

**Aim 1**

To secure a home ground with first class facilities with security of tenure in order to provide a sound basis for rugby development

## Current Key Issues

### *Geography*

The geographical distribution of clubs in many cases does not match up with the areas of high population density.

Significant parts of the area are rural communities – recreationally deprived as determined by Sport England.

### *Competition*

North Staffordshire contains two of the county's major football clubs – Stoke City FC and Port Vale FC. Both clubs have extensive community programmes that cover most of the schools in Stoke on Trent and many in Newcastle and the Moorlands.

Leek Town and the Newcastle Borough Council football development programme also work extensively in the community.

The profile of association football in the area is extremely high.

There are no national league rugby clubs in Staffordshire (2002/03) and the nearest Premiership clubs are Leicester Tiger & Sale Sharks; Worcester RUFC and Moseley RUFC are located to the south of the county.

### *Local Activity*

Local rugby clubs depend mainly on volunteers to work in and after school promoting the game and encouraging new members

Some paid coaching time has been accessed through the Awards for All lottery fund, but this can now no longer be relied on to gain funding

The number of opportunities to play rugby in school has fallen over the last 10 years – high profile litigation and the general perception of the dangers of the game – although the last three years has seen an upturn in participation.

There are only three “official” rugby-playing (Horner) schools in the area.

### *Opportunities*

The 2003/04 season contained the Rugby World Cup, held in Australia, and provided a major opportunity to raise the profile of the game nationally.

The 2007/08 season contains the Rugby World Cup and provides a major opportunity to raise the profile of the game nationally.

The RFU has a number of programmes that are used annually to raise the profile in schools – FORD TAG Rugby and “Emerging Schools”.

### *Good Practice*

The North Staffordshire Rugby Development Group has been actively promoting the game across the area organising coaching days, coaching courses and producing promotional material.

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<b>Objective No.</b>	<b>Objective</b>	<b>When</b>	<b>Resp.</b>	<b>Funding</b>	<b>Review</b>
1.	To secure funding for proposed capital project.	Septembe2 2006	M.Hamer / Development committee	Capital project	Ongoing
2.	To take occupation of new ground	July 2007	M.Hamer / Development committee	Capital project	Ongoing
3.	To link with Sport Across Staffordshire Active Sports to provide the location for an approved regional academy for rugby	Links formed on confirmation of build. Season 2006-7	Head of Rugby Committee SASAS	Active sports	July 2007
4.	To offer our facilities to our partners – Staffordshire RFU, North Staffordshire Development Group, City of Stoke on Trent, as a venue capable of hosting coaching days, coach education, and representative rugby at any level	Commencing Season 2007 - 2008	Commercial / publicity manager	Self funding	July 2008

**Aim 2**

To develop effective and constructive links with local schools and colleges in order to give young people of all backgrounds the opportunity to participate in rugby in and out of the education environment.

Objective No.	Objective	When	Resp.	Costs/Funding	Review
1.	Provide curriculum and extra curricula sessions at St.Thomas More, Blurton, Mitchell and Edensor schools by qualified coaches from Longton RUFC	Jan 2003 Ongoing	A.Mi YDO	£2000 coaching costs. Awards for all. Sponsorship. Sportsmatch funding	July 2006
2.	Hold junior evening events at the club to encourage young people from schools to come to the club.	March / April 2003 initially. Annually	Committee	£50 -£100 per event Longton RUFC	July 2006
3.	Recruit players and provide fixtures for an U17 side	Jan 2006	Junior Committee	Team strip - £500 Balls - £60 Junior funds /sponsorship	July 2006
4.	Recruit players and provide fixtures for an U15 side	Jan 2006	Junior committee	Team strip - £500 Balls - £60 Junior funds /sponsorship	July 2006
5	Recruit players and provide fixtures for an U14 side	Sept 2006 – May 2007	Junior committee	Team strip - £500 Balls - £60 Junior funds /sponsorship	July 2007
6	Recruit players and provide fixtures for an U13 side	Sept 2006 – May 2007	Junior committee	Team strip - £500 Balls - £60 Junior funds /sponsorship	July 2007
7	Recruit players and provide fixtures for an U13 side	Sept 2007 – May 2008	Junior committee	Team strip - £500 Balls - £60 Junior funds /sponsorship	July 2008
8	Recruit players and provide fixtures for an U12 side	Sept 2006 – May 2007	Junior committee	Team strip - £500 Balls - £60 Junior funds /sponsorship	July 2008
9	Recruit players and provide fixtures for an U12 side	Sept 2007– May 2008	Junior committee	Team strip - £500 Balls - £60 Junior funds /sponsorship	July 2009

