



Hertfordshire Rugby Football Union



President: John Gregory

CHAIRMAN'S NEWSLETTER FEBRUARY 2020

I will open the February Newsletter with a Plug. Without our sponsors Hertfordshire Rugby Football Union would not be able to maintain the levels of diversity it does. If we examine this year's Local Development Plan you will see that we will spend a total of £111750 of which £19500 will come from our sponsors that 17.45% of everything we spend. It is about double what we get from club and members subscriptions. The figure of £19500 is a net figure and does not include for example the savings we make by storing all our county equipment at Tylers for nothing or having the programmes for county games printed for nothing by ProCo. Therefore can I ask you when thinking of buying kit to talk to Tylers. If you have a special event and want a "coffee cart" then talk to Tika Tonga. If you hear of any potential building land becoming available then get in touch with BCP and of course any major printing like a club brochure then get in touch with ProCo.

Now some exciting news. You may recall I told you of the departure of Sam Clapham one of our Community Rugby Coaches, well I am delighted to tell you that the R.F.U. through Tom Redfern and his team have appointed a new person to replace Sam. She is Tami Sutherland and she will take up her duties on 24th February 2020. She is of South African heritage and has a great deal of experience in South African rugby. I hope to get an article on her on the website as soon as possible.

During this season I have on numerous occasions mentioned that we are acting without a Director of Rugby. This has caused a number of problems and I myself have been patching together the representative rugby side of the job and Tom Redfern has been doing sterling work for the coaching and coach development side. The Board at its January meeting proposed to the executive that the role of Director of Rugby be split in to two new roles. They felt that the size of the job may be stopping candidates from coming forward. They proposed the creation of a Director of Rugby (Playing) and a Director of Coaching and Coach Development. This was unanimously endorsed by the executive at their meeting earlier this month and will now go to the General Meeting for their ratification at their March meeting. It will require a very small articles of government change at the A.G.M. in June so that both posts holders become executive members. In the meantime we are now trying to fill those position. If you follow this link it will take you to our website and "job vacancies" and there you can link to the two new job descriptions. www.hertsrugby.co.uk/#JVIHR

The latest news on the Adult Male Competitions Review, as I am sure you are aware, is that the R.F.U. is conducting an on line survey under the title Adult

Male Future Competitions Survey. The closing date to fill this in is Wednesday 19th February 2020. It is open to everyone in the game. To get to the survey follow this link <https://www.englandrugby.com/news/article/adult-male-future-competitions-survey> I do know that a number of clubs have expressed their dismay that all 4 "models of a league structure" in the survey have 10 team leagues at level 7 and below. Within the survey there is a section of free text in which those having that and any other concern can express them. I do have to emphasize that the player's opinion in this process is going to be a major driver in the eventual result. After 19th February has past then we will wait for the next step which will probably be an update in March in the Community Game Review.

The Annual County Members Dinner (which is open to everyone and not just county members), takes place on 4th March 2020 at Porters Park Golf Club, Shenley Hill, Radlett, WD7 7AZ. It will again be 7pm for a 7-45pm dinner. The cost is £45 per ticket. We have Mr. Peter King (President Hertford RFC) as the Master of Ceremonies and Mr. Arthur Smith (who has appeared on many television and radio comedy programs). Along with these our own John Gregory will be saying a few words and we will have representative from the R.F.U. Further details can be got from and bookings can be made with John Atkinson on 01992 462206 e-mail admin@hertfordrfc.co.uk or Steve Waller 07711 071727 e-mail marketing@hertsrugby.co.uk I look forward to seeing you there.

