

# Ayr RFC Club Development Plan



## 1. Vision and Mission

### **Vision:**

To be an inclusive club at the heart and centre of the community.

Establishing Ayr RFC as a leading hub for rugby development, community engagement, and player growth, fostering a culture of enjoyment, trust, and excellence.

### **Mission:**

To advance public participation in sport, particularly Rugby Union Football, to promote and advance the health and well-being of a diverse range of participants. To provide, develop, manage and promote sporting, recreational and social activities. Provide education, coaching and training in relation to Rugby Union Football, to develop sporting talents of children, youths and adults. To promote a diverse and inclusive environment for participation in sport, recreation and social activities.

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## 2. Our Values

- **Respect:** Building a culture of fairness, sportsmanship, and mutual appreciation.
  - **Enjoyment:** Ensuring rugby is fun and engaging for all involved.
  - **Achievement:** Inspiring individuals to strive for success on and off the field.
  - **Lifestyle:** Using rugby as a tool to promote healthy, balanced, and disciplined lives.
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## 3. Strategic Objectives

### 1. Facilities Development:

- Expand and modernise club infrastructure to support training, matches, and social activities.
- Develop floodlit and artificial pitches for year-round use.

- Improve clubhouse facilities to support rugby and community programs.

## 2. Transition and Retention Plans:

- Create individualised **Player Transition Plans** for U16 to U18 and U18 to senior levels, focusing on physical, technical, and mental readiness.
- Integrate mentorship programs where senior players actively support youth teams, providing role models and guidance.
- Facilitate regular combined training sessions between U16 and U18 to foster seamless transitions.
- Organise workshops for U16 and U18 players to explore senior rugby expectations, nutrition, strength, and leadership.

## 3. Youth Rugby Philosophy:

- Promote a **vision of inclusivity and excellence**, ensuring all youth players have the opportunity to develop technical, tactical, physical, and mental skills.
- Align with rugby's core values of **Respect, Leadership, Achievement, Engagement, and Enjoyment**.
- Develop players with a "growth mindset," emphasising teamwork, resilience, and self-improvement.
- Embed **SCOTS principles** (Skills, Communication, Obedience, Tactics, Sportsmanship) into all youth training programs.

## 4. Workforce Development Plan:

- Implement a structured volunteer recruitment and development plan, targeting:
  - **Coaches:** Provide SRU certification opportunities (UKCC Level 1-3). Create a coach mentorship program to support new volunteers.
  - **Team Managers:** Develop training sessions on team logistics, communication, and safeguarding.
  - **Match Officials:** Actively recruit players and parents, offering pathways for certification and mentorship through SRU programs.
- Recognise contributions through annual volunteer appreciation events.

- Ensure succession planning by identifying and nurturing future leaders across coaching and officiating roles.

#### **5. Membership Growth:**

- Grow total membership by focusing on expanding micro, mini, youth and women's rugby.
  - Use engagement programs like matchday mascots to build strong connections between youth and senior players.
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### **4. Rugby Development Program**

#### **Youth Development:**

- Expand the **Rugby Academy** to provide tailored development plans for players from U13 to U18.
- Conduct regular assessments for technical, tactical, and physical skills, ensuring appropriate support for each player's growth.
- Offer workshops on nutrition, mental resilience, and game understanding.
- Encourage mixed training sessions between youth teams and senior mentors to develop leadership and collaboration.

#### **Senior Development:**

- Ensure senior teams compete at the highest levels within the SRU structure.
- Provide senior players with strength & conditioning, and tactical training programs, supported by video analysis.
- Promote integration between U18 and senior squads through mentorship and shared leadership opportunities.

#### **Women's and Girls' Rugby:**

- Develop a full pathway for girls, from U12 teams through to senior women's rugby.
- Partner with local schools and colleges to attract and develop female players.

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- Offer separate training and coaching programs tailored to the needs of female athletes.

## **5. Community Engagement and Inclusion**

- Partner with local schools through the Ayr Community Rugby Trust to deliver rugby programs that emphasise teamwork and discipline.
- Organise community events like charity fundraisers, and open rugby days.
- Ensure inclusivity by providing opportunities for those from disadvantaged backgrounds to participate in rugby.
- Work with partners/sponsors to provide career/off-field opportunities
- Provide regular playing opportunities with school festivals at the club for players new to rugby and help the transition from school to club.
- Continue the growth of the Walking Rugby Group which helps with fitness, creating new socialising opportunities and a connection to the club whether an existing member or completely new.

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## **6. Monitoring and Evaluation**

- Measure player retention rates, particularly at key transition points (U16 to U18 and U18 to senior).
- Track the number of volunteers trained annually, including coaches, team managers, and referees.
- Conduct annual surveys to gather feedback from players, parents, and volunteers.
- Review membership growth and facility usage to guide future investments.

