





## **Northwich RUFC**

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## **Introduction**

### **Club Development Plan**

In 2002, in preparation for the Clubmark award, Northwich RUFC prepared a 'Club Strategic Plan', a copy of which was included in the club's ClubMark submission in 2003. This 'Strategic Plan' has recently been reviewed and revised in light of the achievements of 2003 and 2004, as well as for clarity to help with grant and funding submissions for the next phase of the club's development cycle. The outcome of the review is this document which represents the club's intended plans for the next 3-5 years.

### **Club Background**

We are a very active and energetic club based at the Moss Farm Sports Complex in Northwich. We support and promote the sport of Rugby Union throughout Cheshire in particular in the Vale Royal area of Mid Cheshire. We regularly run 4 senior teams, Colts, a full range of Junior teams as well as a Ladies team and two girls teams. Our senior teams and Colts play in the local leagues clubs in Cheshire, the Wirral, North Wales, Merseyside, Staffordshire, Greater Manchester and Lancashire. We also work closely with Vale Royal Borough Council and SportCheshire to promote sports and health in the Vale Royal community offering coaching, tournaments and refereeing to both primary and secondary schools. In 2003 Northwich were one of the first clubs in the North West of England to receive the Sport England ClubMark award and were voted 'Cheshire Community Club of the Year' in 2003 and 2004.

### **Mission**

Our mission is to :-

- Provide well run and appropriate facilities and resources for training and playing Rugby Union Football
- Maintain and expand player and community participation through rugby and sporting activities
- Encourage continuous improvement at all levels and age groups.
- Be a desirable and enjoyable 'open access' club to join and belong to for both playing and social purposes.
- Be financially viable to enable our aspirations to be met.
- Have efficient and effective administration throughout the club.



## **Club Values**

Our shared values are :-

- Fair Play and Sportsmanship.
- Support to fellow Club Members on and off the pitch.
- Hard work and commitment to training as well as playing.
- Aspirations by all players to play at their highest possible level.
- Respect for opposing teams & clubs, referees and officials.
- Respect for Club property and facilities (whether owned by us or not).
- Acceptance of Team Selection decisions without complaint and commitment to play for the team selected for.
- Active work by all members to promote the club, recruit members (senior and junior), to raise money for the club and to organise social and fund raising activities.
- A Family oriented Club that welcomes all members, their friends, partners and families in a sociable and hospitable atmosphere.
- A 'classless' and inclusive club that welcomes members from all walks of life and backgrounds without prejudice.
- A Community focused club that recognises it has a role to play in developing and promoting Rugby Union in the Mid-Cheshire area.
- An expectation that all members will promptly pay their subscriptions, match fees and other dues and not 'sponge' or 'freeload' at the expense of their fellow members.
- An expectation that all members will seek opportunities to help in some way with the essential tasks of running the club.



## **Current Club status - *Where are we now?***

### **Introduction**

This section of the plan summarizes the club's current status. It is divided into three sections namely:-

- **Playing & membership,**

- **Facilities**

and

-**Administration & Financial.**

### **Playing, membership & community**

The club have both a senior and junior section which has recently been supplemented with a Ladies and girls teams.

### **Senior Teams**

The club currently fields the following senior teams in their respective leagues comprising 65 regular playing members. These are supplemented by a further 50 'occasional' players which includes those who are currently studying away at College or University.

**1<sup>st</sup> XV** EuroManx Lancashire and Cheshire

**2<sup>nd</sup> XV** North West Intermediate League - Division 4S

**3<sup>rd</sup> XV** North West Intermediate League - Division 5S

### **Veterans**

Some of the teams this year have participated in the Thwaites Cheshire Cup and Powergen Cup tournaments. Two foreign players have been recruited recently into the 1<sup>st</sup> XV squad to improve the overall standard of play and give new experiences to the locally based Northwich players.

### **Junior Teams**

At the beginning of the season the club had a full compliment of mini, junior and colts teams, although the senior colts had to withdraw from their league in November. Some of the remaining players transferred to the senior teams. The number of players recruited this year is likely to allow the club to field a full compliment of teams next season.



