



**MIDDLESEX
RUGBY**



'Bringing People Together
to Enjoy Rugby'

Middlesex All Clubs and Members Meeting

20th July 2020

Agenda

1	Chairman's Introduction	Eddie Keal
2	Secretary's Report	Tim Miller
3	Treasurer's update	Charles Portsmouth
4	Strategic Overview	Eddie Keal
5	Policies Update	Eddie Keal
6	COVID and progress back to the game	Chris Cuthbertson
7	Questions	All



Profit and Loss

30 June - £000s	2017	2018	2019
Turnover	175	186	188
Expenses			
Club development	(45)	(33)	(51)
Playing	(54)	(50)	(83)
Competitions	(18)	(23)	(21)
Admin / Marketing	(89)	(97)	(77)
Operating Profit/(loss)	(31)	(17)	(44)
Investment income	12	18	17
Realised / unrealised gains	22	(10)	(1)
Profit / (loss)	3	(9)	(28)

Highlights 2018/2019

- Playing expenditure grew but is unsustainable at this level
- Admin/Marketing down as a result of stopping Middlesex Matters magazine
- Investment gains / losses result of market fluctuations



Balance sheet

Highlights 2018/2019

- Investments held valuation
- Movement in reserves reflects losses incurred

Key issues looking forward

2019/20

- Operating results probably similar to 2019
- Covid19 investment losses of ~£50k

2020/21

- Reduction in RFU Core grants highly likely
- Return to full rugby and representative rugby are unknowns
- Need to cut costs to reflect changed circumstances
- Covid19 pot to assist clubs to restart the game

30 June - £000s	2017	2018	2019
Investments	320	291	290
Cash at bank	48	43	44
Other current assets / (liabilities)	(13)	12	(16)
Total assets	355	346	318
Reserves	355	346	318



**‘Bringing People Together to
Enjoy Rugby’**



Middlesex Strategic Priorities



01

Protect & Sustain the Men's Game

02

Growing the Female Game

03

Recruit, Develop & Recognise our Volunteers

04

Build Reputation, Relationships & Retain through Communication



The Men's Game

Strategic Owner:
Andy Smart

Objective:

Protect & Sustain the Men's Game

01 Focus on the Men's 15-a-side game

02 Rugby Initiatives
e.g. Vets, Social League

03 Self-Help Support
e.g. WhatsApp Groups, enhanced communication, developing toolkits



The Female Game

Strategic Owners:
Louise Latter &
Charles Portsmouth

Objective:

Growing the female game by increasing female players within our clubs

01

We're winning!

e.g. 5 new women's side within our clubs

02

Creating Opportunities

e.g. Pitch up & Play, Festivals, County Events & Leagues

03

Promoting the Game

e.g. Women's World Cup, Olympic Games 7's
Commonwealth Games 7's



Volunteers

Strategic Owners:
Tim Miller &
Louise Latter

Objective:

Recruit, Develop & Recognise our Volunteers

01

Good at recognising our
volunteers

e.g. Volunteer Awards Evening

02

Continue to invest

e.g. Leadership Academy, NatWest RugbyForce

03

Could do more!



Communication & Branding

Strategic Owners:
Waheed Aslam

Objective:

Build Reputation, Relationships & Retain through Communication

01

Refreshed & standardised visuals

e.g. consistent branding

02

Improved communication

e.g. newsletter, Zoom meetings, greater social media presence

03

Improved (with more to do) on website



STANDARDISED
BRANDING
COVID
CONSIDERATIONS
Dream Team
ONLINE
Branded
Signage
Newsletters
Communication
ZOOM
GROUP
MEETINGS
Volunteer
Awards
GRANT SUPPORT
Wellbeing
Week
Facebook Posts
GROWING
ONLINE
PRESENCE
ZOOM
Age Group Footage
Twitter



It's working!

- **Facebook – ranked 3rd against other English Counties**
- **15% Growth in Facebook followers**
- **Average Facebook audience has doubled**
- **Instagram following up 40%**



Policies

Governance

Delegation of Authority (with Terms of Reference)

Expense Policy

Investment Policy

Conflicts of Interest Policy

Health & Safety Policy

Rugby Focus

International Rugby Tickets Policy

Middlesex Representative Rugby

Middlesex Schools

Relationship with Associated Bodies Policy

Under Development

Safeguarding (awaiting RFU guidance)

Discipline (draft received from RFU)

Touring Teams Policy

Inclusion & Diversity Policy

Membership Category Policy

Data Protection Policy

Document Management Policy

Meeting Management Policy

Communications & Branding Policy

Employment Policy



Middlesex All Clubs and Members Meeting

20th July 2020

Agenda

1	Chairman's Introduction	Eddie Keal
2	Secretary's Report	Tim Miller
3	Treasurer's update	Charles Portsmouth
4	Strategic Overview	Eddie Keal
5	Policies Update	Eddie Keal
6	COVID and progress back to the game	Chris Cuthbertson
7	Questions	All



COVID and the way back

Chris Cuthbertson



Thank You!

