

East Retford RUFC

FOUNDED 1952



Development Plan 2020/2025

Revision History:

Version	Date	Revision
V1	010620	Document Adopted
V2	071220	Name change of Chairman of Development to Chairman of New Clubhouse Development

Contents

Revision History	2
1. Executive Summary	4
2. Club History	5
3. Mission Statement	6
4. Vision for 2020/2025	7
5. Senior Development	8
6. Junior Development	9
7. Coach Development	10
8. Referee Development	11
9. Volunteer Management, Recruitment and Administration	12
10. Facility Development	13
11. Marketing and Recruitment	14
12. Monitoring and Evaluation	14
13. Management Structure	15
14. Land Ownership	16

1. Executive Summary

- East Retford RUFC (the Club) is a well-established Rugby Union Football Club, having been founded in 1952.
- In the past the Club was able to field three senior teams but diminishing player numbers in recent years has led to a reduction in the number of active senior teams at present to two.
- The 1st XV plays in Midlands 4 East (North) and the 2nd XV plays in the NLD Security Plus Pennant.
- There is a very active Junior Section in place, spanning a range of age groups between U7 and U17.
- The Club encourages volunteers who coach at Senior and Junior levels to attend recognised coaching and refereeing courses.
- The Club has 1 Level 2 qualified coach at present.
- The Club has 1 Level 2 qualified Society referee at present.
- A seven-person Leadership Team oversees the day to day running of the Club on behalf of a General Committee which it reports to bi-monthly. The General Committee is supported by a very limited volunteer base.
- The Club is generously supported by a limited number of sponsors.
- The Club received RFU 'Seal of Approval' accreditation in June 2007, latest renewal June 2017.
- The Club owns all the land on which its main pitches are located plus another adjacent 6.5 acres as well as its' clubhouse, though the latter is built on rented land. A training pitch, which has floodlights along one side, is also sited on the rented land.
- Planning consent has been granted for the construction of a new clubhouse/changing room facility and it is the Clubs intention to proceed with this construction in cooperation with a strategic partner.
- The Club intends to strengthen its management structure and financial control.

2. Club History

Founded in 1952, East Retford [Rugby Union](#) [Football Club](#) celebrated its Golden Jubilee in 2002. From its inaugural meeting in the Retford Mayor's parlour, the Club established itself as a permanent sporting feature of the town with the influx of personnel during the construction of the local Trent Valley power stations. Club members encouraged local schools to introduce rugby to their sport curriculum.

1952-1953



Back Row (left to right): Ron Lush, Ivor Bull, Bert Weston, Bill Boulby, Pat Frizelle, Bill Cordall, Frank Rickard (Chairman)

Middle Row (left to right): Mike Melligan, Brian Carter, John Mee (Capt.), David Robinson, Frank Anderson

Front Row (left to right): John Earl, Gordon Hickish, Chris Woods, George Brydon

The Club started playing on a pitch at Hard Moors, off Goosemoor Lane, then owned by W.J.Jenkins and Co Ltd, and the first "clubhouse" was two of a row of cottages at The Elms, adapted with changing rooms upstairs and a three foot deep plunge pool downstairs for each of the home and visiting teams. Ron Lush and John Mee, two of Jenkins's employees, were prime movers in the Club's development during the early days.

The first President was Mr Moorland-Fox, who was Director in charge of Engineering at Jenkins followed by Eric Moon, who acted as the Club's guiding light for many years. Players were also recruited from Ranby and Tuxford army camps and from the former RAF base at Finningley.

Following Hard Moors, a pitch was used at Ranby Camp before the Club moved to Frank Wood's field on Green Mile, Ranby, complete with cows and evidence of their occupation! During the 1960s and '70s the clubhouse moved between The Elms, The Plough in Ordsall, The West Retford Club, The Swan (now STA Upholstery), the Half Moon in the Market Square, the New Inn on Thrumpton Lane and The Galway Arms.

In 1966, negotiations with Anglian Water Authority resulted in a long-term rental agreement for the use of land at Ordsall Road with room for three flat, well-drained pitches. A wooden single roomed building was constructed as changing rooms near the Pumping Station and a gas supply installed for the infamously difficult to light boiler which was used to heat the water for the 5 showers which were then used for all 30 odd players after the game.

The Club flourished and in 1979 it embarked on a largely DIY construction of its own clubhouse and changing facilities at Ordsall Road, supposedly on a temporary basis for no more than five years. The construction came in the form of three post-war prefabricated bungalows connected together to provide a clubroom, bar and cellar, kitchen, four changing rooms, shower room and toilets, and it is extraordinary to think that such prefabs are still in use anywhere more than seventy years after they were made, let alone at a rugby club. It is recognised, however, that the existing facilities are no longer fit for purpose and plans to develop a new clubhouse have been agreed by the planning authorities and planning consent granted.