**Minis** - 5 Squads from Under 7s to Under 12's - 100 players

**Juniors** - 4 Squads from Under 13's to Under 16's - 80 players

**Colts** - Junior (U17) and Senior colts (U18) who play in the Cheshire and South Lancs Colts League. - 30 players

### **Ladies & girls Teams**

The club have a newly formed Ladies team and two girl's sides.

**U14 Girls** - a squad of 13 players

**U17 Girls** - a squad of 12 players

**Ladies** - a squad of 20 players taking part in the RFUW North West Division 3 League (Originally Division 2 but renamed after reorganisation at the start of the 2004-5 season).

### **Non Playing members**

The club have the following non playing members and coaching staff.

#### **Social members**

The club have 60 non playing social members. This is generally limited by the lack of dedicated club facilities, see below.

#### **Coaches and Referees**

The club have 5 senior coaches and 21 Junior Coaches qualified at various levels from Mini/Midi 1 to Youth 2. There are 5 members who are RFU qualified referees.

### **Community**

The club is extensively involved in supporting Rugby in the local community and works closely with the SportCheshire Active Sports Programme, the Cheshire Youth Games, Vale Royal Borough Council Leisure Services as well as 25 local junior and 15 local secondary schools. The club provides coaching and referee support and recently helped provide an introduction of rugby to youngsters with a learning disability. The club run a number of annual Tag tournaments for Year 3/4 and Year 5/6 children. The club also won funding from 'Sports for All' for coaching of girls in the area. In both 2003 and 2004 Northwich RUFC were voted the Cheshire 'Community Club of the Year' and were runners up in the BBC North West 'Community Club of the Year' awards.



## Facilities

The club is based at the Moss Farm Recreation complex.

[http://www.valeroyal.gov.uk/leisure/moss\\_farm.html](http://www.valeroyal.gov.uk/leisure/moss_farm.html). This is a public multi sport facility located about 1 mile from Northwich town centre. The site was originally owned and run by ICI Chemicals as their own sports facility until 1974 when it was purchased by Cheshire County Council. The site is now run by Vale Royal Borough Council (VRBC) Leisure services. A detailed description of the site capabilities are described in Appendix 1. In summary they consist of an approximately 5 acre site which boasts the following resources :-

### Outdoor

Floodlit Synthetic Pitch (Football & Hockey)

3 Rugby Pitches

11 Small Sided Pitches

8 Full Size Football Pitches

Archery Range

### Indoor

25 metre Swimming pool with flume and fitness suite

3 Squash Courts

Activity Room (Martial Arts, Pilates, Aerobics, Yoga and Table Tennis)

Social Club, Licensed Bar and Function Room

The site is shared by routine public use, is home to a number of other sporting clubs (e.g. Moss Farm 7 a Side League, Hartford Sub Aqua Club Winnington Park Bowmen Club & Cheshire Girls Football League) and is also the base for a number of organisations including SportCheshire. In recent years parts of the site have been sub leased or sold to other sporting organizations (e.g. Northwich Cricket Club and the Cheshire Football Association Headquarters). Although the Swimming Pool was added in 1991, the core site facilities remain unchanged since 1974.

Northwich RUFC has been based at Moss Farm since its inception and has worked with the current and previous operators to provide suitable operating procedures to support the club activities. In 1974 the club worked with Cheshire County Council to set up a lease agreement to provide secure tenure and so stability for the future growth of the club.



This lease includes agreement to the following :-

- Exclusive lease of one rugby pitch (1stXV)
- Shared usage (rental) of two further pitches (Saturday morning/Sunday all day)
- Exclusive rental of 5 changing rooms and storage space
- Public access to all other facilities with space in social club for notice board and trophy cupboard.

In summary the club has a 'tenant' relationship with VRBC and while enjoying a relatively inexpensive rental with no liability for ground, building or manpower costs, do not earn any income from the revenue brought to the site by the large regular participation in rugby associated with Northwich members, tournaments, visiting teams and supporters.

## **Administration & Financial**

The club is run exclusively by a series of hard working dedicated volunteers, with running of the club co-ordinated by two committees. A senior committee consisting of chairman, senior coaches, treasurers, secretary and so on, complimented with a separate junior sub committee.

