BUSINESS DEVELOPMENT PLAN 2021-2026

ONECLUB

ONECOMMUINITY

HISTORY IS OUR STRENGTH….

Kelso Rugby Football Club
Poynder Park, Poynder Place
Kelso
TD5 7EH

KELSO RFC

Our Mission….

- To be Scotland's favourite club offering opportunities for all ages, genders and levels of ability, embracing our values by creating an environment and culture that promotes teamwork and discipline respect and enjoyment. Always maintaining respect for the club's rich history and grass roots.

Our Vision is...

- Working together to be our own community and Scotland's favourite rugby club.

We aspire to live our values which are….

- To be one Club, fostering teamwork and a real Rugby Club culture amongst everyone;
- To encourage each player to experience and enjoy the culture of rugby, and to have **FUN** in playing the sport.
- To inspire in our players a strong work ethic, where discipline, integrity, honesty, humility and passion combine into strength of character.
- To foster an environment of teamwork, camaraderie, dedication, discipline, safety and respect;
- To develop a framework for achieving excellence, for both our players and coaching staff;
- To aspire to the very highest standards of play;
- To create respected ambassadors for the Kelso Club and the sport of rugby.

Our Goals are...

- To build, from the ground up, an inclusive rugby club that sponsors all levels of play including mini, junior, senior for all boys, girls, women's & men's teams;
- To encourage the development of a rugby family ethos, providing the warmest welcome to new players and providing mentoring support for all;
- To highly value volunteers, fostering positive growth of the game and providing support of every club member both on and off the field;
- To dedicate ourselves to the creation of a professionally run rugby organisation with the highest quality coaching staff, who are passionate, to engage players and supporters who will support its growth;
- To develop championship rugby teams that have a solid club identity and access for our players to Scotland's Rugby Development pathway.
- To welcome and to provide a home Club for all, as players, as coaches, as volunteers and as supporters.
- To ensure that the club remains an integral part of the community with a growth mindset, that is accessible to all.

KELSO RFC

Objectives

1. By 2026 be competing towards being in the men's and woman's premiership or already being in them.

2. By 2026 increase club membership to 500 inclusive of all ages and types of membership. thereafter targeting an increase of 10% per year.

3. Develop an inspiring "school of excellence" for prospective coaches of all ages and gender.

4. Define and grow our sporting facilities, with a modern continuous programme of improvement, every year, having safety and wellbeing of all our community at the core.

5. Have social facilities through an annual programme of improvement, which creates new members in its own right and has a community club agenda and activities creating the profitability for long term sustainability.

6. Develop a community trust, that engages players, coaches and members, undertaking school student improvement programmes, assistance in social care, mental health and wellbeing, in the community.

7. Develop the youth pathway's that becomes the inspiration for Scotland's rugby community to aspire to.

8. Maximise utilisation of club facilities with weddings ,lunches ,functions, chef schools, memory lunches etc to increase turnover and profit to ensure at least 15% net margin each year to allow for future investment each year.