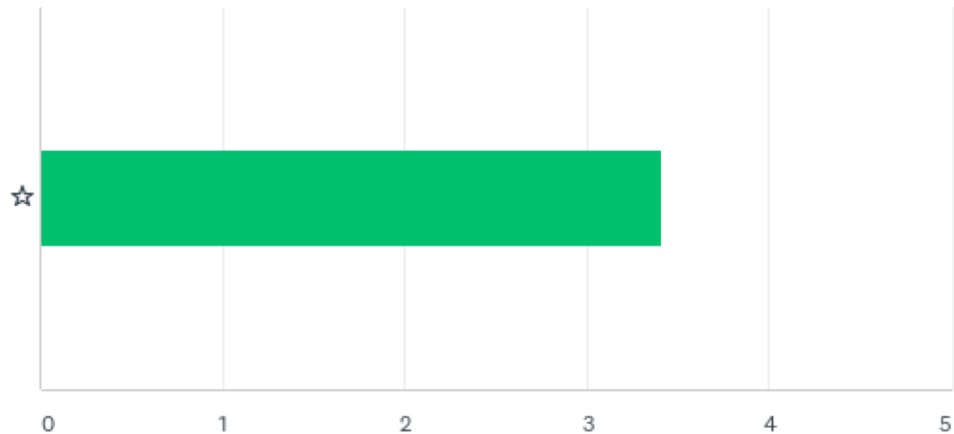
Answered: 82    Skipped: 3



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	4.88%	4.88%	43.90%	29.27%	17.07%	82	3.49
	4	4	36	24	14		

# Q15: Branding - rate your feelings toward the club's branding (look, feel and quality of playing kits/merchandise available)?

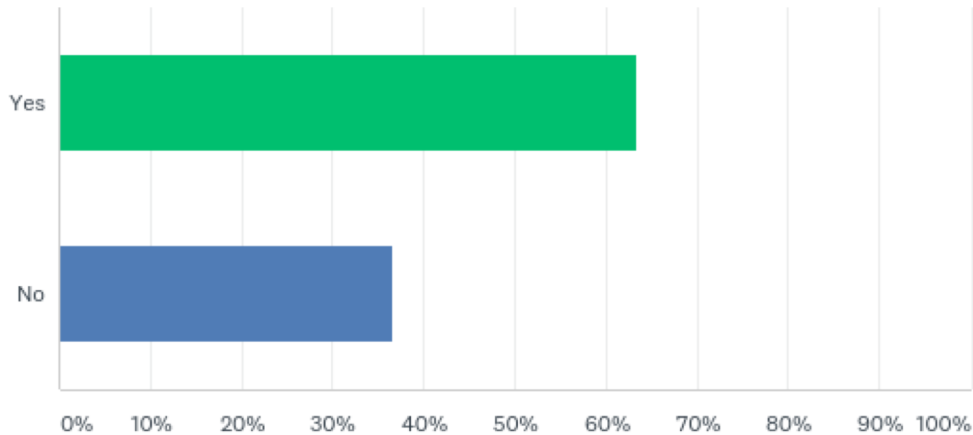
Answered: 82    Skipped: 3



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	8.54%	8.54%	29.27%	40.24%	13.41%	82	3.41
	7	7	24	33	11		

