

**BRISTOL BARBARIANS RFU CLUB**  
**NORTON LANE, WHITCHURCH VILLAGE**

**COMMUNITY ASSETS ASPIRATIONS**

**JANUARY 2017**

## Marketing

Marketing Method	Currently Doing	Could do in the Future	More detail about this Marketing
Meeting	Nest	Opportunity for training venue – open space been approached by other businesses who have heard about the new clubhouse.	Discussions have been had with a number of business, groups and members about the opportunity to utilise the new space as it will be more appealing to the community.
Emails	Yes	Collect a data base of emails from members and local business	We want to look at ways to collect and send blanket emails to potential new members, as well as existing members sponsors and new business as a way of showing the new facility we feel this could lead to further usage and increased income
Talks	Yes	Discuss with local RFU. FA as a training base or complete meetings/conference in the new space.	There is opportunity to do a range of events/training/talks through the community – farming, local council, equine, sport, first aid, businesses that could all utilise the new facility
Club Newsletters/ E-newsletter	no	Yes	A monthly newsletter detailing the events, upcoming activity and general information on the club – we could also link into our badminton society and hopefully pool and darts teams.
Website	Yes		Active on pitch hero have seen our ranking increase over the last 3 years. We would also look to have a community page either linked in or on the website about our proposed new social teams as well as any community groups we set up e.g. parent and toddler

<b>Press releases</b>	Yes	More – through different media most through the Bristol Post but can look at further opportunity.	Bristol Post,
<b>Posters in the local community</b>	Yes		Recruitment – drive based on famous Film adverts to drive recruitment saw an uplift – when we get more social teams this will allow us to work more in the community.
<b>Social Media</b>	Yes	Instagram	Twitter, Facebook, we could be more active on these going forward and take some more ownership about engagement with the local community and local teams.
<b>Adverts in newsletters</b>	No	yes	We have good reach across south Bristol and utilising current publication can help (price has put us off before)
<b>Adverts in local newspapers</b>	Yes		Regularly in contact with Bristol Evening Post for rugby related articles
<b>Local radio</b>	Yes	Yes	We have used SAM FM for impact rugby but could do it for the main club – they also have a feature about free events and things to do over the weekend
<b>Email Signatures</b>	No	Yes	Could bespoke onto the bottom of club email
<b>Schools Coaching</b>	No		Could do if we believed that we could then set up a junior side
<b>School Noticeboards</b>	No		Could do if we believed that we could then set up a junior side
<b>Others (Please specify below)</b>			

## Partnership

Type of Partners (Delete/ Change accordingly)	Current Partners	Future Partners	More detail about these Partnerships
<b>Community Partners</b>	White Tigers Motorcycling	Mums and toddlers OAP's, Imperial bowls club local residence	White tigers is a motorcycling group that use the facility for their rally, we believe with a better facility we could attract other groups such as Parent and toddler groups – both mum and children and dad and children. We would be happy to open the facility for OAP's in a safe environment to meet socialise have talks, plenty of car parking available.
<b>Other Sports Clubs</b>	Impact Rugby, Hydez Football, Sartan Football Youth, Breakaways FC	Darts & Pool teams to be involved when we complete project and have the space.	Impact Rugby – is a charity rugby team which raises money for charity for the past 4 years we have supplied pitch, equipment, facilities and coaching all free of charge. Hydez Football 10 years providing equipment, kit and helping them achieve league goals and ambitions by making changes to pitches and changing rooms. We want to work more with the RFU/FA around opportunities to develop and bring in new teams
<b>NGB</b>	RFU, Somerset, Bristol Combination	F.A British cycling	RFU accredited , play an active part in the Somerset RFU and our fixture secretary is also the Bristol League secretary as above we think a new facility linked to our open space could make for a good partnership and training/facilitative training area. – we have been approached aboutot grass cycling racing
<b>County Sports Partnership</b>	Somerset		Our facility is always made available for county cup matches and district finals as and when required.
<b>Local Council</b>	Whitchurch Council		Use of pitches for local events and car parking for summer fate plus additional events fitness in the field and NGS show gardens.
<b>Businesses</b>	Nest Interiors	Various approaches	Company meetings and training development
<b>Sponsors</b>	Concept environmental Simco security, langford organic beef, coolstream	Need to do more with local businesses in and around Whitchurch &	Have a more structured approach to working with businesses and people.

	AC Martin Apollo , Stevie White Flooring	Stockwood	
<b>Schools</b>	???		
<b>Colleges</b>	???		
<b>Universities</b>	UWE, Bristol		Have supplied a route for rugby playing students that could not get access at university due to accessibility on a number of levels
<b>Other;</b>	Jessie May Trust, Children's Hospice South West Cystic fibrosis		Supporting the charities through days at the club