

# M&N RUFC – 5yr Plan (2031)



# AGM

Launch of 5yr Plan

27<sup>th</sup> May 2026

## Tonight....

- **Context**
  - **Personal Journey** (Russell Stead, Richard John & Stuart Collins)
- **Malton & Norton 5yr Plan** (Richard Jones)
  - **Why** - Introduction & Context
  - **What** - Purpose & Ambition
    - Areas of Focus
  - **Who** - **What role can you play?**
  - **When** - Timings
  - **Summary**

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## Why Now?

- **“It feels like right time”** - previous 5yr cycle delivered stability/success
- **Expectations** are rising – players, parents & community
- **Facilities** are strong but need improving on/off pitch
- **Community** dynamic changing & brings opportunity
- Need **clarity and alignment** for next phase

## What this Strategy Protects & Builds On...

- Rugby remains the priority
- Financial caution remains
- Community identity remains
- Standards remain high

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**Strategic Intent** ➡ “Rugby at our Core. Community at our Heart.”

## What “Rugby at Our Core” Means

- Player safety/wellbeing – No1
- Sustainable competitiveness
- Coaching standards
- Player retention
- Discipline and conduct



## What “Community at Our Heart” Means

- Inclusive access – members & non members
- Multi-generational participation
- Strong school and local links
- Facilities used beyond matchdays
- Social and business events strengthening revenue



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# Rugby at our Core. Community at our Heart.

## Our Purpose

- To be at the sporting heart of North Yorkshire — **a rugby led, values driven club** serving our community/**members** from age 7 to 70+.

## Our Ambition (2031)

- Club of choice for families
- Competitive senior rugby with internal pathway
- High player retention
- Continued financial security
- Year-round community facility usage
- Growing recognition and respected locally



# Rugby at our Core. Community at our Heart.

## Success in 2031 Looks Like...

- Full Junior & Ladies sections
- Strong senior squads, eg Nat 2
- Membership growth
- Busy clubhouse midweek
- Player Career Hub
- Financial reserves in place
- Reputation across North Yorkshire



## What We Will Not Do

- Chase growth without sustainability
- Overstretch finances
- Allow standards to drop
- Lose our community identity



# Rugby at our Core. Community at our Heart.

## Our Values

- **One Club**
- Enjoyment & Wellbeing
- Members & Community First
- Work Ethic & Integrity
- Respect



## Leadership Responsibility

- **Alignment**
- Accountability
- Regular reviews
- Visible standards



# M&NRUFC – 5yr Plan on Page

**PURPOSE** >

To be at the sporting heart of North Yorkshire -  
a rugby led, values driven club serving our community from age 7 to 70+

**AMBITION** >

Success will be measured not only in league position, but in participation, retention, volunteer strength and community reputation.

