



## **SUMMARY OF MIDDLESBROUGH RUFC STRATEGIC PLAN**

### **1) Middlesbrough Rugby Union Football Club – a ‘Centre of Excellence’.**

- Develop and sustain a player base at all levels.
- Be **THE** club that is attractive to residents of Teesside and newcomers to the area.
- Provide facilities so that all can experience and enjoy rugby in a safe & healthy environment.
- Encourage individuals to play rugby at the highest level possible; 1<sup>st</sup> XV, other senior sides, colts, minis and ladies.

### **2) Inclusivity.**

- Encourage people from all backgrounds to play, watch, administer, but most of all **ENJOY** rugby.
- Make all activities fun and engaging.

### **3) Administration.**

- Get more people involved in making the club work.
- Share the load by developing sub-committees and develop successful succession planning.
- Be proactive in seeking out potential volunteers – don’t wait.

### **4) Development.**

- Continue to develop Acklam Park and Tollesby to provide better playing and social facilities.
- Create a sustainable re-investment plan to facilitate improvements.

### **5) Finance.**

- Ensure that MRUFC is financially sound.
- Grow membership: players of all levels and genders, memberships; full members and ‘casual drinker’s’.
- Optimise and develop our relationships with existing sponsors and seek out an involve new sponsorship opportunities.
- Explore and apply for any and all grants available: RFU, sporting bodies, central and local government etc.
- Maintain and develop current activities.
- Explore new methods of fundraising.
- Improve social events at Acklam Park.
- Grow Acklam Park as a source of funding and a pleasant social hub.