Northumberland Club Development Strategy 2024-2025

Aim:

To help rugby clubs to adapt to change in the problematic and challenging times in today's world of rugby.

Objectives:

1. Co-ordinate School to Club projects in collaboration with Northumberland Trust to assist in the growth of Rugby Clubs in our CB
2. Help clubs to establish a club development officer role. A person to act as liaison between club and board
3. Open dialogue with clubs around the role of club reps in order to ensure the club representative is current, in touch with the club activities and has kudos on the club board. Enabling the club representative to speak for and represent their club views.
4. To ensure that Northumberland County no longer acts in silo and that the relationship between club and county benefits all.
5. Where clubs have an active women and girls section, that there is fair representation at club board level or executive committee.

Tactics by Objectives:

1. Establish a steering group with Newcastle Falcons and schools.
   Establish a 3-5 year plan to co-ordinate school to club over 4 districts

2. Build up relationships with clubs by attending games and board meetings if invited
   Establish 3 monthly meetings between Northumberland Club Development Director and club development officers to individually discuss each clubs specific needs

3. Build up relationships with clubs by attending games and board meetings if invited

4. Maintain and build up good working relationships with Club Development Officers

5. Advise club boards of the benefit of ensuring equal representation for women where they have active women and girls sections.