**AREA OF FOCUS** >

**Rugby Development Plan**

**Operations Plan**  
(Day to Day)

**Growth Plan**  
(Future)

**People & Culture**  
(Standards)

**OUTCOMES & KEY ACTIVITIES** >

- TBC - by Team

- TBC - by Team

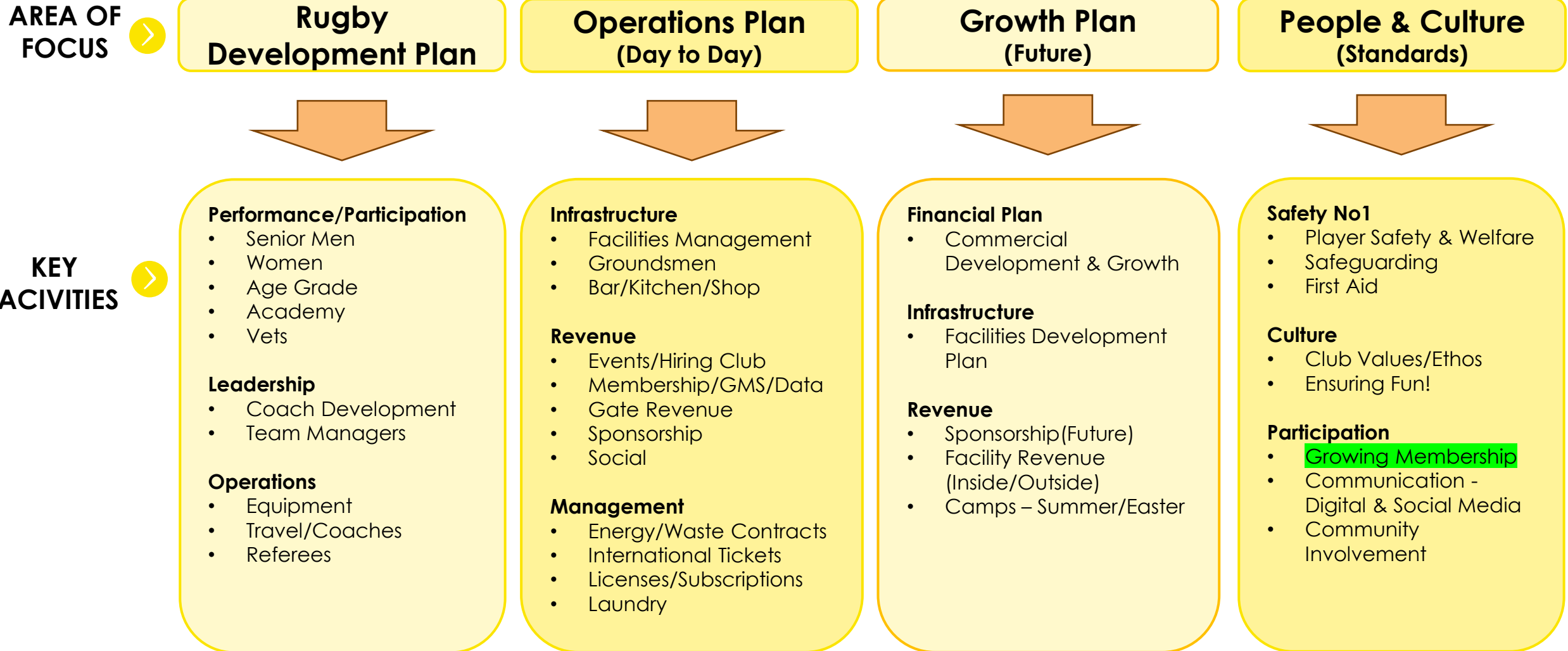
- TBC - by Team

- TBC - by Team

**VALUES** >

One Club / Members & Community First / Work Ethic & Integrity / Respect / Enjoyment & Wellbeing

## What – Areas of Focus & Activities



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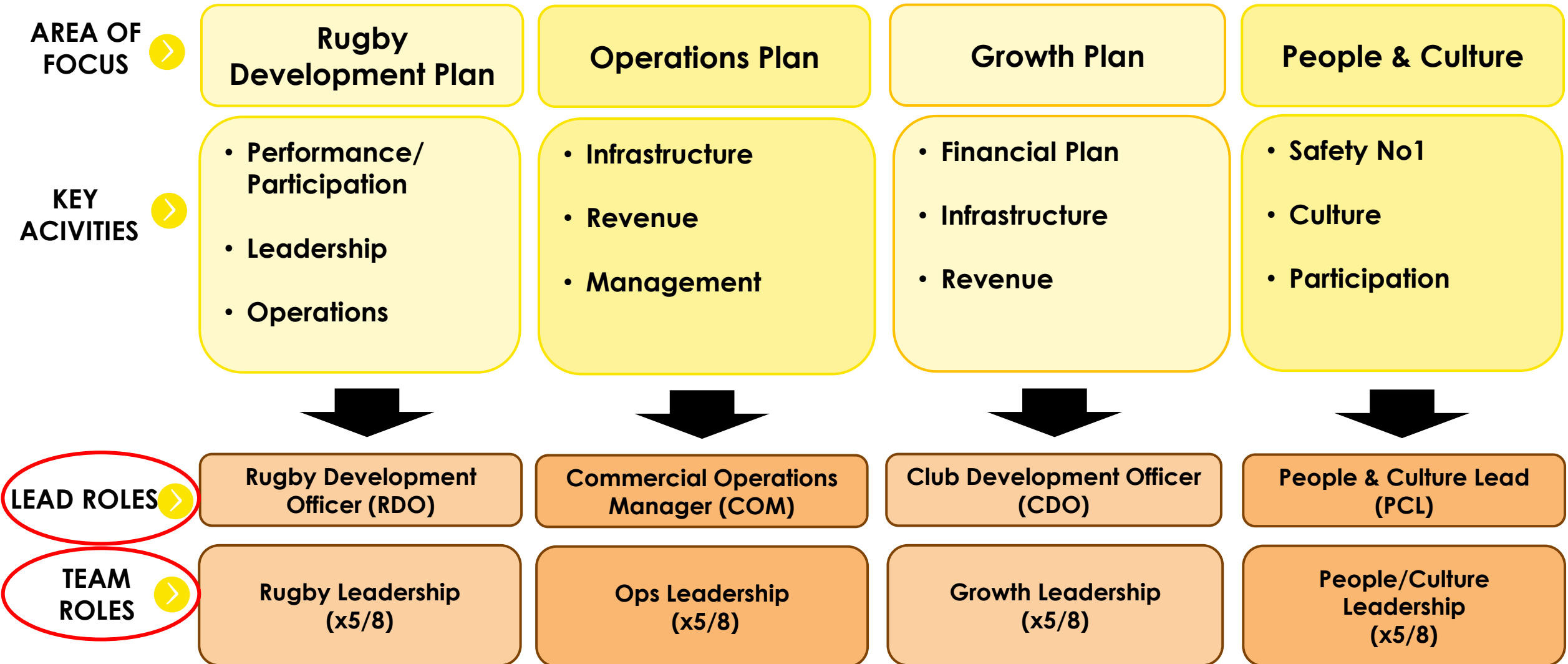
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## Who – Key Roles & Teams



