Club Development Report

Date – 03.09.25

Report compiled by Keith Atkinson

Key events, issues, and achievements

Current and impending issues, events, and work streams

Club to School Year 2 Launch to clubs – Friday 12th September at Kingston Park
Invites sent to clubs – 2 attendees per club.

Revenue Generation Manager
RFU Pilot.
In the Game / On the Pitch / In the clubhouse
Four clubs to work as a cluster – aim to increase revenue streams and reduce costs.
Discussions with Martin Woodward (RFU Club Business Manager) continuing.
Updates in due course.

RFU Club Support Workshops (off field topics)
RFU initiative supported by Martin Woodward
2 ½ hour face to face presentation/workshop for clubs
Clubs canvassed on preference of six topics – requested top three.
Return submitted to RFU, now waiting on confirmation of date and topic to be presented.

Autumn Club Development Day
Early stages of planning with Claire co-ordinating and liaising with RFU staff (Andrew Souter, Dave Westhead and Liam Nicholls)
Event Date (confirmed) – Monday 10th November
Drop in day – RFU personnel in attendance all day + 2 evening topics for discussion / presentation.
Dave Stubley (RFU National Club Development Manager) confirmed attendance 02.09.25. Will deliver an evening presentation on procurement / purchasing, focussing on a new club procurement / purchasing group that the RFU will be launching in the coming month.
Further content and RFU attendees to be confirmed.
Next planning meeting is Tuesday 9th September.

Issues requiring Decision, Discussion or Dissemination