One County, One Vision

Background work

Working with James to produce some sort of visual which represents said vision - idea of age grade boys and girls with senior county players all in Northumberland rugby tops holding the Gilbert ball… demonstrates longevity in our plans and that whether you are an age grade player or senior club player, you are Northumberland Rugby.

(John could do the photo at the presentations evening?)

Minis player (male), Minis player (female) – shirts will drown them – that's the idea!

Age Grade male and female player

Adult male and female player

All holding/touching a Gilbert match ball.

Launch the Vision

Board (and General Committee) – 29th April

Age Grade Forum Meeting – 8th May

Chair of Rugby Forum Meeting – 13th May

The Vision

Rugby – A Game for All, A Game for Life

"whatever your age, whatever your experience, your reasons for playing, there's a rugby offer for everyone in Northumberland"

Rugby Clubs must be seen to be welcoming and inclusive, no matter what your background or your ability.

Immediate Events / Wins

Immediate win on this – the **Gilbert ball offer** – bulk order placed by County 1st June for delivery end July. Clubs get balls (training and match – all sizes) at discounted rate (pretty much trade price). County gains as gets the kickback as it's a county order – an £8,000 order is a £800 kickback for county!

30.04.24 – conversation with Ron Borley – Northern happy to take delivery and store the balls.

30.04.24 – following Gen Comm meeting 29.04.24 – have gone back to Gilbert to see if we can include schools in the ball deal. Now waiting on a response.

30.04.24 – following Board backing of the ball deal, now waiting on order form from Gilbert. MOV has been amended by Gilbert to £750 per club.

End of Season Celebration Event – 29th May (also the Honda Value the Volunteer event so good tie in – winners meet the volunteers who help get rugby played at their club!)

Club Coaches Development Weekend – 28th and 29th July at Northern (where clubs can collect their balls). Bid being prepared for Trust to assist with the costs of running the Club Development weekend. RFU have

brought into the concept and we have a zoom meeting to set up to discuss the "menu" of coaching/training/cpd/drop in offers for the weekend.

Plan

Working Groups to facilitate Clubs Age Grade Rugby, Adult Rugby and Colts Rugby.

Rep Rugby Lead Coaches facilitate the Rep Rugby experience.

Age Grade Working Group already established and now in discussions with members on how to add to the vision across county and offer the clubs some new ideas and initiatives as discussed at the March joint Age Grade Chair catch up and planning meet.

Already moving on some discussions around the girls game – further enhancing what is already on offer (Claire met Adam last week to discuss his thoughts on where we could improve, enhance, add more – with some really good ideas coming out of that chat).

Re launch Comps Working Group with the new group – Dave Challenger, Claire, Paul Walker (Ponteland), Andy McDonough (Wallsend / Refs), Simon Forster (North Shields), Tom More (Ashington), Jack Pellew (Novos) + ANOther two more (we haven't asked them yet).

Re launch Colts Committee as Rob has retired – Alan Gardiner (Alnwick) has agreed to lead as Chair of Colts for Clubs, Steve Turnbull (Tynedale) to lead on Rep (given lead coach role for County U17s and U18s), and get representation from one other club.

Adam Hay on board as the new lead for Senior Men – has a vision of bringing the enjoyment and pride back into playing County Rugby which replicates down to other groups. Plans already underway with supporting that vision – headshots taken a week ago (mens, women, U20s with the U17s being taken on the 10th May), sponsorship of £300 from Kiaran Bibby for part funding a set of photon tees (bid in with Youth Trust to cover rest of costs) and bid in with Youth Trust for a set of leisure shorts.

Michael leading on the 20s – new vision for socials trialled on this team – new style / format trialled on the team announcement for 20s for their second home game – went down really well with a lot of shares and a lot of positive feedback. Now rolling on to the Men, Women and 17s as part of the back end of the season work on the "one county, one vision". New "next game" socials template also launched this week – again has gone down well. Claire and James to continue on this route with the new ideas around socials.

The Rep vision – being proud to pull on a shirt – value in playing county – to be further worked on over summer. Get together evening of all Rep Rugby coaches and leads once rep season has finished – a thank you (we may need to ask for some financial support to put on a bit of food and get everyone a drink). Discuss the vision so every group is on same page. Value and pride in pulling on the shirt – discuss warm up tops (the gold tees), waterproofs (lacking in sets across the board) – need to make playing county rugby a pleasurable experience rather than one driven by budgets or lack of funding.

Headshots as an idea have gone down well this season – repeat next year. Adds to the experience and pride. May need a re think on what the players are wearing in headshots so its not just a repeat of this year (de-values on the work done this year to bring this in!).

Rep Vision – need match reports – lacking so far this season.

Groups re launch and over the summer we have meets with them and the clubs to explain the vision and plan out (cost out) any events and ideas that come out of these "one vision" meetings.

Write projects up as we go and as discussed. The write up then becomes the plan which then becomes the budget which can then be presented to the Trust for support.

Comms Timelines

Written 29.04.24 by Dave Challenger

To be presented to Board 29.04.24

Updates (amends) added by Claire Sharpe 01.05.24 following Gen Comm meet 29.04.24.

Send out to clubs 01.05.24 – any thoughts, views, ideas to be received by end of May.