# Q16: Volunteering - are you aware of how you can become a volunteer or committee member at Baildon RUFC?

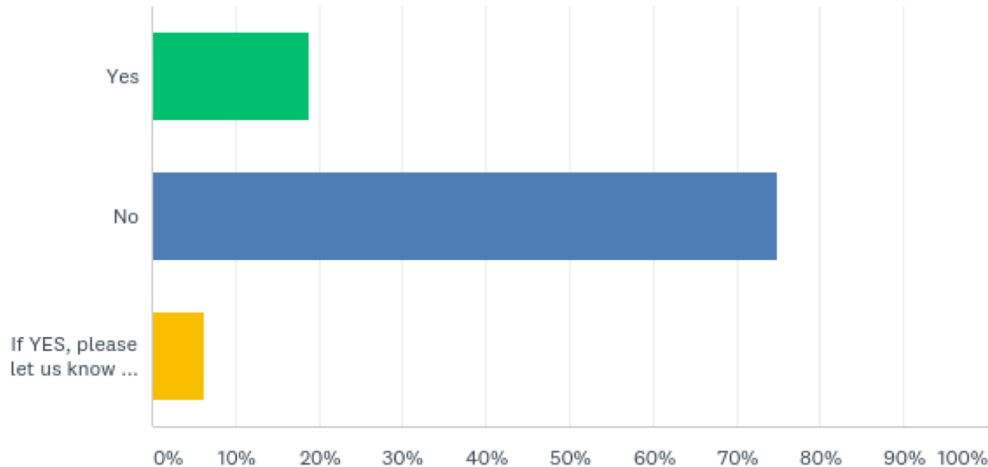
Answered: 82    Skipped: 3



ANSWER CHOICES		RESPONSES	
Yes		63.41%	52
No		36.59%	30
TOTAL			82

# Q17: Volunteering - would you like to become more involved with volunteering at Baildon RUFC?

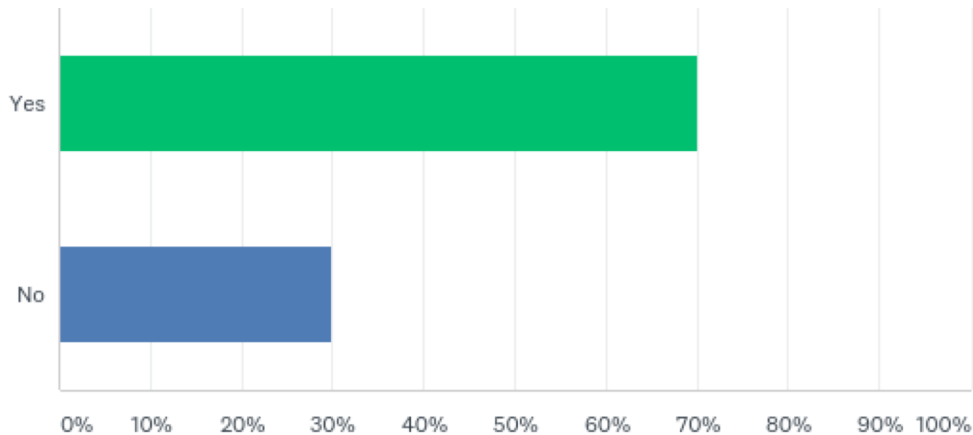
Answered: 80 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	18.75%	15
No	75.00%	60
If YES, please let us know how you feel you could volunteer your help and support	6.25%	5
TOTAL		80

# Q18: Communication - do you feel that you are made aware and updated on playing and/or coaching/refereeing opportunities (ie coaching and refereeing courses etc)?

