

[CLUB NAME] BUSINESS DEVELOPMENT PLAN

1. STRATEGIC VISION & KEY OBJECTIVES

- **Community & Atmosphere:** Foster a welcoming, family-friendly environment where rugby, recreation, and social engagement thrive for all members of the local community.
- **Community Partnerships:** Build and strengthen relationships with local businesses, schools, civic groups, and regional sporting bodies to secure long-term organizational growth.
- **Inclusivity & Access:** Ensure facilities and opportunities are accessible to all young people with a desire to participate, prioritizing engagement in underserved or priority development areas.
- **Sectional Excellence:** Continuously enhance administrative support, coaching standards, and player development across Men's, Women's, and Age Grade sections.

2. CLUB MANAGEMENT & FINANCIAL GOVERNANCE

Financial Health & Controls

- **Financial Assessment:**

Regularly evaluate Strengths, Weaknesses, Assets, Liabilities, Cash Flow, and Profitability to prevent financial planning shortfalls.

- **Banking Operations:**

- Routinely monitor all bank accounts to optimize yield and minimize fee structures.
- Consolidate control of all accounts under the Executive Committee / Board of Directors and close disused accounts.
- Standardize fee collection through automated monthly or annual recurring payments (Direct Debit / Standing Order).

- **Membership Pricing Strategy:**

Perform annual fee reviews and update membership categories to remain competitive and inclusive.

- **Trade Accounts & Cost Reduction:**

- Benchmark suppliers regularly to ensure best-value procurement across all goods and operational services.

- Implement direct debit payments and negotiate favourable credit terms.
- Periodically review VAT status and tax efficiencies to minimize unnecessary costs.

Operational Commercial Units

- **Club Shop & Merchandise:**

- Expand official kit and branded apparel offerings.
- Integrate an e-commerce platform for online orders and fulfilment.
- Explore community revenue streams (e.g., local school uniform partnerships).

- **Sponsorship & Funding:**

- Identify local, regional, and national grant/funding opportunities aligned with community service goals.
- Build structured sponsorship packages and innovate fundraising initiatives.

People & Workforce Management

- **Staff Performance & Training:**

Conduct formal performance appraisals and provide relevant training for paid staff.

- **Volunteers & Succession:**

- Establish clear job descriptions for all committee, staff, and key volunteer roles.
- Implement a formal **Volunteer Recruitment Plan** targeted at incoming parent groups and the wider community.
- Maintain an active **Succession Plan** within each committee section to ensure smooth operational handovers.

- **Facilities Housekeeping:** Standardize cleaning protocols throughout the clubhouse to maintain high hygiene and safety standards.

3. ADMINISTRATION, GOVERNANCE & LEGAL COMPLIANCE

Area	Strategic Actions
Legal & Structure	<ul style="list-style-type: none">• Maintain proper corporate structuring (e.g., CASC, Limited Company, or Co-operative / CBS).• Regularly review Insurance coverage, Tax liabilities, and Business Continuity Plans.• Standardize operations for home matchdays, tours, and external venue bookings.
Compliance	<ul style="list-style-type: none">• Ensure ongoing adherence to current Health & Safety and Employment Law regulations.• Conduct regular safety audits and risk assessment reviews.
Data Protection & IT	<ul style="list-style-type: none">• Maintain full compliance with modern Data Protection / GDPR regulations for all member data.• Upgrade club management IT systems for integrated POS sales, accounting, and payroll management.

4. FACILITIES, EQUIPMENT & INFRASTRUCTURE

Sustainability & Site Efficiency

Develop a comprehensive **Site Development & Planned Maintenance Strategy** focused on operational cost savings:

- **Energy Management:** Transition to energy-efficient tariffs, solar/wind opportunities, and modern heat exchange/boiler technology.
- **Building Envelope:** Upgrade insulation (roof/cavity walls) and install double-glazed windows.
- **Water Conservation:** Implement rainwater harvesting / greywater recycling systems.

Facility Upgrade Priorities

Bar Area	Enhance seating, service flow, and social experience.
Hospitality & Catering	Modernize kitchen equipment, uphold hygiene standard, re-develop cooking infrastructure to expand service.

Sanitation

Upgrade toilets and align capacity with members numbers

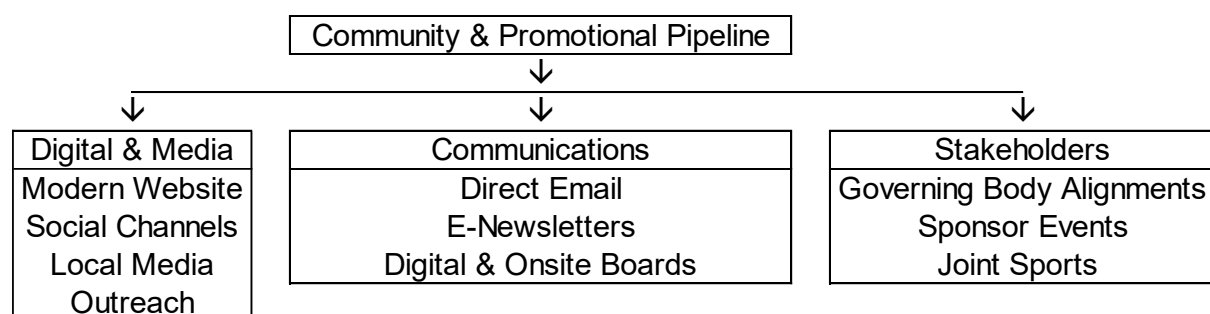
Security & Admin

Refurbish administration offices and restrict access to secure areas and physical records

Pitch, Player & Official Amenities

- **Changing Rooms:** Refurbish and improve security for both Player and Referee changing facilities.
- **Storage:** Upgrade secure storage areas for playing kit, training gear, and ground maintenance machinery.
- **Playing Surfaces & Grounds:**
 - Implement pitch rotation plans to manage load and prevent turf degradation.
 - Provide continuous CPD/training for coaching staff and match officials.
 - Investigate pitch floodlighting installation and upgrades for dedicated night training areas.
- **Spectator Facilities & Safety:** Install pitch perimeter fencing to regulation standards, construct terracing, and improve match-viewing zones.
- **Parking & Land Acquisition:**
 - Mark and resurface car parks to maximize capacity and traffic safety.
 - Identify adjacent land options for future expansion of pitches and training spaces.
- **Accreditation:** Ensure all major physical developments comply with RFU / National Governing Body Accreditation guidelines and community rugby standards.

PROMOTIONS, MARKETING & COMMUNITY ENGAGEMENT



- **Digital & Media Outreach:**

- Maintain an active, modern website with integrated merchandise sales and fixture tracking.
- Distribute regular press releases and match reports to local newspapers, radio, and regional media outlets.
- Leverage active social media channels to engage younger demographics and families.

- **Member & Sponsor Relations:**

- Utilize direct digital messaging (email newsletters, club apps) for rapid communications regarding fixtures, cancellations, and events.
- Maintain visible committee photo-boards in the clubhouse and online so members know key contacts.
- Host exclusive Sponsor Lunches, provide reciprocal website links, and track sponsorship ROI.

- **Events & Community Profile:**

- Host non-matchday corporate and social events to drive off-season revenue.
- Collaborate with regional sports clubs and governing bodies (e.g., RFU, Constituent Bodies) to position the club as a primary local community hub.

Suggested Next Steps

1. **Timeframe Allocation:** Assign short-term (1 year), medium-term (3 years), and long-term (5 years) timelines to these objectives?
2. **KPI Mapping:** Add specific Key Performance Indicators (KPIs) and assigned committee leads for each section?