Club Development Board Report

Date: 31/05/2026

Report compiled by Keith Atkinson

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

End of season NRU School to Club Project with Newcastle Foundation

- Curriculum Delivery: 4600 participants
- Regular attendance at after school participation: 342 participants
- Festivals, Fixtures and transition events: 685 participants
- Known Transition to date: 81 participants. Assuming the after school are part of festivals and events equates to 11.8% 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. Of note 45 of 57 Secondary schools are now engaging in the sport of rugby

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.
- Progress has been made on highlighted economic and sustainable issues. Please see attached report.
- Clubs outside the 4 continue to make approaches asking for future assistance. Please note discussion point.

Current and impending issues, events, and work streams

NRU School to Club Project with Newcastle Foundation

- All clubs with Northumberland CB have stated at General meeting or by email response a wish that Northumberland engages with Newcastle Red Bull and engage 4 RDO's throughout our county. Further they wish a strong RDO to Club relationship targeting areas of development i.e. girls or specific age group assistance.

- Meeting to be held 03/06/26 with Mel Magee CEO Newcastle Foundation and Northumberland Trust to 'draw up draft service agreement'.

Issues requiring Decision, Discussion or Dissemination

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