



Our Club Development Plan



Our Mission

"To be a vibrant community Rugby Club providing opportunities for everyone in Inverclyde."

1

Expanding our Rugby Playing Opportunities and Pathways

2

Developing our People and Volunteers

3

Delivering Quality Club Experiences for All Members

4

Being a well Governed Club and Safe Rugby Environment

Survey Results – Perceived Levels of Priority

Expanding our Playing Opportunities and Pathways

	HIGH	LOW
SENIOR MEN'S RUGBY	79%	21%
SENIOR WOMEN'S RUGBY	86%	14%
YOUTH BOYS RUGBY	80%	20%
YOUTH GIRLS RUGBY	87%	13%
YOUTH MINIS RUGBY	87%	13%
WEE WANDIES	56%	44%
ALTERNATIVE FORMS OF RUGBY	53%	47%

Developing our People and Volunteers

	HIGH	LOW
RECRUITING NEW VOLUNTEERS	81%	19%
UPSKILLING VOLUNTEERS	80%	20%
SHARING CLUB INFO	71%	29%
EQUALITY, INCLUSION & DIVERSITY	84%	16%
YOUNG VOLUNTEERS	81%	19%
COACHES	88%	12%
MATCH OFFICIALS	75%	25%

Delivering Quality Club Experiences for All

	HIGH	LOW
CLUB WIDE SOCIAL EVENTS	85%	15%
COMMUNITY ENGAGEMENT	92%	18%
SCHOOLS & COLLEGE	94%	16%
LINKS WITH BUSINESSES	87%	13%
FAMILY EVENTS	87%	13%
ALTERNATIVE FORMS OF RUGBY	66%	34%
THE WANDIES WAY / CLUB VALUES	89%	11%

Being a well Governed Club and Safe Rugby Environment

	HIGH	LOW
CLUB DEVELOPMENT PLANNING	90%	10%
FINANCIAL PLANNING	87%	13%
MEMBERSHIP OPTIONS/COST	75%	25%
LINKS WITH BUSINESSES	78%	12%
RECRUITING VOLUNTEERS	89%	11%
TANSITIONING PLAYERS	94%	6%
OUR FACILITY	83%	17%

Survey Results – Key Takeaways

94% LIKE OUR MISSION STATEMENT

55% HAVE SENIOR FEMALE RUGBY AS THEIR MOST IMPORTANT RUGBY PRIORITY

29% HAVE RECRUITING & DEVELOPING **COACHES** AS THEIR MOST IMPORTANT VOLUNTEER PRIORITY

18% HAVE **DIVERSITY AND INCLUSION** AS THEIR TOP RUGBY EXPERIENCE PRIORITY

30% HAVE DEVELOPING OUR RELATIONSHIP WITH **SCHOOLS AND COLLEGE** AS THEIR TOP RUGBY EXPERIENCE PRIORITY

35% HAVE **RETAINING YOUTH PLAYERS INTO SENIOR RUGBY** AS THEIR MOST IMPORTANT INFRASTRUCTURE PRIORITY

45% WANT TO BE MORE ACTIVELY INVOLVED AT THE CLUB

36% HAVE **YOUTH FEMALE (S1-U18) RUGBY** AS THEIR MOST IMPORTANT RUGBY PRIORITY

17% HAVE DEVELOPING **YOUNG VOLUNTEERS** AS THEIR MOST IMPORTANT VOLUNTEER PRIORITY

25% HAVE **THE WANDIES WAY** AS THEIR TOP RUGBY EXPERIENCE PRIORITY

26% HAVE **CLUB-INCLUSIVE SOCIAL AND FAMILY EVENTS** AS THEIR MOST IMPORTANT RUGBY EXPERIENCE PRIORITY

30% HAVE **CLUB DEVELOPMENT PLANNING** AS THEIR MOST IMPORTANT INFRASTRUCTURE PRIORITY



EXPANDING OPPORTUNITIES AND PATHWAYS

Our Goals & Projects

GOAL 1

To have self-sustaining playing opportunities for all genders in both the Senior and Youth sections

- We will analyse our current recruitment & retainment strategies with both senior sections, encouraging them to take ownership for building and retaining their player bases.
- We will focus on developing our workforce of people & volunteers to manage each of our teams
- We will focus on growing our own talent from the early stages of life, by investing more time and resources into the Wee Wandies and our Minis & Micros Sections.

GOAL 2

To build strong links with our local schools, college and community groups.

- We will recruit a Rugby Development Officer, with their principal goal being to develop good relationships and referral links with the local schools
- We will add a "Community Convenor" to the Club Committee with their role being to develop and grow links with local Community Groups. This person will also head up our new "Community Outreach Sub-Committee" who will focus purely on this new branch of activity
- We will build links with the local College to recruit and retain players and volunteers interested in being involved with the club

EXPANDING OPPORTUNITIES AND PATHWAYS

Our Goals & Projects

GOAL 2

To develop female-specific mini opportunities, supporting the growth of our female youth section, with the long-term goal being to have a full female minis section.