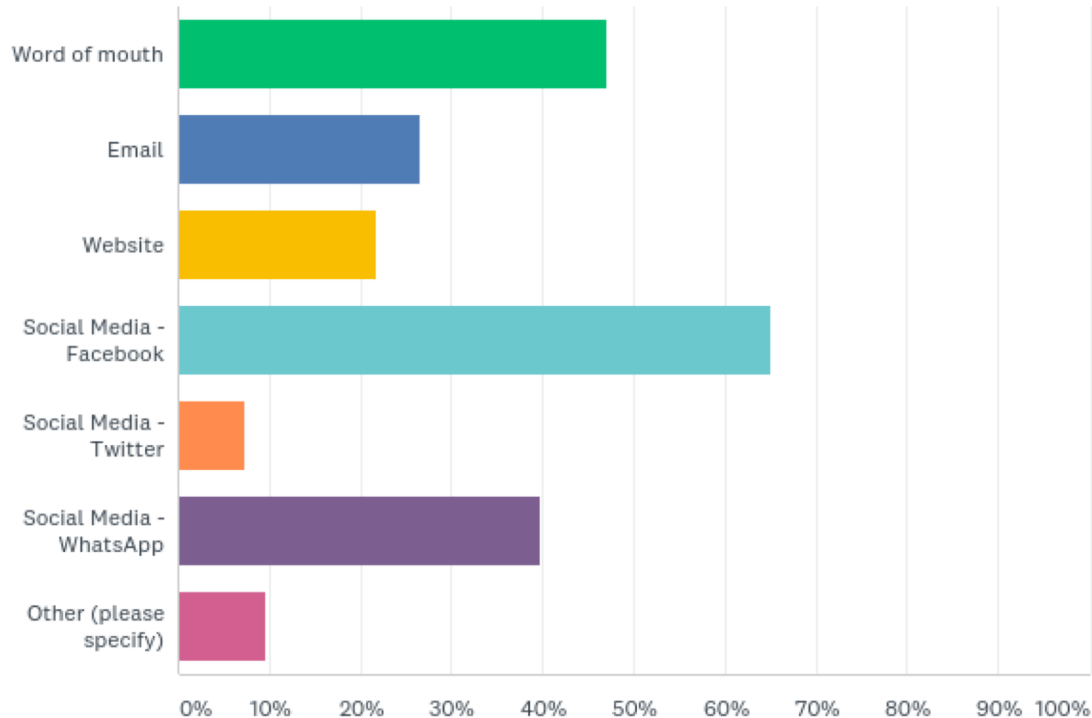
Answered: 80   Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	70.00%	56
No	30.00%	24
TOTAL	80	

## Q19: Communications - how do you currently keep up to date with fixtures/information/news about Baildon RUFC

Answered: 83 Skipped: 2



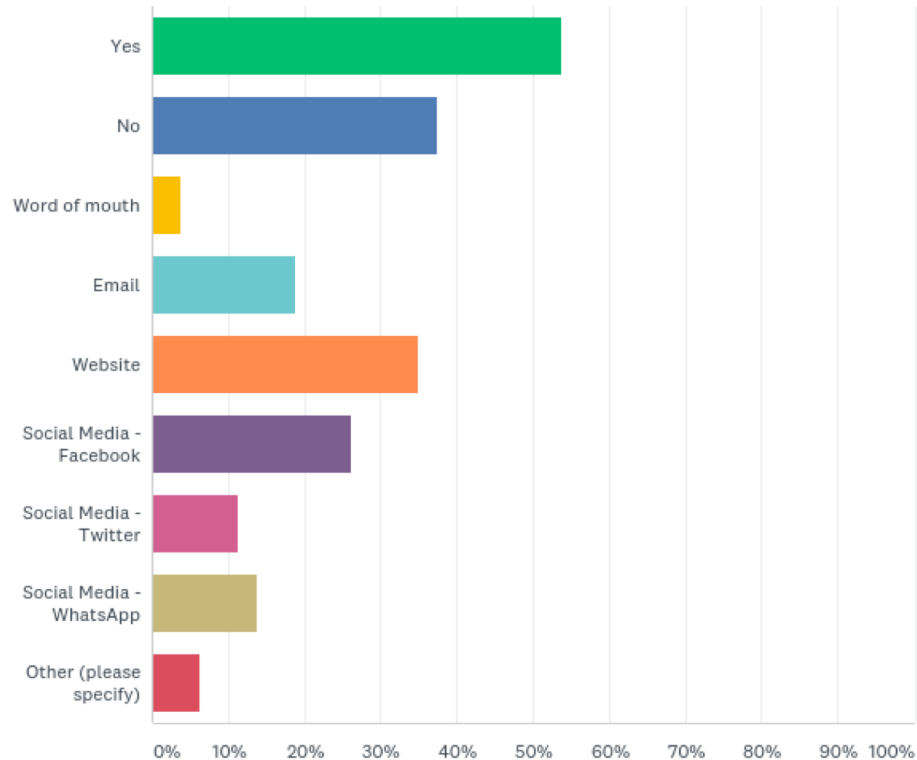
## Q19: Communications - how do you currently keep up to date with fixtures/information/news about Baildon RUFC