Like all other clubs, income comes from registration and match fees, fund raising events, grants, the sale of club kit as well as sponsorship. Typically the club annual income is the range of £16,000 (i.e. approx £6000 subscriptions, £4000 fund raising, £5000 sponsorship, £1000 profit from kit sales).

In turn the expenses balance income and include the site lease/rental fees, RFU insurance, laundry costs, travel costs, playing kit (seniors all, juniors shirts only), food on match days, coach training and replacement equipment (balls, bags, post covers etc.).

A cash reserve of £10,000 is typically retained in the club bank account to ensure that the club can continue to operate and honour its financial commitments for a year in the case that income is restricted.



Fund raising at the club is done through social events including a regular Spring Ball and raffles, with the major fund raising event of the year being the 'Northwich Festival' which is run over the August Bank holiday weekend.

However as the potential income that can be earned at the Moss Farm facility is limited by both space, range and site operation the club have been forced to seek other venues to hold functions. Sponsorship has also helped considerably with costs of playing kit, with mainly locally based businesses making contributions in the range £250 to £3000.

Recent seasons have seen a major change in which the junior section has been administered and operated. Driven by the need to improve communications with players and parents to enhance the Northwich 'rugby experience', the entire operation was reviewed. All existing procedures were fully documented and information made more transparent and available to all. This review helped prepare content for the new club website and to prepare a formal submission for the ClubMark accreditation in April 2003.

This submission was successful and the club have now submitted their Part II submission.



## **Club Future - *Where do we want to be?***

### **Summary**

In summary Northwich RUFC wish to remain the leading community club in Cheshire. In order to ensure that the club continue to grow and take up the opportunity to provide rugby participation in Cheshire, the club wish to pursue a *dual track* parallel approach to the development of the club over the next five years.

### ***First Track***

The *first track* of the plan is to build upon the solid base that has provided a warm and friendly rugby environment for senior, veterans and junior rugby over the past 40 years. Amongst activities in this part of the plan will be plans to strengthen the Ladies & Girls section, provide youngsters with a disability full access to rugby, formalise volunteer recruitment, rationalise sponsorship agreements and upgrade and improve existing procedures put in place in recent years. For example the procedures described in the ClubMark accreditation document, player registration scheme and club shop.

### ***Second Track***

The *second track* of activity will be devoted to the upgrade of the facilities available to the club at Moss Farm, so lifting restrictions to the club's growth potential. We plan to work closely with the current operator during 2005 to devise a new partnership agreement which will include other sporting organisations based at Moss Farm or in Northwich, funding bodies and sports governing bodies. We expect to start to upgrade the site in 2006 and have an implementation plan spread over 4 or 5 years. To compliment the facilities plan we will work on a scheme to offer club growth, new specialist coaching options, a more formal player development scheme and links with local third level education establishments and the community to slowly build the Moss Farm complex into a 'Centre of Excellence for Rugby'.

For the *first track* we have set ourselves the following detailed objectives, again grouped into the following sections :-

- **Playing & membership**

and

- **Administration & Financial.**



## **Playing & Membership**

### **1a) Improve Playing Standard**

For all teams and players to play at their highest possible level, ensuring that players are provided access to county level training, tournaments and player attainment awards via routine access to quality coaching, resources, good communications and information.

### **1b) Extend players**

To maintain and extend the number of male senior teams playing every week during the season, i.e.:- 1<sup>st</sup> XV to 4<sup>th</sup> XV plus Veterans, including adequate replacements via a recruitment plan.

### **1c) Female Section**

To extend the newly formed female playing section including the current girls age groups (U14's & U17's) as well as an active Women's squad, through an active recruitment plan. To provide not only continuity between girls playing in the mini section but also as an opportunity for girls in the community who are interested in playing rugby who do not currently play sport, or who wish to compliment rugby with other sports.

### **1d) Increase junior teams**

To maintain and increase the maximum number of Junior teams playing every week, i.e. sufficient players in each squad to maintain at least one team in each RFU age group, Under 7's to Under 18's (12 teams), by actively working with schools in the community, running tournaments and promoting the club in the area.

### **1e) Junior - Senior continuity**

To provide continuity between the junior and senior sections and to try to retain links with junior players after going into employment or onto University or college courses.

