



Scottish Rugby Club Development Conference

Being a Community Club

Brian Bell

#AsOne



The Community

A reservoir of customers for our products

- Participants within our club activities:
 - Members
 - Players
 - Supporters
 - Volunteers
 - Sponsors
 - Funders

Are you visible within your Community?



- Partnerships? School, business, LA.
- Interaction- supporting community events
- How do you communicate?
- How are you perceived?

3 mins: How are you perceived within your community?
How do you know?

Your Brand



- Is it recognisable?
- What does it say about you?

3 mins: Is there more to your club than being a rugby club? If so how do you represent your brand?



Good Practice Examples

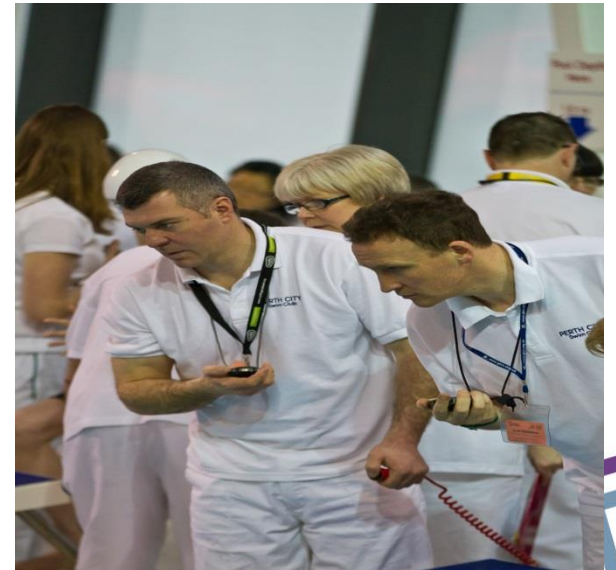
- Ayr
- Perthshire
- Hawick and Garioch/Dyce/Aberdeen Grammar/Ellon/Moray
(Storm Frank)

Perthshire RFC

- What does the video say to you about Perthshire?
- How could Perthshire use the video going forward?

3 mins- what else could you do to develop your role in the community?

Initial Thoughts



Underpinning Factors

- “Break Old Habits”
- Honest Appraisal & Make Tough Decisions
- Agree Simple and Clear Aims & Objectives
- Find “Investment” in your programme
- “Lock and Key”
- “DO IT ! ...don`t talk about it.”
- PLAN – DO – REVIEW
- **Be Ambitious : Set the Challenge !**





Discussion

- Other examples of great community engagement?
- How does your club engage?