Answered: 83   Skipped: 2

ANSWER CHOICES	RESPONSES	
Word of mouth	46.99%	39
Email	26.51%	22
Website	21.69%	18
Social Media - Facebook	65.06%	54
Social Media - Twitter	7.23%	6
Social Media - WhatsApp	39.76%	33
Other (please specify)	9.64%	8
Total Respondents: 83		

## Q20: Communications - do you think Baildon RUFC could improve on how we communicate with members? If YES, which methods could be improved?

Answered: 80 Skipped: 5





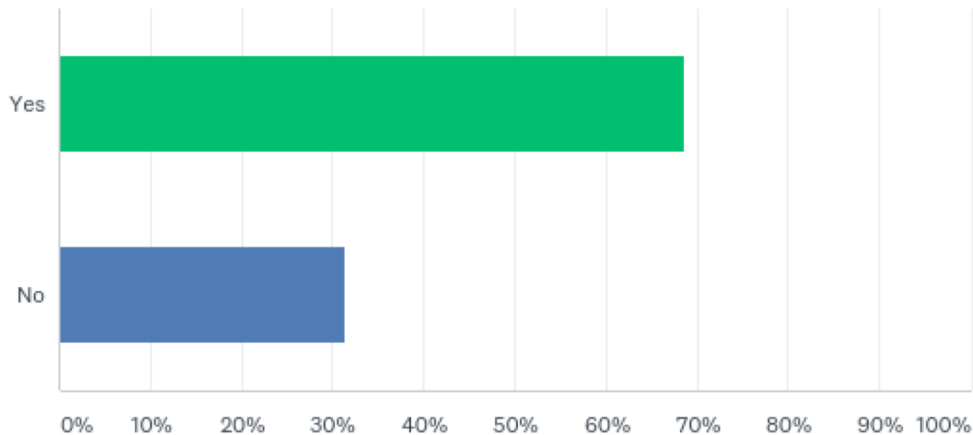
## Q20: Communications - do you think Baildon RUFC could improve on how we communicate with members? If YES, which methods could be improved?

Answered: 80    Skipped: 5

ANSWER CHOICES	RESPONSES	
Yes	53.75%	43
No	37.50%	30
Word of mouth	3.75%	3
Email	18.75%	15
Website	35.00%	28
Social Media - Facebook	26.25%	21
Social Media - Twitter	11.25%	9
Social Media - WhatsApp	13.75%	11
Other (please specify)	6.25%	5
Total Respondents: 80		

## Q21: Sponsorship - are you aware of sponsorship opportunities at Baildon RUFC?

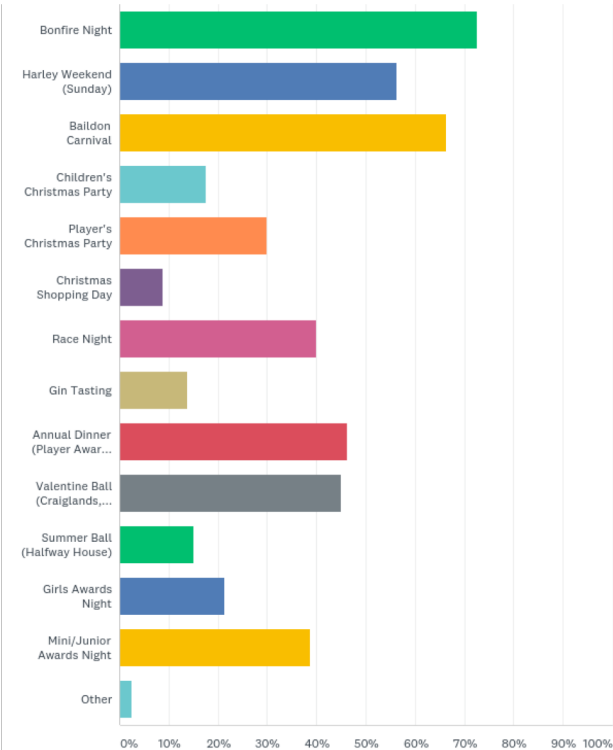
Answered: 83    Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	68.67%	57
No	31.33%	26
TOTAL		83