Questions?



'Bringing People Together
to Enjoy Rugby'



Appendices



The Men's Game

Game changing

Challenge of retention

Social Game

Objective:
Protect & Sustain
the Men's Game

Provide more Variety

Provide more Support

Better Communication

Social League
in the Merit Table

Veterans
Fri& Sat Competitions

Cup Finals
(based on League Results)

WhatsApp Group
for each MT Leagues

Develop Toolkits

Develop Stat
Baseline

Strategic Owner: Andy Smart





Growing the Female Game

Objective:
Increase female players within our clubs



Enjoyment

Winning England

Welfare

Flourishing Rugby Communities

Understand

Connect

- Improve accessibility
- More inclusivity for 14-16 year olds
- Refine opportunities, structures & competitions
- Develop match officials & coaches

- Develop effective pathways for players, coaches & match officials

- Enhance player welfare
- Reduce risks of concussion
- Review injury surveillance data

- Support to attract new and diverse volunteers
- Support to promote welcoming environment for female participants

- Build a deeper understanding of our female players, volunteer & fans

- Connect with the female rugby community to promote engagement

Current status on female players:

22 Clubs including 3 Women's Premiership 15s and c1,100 players

Utilise exposure at:
Women's World Cup
Olympic Games 7's
Commonwealth Games 7's

Commercial & Operational Excellence

- Develop our people

Strategic Owners: Louise Latter & Charles Portsmouth



Key Activities



Supporting Volunteers

Objective:
Developing, Rewarding and Recognising our Club and CB Volunteers



Enjoyment

- Improve accessibility
- More inclusivity for 14-16 year olds
- Develop match officials & coaches

Winning England

- Develop effective pathways for players, coaches & match officials

Welfare

- Reduce risks of concussion

Flourishing Rugby Communities

- Promote the Core Values of the game
- Support to attract new and diverse volunteers
- Provide targeted and high benefit facility support for clubs.

Understand

- Generate insights into volunteers to better serve their needs.

Connect

- Unite and engage the rugby community through proactive and effective communications

Utilise our existing programmes:

Leadership Academy and Alumni
Volunteer Awards Evening
NatWest RugbyForce

Commercial & Operational Excellence

- Nurture a culture which engages and develops our people, whilst embracing individuality and increasing workplace diversity.

Strategic Owners: Tim Miller & Louise Latter



Key Activities

Communications & Branding



Build Reputation, Relationships & Retain through Communication



Information Bank



Standardised branding



Website Upgrade



Reach into Clubs



Sponsors, Friends Program (under dev.)

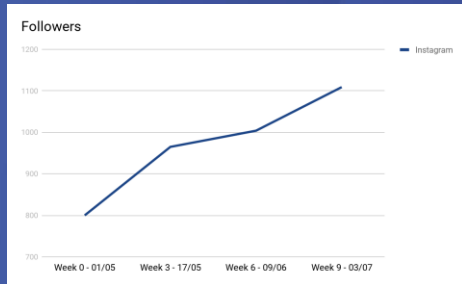
Strategic Owner: Waheed Aslam



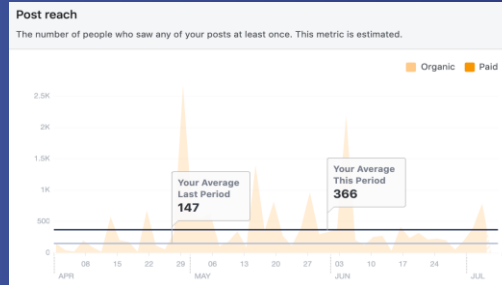
Social Media Insights - April to July 2020

Social media is the best & most efficient way to build widespread reputation & community

Instagram following up 40%



15% Growth in Facebook followers



Twitter now launched'

Facebook – ranked 3rd

Page		Total Page Likes	From last week	Posts This Week	Engagement This Week
1	Surrey Rugby	2.1K	▲ 0.1%	6	777
2	Eastern Counties Rugby...	1.9K	▲ 0.3%	3	1.7K
YOU	Middlesex Rugby	1K	▲ 0.3%	10	1.1K
3					

Average Facebook audience has doubled