# Rugby at our Core. Community at our Heart.

## Who – Key Roles, Teams & Structure

<b>Club Officers</b> (x4)	<b>Chairman</b>	<b>Treasurer</b>	<b>Secretary</b>	<b>Vice Chairman</b>
	AGM	AGM	AGM	AGM

<b>Strategic Development Lead</b> (x1)	<b>Lead 5yr Plan – Development &amp; Implementation</b>			
	AGM			

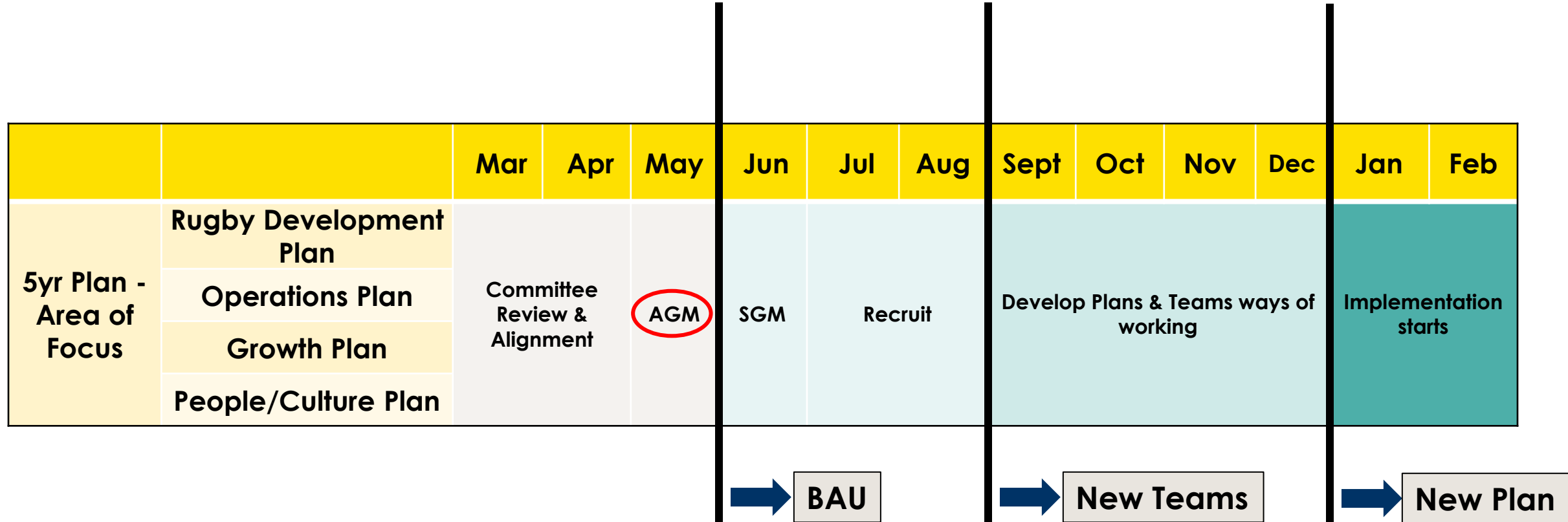
<b>Area of Focus Leadership</b> (x4)	<b>Rugby Development Officer</b>	<b>Commercial Operations Manager</b>	<b>Club Development Officer</b>	<b>People &amp; Culture Lead</b>
<b>Leader</b>	SGM(8 <sup>th</sup> July)			
<b>Team</b> (x5/8)	July/Aug			

**Club Leadership Team**  
(x9)

**Area of Focus Leadership Teams**  
(Lead plus x5/8)

# Rugby at our Core. Community at our Heart.

## When – Timings recruitment & new leadership rhythm



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# Development – 5yr Plan

## Exec Summary

1. Our direction is simple - **Rugby at our core. Community at our heart.**
2. **Rugby remains our primary purpose** - Player safety is critical. Standards matter. Discipline matters. Sustainability matters.
3. **Our Ambition over the next five years** - strengthen rugby performance, secure our finances, fully utilise our facilities and **grow membership**.

**Finally, .....**

**”this is about being one club - ambitious, grounded, and proud of who we are”.**

**Any Questions....**