

The Future of Rye RFC



Rye RugbyFootball Club | New Rd, Rye, TN31 7LS
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A Brief History of Rye RFC

- Founded in 1991
- In 2005 the current clubhouse was acquired and the grounds changed from 1 to 2 pitches
- The second field was acquired from ESCC
- Reached Sussex rugby top division
- Won the Sussex cup competition
- After the success key players moved on bringing a change in fortunes on and off the pitch
- The slide down the leagues leaves the club needing work on and off the field
- 2015 Brought a new committee and a new approach
- The rebuilding begins

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A club in need of work

- 2015 - New committee, new approach
- Premises run down and in need of work, both major and cosmetic
- 2015 - 2016 spent stabilising the club
- 2017 brings the start of the ongoing refurbishment program

Here's a summary of what we have achieved so far....

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The Clubhouse & Grounds Clubhouse Exterior

- Major roof repairs
- New fascias and guttering
- Fully replaced the decking, balustrades, steps & handrails
- New entrance doors improving disabled access
- New access ramp
- Repainted the exterior of all buildings
- New exterior lighting
- New CCTV system



The Clubhouse & Grounds

Clubhouse interior

- Bar and cellar refit and relationship new with Carlsburg
- Office refurbishment
- New hot water system
- New drainage and waste water system
- Repaint the interior
- New showers and changing room fit out



The Clubhouse & Grounds

The Grounds

- New score board and signs
- Installation of 2 new sets of aluminium posts
- Maintaining and improving arguably the best rugby pitch in Sussex
- Ongoing ground maintenance of grounds, borders and car park

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On the rugby pitch

Men's Rugby

- Promoted into Sussex II East last season
- Consistently increasing membership numbers
- Attracting lots of members who are new to rugby
- Targeting fielding a regular second team

Women's Rugby

- Second season of women's rugby in Rye
- Building to full XV's squad when rugby returns
- Joint training sessions with the mens squad
- Rapid player development



The Basic Finances

Average monthly fixed
income



+

Average monthly running
costs



=

Financially unsustainable
on rugby activity alone



- Membership subs
- Bar revenue from team related activities
- Hosting other sports teams

- Utilities & rent
- Grounds & facilities maintenance
- Operating costs

- Average Annual shortfall of £4572
- Additional revenue sources required



How we make it work

How we make up the shortfall and create additional income to invest in the club.

- Hiring out the clubhouse as a venue
- Hiring to grounds to other sporting teams
- Running private events
- Grants and sponsorship



Our vision for the future

To continue to grow and improve the club, on and off the pitch for the benefit of the whole community.

It's not viable to rely purely on rugby activities and the membership to provide the funding.

Therefore we aim to continue to invest significant time and effort into grants and sponsorship opportunities.

We also want to be proactive in the use of the facilities and expand our events and hospitality based business model working in partnership with a top events production company.

However for this to be viable we need change of use on the grounds.

Scope of possible event 2021 - 2023 with change of use

- Local producers and food festival
- Celebrity chef dinners
- Polo and fashion show
- Weekend of music linked with Rye Jazz festival
- Summer camping and caravan club
- American car & Bike festival,
- Weddings and private events
- Corporate team building days
- Children's cricket festival hosted by MCC and Lords
- Children's festival of sport's with Team GB and sport England
- Youth Introduction to Rugby hosted by Rye Rugby club and RFU



Our events experience and expertise

- Experienced and driven core team with the full support of the growing membership.
- Previous events Rye have hosted
 - Yearly Youth Rugby Festival
 - Homegrown bikers shows
 - Rockabilly swing dance events
 - Weddings & wakes
 - Football charity day
 - Parties
- Relationship with PIP Productions sharing their vast knowledge and event production experience
- <https://www.pipproductions.co.uk/>

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Summary

- The club has made vast improvements over the past 5 years and aims to continue this progress.
- The membership base is growing, developing a women's team and integrating more with the town
- The club isn't financially viable without additional income from external events.
- 4 Months of revenue from Summer events fund rugby for the year.
- To host the external events necessary we require change of use.
- The future can be bright.
- Thank you for your time.

