Club Development Board Report

Date: 05/04/2026

Report compiled by Keith Atkinson

Key events, issues, and achievements since the last report.

NRU School to Club Project with Newcastle Foundation

- Curriculum Delivery: 3,477 participants
- Regular attendance at after school participation: 251 participants
- Festivals, Fixtures and transition events: 470 participants
- Known Transition to date: 71 participants. Assuming the after school are part of festivals and events equates to 15.6% transition rate.
- Going into year 3 we need to increase numbers at events albeit we have more secondary schools playing rugby than we have had in the last 6 years.

NRU/RFU Revenue Generation Manager Project

- Following recruitment stage project started on 09/03/26. 18-month delivery with 4 clubs each with different demographic challenges.
- Initial work has already highlighted economic and sustainable issues.
- Clubs outside the 4 are making approaches asking for future assistance.

Current and impending issues, events, and work streams

NRU School to Club Project with Newcastle Foundation

- Yr 3 and Strategy meeting on 22/04/26 to take project beyond Yr 3 with Foundation and interested parties.

Issues requiring Decision, Discussion or Dissemination

Discussion: Feasibility of taking the Revenue Generation Manager role beyond the 18-month pilot.

NB – This report must not include personal or identifiable data. If there is a need to report on Confidential matters, please forward communication separately marked 'Confidential'