<b>Objective No.</b>	<b>Objective</b>	<b>When</b>	<b>Resp.</b>	<b>Costs/Funding</b>	<b>Review</b>
10	To establish an U21 side	Sept 2009 – May 2010	Committee	Team strip - £600 Balls - £100 Sponsorship	July 2010
11	To create a 4 <sup>th</sup> Senior side	Achieved Maintain	Committee	Team strip - £500 Balls - £100 Sponsorship	July 2008
12	To recruit a female team manager	Sept 2008– July 2009	Junior committee RDO	?	July 2009
13	To establish mixed / Tag teams at U12 / 13 from the pupils at St.Thomas More, Blurton, Edensor, Mitchell schools	Sept 2006– July 2007	Team manager	Costs of tag equipment £50 per team Awards for All bid	July 2007
14	To recruit an under 16 girls team from the pupils at St.Thomas More, Blurton, Edensor, Mitchell schools	Sept 2008- May 2009	Junior committee	Team strip - £500 Balls - £60 Junior funds /sponsorship	July 2009
15	To recruit an under 16 girls team from the pupils at St.Thomas More, Blurton, Edensor, Mitchell schools	Sept 2008 – May 2009	Junior committee	Team strip - £500 Balls - £60 Junior funds /sponsorship	July 2009
16	To recruit an under 16 girls team from the pupils at St.Thomas More, Blurton, Edensor, Mitchell schools	Sept 2009 – May 2010	Junior committee	Team strip - £500 Balls - £60 Junior funds /sponsorship	July 2010
17	To form a ladies senior side	Sept 2009 – May 2010	Committee	Team strip - £500 Balls - £60	July 2010
18	To forge links with local universities and tertiary colleges to augment current teams	Ongoing	Committee		Annually

**Aim 3**

To develop an effective junior committee and section for the club in order to provide junior coaching and competitive opportunities for young people.

Objective No.	Objective	When	Resp.	Funding	Review
1.	To create a junior committee structure capable of supporting the planned expansion in AIM 2	Achieved	Main committee		July annually
2.	To identify and appoint personnel to the structure	Achieved, expanding in line with planned growth.	Main committee		May annually
3.	To engage qualified coaches to develop players skills	Achieved, expanding in line with planned growth.	Main committee / junior committee	£100 per week	July annually
4.	To send coaches on coach development / education courses	Ongoing, expanding in line with planned growth.	Main committee / junior committee	Cost of courses	July annually
5.	To establish a child protection policy	Achieved 2003	AMi		July Annually
6.	To establish a code of conduct for junior rugby.	Achieved 2003	AMI		July Annually
7.	To appoint a child protection officer	Achieved Sept 2003	Committee		
8.	To provide appropriate child protection course for coaches	From Sept 2003 ongoing	Junior committee	Cost of course £100? each	
9	To achieve 'Rugby Football Union Seal of Approval' status	September 2010	Junior committee		Sept 2010
10	To develop a 'mentoring' programme for juniors	From Jan 2007	Head of rugby / junior rugby 1stXV Squad		July 2008
11	To have at least 2 junior members selected for the County teams each year	From Sept 2007	Junior coaches		July Annually

