



PGRFC

Rugby Survey Results



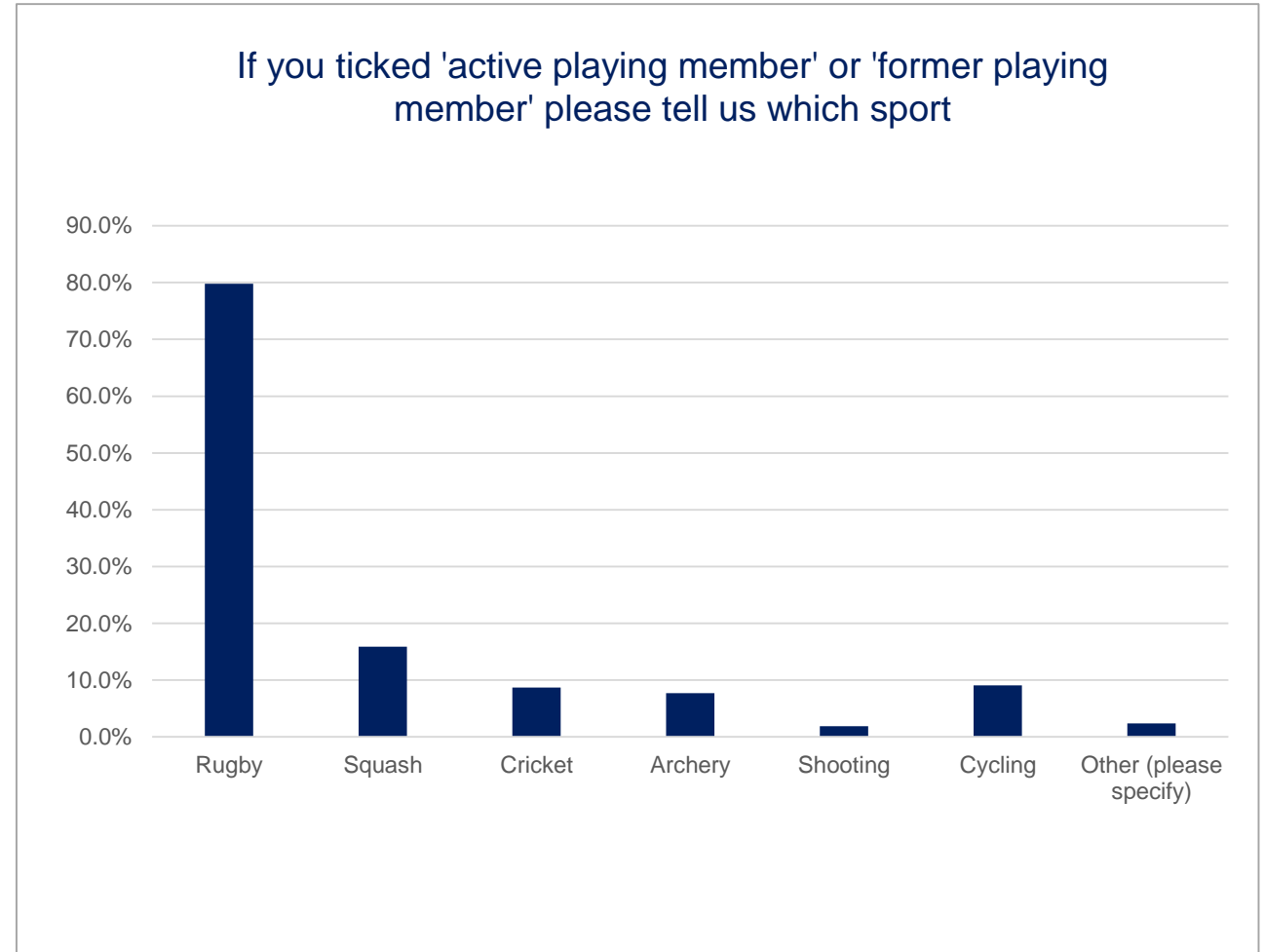
