



# North Wales Development Region

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Strategic Plan update – April 2017

IT'S NOT JUST A MAN'S GAME. IT'S THE LAND OF OUR FATHERS. CROWDS? NO, THIS IS OUR FAMILY. THESE ARE NOT CHEERS. IT'S OUR INSPIRATION. AND THESE DAYS IT'S NOT JUST A MAN'S GAME.

THESE AREN'T JUST PLAYERS. THEY'RE CHAMPIONS IN THE MAKING. IT'S NOT A JERSEY. IT'S OUR SKIN. NOT A LAUGH. BUT A BOND. WE DON'T LEARN THIS BECAUSE IT'S IN OUR BLOOD. THIS IS NOT BRAVERY. IT'S OUR DUTY. WE DON'T WIN OR LOSE.

2016/17

2017/18

2018/19

UNITY

Annual calendar for communication and engagement including high profile team, coach and player visits

Align purpose, values and goals at all levels

Review & evaluate North Wales League trials

Implement new league, cup and play off approach

PLAYER EXPERIENCE

Deploy step changes in digital/social

RGC competitiveness plan inc talent spotting

Step change standard of players in North Wales leagues

Drive PARTICIPATION and improve/embed player pathways through clubs, schools, universities, festivals, rugby camps

Drive PERFORMANCE and improve/embed player pathways through colleges, age grade, satellite academies & RGC

SUPPORTER EXPERIENCE

Deploy step changes in digital, develop communications programme and promote Welsh Language alongside the development of the game

Premiership launch

Supporter survey

Schedule further high profile games to North Wales

Review and improve scheduling/match day experience

Implement survey findings

REVENUE UP, COST DOWN

Full grant review and implement

Brand research and launch for North Wales rugby

Identify and sign new sponsors

Club and on line merchandise sales

Drive season ticket sales

Review and leverage WRU expertise and collateral

OUR PEOPLE

Deploy step changes in digital, develop communications programme and promote Welsh Language alongside the development of the game

Coaches and referee development pathway/programme

Full organisation review and implementation

Volunteer recruitment and recognition

BEYOND RUGBY

Drive participation based on involvement and living/role modelling our values throughout the PARTICIPATION game

Drive participation based on involvement and living/role modelling our values throughout the PERFORMANCE game

Community hubs programme – club blueprint

To develop a programme that instils the values of rugby

Pilot active kids and numeracy/literacy programme

Roll out kids numeracy/literacy programme



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# SUPPORTING INFORMATION

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# STRATEGIC PILLAR – UNITY

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- First North Wales Region Performance Roadshow launched across East, West and South.
- Club hosts included Caernarfon RFC, Mold RFC and Llanidloes RFC.
- RGC visit and training session held down at Llanidloes RFC.
- Meetings held with GW to discuss future communications programme and calendar.
- SJ to develop a communications plan for North Wales Region to dovetail into digital strategy.
- Number of player and coach visits already planned in for April.
- SJ to confirm access to Welsh team during training camp end of May/June.
- League review currently on-going.
- North Wales league trials review – currently underway and clubs have now been contacted for their feedback.
- Next steps - Competitions sub-board to consider feedback and make proposals.



# STRATEGIC PILLAR – PLAYER EXPERIENCE

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- Meeting held with GW to discuss and agree actions for the improvement of the digital approach for North Wales.
- Agreement on the development of the RGC and North Wales Development Region website. When, after a trial period, the clubs and RGC give their approval of the new website, the current NWRU website would be closed down.
- SJ to develop proposal on way forward plan on digital step changes.
- Vision is to have a fully bilingual and responsive digital platform that delivers North Wales rugby content.
- Agreed that a live and up to date version of the North Wales Strategic Plan would be made available on both the OvalZone and North Wales Rugby Union websites.
- Currently in talks with Coleg Cambria for implementing a strategic partnership between North Wales Rugby and Coleg Cambria. Emphasis on driving Performance and Participation in the North Wales East areas.



# STRATEGIC PILLAR – SUPPORTER EXPERIENCE

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- RGC Supporter Survey launched in March.
- Findings to be reviewed in April and actions/improvements to be implemented over the pre-season period.
- Meeting held with HR to discuss and agree actions on a North Wales Club Supporter Survey.
- HR and SJ agreed a small working group would be useful to help steer the Club Supporter Survey forward.
- SJ to approach and invite a number of individuals and contacts in the region.
- RGC v Wales on Friday 2<sup>nd</sup> June confirmed as a high profile for North Wales.
- Currently in talks with Glasgow Warriors and Northampton Saints for high profile pre-season matches.



# STRATEGIC PILLAR – REVENUE UP, COST DOWN

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- Brand research completed via a number of focus groups from across North Wales rugby including clubs, players, coaches, supporters and volunteers.
- Findings to be presented at the next North Wales Rugby Council meeting.
- New sponsors identified and confirmed for 2017/18.
- Currently working with Participation team on a number of regional events that will be supported by new sponsorships e.g. girls and women's rugby, 11-14's, Community Coaches etc.
- SJ and AJ discussed the possibility of creating a North Wales Club Season Ticket for RGC - to be discussed further at next meeting.
- Findings from the North Wales Club Supporter Survey will influence any improvements to be made at club level to help clubs become more commercially successful in the future.
- A working group will be required to help steer and deliver the support for 2017/18 season.
- SJ meeting with SG to discuss grant review status.



# STRATEGIC PILLAR – OUR PEOPLE

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- SJ and AJ to meet in April to discuss a volunteer recruitment and recognition programme.
- HR and Club Supporter Survey working group to be included to ensure volunteer areas are included in the Club Supporter Survey.
- SJ, SL and GW to move forward with the development of the digital step changes for the region.





# STRATEGIC PILLAR – BEYOND RUGBY

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- New video currently being filmed to cover North Wales Performance and Participation.
- Aim of videos is to create new content to be used online and as part of the North Wales digital strategy.
- Video will focus on values of the game, opportunities, coaching and personal development.



# COMMUNICATIONS

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- An overarching communications strategy is currently being developed to support the delivery of comms between WRU, North Wales Development Team, North Wales Clubs, local communities and business from across the North Wales Region.
- The strategy will be created to connect, engage and inform as many of the key audiences and groups as possible.
- As well as deploying step changes in our digital and social media approach for the region, emphasis will be placed on promoting the Welsh Language alongside the development of the game.



# KEY INDEX

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Red – Work stream has not started yet

Amber – Work has started

Green – Initial work stream complete



THIS IS OUR GAME  
THIS IS WELSH RUGBY

# CONTACT INFORMATION

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For any additional information, or for any questions or queries you might have, please contact the following person directly:

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