

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 |

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| Press releases | Yes | More – through different media most through the Bristol Post but can look at further opportunity. | Bristol Post, |
| Posters in the local community | 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. |
| Social Media | 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. |
| Adverts in newsletters | No | yes | We have good reach across south Bristol and utilising current publication can help (price has put us off before) |
| Adverts in local newspapers | Yes | | Regularly in contact with Bristol Evening Post for rugby related articles |
| Local radio | 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 |
| Email Signatures | No | Yes | Could bespoke onto the bottom of club email |
| Schools Coaching | No | | Could do if we believed that we could then set up a junior side |
| School Noticeboards | No | | Could do if we believed that we could then set up a junior side |
| Others (Please specify below) | | | |

Partnership

| Type of Partners (Delete/ Change accordingly) | Current Partners | Future Partners | More detail about these Partnerships |
|--|---|---|---|
| Community Partners | 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. |
| Other Sports Clubs | 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 |
| NGB | 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 |
| County Sports Partnership | Somerset | | Our facility is always made available for county cup matches and district finals as and when required. |
| Local Council | 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. |
| Businesses | Nest Interiors | Various approaches | Company meetings and training development |
| Sponsors | 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. |

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|---------------------|---|-----------|---|
| | AC Martin Apollo , Stevie White Flooring | Stockwood | |
| Schools | ??? | | |
| Colleges | ??? | | |
| Universities | 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 |
| Other; | Jessie May Trust, Children's Hospice South West Cystic fibrosis | | Supporting the charities through days at the club |
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