### **1f) Volunteer Recruitment**

To have a large and supportive non-playing membership with volunteers to support the club practically in coaching, team management, financial and administrative roles via a well structured formal volunteer recruitment plan.



## **Administration & Financial**

### **1g) ClubMark**

To maintain our RFU ClubMark status by regular review and enhancement of internal procedures such as codes of conduct, disciplinary procedures, child protection policy and coaches' training and development.

### **1h) Northwich Brand**

To continue to use the club web site and liaison with local and national press to ensure the community as a whole are aware of, and familiar with the Northwich RUFC club 'brand' and 'ethos' and what it means.

### **1i) Sponsorship**

To have adequate, reliable and sustainable sources of income to meet the clubs operating needs and development via a more formalised sponsorship programme.

### **1j) Community Club**

To continue to be the leading Community Rugby club in Mid Cheshire providing support and encouragement to all parts of the community that need it and with a particular emphasis on social rugby, schools, deprived areas and offering opportunities for disabled youngsters.

For the *second track* we have set ourselves the following detailed objective.

## **Facilities**

The club aims to formulate a *joint development plan* with VRBC and other clubs and sporting organisations in the mid-Cheshire area. The objective, to seek funding from the relevant governing bodies as well as VRBC and Cheshire County Council, to develop and then to share in the active running of a modernised Moss Farm site through a new partnership agreement.



In particular the new or enhanced facilities sought would include the following :-

- Additional playing and training surfaces to support Saturday and Sunday's match activities as well as mid week training and coaching, allowing for further growth in the size of the club,
  
- Upgraded changing facilities for both male and female players,
- Further space for hosting visiting teams and supporters and for regular social activities.

The new partnership agreement would aim to be financially equitable with the other partners i.e. on a 'shared cost/shared reward' basis.

The new club development plan will also take into account the new opportunities offered by the modernised site so the *joint development plan* will be complimented with plans to a) forge better links with local colleges where students can use the facilities for their development and b) start to offer specialised coaching not offered elsewhere in the county/region.



## Club Future - *How do we get there?*

### Detailed Action Plan

#### Introduction

An action matrix is provided below for each of the actions described above. Sufficient detail is provided where possible at time of writing to indicate timescales and costs.

#### First Track

| Action Item   | Objectives  | Performance Indicator                            | Responsibility                      | When             | Resources   |
|---|---|--|-------------------------------------|------------------|---|
| <b>1a) Improve Playing standard</b><br>All teams and players to play at their highest possible level. | - Maintain and raise current league status  | - Improved League position                       | - Director of Rugby, senior coaches | - 2004-5 Onwards | - RFU Coach fees  |
|   | - Increase standard of coaching via coach training, addition of coaches or the use of guest coaches | - Level II standard for all senior coaches       |                                     | - 2004-5         | - Expenses for guest coaches  |
|   | - Organise training schedule to maximize attendance   | Average of 70% of squad at training              |                                     | - 2004-5         |   |
|   | - Motivate players with attendance bonus ( via sponsorship)   | - Receive sponsorship & improved league position |                                     | - 2005-6         | -Attendance bonus met by sponsors (i.e. gift vouchers, kit, equipment, gifts) |
|   | - Improve training & playing facilities (see facilities plan)                                       |  |                                     | - 2005-6         |   |
|   | -Enhance kit pack for players with extra top, bag etc (via sponsorship)                             | Receive appropriate sponsorship                  |                                     | - 2005-6         |   |



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| Action Item  | Objectives   | Performance Indicator   | Responsibility                      | When             | Resources  |
|--|--|---|-------------------------------------|------------------|--|
| <b>1b) Extend Player numbers</b><br>To maintain and extend the number of senior teams playing every week during the season | - Attract more players via an active recruitment program using posters in local pubs, sports facilities and gyms | - Recruit 20+ new players from the local community each year. | - Director of Rugby, senior coaches | - 2004-5 Onwards |  |
|  | - Create posters, car stickers to promote club in area (see promotional objective)                               | - Design done and printing done.                              |                                     | -2004-5          | - Printing costs borne by sponsor (£500)             |
|  | - Agree list of possible outlets and distribute posters  | - Posters distributed.  |                                     | 2004-5           |  |
|  | - Set up and advertise formal Member introduction bonus scheme   | - 5 New members   |                                     | 2005-6           | - Member introduction bonus funded by sponsor (£250) |
|  | - Arrange for social or pub Tag rugby league/ tournament with launch event at Northwich Festival                 | - 6 teams in tournament                                       |                                     | August 2005      | Costs via Sport for All Grant & sponsorship          |