<b>Aim 4</b>	To become an effective partner in the North Staffordshire Rugby Development Group, and the Sport Across Staffordshire Rugby Action Group, working with other clubs, local council, and the RFU to ensure that young players are retained in the game through to adult participation.
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Objective No.	Objective	When	Resp.	Funding	Review
1.	To be represented by at least one person at, and contribute to the meetings of the NSRDG and SASRAG	Achieved	SGo		July annually
2.	To send junior club members (in increasing numbers) on rugby development courses organised by the above.	Ongoing	Junior Committee	RDO	Quarterly
3.	To support St.Thomas More, Edensor, Mitchell and Blurton to compete in the Daily Telegraph 'Emerging Schools' competitions	Achieved. Maintain annually	AMi	RDO Provide kit to schools.	Annually
4.	To have youngsters participating in the 'Performance Pathway 6-18 in Staffordshire' Active Sports Area Squads for tag rugby	Ongoing	Junior committee	RDO	
5.	To have youngsters participating in the 'Performance Pathway 6-18 in Staffordshire' Active Sports Girls only sessions	Ongoing	Junior committee	RDO	
6.	To provide regular training sessions, and initially between 6-10 fixtures per season for the junior teams identified in AIM 2	Partially achieved	Junior committee	LRUFC Sponsorship Av £100 per game	
7.	To forge links with the tertiary colleges by holding coaching sessions for students	From Sept 2007	Head of Rugby		July annually

**Aim 5**

To encourage the participation in rugby both on and off the field by people from the following target groups: Women, Black and ethnic minorities, People with disabilities, People from locally deprived communities.

Objective No.	Objective	When	Resp.	Funding	Review
1.	To recruit a female team manager	Sept 2008	Junior committee RDO	?	July 2009
2.	To establish mixed / Tag teams at U12 / 13 from the pupils at St.Thomas More, Blurton, Edensor schools	Sept 2006 – July 2007	Team manager	Costs of tag equipment £50 per team Awards for All bid	July 2007
3.	To recruit an under 16 girls team from the pupils at St.Thomas More, Blurton, Edensor schools	Sept 2006 - May 2007	Junior committee	Team strip - £500 Balls - £60 Junior funds /sponsorship	July 2007
4.	To recruit an under 16 girls team from the pupils at St.Thomas More, Blurton, Edensor schools	Sept 2007– May 2008	Junior committee	Team strip - £500 Balls - £60 Junior funds /sponsorship	July 2008
5.	To recruit an under 16 girls team from the pupils at St.Thomas More, Blurton, Edensor schools	Sept 2008 – May 2009	Junior committee	Team strip - £500 Balls - £60 Junior funds /sponsorship	July 2009
6.	To form a ladies senior side	Sept 2008 – May 2009	Committee	Team strip - £500 Balls - £60	July 2009

<b>Objective No.</b>	<b>Objective</b>	<b>When</b>	<b>Resp.</b>	<b>Funding</b>	<b>Review</b>
7	To increase the number of ethnic minority members from less than 1% to 3%	July 2006	Secretary		July Annually
8	To increase the number of ethnic minority junior members annually by 4%	Annually from Sept 2007	Junior Co-ordinator		July Annually
9	To forge direct links with the 2 MLD schools in the area	Achieved	Secretary		July annually
10	To forge direct links with the MOVES project in the area	Achieved	Secretary		July annually

**Aim 6**

To recruit more coaches, referees and volunteers with particular emphasis on encouraging those from the target groups afore mentioned.

Objective No.	Objective	When	Resp.	Funding	Review
1.	To carry out an audit of current volunteer activity within the club	Achieved Ongoing	AMi Chairman		July annually
2.	To appoint a volunteer co-ordinator	Achieved	Committee		AGM
3.	To create a volunteer plan	2007	Volunteer co-ordinator		July annually
4.	To provide at least one qualified coach per team in line with player expansion plans	Achieved for current junior teams	Head of Rugby	£100 per course Club funds RDO Sponsors	July annually
5.	To increase the number of qualified referees in the club from 8 , by one annually through the player expansion programme	Annually	Head of Rugby	£100 per course Club funds RDO/RFU Sponsors	July annually
6.	To approach handicapped / disabled groups to seek out volunteer administrators for the rugby club.	2007	J.Ti Secretary	Postage Transport Club funds	July annually