In 2015, the Club concluded negotiations with Anglian Water that secured the freehold of all their current playing pitches and approximately 6.5 acres of additional land for future development.

The Club currently runs two senior teams and has a thriving and successful Junior Section, offering opportunities for both boys and girls between the ages of 7 and 17 to learn the game. The Club aspires to forge closer ties with Bassetlaw District Councils Sports Development Officers and the local education authorities, with a view to promoting healthy exercise for youngsters in the local community.

3. Mission Statement

The Club's objective is to promote and expand the game of Rugby Union Football and its associated facilities within the Retford area for the benefit of the community at large regardless of age, gender and race, in partnership and constructive cooperation with Nottinghamshire County Education Authority, Bassetlaw District Council, community-minded commercial organisations and local schools.

In so doing, the Club strives to develop awareness, particularly amongst young people, of the benefits of sport as a means of encouraging well-being, individual personal development and responsible, cooperative behaviour within an enjoyable team and community environment.

4. Vision for 2020/2025

- Maintain two senior sides playing regular weekly fixtures and work towards re-introducing a third fifteen side and/or a Veterans (over 35s) team.
- To continue to work closely with the RFU Regional Development Officer to increase the number of coaches and to a higher grade.
- Continue to promote and develop the Junior Rugby section.
- Work closely with the RFU Regional Development Officer to grow the Junior Section.
- Implement the Leadership Team's strategic plan for the recruitment, development and retention of players at all levels.
- Through the Leadership Team, develop a strategic plan covering Fund Raising.
- Through the Leadership Team, develop a solid management structure and financial procedure.
- Ensure that all players, at Senior and Junior levels, have access to qualified coaches at training sessions.
- Actively develop the construction of a new clubhouse facility.
- Attract more volunteers and encourage them to be active within the Club.
- Renew our RFU & Clubmark accreditations

5. Senior Development

In the past the Club was able to field three senior teams regularly but diminishing player numbers in recent years has led to a reduction in this number to two.

The 1st XV played in Midlands League 4 East (North) last season, finishing second in the table; the 2nd XV played in Group 4 South of the Security Plus Pennant and finished first.

Recruitment and retention of Senior players remains a continuing problem for the Club. There were 91 registered adult playing members at the end of season 2019/2020.

Aim: To increase the number of senior teams to three and improve playing standards through skills and fitness training. To start up a Veterans side to play friendly fixtures against local clubs.				
Action	Target Outcome	Timescale	Resources/ Responsibility	Evaluation
1 st XV to finish Mid Table of Midlands League 3 East North.	Position 7 th or better finish.	2024/2025	CC	
2nd XV to finish in the top three of their Pennant Group.	Top three finish	2024/2025	CC	
Encourage more people to train through delivery of sessions by RFU qualified coaches.	10% increase in numbers at training throughout the season.	2021/2022	CC	
Develop a pathway for Youth players to become integrated into the Senior section.	Senior Youth players training with Senior players and playing in 2 nd XV.	Ongoing	CC	
Implement Leadership Team's strategic plan for the recruitment and retention of members.	Increase playing numbers and retain former players in the Club.	Ongoing	LT CC Gen. Committee	

Note: CC = Club Coach; LT = Leadership Team; Gen. Committee = General Committee;

6. Junior Development

There is a very active Junior Section in place, spanning a range of age groups at nearly all levels between U7 and U17.

There were 71 registered Junior and Youth playing members at the end of season 2019/2020.

Aim: In conjunction with the CRC programme, continue to provide opportunities for young people to participate in Rugby Union at the club and offer fixtures against other NLD clubs.				
Action	Target Outcome	Timescale	Resources/ Responsibility	Evaluation
Work closely and develop links with the CRC programme: <ul style="list-style-type: none"> • liaise regularly • provide promotional materials. • host more Festivals 	Add 15 new Junior members. - arrange meetings - develop materials - arrange 1 Festival		JSC CRC PDM CC	
Work towards one team per age group.	Continuity and succession of playing strength within the Club.	Ongoing	JSC CRC PDM	
Ensure that JSC communicates with Junior Coaches through regular meetings.	4 meetings per year.	Ongoing	JSC Junior Coaches	
Introduce RFU Proficiency Awards.	Recognise achievement.		JSC Junior Coaches	

Note: **JSC = Junior Section Committee; CRC = Community Rugby Coach; CC = Club Coach;**
 PDM = Partnership Development Manager

7. Coach Development

We have one Level 2 qualified coach as at the end of the 2019/20 season.
Continue the development of coaches throughout the Club.