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| Action Item   | Objectives  | Performance Indicator  | Responsibility  | When  | Resources   |
|---|---|--|---|---|---|
| <b>1c) Female Section</b><br>To extend the newly formed female playing section. | <ul style="list-style-type: none"> <li>- Recruit more women players across region using posters, advertisements, coverage in local press and incentive schemes</li> </ul>   | <ul style="list-style-type: none"> <li>- Grow existing squad to 30 Regular Women players</li> </ul>                      | <ul style="list-style-type: none"> <li>- Junior Chairman</li> <li>- Ladies Team manager</li> <li>- Girls Team manager</li> <li>- Communication secretary</li> </ul> | <ul style="list-style-type: none"> <li>- 2004-5</li> </ul>          | <ul style="list-style-type: none"> <li>- Poster cost covered by sponsorship (see above)</li> <li>- Media costs where possible borne by newspaper</li> </ul>       |
|   | <ul style="list-style-type: none"> <li>- Identify all feeder secondary schools in the area with appropriate contacts and keep in regular contact by telephone, personal or email contacts. Arrange meeting or social function and presentation pack.</li> </ul> | <ul style="list-style-type: none"> <li>- 20 school contacts established</li> </ul>                                       |   | <ul style="list-style-type: none"> <li>- 2004-5</li> </ul>          | <ul style="list-style-type: none"> <li>- Postage/ telephone charges</li> <li>- Sport for All funding for coaching</li> <li>- Documentation and folders</li> </ul> |
|   | <ul style="list-style-type: none"> <li>- Create 'partner status' with those 'committed' feeder school with joint agreement to inform potential players in return for agreed coaching commitments</li> </ul>   | <ul style="list-style-type: none"> <li>- 5 partner agreements</li> <li>- Arrange 2 Guest coaching sessions</li> </ul>    |   | <ul style="list-style-type: none"> <li>- 2004-5</li> </ul>          | <ul style="list-style-type: none"> <li>- Cost of guests (£500)</li> </ul>   |
|   | <ul style="list-style-type: none"> <li>- Identify and appoint more qualified Coaches, team managers and volunteers (See volunteer program)</li> </ul>   | <ul style="list-style-type: none"> <li>- Create a team of dedicated coaches/managers (2 volunteers per squad)</li> </ul> |   | <ul style="list-style-type: none"> <li>- 2004-5 on going</li> </ul> | <ul style="list-style-type: none"> <li>- RFU Coaching courses (£250)</li> <li>- Volunteer recruitment incentives (£500)</li> </ul>                                |
|   | <ul style="list-style-type: none"> <li>- Run girl's tournaments, showcase events and introductory sessions</li> </ul>   | <ul style="list-style-type: none"> <li>- one event per season</li> </ul>   |   | <ul style="list-style-type: none"> <li>- 2004-5 on going</li> </ul> | <ul style="list-style-type: none"> <li>- Prizes &amp; running costs via sponsor (£500)</li> </ul>   |



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|--|--|---|--|----------|---|
|  | - Communicate/ notify other local clubs (not running a girls section) by sending email making them fully aware of girls/ladies teams | - Girls from outside Northwich coming to training |  | - 2004-5 | - Email distribution list   |
|  | - Provide adequate changing and showering facilities (See Facilities plan)   | - Changing and showering facilities in place      |  | - 2005-6 | - See Facilities Plan   |
|  | - Seek grant or sponsorship to help towards the costs of operating a women's team (eg travel and/or Kit)                             | - Sponsor or grant in place                       |  | - 2005-6 | - Travel assistance (assume promotion to Division 1) and kit £5000. |

