



Sittingbourne Youth Rugby

5 Year Development Plan (2009-2014)

CONTENTS

1. Executive Summary	Page 3
2. Introduction	Page 3
a. Vision	
b. Mission Statement	
c. Strategy	
3. Current Situation	Page 4
4. Where do we want to be by the end of 2012	Page 6
5. Actions / Objectives	Page 7
6. Control & Review	Page 14

1. Executive Summary

Sittingbourne Youth Rugby (SYR) intends to remain a self sufficient section of Sittingbourne Rugby Union Football Club.

SYR wants to extend the youth section to cover all Mini, Midi and Junior age groups and is committed to growing membership to strengthen the Club.

SYR wants to develop its ties with schools, the local community, Kent Rugby and the Rugby Football Union (RFU).

SYR is committed to supporting Gore Court Cricket Club in its multi-sports club aims, including fund-raising to maintain the Clubhouse and ultimately renovate it to improve the facilities.

2. Introduction

a. Vision

Our vision is to create a centre of excellence for coaching and playing rugby within Sittingbourne by providing a safe and friendly environment for children of all ages to learn how to play rugby and help them develop their skills, agility, fitness and well-being.

b. Mission Statement

We want to grow the success of Youth Rugby within Sittingbourne through development of children from the Mini / Midi and Junior sections by offering a facility and coaching which keeps children and their families committed to the Club. All growth will be through self-sufficient financing.

c. Strategy

- To gain SOA approval and put into place supporting policies and codes of practice.
- To grow SYR membership organically so as to sustain the strength of the Club ethos.
- To implement a centre of excellence approach to coaching and playing rugby
- To take on the leading teams within Kent Rugby at all levels and therefore improve rugby skills and techniques
- To achieve all improvements based on a sound financial plan
- To improve the administrative structure of the Club to facilitate faster improvement in Club facilities.

3. Current Situation

Core activity

Our core activity is to provide rugby training and playing facilities for children of all levels in an environment that allows people to enjoy their sport and the social aspects of the game.

Membership

SYR has the following membership structure

- Mini / Midi players
- Junior players
- Social Members (officials, coaches and volunteers)

The age range of players is from six to sixteen and current playing and coaching membership is summarised as follows:-

Team (Age Group)	Players	Level 1 Coaches	Level 2 Coaches	Qualified First Aiders
U7	10	1	-	1
U8	11	1	-	1
U9	13	2	-	2
U10	23	2	-	1
U11	20	2	-	1
U12	17	1	-	1
U13	24	3	-	1
U16	26	1	1	3
Across Teams	-	2	-	3
Total	144	15	1	14

Activities

- Fixtures are played against clubs across Kent.
- Mini / Midi teams train and play matches on Sunday mornings.
- Junior Teams train midweek and train and play matches on Sunday mornings.
- Sittingbourne TAG festival is held yearly and attracts teams from 16 local primary schools.
- Presentation evenings are held each year to reward all players and highlight players who have made exceptional contribution to the team. Categories rewarded are:
 - Players' Player of the Year
 - Most improved Player
 - Player of the Year
- Committee meetings are held monthly.
- Volunteers provide catering at all home matches for both visiting and home teams.
- Volunteers run a shop that caters for basic playing needs.

Officials

The SYR committee consists of the following officials.

Chairman

Secretary

Treasurer

Youth Player Registrar

Press Officer

Youth Safeguarding Officers

Mini/Midi Fixtures Secretary

Junior Fixtures Secretary

Schools' Liaison

Girls' Rugby

Coaching Coordinator

Volunteer Coordinator

SYR currently have a social secretary and the current Press Officer Role is to be expanded to a broader Public Relations Role.

4. Where do we want to be by the end of 2012? – Key Objectives

- 1) Achieve RFU Seal of Approval and ensure appropriate policies and codes of practice are established and followed in accordance with RFU guidelines for safeguarding young children, equity, ethics and first aid provisions.
- 2) Teams at all age groups from U7 to U18 with 230+ children playing rugby at Sittingbourne.
- 3) 2 level 1 Coaches at all age groups, total 22+
- 4) 3 Level 2 Coaches and 5 qualified referees within Sittingbourne Youth Section
- 5) 20 + primary schools attending Sittingbourne TAG Festival and an established year 7 and year 8 tournament.
- 6) Links with and coaching provisions at 5 primary and 3 secondary schools.
- 7) RFU Proficiency established and demonstrable year-on-year improvement in skills with 20+ children playing representative rugby for Kent and East Kent.
- 8) Financially secure with sufficient funds to mitigate any foreseeable financial risks and a profitable shop providing all rugby clothing and accessory needs.
- 9) Availability of appropriate playing facilities to cater for 12 junior teams along with high quality training equipment and floodlit training facilities available for youth teams.
- 10) Social calendar developed and supported
- 11) High profile PR maximising recognition of value of Rugby and Sittingbourne Youth Rugby throughout local towns, and developing links with sponsors.