Aim: To increase the number of qualified coaches and provision of coaching within the Club.				
Action	Target Outcome	Timescale	Resources/ Responsibility	Evaluation
Identify and encourage individuals to become qualified coaches.	Senior – 2 new L2 coaches 2 new L1 coaches Junior – 3 new L2 coaches 1 new L1 coach	2023/2024 2023/2024	CC JCC	
Encourage qualified coaches to attend CPD sessions.	Upgrade coaching skills and techniques.	Ongoing	CC JCC	
CC to maintain regular contact with CB and CDO.	Club kept aware of all coaching developments and innovations.	Ongoing	CC RDO CB	

Note: CC = Club Coach; JCC = Junior Coaching Coordinator; RDO = (RFU) Rugby Development Officer;
CB = NLD RFU Coaching Staff

8. Referee Development

One members of the Club is a qualified level 2 referee.

Aim: To increase the number of qualified and active referees within the Club.				
Action	Target Outcome	Timescale	Resources/ Responsibility	Evaluation
Identify and encourage individuals to become referees.	Senior – 2 new referees Junior – 4 new referees	Ongoing – End of season 2023/2024	CC JCC NLD Refs Soc	

Note: CC = Club Coach; JCC = Junior Coaching Coordinator

9. Volunteer Management, Recruitment and Administration

In keeping with the position in many other similar organisations, the Club finds it hard to attract and retain volunteers. Inevitably, once found, the same individual or small group of people find themselves having to do everything, from fundraising to organising events to actually running them, for example, and then clearing up after them.

A General Committee runs the Club, all of whose members are voluntary. A seven-person Leadership Team, responsible for formulating policy and strategy recommendations, sits above but responsible to this and ensures the smooth running of the Club.

Aim: To increase the number of volunteers in the Club and improve support and recognition of volunteers.				
Action	Target Outcome	Timescale	Resources/ Responsibility	Evaluation
Create Job Descriptions for volunteers within the Club.	All Leadership Team and General Committee members (Senior and Junior) to have a Job Description.	September 2021	Gen. Comm. LT JSC	
Ensure people are aware of volunteer opportunities by advertising in the clubhouse and on the Club's website.	Recruit 4 new volunteers.	2020/2021	Gen. Comm. LT JSC	
Arrange to hold a Safeguarding course.	One representative from each Junior age group to attend such a course.	2021	CSO	
Encourage use of the Club's website by all sections of the Club.	Community to be aware of Club's activities.	Ongoing	Webmaster Gen. Comm. JSC	
Renew RFU 'Seal of Approval' accreditation.	RFU accreditation.	June 2020	LT	
Reintroduce and update the 'Welcome Pack.'	Give as much information as possible to new members.	December 2020	LT	

Note: Gen. Comm. = General Committee; JSC = Junior Section Committee; CSO = Club Safeguarding Officer;
LT = Leadership Team;

10. Facility Development

The Club is fortunate in so far as it owns its 1st XV and 2nd XV pitches, together with approximately 6.5 acres of land for future development. The training pitch is rented from the Anglian Water Group, along with the land on which the current clubhouse presently stands.

The Club owns the clubhouse itself, albeit this was put up over 40 years ago and is overdue for redevelopment. Plans to do this are in hand and planning consent has been obtained.

Floodlights were installed on one side of the training pitch in 2007.

Aim: To develop facilities and provide equipment to support all the Development Programmes				
Action	Target Outcome	Timescale	Resources/ Responsibility	Evaluation
Construct an improved access into the ground from the main road.	Two-way flow of vehicular access into the ground.	Summer 2020	LT Gen. Comm.	
Develop detailed plans and design for a new clubhouse/changing facility.	Provide an agreed model for construction.	April 2021	Gen. Comm. LT	
Establish a Strategic Partnership with another organisation to obtain funding and develop the construction of a new facility	Provide enhanced facilities for members and the community.	Construction to start in summer 2024	LT Gen. Committee.	

Note: Gen. Comm. = General Committee; LT = Leadership Team

11. Marketing and Recruitment

The Club receives generous support from a number of different sponsors, but these tend to be the same parties' season in and season out.

Aim: To improve the Club's profile in the local community and increase revenue.				
Action	Target Outcome	Timescale	Resources/ Responsibility	Evaluation
Identify and approach potential new sponsors.	Additional financial support.	Ongoing	S & F S/C	
Develop and implement a strategic plan covering Fund Raising.	Additional income.	Ongoing	LT Gen. Comm.	
Improve the Clubs exposure locally and within Bassetlaw	Favourable reviews in the press and on local websites.	Ongoing	LT. Pub. Off.	