| Action Item  | Objectives  | Performance Indicator   | Responsibility                                   | When        | Resources                                       |
|--|---|---|--|-------------|---|
| <b>1d) Increase Junior teams</b><br>To increase the number of Junior players playing each week | - Organise annual Schools Y5/6 Tag tournaments in July    | Participation of 400+ children  | -Junior Chairman<br>- Junior Committee & Coaches | - July 2005 | - Costs of prizes/admin borne by sponsor (£500) |
|  | - Arrange Coaching in schools                             | - Organise 10 sessions in curriculum time in junior and secondary schools |  | - Annually  | - Sports for All award & Volunteers             |
|  |   | - Arrange 10 sessions outside curriculum time                             |  | - Annually  |   |
|  | - Arrange refereeing support for school games             | - Arrange referee support for 20 matches per season                       |  | - Annually  | - Volunteers                                    |
|  | - Establish formal partner agreements with target schools | - 10 partner agreements   |  |             | -Documentation                                  |
|  | - Organise regular Winsford Coaching Event or             | - One event per year  |  | - Annually  | - Guest expenses                                |



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|  |   |                                     |  |            |  |
|--|---|-------------------------------------|--|------------|--|
|  | tournament<br><br>- Help students on leadership or GCSE PE Courses assist in club activity to build their coaching and or referring skills. | - 10 Youngsters in joint activities |  | - Annually |  |
|--|---|-------------------------------------|--|------------|--|

| Action Item  | Objectives  | Performance Indicator  | Responsibility  | When     | Resources     |
|--|---|--|---|----------|---------------|
| <b>1e) Continuity between Junior &amp; senior sections</b><br>To provide continuity between junior and senior sections | - Senior caches run Colts/U16 training                        | - 10 Colts in regular training with Seniors after completing senior colts season | -Junior Chairman<br>- Senior Chairman<br>- Junior Coaches | -2004-5  | Coaching time |
|  | - Colts/U16 invited to senior training                        | 20 Colts/U16 at senior sessions on regular basis                                 |   | - 2004-5 |               |
|  | - Joint social event with Colts/U16 encouraged to participate |  |   | -2004-5  |               |

| Action Item   | Objectives   | Performance Indicator                                     | Responsibility              | When     | Resources   |
|---|--|---|-----------------------------|----------|---|
| <b>1f) Volunteer Program</b><br>To have a large and supportive non playing membership, via a well structured volunteer program. | - Analyse the requirement for Volunteers in all areas of the Club.                     | - Recruitment process in place and operating              | - Senior & Junior Committee | -2004-5  | - Documentation   |
|   | - Create job specifications for all roles and identify profiles of suitable candidates | - All Job positions documented and approved               |                             | - 2004-5 | - Volunteer Web page  |
|   | - Identify possible incentives   | - Incentive program agreed                                |                             | 2004-5   | - Gift voucher/ free ticket/ free kit scheme (via sponsorship -£1000) |
|   | - Implement/ launch process by advertising jobs and active recruiting                  | - No vacancies in Club Volunteer positions that have been |                             | Annually |   |



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|  |  | empty for more than 6 months. |  |  |  |
|--|--|-------------------------------|--|--|--|

| Action Item  | Objectives   | Performance Indicator   | Responsibility  | When  | Resources  |
|--|--|---|---|---|--|
| <b>1g) ClubMark Status</b><br>To maintain RFU ClubMark status. | <ul style="list-style-type: none"> <li>- Ensure all coaches are fully trained and briefed re: ClubMark needs via regular briefings.</li> <li>- Extend information on website to coaches by making more information available. E.g. Courses, coaching aids, drills etc.</li> <li>- Ensure all accreditation information is reviewed annually and made available to all relevant parties.</li> <li>- Use e-news to inform all members of any changes with respect to ClubMark</li> </ul> | <ul style="list-style-type: none"> <li>- Bi-seasonal briefing</li> <li>- Coaching &amp; committee web page</li> <li>- AGM Review</li> </ul> | <ul style="list-style-type: none"> <li>- Head Coach</li> <li>- Junior Chairman</li> </ul> | <ul style="list-style-type: none"> <li>- Annually</li> <li>-2004-5</li> <li>- Annually</li> </ul> | <ul style="list-style-type: none"> <li>- Meeting administration</li> <li>- Training (Child Protection, first Aid) (£1000)</li> </ul> |

