

Stinchcombe council update – Dursley RFC 5 Year plan summary

The previous Dursley rugby club plan was written before the pandemic and was very successful – new changing rooms, increased numbers of ladies playing rugby, strengthening our men's and mini and youth membership and tackling the issues of our general finances. We also resurrected the cricket team and strengthened our ties with Dursley Running Club. We now have a vibrant club offering numerous sports throughout the year (not just the winter any longer), helping all ages, from a diverse population, benefit from, and enjoy, their sport.

This new plan builds on our past and looks to improve the offering for our membership.

The plan is broken down into 3 strategy pillars and 3 enablers. The pinnacle of course is the sport – ensuring that more people benefit from what we are offering and are safe while they do it. Everything we do is to ensure that all of our membership getting the very best experience when at Dursley rugby club, from the best coaching to energy efficient showers.

The other 2 strategic pillars are to ensure our grounds and buildings are fit for purpose, are run efficiently, costing as little as possible, are environmentally sound and benefit the community.

In order to facilitate this we have recently submitted a planning application to fit lighting in the car park and the new playing field that will allow us to expand the period in the Winter when these can be used. However, careful thought has been given to the impact on local residents with an environmental impact assessment having been undertaken to ensure minimum disruption.

Planning Ref S.25/1528

DURSLEY R.F.C.



DURSLEY RUGBY CLUB 5 Year Strategic Plan 2023 – 2028

3 STRATEGY PILLARS

SPORT

- Promote Sportsmanship & Fair Play
- Grow Membership
- Continue to Emphasise Safeguarding
- Ensure Inclusivity & Accessibility for All
- Improve Communications & Engagement

GROUNDS

- Exploit New Pitches & Surfaces
- Create Coherent Maintenance Regime
- Install Lighting & Fencing to Highest Standards
- Aspiration for All Weather Surfaces
- Maintain Attractive, Well-Maintained Grounds

BUILDINGS

- Optimise as a Sports & Social Venue
- Create Sustainable & Renewable Utilities
- Develop & Improve Car Parking Facilities
- Improve Storage Facilities
- Provide a Comfortable & Safe Environment for All Members & Visitors

3 ENABLERS

PEOPLE

- Embrace & Recognise All Volunteers
- Recruit, Develop, Retain Players and coaches
- Recruit Management from across our Club
- Drive Inclusivity
- Maintain Affordable Subscriptions

INCOME

- Drive All Internal Revenue Streams
- Recruit & Retain Sponsors
- Leverage Life Members, VPs & Patrons
- Promote Club Shop
- Maximise Grants & Donations from All Sources

COMMUNITY

- Engage Community in Club Strategy
- Encourage Community use of our Club
- Place Club at the Heart of our Community
- Exploit Affiliated Sporting Bodies
- Extend our Club's Exemplary Reputation