# Q22: Social Events - have you attended any of the following social events?

Answered: 80    Skipped: 5



ANSWER CHOICES	RESPONSES	
Bonfire Night	72.50%	58
Harley Weekend (Sunday)	56.25%	45
Baildon Carnival	66.25%	53
Children's Christmas Party	17.50%	14
Player's Christmas Party	30.00%	24
Christmas Shopping Day	8.75%	7
Race Night	40.00%	32
Gin Tasting	13.75%	11
Annual Dinner (Player Awards Night)	46.25%	37
Valentine Ball (Craiglands, Ilkley)	45.00%	36
Summer Ball (Halfway House)	15.00%	12
Girls Awards Night	21.25%	17
Mini/Junior Awards Night	38.75%	31
Other	2.50%	2
Total Respondents: 80		

## Q23 Do you have any comments that could help Baildon RUFC improve?

#	RESPONSES	DATE
1	no	11/7/2018 9:45 PM
2	Changing rooms/ food could be improved	11/7/2018 6:02 PM
3	Use the info in this survey	11/7/2018 5:45 PM
4	Changing room/shower facilities are dated and require urgent tlc.	11/7/2018 2:04 PM
5	No	11/4/2018 6:01 PM
6	improve player commitment and basic skills starting at junior level. Other things are secondary	11/3/2018 1:37 PM
7	Having a widely promoted vision for the club's future would help underpin the important role it plays in the community.	10/25/2018 10:44 PM
8	Try and improve the ability to attract higher quality senior players to make the team and the results better this will attract bigger crowds fetching more income in to the club to be able to make the improvements that are much needed	10/23/2018 10:53 AM
9	The location of the toilets is poor next to the kitchen and with the current problem of the smell, also its what you are greeted with on entering the clubhouse first impressions count.	10/23/2018 8:55 AM
10	Minis and juniors are neglected, no structure, no meetings and no focus. It is just individual teams doing what they want. I fear for the future if this does not change.	10/22/2018 10:33 AM
11	Changing rooms	10/20/2018 4:22 PM
12	Update website and events.	10/20/2018 3:36 PM
13	Yes	10/20/2018 7:51 AM
14	Offer discount cards to players/paying members to increase numbers after game for more than one drink Get old players more involved to pass on experience to younger lads. Increase the understanding of clubs history and importance of it been a local club Get current players more involved in junior rugby to increase numbers coming through as they know more of the senior players Offer incentives to players to be involved in more club matters, ie drinks offers for work done etc Get a recognised coach for 2nd team and include the players that just want to be social players to increase numbers for 2nd team games Bring back vets games to get older players back into game so they may occasionally run out for 2nds when needed Give lads a regular input into what training sessions they think they need to increase numbers at training and remove the social media whinging Plenty more if needed would like to be more involved in developing the club to ensure two teams are always playing	10/20/2018 7:48 AM
15	.	10/20/2018 6:38 AM
16	I'd be more worried about the coaching issues at present and performances on the pitch	10/20/2018 5:46 AM