| Action Item  | Objectives   | Performance Indicator   | Responsibility  | When   | Resources  |
|--|--|---|---|--|--|
| <b>1h) Northwich RUFC Promotion</b><br>To continue to use the club web site and liaison with | <ul style="list-style-type: none"> <li>- Create &amp; print Club poster, car sticker and brochure to promote club</li> </ul> | <ul style="list-style-type: none"> <li>- New players recruited, web site traffic increased</li> </ul> | <ul style="list-style-type: none"> <li>-Junior Chairman &amp; Communications Secretary</li> </ul> | <ul style="list-style-type: none"> <li>- 2004-5</li> </ul> | <ul style="list-style-type: none"> <li>- Printing costs (borne by sponsor £500-£1000)</li> </ul> |



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Club Development Plan December 2004



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|---|---|--|--|--|--|
| <p>local and national press to maintain the Northwich brand</p> | <p>locally</p> <ul style="list-style-type: none"> <li>- Build better links with local media especially for those serving the whole of Cheshire/South Manchester</li> <li>- Advertise in local press</li> <li>- Continue to provide regular match reports and special feature articles to local press, Touchline and to Rugby &amp; Sports press.</li> </ul> | <ul style="list-style-type: none"> <li>- Articles in papers across region</li> <li>- New players</li> <li>- Continued club interest</li> </ul> |  | <p>-2004-5</p> <p>- 2005 &amp; then at regular intervals</p> | <p>-Advertisements (£500 - 2 per season)</p> |
|---|---|--|--|--|--|

| Action Item  | Objectives   | Performance Indicator  | Responsibility  | When   | Resources                                      |
|--|--|--|---|--|--|
| <p><b>1i) Sponsorship</b><br/>To have adequate, reliable and sustainable sources of income</p> | <ul style="list-style-type: none"> <li>- Decide upon types and levels of sponsorship required.</li> <li>- Create formal sponsors agreements</li> <li>- Research local businesses and review current &amp; past sponsorship agreements to build database of possible interest.</li> <li>- Research funding/grant share schemes</li> <li>- Join local business networking group</li> </ul> | <ul style="list-style-type: none"> <li>- £10,000 worth of sponsorship per season (to cover volunteer recruitment, player incentives, Kit &amp; tournaments)</li> <li>- Documentation completed</li> <li>- 200 local business contacts</li> <li>- Information on 20 sources of income</li> <li>- Regular attendance at one of the local business groups (eg North &amp; Mid Cheshire</li> </ul> | <ul style="list-style-type: none"> <li>- Junior Chairman</li> <li>- Communications Secretary</li> </ul> | <p>-2004-5</p> <p>-2004-5</p> <p>-2004-5</p> <p>-2004-5</p> <p>-2004-5</p> | <p>- Documentation</p> <p>-Membership fees</p> |



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|  |  |  |  |   |   |
|--|--|--|--|---|---|
|  | <ul style="list-style-type: none"> <li>- Make approach by letter &amp; phone to potential sponsors</li> <li>- Change club status to CASC to help create tax incentives for sponsors</li> </ul> | <p>Chamber of Commerce or Business Link )</p> <ul style="list-style-type: none"> <li>- letter to 200 businesses, Follow up with 50.</li> <li>- Adjust Club Constitution</li> </ul> |  | <ul style="list-style-type: none"> <li>-2004-5 &amp; annually</li> <li>-2004-5</li> </ul> | <ul style="list-style-type: none"> <li>- Phone/postage</li> </ul> |
|--|--|--|--|---|---|

| Action Item   | Objectives   | Performance Indicator  | Responsibility   | When  | Resources  |
|---|--|--|--|---|--|
| <p><b>1j) Community Club</b><br/>To continue to be the leading community club in Mid Cheshire</p> | <ul style="list-style-type: none"> <li>- Maintain current player and community activity levels with Cheshire Youth Games, Summer activity and liaison with SportCheshire</li> <li>- Run introduction sessions with VRBC Multi Sports Club for Moderate Learning disability (MLC) youngsters</li> <li>- Form a dedicated NRUFC Team for (MLC) appointing coach and manager</li> </ul> | <ul style="list-style-type: none"> <li>- Continued high level of activity, teams in CYG.</li> <li>- Regular attendance at Saturday morning sessions</li> <li>- 10+ youngsters take part in tournaments &amp; formation of new dedicated squad</li> </ul> | <ul style="list-style-type: none"> <li>-Head Coach</li> <li>- Junior Chairman</li> </ul> | <ul style="list-style-type: none"> <li>-Annually</li> <li>- 2004-5</li> <li>- 2004-5</li> </ul> | <ul style="list-style-type: none"> <li>- Volunteers</li> <li>- Coaches training (£500)</li> <li>- Volunteer support</li> </ul> |