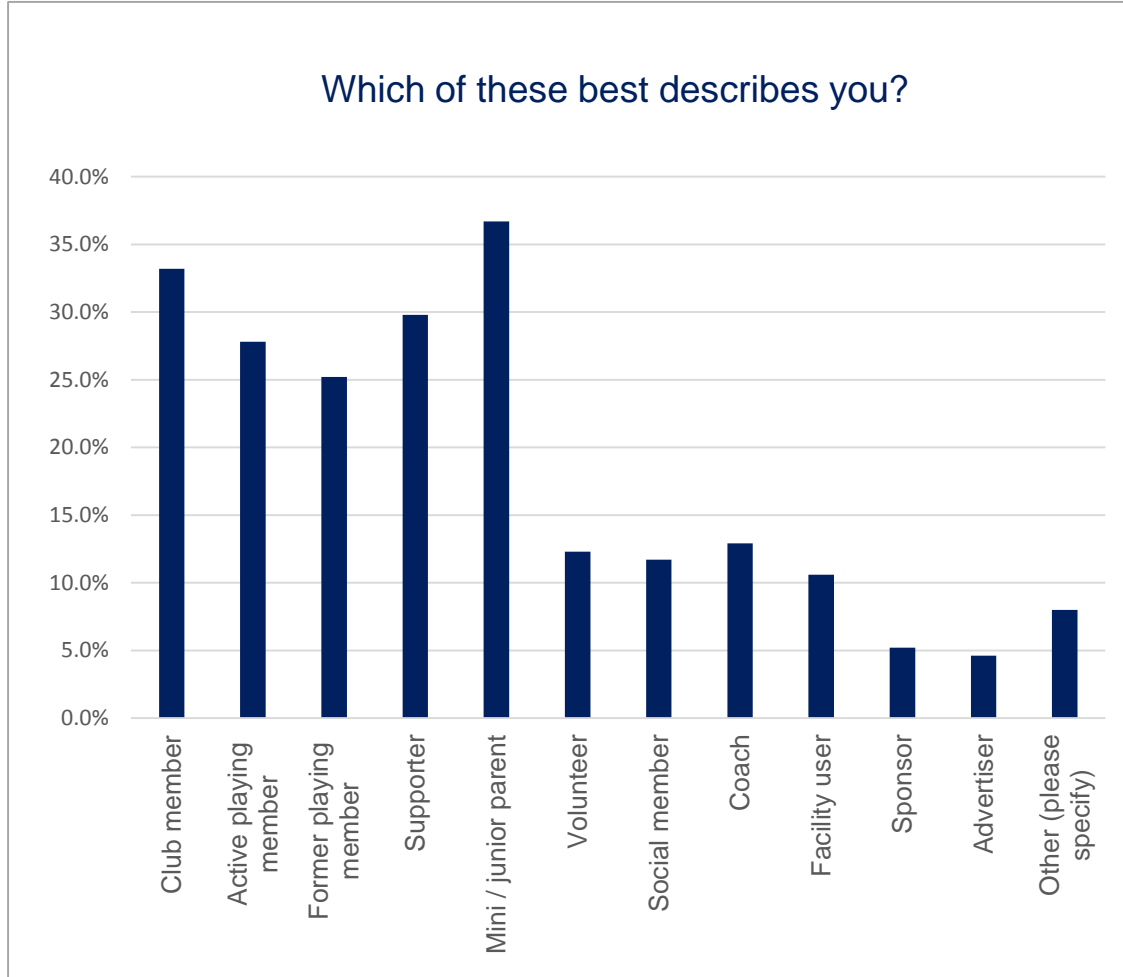
Role of the survey