5. Actions / Objectives

Developing the Playing Programme

Sub Heading	Objective	When	Who	Resource	Achievement Indicators	Review
Mini & Midi	Grow Mini/Midi membership to 120 and maintain teams at all age groups from U7 to U12	2014	Committee	Coaches	No of Mini / Midi Players 100 105 110 115 120	End of Season 2009 – 10 2010 – 11 2011 – 12 2012 – 13 2013 – 14
	Develop the Sittingbourne TAG Festival to host 20 schools	2012	Committee (Schools Liaison Officer)	Coaches and Volunteers	20 Schools competing in TAG festival	Annually
Junior	Grow Junior membership to 105 and increase from 2 to 5 junior teams.	2014	Committee	Coaches	No of Players / Teams 50 / 2 70 / 3 90 / 4 110 / 5 110 / 5	End of Season 2009 – 10 2010 – 11 2011 – 12 2012 – 13 2013 – 14
	Establish school year 7 and year 8 rugby tournament	2012	Committee (Schools Liaison Officer)	Coaches and Volunteers	Tournament established with teams from 6 schools competing	Annually
Training	Availability of floodlit training to junior teams	2011	Committee (Youth Chairman)		Access of all junior teams to floodlit training facilities financed by SYR	Annually

Developing People/Volunteers

Sub Heading	Objective	When	Who	Resource	Achievement Indicators	Review
Players	Introduce RFU proficiency at all Mini / Midi Age groups	2010	Committee (Coaching Coordinator)	Coaches	Demonstrable year on year proficiency improvement In skills	Annually
Coaches	Support at least 2 Level One coaches in achieving Level Two status.	2012	Committee	Level 1 Coaches	Two club members become certified Level 2 coaches	2012
	Actively seek and support adult members who wish to become Level 1 Coaches (2 per team – 11 teams by 2014)	2014	Committee (Coaching Coordinator)	Members	No of level 1 coaches 16 18 20 22 22 (-1 team)	Season 2009 – 10 2010 – 11 2011 – 12 2012 – 13 2013 – 14
Managers	Actively encourage Team Managers to lift administrative burden from coaches	2014	Committee (Volunteer Coordinator)	Volunteers	5 Age Groups with Managers	Annually
Referees	Continue to support people who wish to undertake refereeing courses	Ongoing	Committee	Coaches and Volunteers	Courses available to those who wish to develop themselves	Annually
Referees	Ensure we have 5 referees within junior section	2014	Committee (Volunteer Coordinator)	Coaches and Volunteers	5 Level 2 qualified referees within junior section	Annually
	Identify whether there is enough interest each year to host our own referee course.	Ongoing	Committee (Youth Secretary)	Coaches and Volunteers	Canvas interest each off-season	Annually
Admin	Continue to improve the knowledge pool so that gaps aren't left when someone steps down from role.	Ongoing	Committee (Volunteer Coordinator)	Coaches and Volunteers	Identify deputies / succession plan.	Annually

	Actively seek more people to take on official roles rather than spread one person over more than one role.	2012	Committee (Volunteer Coordinator)	Coaches and Volunteers	No coach / volunteer with more than 1 administrative role	Annually
Volunteer Coordination	Role Descriptions	Ongoing	Volunteer Coordinator	Parents	Increased volunteer base – more parents helping out.	Annually
	Generate and maintain Volunteer Coordinator Action Plan	2010 (initial)	Volunteer Coordinator	Parents and Coaches	Determine and implement actions to grow volunteer base	Quarterly

Policy Development

Sub Heading	Objective	When	Who	Resource	Achievement Indicators	Review
Admin	Keep membership database up to date	Ongoing	Youth Player Registrar/ Youth Safeguarding Officer	Coaches	Players membership details completed and players registered with RFU	Monthly
Equity	To adopt and maintain RFU Equity Policy	2009	Committee (Youth Safeguarding Officer)	RFU	Code adopted and communicated to all members	Annually
Welfare	Achieve Clubs SOA 2009 and continue to get re-accreditation.	2009	SOA Sub – Committee	Committee	SOA Awarded to SYR	2009
	Maintain CRB records with RFU and ensure all necessary volunteers are CRB checked	Ongoing	Youth Safeguarding Officer	Committee and Coaches	All members responsible for youth players checked	Monthly

