

FIRWOOD WATERLOO RUGBY CLUB



Strategic intent 2018-2023

Vision Our club aspires to be a leading rugby club in the North West of England with strong community links

Mission

- Rugby**
- To coach, develop and promote the game of rugby in a safe and caring environment. To provide opportunities for all to play and have fun
 - To welcome all members of the community to our club, match officials, visiting teams and their guests consistent with the ethos of our game
- Our Club**
- To maintain an affordable rugby strategy to play rugby at the highest affordable level for all sections
 - To run our club as a business, and develop and improve club facilities in line with our needs, as guardians for future generations
 - To improve club communication with members, the rugby family and the wider community
 - To seek and sustain the active involvement of members, parents, volunteers, players, coaches, and our local community to achieve our aims
- Young People**
- To promote interest in the game of rugby union to young people in the community regardless of background, race, gender or sexual orientation; coach and develop them to achieve their full potential and progress to senior rugby
- Community**
- To be a good local citizen and partner with community organisations and businesses to support them and to help us to achieve our vision

Key aims

Rugby

1. Establish ourselves as a 'Beacon of Excellence' for the development of attractive, modern rugby across the whole club
2. Have fun
3. Maintain an affordable rugby strategy
 - a) Compete in the Premiership (Ladies)
 - b) Compete in National leagues (Men)

Our Club

1. Ensure adequate playing facilities
2. Produce an annual trading surplus
3. Ensure continued RFU accreditation
4. Ensure positive feedback from facility hirers
5. Ensure positive feedback in member surveys
6. Develop a clear communications strategy on all club matters

Young people

1. Establish strong links with local schools and Universities in the region
2. Increase M&J members by making training, practice and matches fun
3. Ensure successful transition from junior to senior level rugby
4. Offer club facilities for school and University tournaments and non-rugby events

Our Community

1. Develop relationships with sponsors
2. Increase attendance at 'non-rugby' events
3. Offer free room hire free when available for charitable organisations
4. Support one local charity annually by running a fundraising event
5. Adopt environmentally sound and inclusive approaches

Values

Teamwork

Respect

Enjoyment

Discipline

Sportsmanship

We can only achieve our intentions with the active commitment of all club members who need to act at all times with integrity and in a spirit of sportsmanship and fair play in their dealings with each other and with our guests