- We will run female-specific Come and Try events for girls p1-p7
- We will host a female-only minis festival during season 22-23 and then 1 per year after
- We will encourage and support more female players to become coaches, building the infrastructure for running the teams
- We will encourage collaboration with the Senior Women's section and our minis and girls teams, encouraging buy in from a younger age.

GOAL 4

To expand access to rugby for our local community and encourage diversity by breaking down traditional barriers to participation.

- We will introduce rugby playing opportunities for those with Additional Support Needs
- We will introduce Walking Rugby for those who have retired from playing full contact rugby
- We will focus on widening participation by making rugby financially accessible for all - we will do this by bringing rugby into schools in more deprived areas, financially supporting our young people where possible, introducing a Scholarship Fund, and developing a pre-loved kit store for all members to access, making rugby as affordable as possible.

DEVELOPING OUR PEOPLE AND VOLUNTEERS

Our Goals & Projects

GOAL 1

We will provide our new and existing volunteers with Education and Development Opportunities

- We will introduce various Sub-Committees for specific projects which will allow for a better and more clear structure for volunteer participation. These will be led by experienced committee members, providing an opportunity for the growth and training of future Committee Members.
- We will provide regular CPD & Learning Opportunities for our Volunteers through internal and external training
- We will introduce a formal Coach Development Pathway and a Coaches Forum for their views to be heard and ideas/resources/support exchanged more easily amongst different sections.
- We will regularly reward, acknowledge and thank our volunteers for the work they do for our Club

GOAL 2

To provide effective opportunities for young people to have their voices heard

- We will introduce our 'Youth Voice Forum', which will be a place for our young people to express their views directly, building the future club leaders of tomorrow.
- We will encourage our Youth Sections to be actively involved in all aspects of the Club
- We will encourage our Senior Players to involve themselves with the youth sections, providing rugby role models for them to aspire to.

DEVELOPING OUR PEOPLE AND VOLUNTEERS

Our Goals & Projects

GOAL 3

To provide clear development pathway for volunteers, identifying individuals and matching their skills to volunteering roles

- Our new structure of committees will offer people a clear progression into senior club management
- All volunteers roles will be actively displayed on our Club Website with enquiry forms available for an easy way for people to reach out and become involved
- Coaches will be asked to encourage injured/retiring/less utilized players into volunteer roles suitable for them. This will be helped by the clear structure and pathways being common knowledge and well-advertised.

GOAL 4

To Promote, Recruit, Support and Develop those within the club interested in becoming Match Officials.

- We will introduce of a formal Match Official Pathway at GWRFC
- We will promote how to become a Match Official better on our website and social media
- We will reward, acknowledge and thank our match officials (both GWRFC and visiting) for the work that they do for the game

DELIVERING QUALITY RUGBY EXPERIENCES FOR ALL

Our Goals & Projects

GOAL 1

The 'Wandies Way' (our club values) being clearly visible both on and off the field

- We will agree the Wandies Way Values with our membership, allowing them to feel involved in the process
- We will promote the Wandies Way on social media, website etc
- We will encourage players, volunteers and club members to all abide by the values when representing the Club
- We will encourage greater cross-participation from our players, allowing them to all feel part of the same 'one club' philosophy.

GOAL 2

To provide life-long participation opportunities and experiences for all

- A clear pathway of opportunities available to all for any stage of life
- We will run a recruitment campaign highlighting non-playing opportunities on offer at the Club (this will be stories from those who have had different roles in the club throughout their lives and why others should become involved in those)
- We will introduce regular ways for all club members to be involved in events together (e.g. Club Summer Ball, senior player appearances at minis events, etc)

DELIVERING QUALITY RUGBY EXPERIENCES FOR ALL

Our Goals & Projects

GOAL 3

To have a vibrant social media presence with excellent transparency and communication from our Committee

- We will add a Media & Marketing Convenor to our Club Committee to provide a focus on this important aspect
- We will provide regular weekly updates of happenings at the club which will be posted onto the Communication Channels (the Wandies Weekly)
- A Club-wide social calendar will be built and will be visible on our Website for members to access so that they can utilise the club more

GOAL 4

To provide regular opportunities for members to join together to grow and build our club

- We will run Club-Wide Fundraising Social Events, 4 per year, with each playing section in charge of organising one per quarter (Senior Men, Senior Women, Midis & Minis/Micros).
- Our Family Fun Day will be expanded and made even bigger and families new to the club encouraged to participate
- Teambuilding/Club-wide Open Days and Events will be more frequent
- We will introduce a Club Social Committee to deal with more regular Club Events and functions so that a more strategic approach can be taken to the booking of external functions

A WELL GOVERNED AND SAFE RUGBY ENVIRONMENT

Our Goals & Projects

GOAL 1

To be financially stable and consider all available opportunities for increased revenue growth

- We will introduce a Finance & Growth Sub-Committee of volunteers to help with grant-writing, sponsorship sourcing and looking at increased revenue options which may arise.
- We will involve our members as much as possible in the use of our great facilities.
- We will continue to grow our links with local businesses to increase the sponsorship revenue available to the Club

GOAL 2

To maximise the best use of our facilities to generate income, provide for our players and provide community outreach.

