



# **Greenock Wanderers RFC**

## **Club Development Planning**

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## Club Development Planning Journey

### Kevin Murray (Club President) & Beverley Addison (Director of W&G Rugby)

We began the process of developing our Club Development Plan alongside Scottish Rugby at the beginning of the 2022-23 Season.

We began with putting together a Club Development Planning Group at which we brainstormed through where the club currently was with regard to the key pillars of development planning, guided by the SRU. We split this down into 4 easy to identify areas of (1) Rugby (2) People (3) Club and (4) Facilities.

Once we had brainstormed our aims and goals for the Club, we surveyed our memberships to learn what was important to them and what their priorities would be. We advertised this over social media, membership communications and in posters throughout the clubhouse. 100 people filled out the survey and the results helped us to finalise our key strategic aims. We then put this into practice by setting ourselves long-term goals for each section and worked backwards from there as to how we were going to achieve it over the next 5 years.

Once our goals and plans were finalised, we communicated this to our membership through a combination of online social media posts and emails, presentations to club coaches, volunteers and members and finally by posting this for all to see on our Club Development Plan board within the clubhouse, meaning that everyone who visits GWRFC can see what we are working on and how we are achieving this throughout the year.

Finally, in order to ensure we make progress with the plan, we updated our Club Committee Structure to ensure that all management meetings are focused on the Club Development Plan and moving this forward from month to month, rather than being focused on operational issues. This has resulted in a more positive and proactive discussion each month focused on our goals rather than day-to-day matters which are now dealt with by the appropriate committee member behind the scenes.

As we now approach the close of our first year using the Club Development Plan, it is lovely to reflect and see the positive impact that it has had on our club in such a short space of time. Some highlights for us include:

#### Rugby

- Increased recruitment and retainment across all sections and genders. Our Women's Section in particular has increased its active numbers by double. Our retention of players has improved, with us now about to have two U13s teams for the first time such is the successful retention from mini to midi rugby. We have tripled the numbers of children taking part in our "Wee Wandies", our first introduction to rugby for children aged 3-5.
- New kits provided to all teams – no more hand me downs.
- We have increased our workforce including increasing the number of qualified coaches, first aiders, team managers and match officials. We have hosted introduction to all of these from GWRFC.
- We recruited an RDO who has been instrumental in changing and improving our relationships with local schools and hosted our first P5 tournament for a number of years. As a result of this our numbers at minis age range continued to increase and the diversity of the players also has increased.
- Continuing to run a Scholarship Fund to make rugby more financially accessible.
- Beginning to offer alternative forms of rugby including touch rugby, walking rugby and rugby for those with ASN.

## People

- Introduced various sub-committees for volunteers to become involved with the club in ways that suit their skillset. This includes a social committee, facilities committee, coaches forum and finance and growth committee.
- Ran a successful volunteer recruitment campaign, increasing the number and diversity of active volunteers at the club.
- Ran a successful match official recruitment campaign, increasing the number and diversity of match officials registered out of GWRFC.

## Club

- Implementing and Communicating “The Wandies Way” (our club values), to the membership and working it in to everything we do as a club. This has increased the amount of cross-working across the whole club and breaking down traditional barriers.
- Introducing “the Colours Cup” – a club-wide House System where members work together to win the house cup and special events and competitions, bringing everyone together.
- 4 Club-Wide Fundraising Events run by each playing section (Minis Quiz Night, Senior Men’s Race Night, Senior Women’s Ladies Day and Midis Friday Night Lights Game), supported by all other sections and which raised more than £10,000 for the club.
- Regular club-wide social events run for the club members to enjoy.

## Facilities

- Significantly increased revenue across all streams of income, resulting in a positive year-end balance for the club for the first time in years.
- Increased use of our facilities for functions and community groups.
- Increased focus on sustainability and environmental impact.
- Successful obtaining of funding through School of Rugby and Cashback grants allowing us to improve our floodlighting and take rugby to more children in Inverclyde.

This year we plan to take the CDP to Stage 2, building on the success of last year and pushing the club even further. This year we celebrate our 150<sup>th</sup> Year and so are looking to combine this with our goals to try and supercharge and speed up our progress towards each goal whilst we have a very engaged membership, hopefully retaining this for a long time to come even past the anniversary year.

**Club webpage:** <https://www.gwrfc.com/>