- To engage with our membership and those that use the club
- Help us establish priorities for investment
- Will help define a clear vision for rugby over the next 3 – 5 years
- Identify ‘quick wins’ that we can act on to improve the visitor experience
- Potentially recruit new volunteers across the club

Respondents



- 350 total responses; around 20%-25% of club members



Rugby priorities



Please rank the following 7 rugby statements in order of your personal priority.

A first team, competing to the best of its ability within the sustainable financial restraints of the club

A professional and well-resourced colts set up that facilitates a transition for young rugby players from the junior section into senior rugby

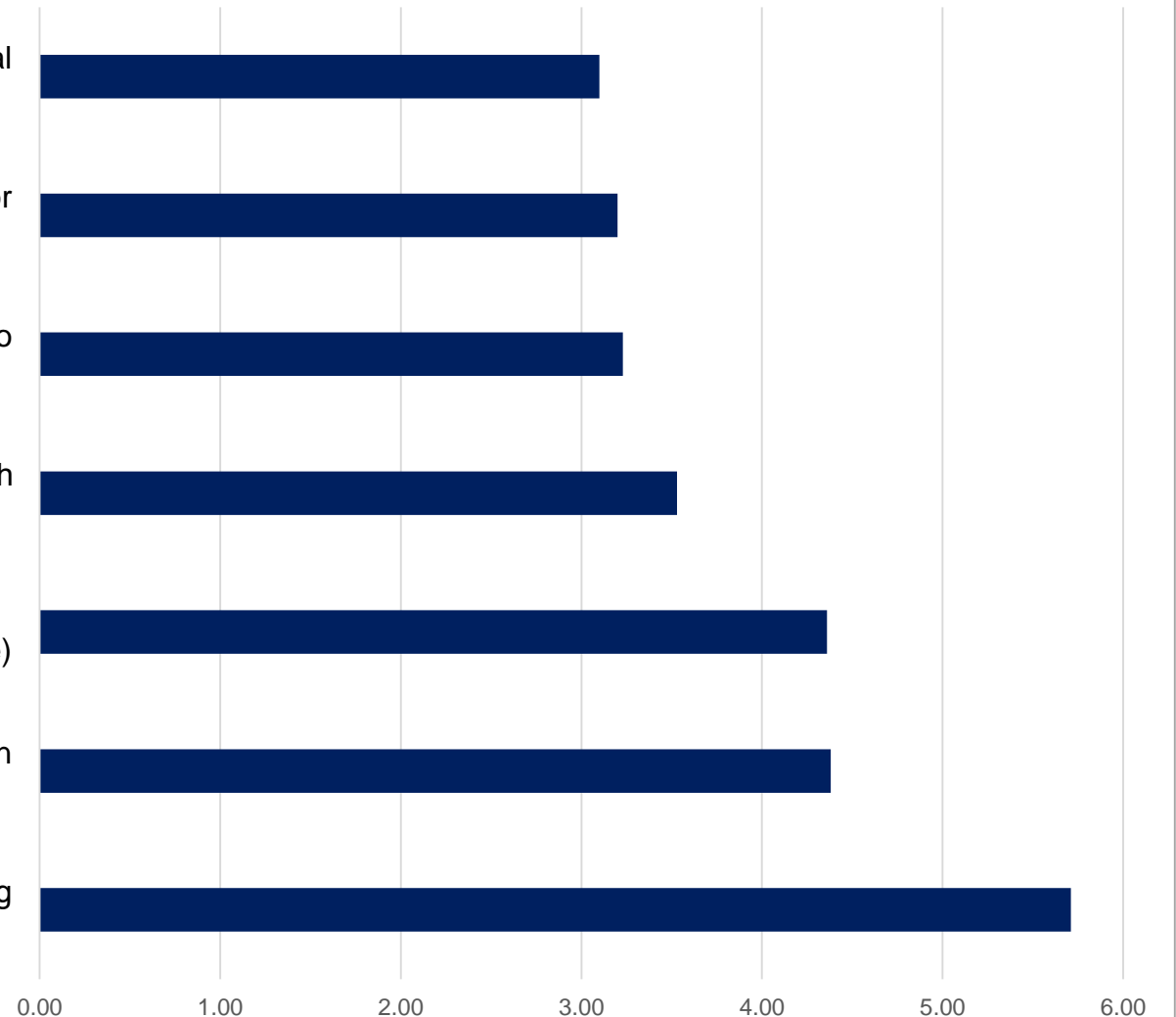
A popular and well run mini and junior section where every child who wants to has an opportunity to play rugby

A vibrant senior rugby club, putting out up to 6 competitive men's teams each week

A successful first team, playing a good style of rugby and competing in national league one or equivalent (this is one league above our current one)

For Preston Grasshoppers to aspire to be the most successful rugby club in the North West

A successful senior woman's team with enough players and coaching resources to compete each week



Club priorities



Please indicate your agreement or otherwise with the following statements.



