Manifesto

by Keith Atkinson

I would respectfully seek your support and vote for the role of Director of Club Development within Northumberland County.

I present below my manifesto outlining some key areas of my focus and commitment for the advancement of the sport of rugby within NRU (Northumberland Rugby Union):

• **Developing Rugby:** Grassroots rugby remains the foundation of our sport and I would like to champion programmes within Northumberland. This includes developing and promoting local initiatives. I would visit clubs regularly in order to ensure investment priorities across NRU.

• **Rugby in Schools/Education:** I believe it's vital we strengthen school and education partnerships and encourage rugby to become part of the mainstream school curriculum. I see this role as vital to support local projects which are currently under development to encourage rugby in schools. I feel this is our future and we need to act now.

• **Development of local forums and the volunteer's programme:** Rugby clubs cannot survive without the assistance of volunteers and in order to support this essential role I would promote the following forums locally: Club Support & Development, Volunteers, Facility Development, Club Hardship Finance and Game Management System. I would take responsibility for working with Clubs in setting up a programme to recruit and develop volunteers. I would also ensure that the established forums and their relevance are reviewed and revised after each season.

• **Supporting the development of local club project management:** Project Management skills are essential to ensure effective funding for rugby development. I advocate working alongside the Club Chairs and Facilities Managers and RFU's Club Development Officer in order to produce Club development plans and connecting those persons with the RFU Area Facilities Manager to identify funding routes which are relevant to each Club. Also supporting the Clubs in submitting their funding applications, and in doing so looking to transfer those skills locally.

In conclusion, I am passionate about the development and future of the sport and committed to enhancing the growth of rugby within Northumberland. I ask for your support and pledge to work diligently to advance the key areas of focus outlined in this manifesto.

Thank you for your consideration and please do get in touch should you wish me to expand on any of my key manifesto commitments above.

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