## Second Track

| Action Item   | Objectives  | Performance Indicator  | Responsibility              | When    | Resources       |
|---|---|--|-----------------------------|---------|-----------------|
| 2. Improve the Club Facilities via partnership with VRBC. | - Create a Club 5 year facilities plan  | - Plan approved by the Mgmt Committee                                | - Senior & Junior Committee | -2004-5 | - Documentation |
|   | - Create a facilities sub committee   | - First sub Committee meeting  | - Facilities sub committee  | -2004-5 |                 |
|   | - Obtain suitable leasing documentation from VRBC/Cheshire County Council       | - Document in hand   |                             | -2004-9 |                 |
|   | - Identify and secure the necessary funding streams that are available          | - Have the necessary funding in place                                |                             | -2004-9 |                 |
|   | - Initiate and manage actions that will deliver the items in the 5 year plan    | - Projects are delivered on time and to specification                |                             | -2004-9 |                 |
|   | - Liase with Vale Royal Borough Council & other sports clubs in area            | - Monthly meetings & documented minutes                              |                             |         |                 |
|   | - Contact local politicians and Sport England representatives to lobby interest | - Spoken to at least local MP, Cheshire County and VRDC councillors. |                             |         |                 |



## **Appendix 1**

### **Moss Farm Complex**

#### **Wet Side Facilities**

Northwich Swimming Pool opened in 1991, making it the most recent addition to Vale Royal Borough Council's sports and leisure facilities.

It is a modern facility boasting a 25 metre swimming pool.

Other facilities:

12.5 metre x 9 metre small pool

33 metre enclosed flume with separate plunge pool Fitness suite containing cardiovascular machines and resistance weight-training equipment

The facility's programme incorporates a wide range of swimming based activities which covers lessons, club use, school hire, fun sessions, parties and fitness classes.

Lessons range from pre-school and toddler through to adults. Northwich Amateur Swimming Club run training sessions during weekday evenings and organise several galas throughout the year; Northwich Sub-Aqua Club also run sessions.

The pool programme includes toddler sessions, early morning swims, 50+ sessions, adults only aquarobics, aquanatal classes and inflatable/flume sessions.

#### **Dry Side Facilities**

Moss Farm has been open since 1974, and provides first class facilities to a variety of clubs and teams based at Moss Farm and to the wider community.

The Facility is now managed by Vale Royal Borough Council's Leisure Services.

The facilities include:

Floodlit Synthetic Pitch (Football & Hockey)

3 Rugby Pitches

11 Small Sided Pitches

8 Full Size Football Pitches

Golf Driving Range

Archery Range

3 Squash Courts



Activity Room (Martial Arts, Pilates, Aerobics, Yoga and Table Tennis) Social Club and Function Room

The sports programme incorporates a wide range of activities run by the Centre and by other organisations. A variety of teams and clubs are based at Moss Farm.

These include:

Moss Farm 7 a Side League  
Weaver Valley Cycling Club  
Hartford Sub Aqua Club  
Winnington Park Bowmen Club  
Northwich Rugby Club  
Cheshire Girls Football League

The Moss Farm Sports Complex is also 'Home' to a number of external organisations, these include:

Sport Cheshire  
The Cheshire County Football Association Headquarters  
Northwich Cricket Club  
Cheshire Cricket Development  
Moss Farm Pre-School Nursery  
After School Club

The Moss Farm Sports Complex also specialises in organising competitions for a variety of sports and one-day corporate events for the local business community or organisations. This could include a football competition during the day, with bouncy castles and face painting for the kids, followed by a disco buffet and presentation in the licensed bar in the evening.