Investment priorities



The development of a junior rugby 'academy' where selected colts are mentored, supported and managed with their transition to senior rugby (with the aim of staying at Hoppers)	71.7%
All weather training area (3G or similar)	53.8%
New rugby equipment (such as a scrum machine) and changing facilities	47.6%
Investment in first team players with the aim of getting promotion	29.7%
Investment in a social calendar of events to encourage wider participation at the club	17.8%
Investment in the Wainwright's Bar	12.7%
New room seating 80 – 100 people for conferences and hospitality	11.3%
Investment in the ladies toilets	8.5%
Other (please specify)	8.2%
Cheaper beer prices	6.2%
Larger and refurbished shop and main office area	5.9%
Perspex shelter over terraces	5.1%
Improved car parking facilities	4.8%
Improved audio-visual systems	4.0%
Refurbished Shooting/Indoor Archery facilities	3.7%
Refurbished squash facilities	2.0%

What we like best about Hoppers:



“Inclusive and successful community club with a great spirit and sense of belonging.”

“It enables you to make and sustain friendships for life.”

“Playing rugby and cricket on a social level whilst having a good laugh with friends and then drinking in the club after.”

“Great family club. Excellent coaches”

“The people and the general ethos of a club that has focused on rugby for all”

“I like the fact it is so welcoming and has such a family feel to the place. Being down generally on a Sunday, kids are safe and happy there.”

“Friendly well run club, far superior to most rugby clubs at this level & above.”



What we can do better:

“The merchandise that the shop has to offer could be better, a wider choice of training and leisure wear would be good.”

“Quite happy as it is but recognise that many ladies find the clubhouse, in particular the ladies toilets, unappealing. .”

“Bigger lounge bar area for after games.”

“More social family things.”

“Look at decor throughout, change spent light bulbs, empty full litter bins, make the club house feel more homely give it a personality!”

“Increased communication from the management committee - there are many passionate and knowledgeable members who we may learn from if communication was a two way street.”

Themes to emerge



LEGACY

- Protect and secure the club for future generations
- Promote and grow the game of rugby in Preston
- A club that is inclusive and welcoming to all



TALENT

- Identify and grow local talent
- Attract new talent by being successful and ambitious
- Invest in our youth and create a clear pathway to senior rugby



ASSET

- Direct investment towards improving the fabric of the building
- Maximise revenue opportunities throughout the club
- Maintain the grounds and facilities to a high standard

Rugby Committee



- A new and invigorated membership representing all areas of the club:
George Erdozain, Mike Bailey, Graham Cox, Hugh Duckworth, Iain Crosley, Rod Murray, Alan Holmes, Andy Donovan, Tom Peterson, Michael Lough
- The group will develop an actionable plan of action for ‘Legacy’ and ‘Talent’. Some early ideas:
 - Pathway to employment programme
 - Junior to senior ‘academy’
 - New external partnerships and improved community engagement
 - Rugby Manager
- External benchmarking to measure performance (Hartpury et al)

Survey results – some additional benefits



- New volunteers – around 80 offered their services
- Suggestions for short-term improvements
- Suggestions for longer-term asset development

Finally...



Mission Statement (2004)

- To promote, encourage and foster Rugby Union Football in Preston, Lancashire and the North West to enable its successful development at all levels for the benefit of all participants
- To play Rugby Union Football at the highest possible level and to become the leading community club in Lancashire
- To strengthen the bonds between the Club and the local community, schools and colleges to promote the game and encourage maximum use of the facilities
- To continue to offer and improve facilities for Rugby Football and other existing sports and introduce others where feasible and for which there is a demand
- To create a strong commercial and financial base in order to maintain and continue to invest in the facilities and sports