## Q23 Do you have any comments that could help Baildon RUFC improve?

17	Stop spending as much money on kit. Give discount drinks to paid up and Honorary members. Keep a better record of members. Perhaps reconsider 'Joint club'	10/19/2018 9:10 PM
18	4g pitch please	10/19/2018 8:13 PM
19	There was nothing to do with improving coaching in this questionnaire. Why not spend money on a proven Coach?	10/19/2018 7:19 PM
20	No	10/19/2018 7:00 PM
21	No	10/19/2018 5:44 PM
22	More pressure is needed with Bradford Council regarding funding and help. The club ticks every box regarding much needed direction and physical health, particularly with youth players. Involving Philip Davies MP with the club would hugely help with gaining funding	10/19/2018 5:18 PM
23	Great club, already volunteer	10/19/2018 4:51 PM
24	I think the sponsors day could be organised better this is no reflection on anyone just more organised	10/19/2018 4:31 PM
25	We need to keep youth players coming through the club and staying at the club. More support with coaching, joint ventures with other clubs to make sure we have enough experienced players to allow us to bring on new players. Kits arriving for the start if the season. Balanced fixtures so we have a full set of games.	10/19/2018 4:14 PM
26	Better communication of events, welcome information for new players	10/19/2018 4:11 PM
27	Better sausage sandwiches 🍔	10/19/2018 4:05 PM
28	Just that Access is a major issue	10/19/2018 4:01 PM
29	No	10/19/2018 4:00 PM
30	Update toilets and showers	10/19/2018 3:32 PM
31	The bar needs improving to get an environment where people want to drink. The drink itself is rubbish, the beers flat and to top it off it's one of the most expensive pints in the village. Why would you drink in a clubhouse where the alcohol is rubbish and pay top prices when you can go down the road to the village and have a good pint poured for you at a massively different price.	10/19/2018 3:31 PM
32	Get it right on the pitch...better coaching	10/19/2018 3:29 PM
33	Video games and break it down on footage such as HUDL so we can see our own gameplay and be told how we can improve	10/19/2018 3:25 PM
34	Any long term plan must start with the renovation/rebuilding of the club house. This is now home to several clubs and the village deserves a suitable facility to encourage participation from the people living there.	10/19/2018 3:17 PM
35	Effective communication and increase volunteers involvement in the club	10/19/2018 3:15 PM
36	Potentially have a coach for the adult team that is just a coach and not a player coach because then they can concern more on coaching and not at all on playing	10/19/2018 3:11 PM

## Q23 Do you have any comments that could help Baildon RUFC improve?

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37	There's a lot of goodwill towards the club - many people Woolworths would volunteer and I think having a what's app group for when. Volunteers needed would be good. The food offering is average at best - sausage and chips or bacon let's the club down compared to other local clubs - better Baildon rugby club branding required - need to get access to the footy pitch - kids playing in dog Dirt is unacceptable. Bar is great. People are great. Events are great. Email all members more eg for donations for valentines ball / wed have done something had we known last year - there's a solid foundation - a lot done really well but some polishing required to take Baildon from a community club to something a little more slick	10/19/2018 3:01 PM
38	Dark Fruits on draft	10/19/2018 2:55 PM

## Current Issues

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- **Clubhouse** requires ongoing maintenance and is limited for use
- **Clubhouse toilets** require refurbishment - ongoing
- Aging **changing rooms** not fit for purpose –  
3½ changing rooms, 6 (minimum) required, plus separate referee changing
- **Pitch 2** (floodlit pitch) suffering from overuse
- Short term lease on Pitch 3 – Catholic Diocese
- **Pitch 3** needs improvements (fencing, posts & drainage)
- Pinch points in **April and Sept** especially but lack on quality and en-suite impacting on player recruitment and retention, especially now girls activity growing.

## Next Steps

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- Await findings of the City of Bradford **Playing Pitch Strategy** (January 2019)
- Any long term project needs a joint approach with **all sports** in terms of maximising the funding that can be attracted. Ownership of site split between rugby club and cricket club.
- To **work with NGBs** (RFU/ECB etc) **and Local Authority** to produce a strategy plan for long term development.
- Club to consider options around some form of **short term changing block** on the side of the pavilion whilst the larger project delivered.
- **Recruit a subcommittee and identify project lead**, for the long term project as capacity of those already on the committee is at its max.



**Thank you**