On Monday 29th January 2020 a number of you attended the presentation from Roger McKerlie. I have had this two follow up messages from Roger. The first was two days after the meeting and he said. "I hope you found the Club Champions concept interesting and I would be delighted to welcome your club as members. Next week you will be able to join and pay online but in the meantime if you want to get on board just let me know and I will invoice you. There are 4 cornerstones needed to be successful in generating additional revenue from business sponsorship in the community sports sector and they are:

1. Understanding what you have to offer – asset analysis
2. Identifying your target audiences and researching their needs – market/prospect scoping
3. Pitching your case – the sales funnel
4. Delivering on your promises- value engineering

Over the course of your membership we will take you through all of these elements and you, as a club, will gradually become more expert at each one. I cannot guarantee that it will increase your revenues but it *will* give you the best possible chance. Members will benefit from a series of Insight Articles where we will go into real depth on the above cornerstones, a newsletter which shares success and best practice from around the community sports market, events and seminars/workshops, some of which will be free to attend, and an Ask the Expert forum where we will respond to member questions on email. All for £200 a year. I hope to welcome you to Club Champions soon. If you have any questions in the meantime please drop me a line." His e-mail is roger@beyondthestadium.co.uk

Then last week he wrote:- "One question arisen about how much access members will get to me personally. I have reflected on this and I would be grateful if you could let your clubs know that I will make myself available either on the phone or

via email to *all* Club Champions members, so that they can contact me personally with any questions, concerns or observations they may have. I will respond to them asap. I have also decided that any club that contacts me directly will receive the summary report on building a commercial strategy *free of charge*, whether they join us or not. Finally, since last week (our world moves fast), we have decided that, in addition to the regular programme of advice and guidance, we will also specifically show our members how to:

- Build and monetise a business directory
- Create and market their own business club
- Devise a community programme which will attract money from the corporate social responsibility sector
- Build and launch their own club TV channel"

January has also seen me hold the first "Chairman's Meeting". All club Chairman were invited and if they could not come then to send their deputy chairman or a senior club representative. At the meeting Hertfordshire Rugby had present David Roberts R.F.U. Council Member, Ian Bell Independent Director, Simon Embleton Hertfordshire Secretary and of course myself. We had an open agenda, which meant there was not a formal agenda and after introducing ourselves we sat round and talked about the various issues that were troubling clubs. The exchange of ideas and solutions to problems enabled many clubs to take something away from the meeting and all agreed that it should be repeated and it is hoped to hold another one in May.

Can I remind you of the Mitsubishi Motors Volunteer of the Year Awards.

This year's awards programme is now open for nominations. Please nominate your colleagues who you feel deserve to be recognised for making an impact with the contributions they have made over the past year.

Nominations can be made here:

<https://www.englandrugby.com/news/article/nominations-open-for-mitsubishi-motors-volunteer-of-the-year-awards>

Hertfordshire will be holding a lunch where our regional winner will be announced on Sunday 10th May at Cheshunt RFC before the ladies' game against Essex. This winner will go forward for the national award at a presentation dinner at Twickenham in September.

This moves me on to NatWest RugbyForce 2020. This year's RugbyForce weekend will be held 27th/28th June 2020. Registration of your project is now open for your club and has an emphasis on Social Space. Register your club by 15th March 2020 and you could win one of the major cash sums of £3,000. Registration can be made here.

<https://www.englandrugby.com/participation/running-your-club/facilities/natwest-rugbyforce>

At their meeting on Monday 3rd February 2020 the executive committee approved the revised version of the Hertfordshire Rugby Football Union

Youth Rugby Matches Protection of Playing Area Policy. This policy has the full support of the Hertfordshire Society of Referees. A link to the policy can be found on the "clubs" page of the Herts website or by clicking on the tab below.

<https://hertsrugby.co.uk/wp-content/uploads/2020/02/Revised-Pitch-Barrier-Policy-Approved-03022020.pdf>

If you are a grounds man or some responsible for pitch maintenance in your club can I draw you attention to Pitch Maintenance Evening being run on Monday 20th April 2020 at Hemel Hempstead Camelot RFC between 6-30pm and 9pm. It's free of charge and food will be provided. Further details on the Herts website under the "News Page"

Before the next edition of the newsletter there are 3 important county XV games. Our under 20s take on Surrey at Cheshunt RFC kick off 3pm on Sunday 23rd February 2020. The under 20s again take on Kent at Cranbrook RFC on Sunday 15th March 2020 kick off 2pm and our under 17s play Eastern Counties on Sunday 1st March 2020 kick off 3pm at Cheshunt RFC. Any support to this teams you can give is most welcome.

As you can see much is going on in Hertfordshire in rugby terms. I thank you for reading this newsletter and wish you all continued success.

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