- We will consider opportunities to expand and improve the clubhouse facilities in a way which will allow us to host private functions & games at the same time, thereby doubling our revenue taken at weekends.
- As above, the Club Calendar will be more widely accessible
- The Communities Convenor added to committee will build links with and allow appropriate facility use to more local organisations and charities, particularly during the week when the Club is currently unused

A WELL GOVERNED AND SAFE RUGBY ENVIRONMENT

Our Goals & Projects

GOAL 3

To be a well governed club, with a clear direction and plan for the future

- We're doing it now!
- We will provide the membership with regular feedback on the outcomes of the Club Development Planning work - regular emails, presentations to the membership and update at annual AGM.
- A feedback section will be placed on our website for any member to be able to share their feedback with the Committee at any time

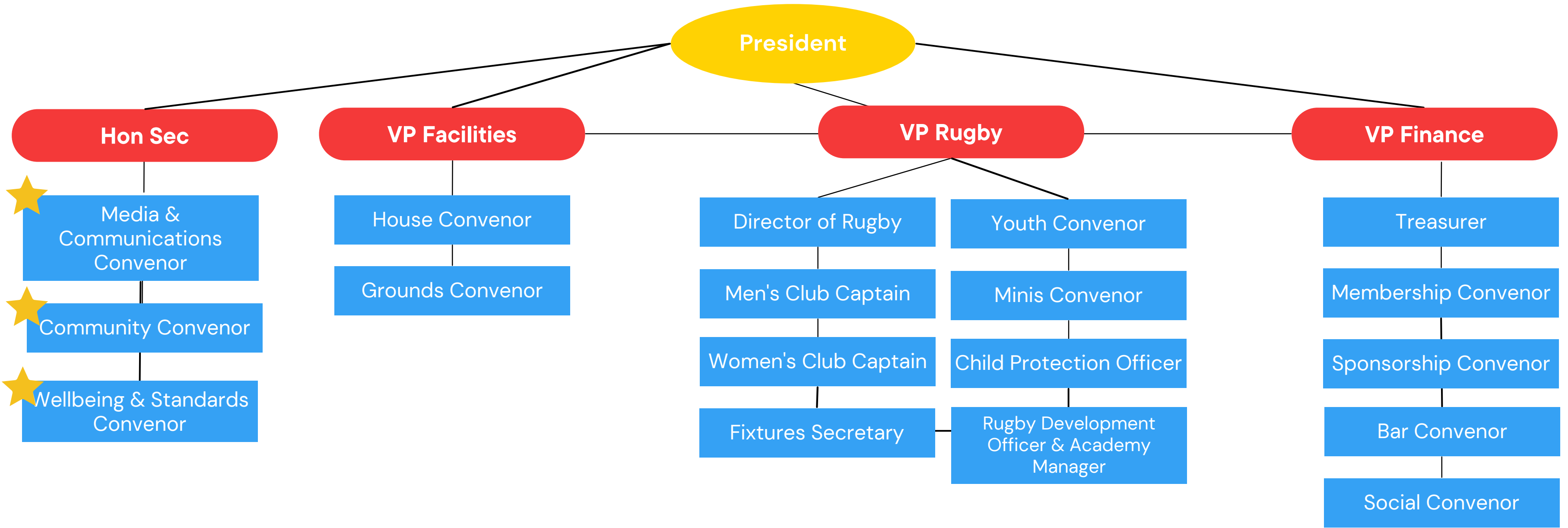
GOAL 4

To be an environmentally-conscious club which makes plans for a sustainable future.

- We will actively explore opportunities to make our club more environmentally conscious and energy efficient
- As above, we will continue to explore ways to make our clubhouse and grounds even better through upgrade and expansions, with help from any available funding
- We have partnered with Litterati, a local environmental charity, to remove reliance on single use plastics at the Club
- As above, we will introduce a pre-loved Kit Store of GWRFC kit to encourage the re-use of good kit

★ newly introduced to help with achieving our goals

CLUB COMMITTEE



OUR NEW PROJECT SUB-COMMITTEES

Coaches Forum
Led by VP of Rugby and Director of Rugby

Youth Voice Forum
Led by our Youth Convenor, Minis Convenor and CPO

Social Committee
Led by our VP of Facilities, Social Convenor and Bar Convenor

Community Committee
Led by our Community Convenor

Finance & Growth Committee
Led by our VP of Finance, Membership Convenor and Sponsorship Convenor

150 Committee
Led by the President

What has been achieved already ...



Recruitment of our RDO
Clare Nicholson



Men's Section Fundraiser
Success



Sky Sports now Live at
the Clubhouse



Women's 2nd XV Debut -
first club based outside a
city to do so



New Kits provided to all
sections - no more hand
me downs



Minis Girls Growth



New GWRFC Match
Official



VEO Cam Purchase
allowing analysis of
games

Thank you!

Feel free to ask any questions