	Continue to support people who wish to undertake First Aid training (target 2 per team)	Ongoing	Committee (Youth Secretary)	Coaches and members	No first aiders 16 18 20 22 22 (-1 team)	Sseason 2009 - 10 2010 – 11 2011 – 12 2012 – 13 2013 – 14
Ethics	Adopt and maintain RFU Code of Ethics	2009	Committee (Youth Safeguarding Officer)	RFU	Code adopted and communicated to all members	Annually

Facility and Equipment Development

Sub Heading	Objective	When	Who	Resource	Achievement Indicators	Review
Pitch	Increase pitch availability for Mini / Midi Teams	2011	Youth Chairman	GCCC	Approval for U7 to U10 teams to play on lower cricket outfield.	Bi-annually
	Increase pitch availability for Junior rugby Teams	2011	Committee (Youth Chairman/Schools Liaison Officer)	GCCC or Local Schools	Additional pitch on land adjacent to top field (preferred) or arrangement with local school.	Bi-annually
Club House	To support GCCC with their renovation plans	Ongoing	Committee	Membership	Youth section fulfils 50% of Rugby fund raising responsibility and assists with renovations	Annually
Coaching and Playing Kit	Continue to invest in kit and coaching equipment	Ongoing	Committee (Youth Chairman/Treasurer)	Third Party Suppliers	Necessary kit and equipment available.	Ongoing

Finance Development

Sub Heading	Objective	When	Who	Resource	Achievement Indicators	Review
Day to Day	Continue to collect annual membership and weekly subs efficiently	Ongoing	Admin Assistants	Coaches	All monies collected – annual membership by November or within 1 month of joining. Subs weekly and banked monthly.	Monthly
	Monthly reporting of finances	Ongoing	Treasurer	Coaches and Admin Assistant	Financial summary reported to committee	Monthly
Strategic	Develop, monitor and maintain a 5 year financial plan.	Ongoing	Treasurer	Committee	5 Year financial plan issued, agreed at committee and maintained.	Bi – annually
	To continue our association with current sponsors and increase this to others.	Ongoing	Committee	Outside Companies	Increase the number of Sponsors involved in the club by at least 2.	Annually
	To continue to develop shop to provide rugby clothing and accessories	Ongoing	Treasurer / Youth Chairman	Third Party Suppliers	Maintain supply of Snorts, Socks, Gum-shields and gloves. Add Shirts, Training Wear and Casual Wear.	Quarterly

Developing the Club PR & Communications

Sub Heading	Objective	When	Who	Resource	Achievement Indicators	Review
Marketing / Communication	Continually improve the Club website	Ongoing	Youth Secretary		Improved site based on feedback from members	Annually
	Appoint Public Relations Officer by developing current Press Officer role	2010	Committee	Membership	Role fulfilled	Annually
	Improve Club Brand within community	Ongoing	Committee / PR Officer	Swale Council, Local Schools and press	Better press coverage and greater local knowledge of the club and Rugby in general.	Annually
	Ensure club newsletters are generated and circulated to members	Ongoing	Secretary / PR Officer	Coaches	Players and parents aware of club activities.	Quarterly

Developing the Social Aspect

Sub Heading	Objective	When	Who	Resource	Achievement Indicators	Review
Building a family environment	Appoint a Social Secretary	2010	Committee	Membership	Role fulfilled	Annually
	Use Bring-a-Buddy for mini/midi player to try out rugby.	Ongoing	Committee (PR Officer)	Players	Increased Mini / Midi membership.	Annually
	Social calendar to be developed and supported	Season 2010 - 11	Social Secretary	Membership	4 social events within season	Annually
	Invite parents to become Social Members and take part in Club activities	Ongoing	Social Secretary	Parents	Increased Social Membership	Annually

Developing Links

Sub Heading	Objective	When	Who	Resource	Achievement Indicators	Review
Develop County and Regional Players	Continue to send players for assessment and participation in county trials.	Ongoing	Coaches (Coaching Coordinator)	Players	20 plus players playing representative Rugby for East Kent or Kent.	Annually
Club School Link	Improve links and coaching provisions with primary schools	2012	Schools Liaison Officer	Coaches	Signed (? – Colin) and coaches providing Rugby training at 5 primary schools	Annually
	Improve links and coaching provisions with secondary schools	2012	Schools Liaison Officer	Coaches	Signed (? – Colin) and coaches providing Rugby training at 3 secondary schools	Annually
Senior Section Links	Develop the pathway from youth to Senior rugby	2012	Committee (Coaching Coordinator)	Junior and Senior Club members	Pathway policy documented and agreed	Bi-annually

6. Control and Review

The progress of the strategy and plan will be monitored monthly at the SYR committee meetings and via a yearly development plan review.