Note: S & F S/C = Social & Fundraising Sub-Committee; LT = Leadership Team; Gen. Comm. = General Committee; Pub. Off. = Publicity Officer;

12. Monitoring and Evaluation

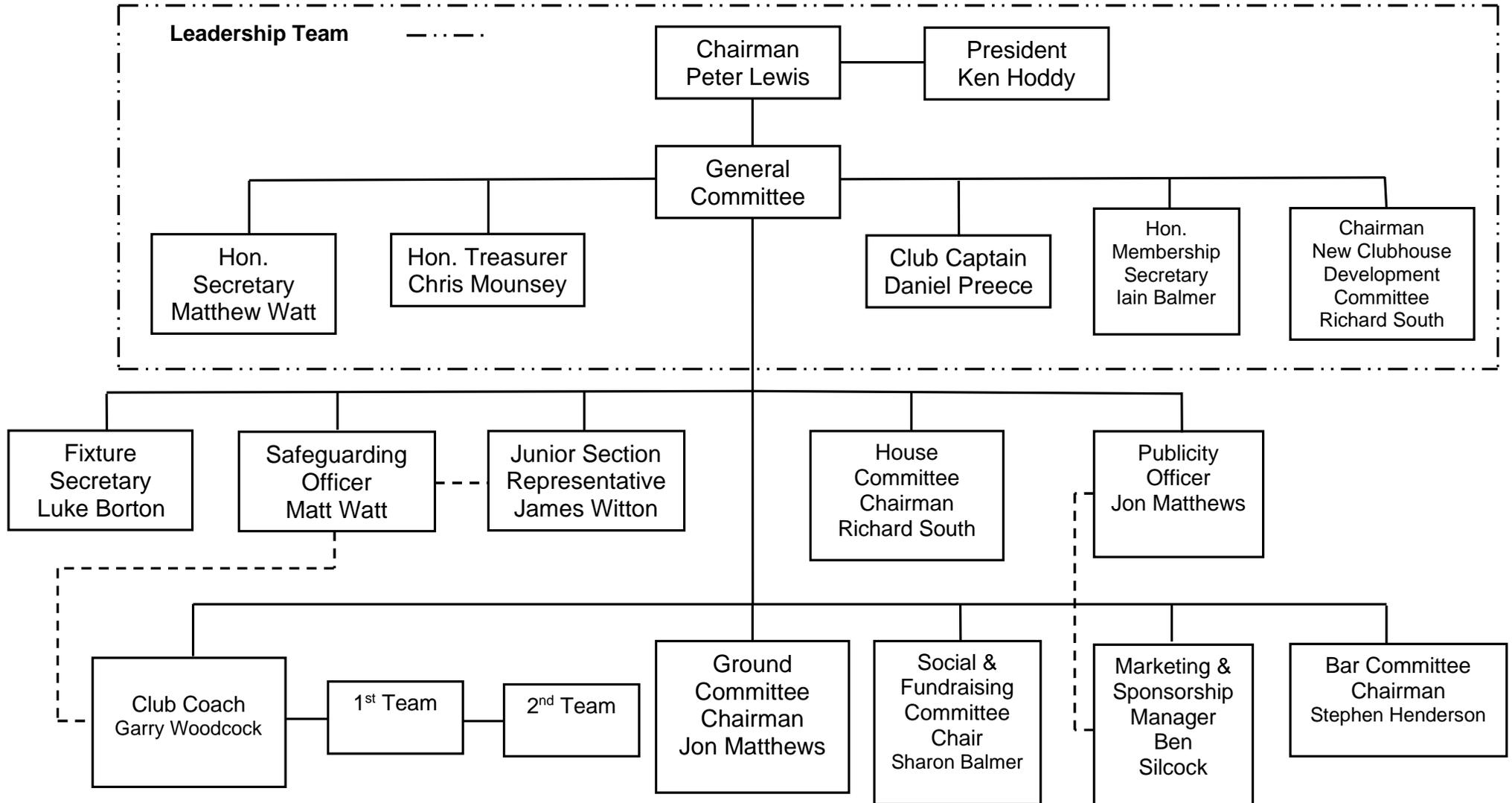
Aim: To monitor the progress of the Development Plan and review annually.				
Action	Target Outcome	Timescale	Resources/ Responsibility	Evaluation
Review the Development Plan.	To assess progress and the Club's position.	Annually at the end of each season in May	LT Gen. Comm.	

Note: Gen. Comm. = General Committee; LT = Leadership Team.

13.

Management Structure

Note! Leadership Team consists of: - President, Chairman, Secretary, Treasurer, Club Captain, Membership Secretary and Development Manager



14.

Land Ownership

East Retford RUFC - Proposed Transfer of Land

X D1213EC
X



© Crown Copyright 2012. All rights reserved. Licence number 100024474.
© Promap Ltd 2012. Printed Scale: 1:5000

CAK193298/YL/SC

