



Committee Meeting Minutes

Held on Monday, 13th October 2025 at 7:00 PM, Down Grange Clubhouse.

Attending: James Jagged: Amanda Froud: Laurence Mottram: Sarah Whatmore: Doug Goodwin: Phil Kieff: Alistair McKenzie : Helen Savage

Basingstoke RFC Committee

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SPONSORSHIP AND COMMERCIAL PARTNERSHIPS

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Champions approved £5,000 sponsorship for the 2025-26 season, reinforcing financial support for upcoming activities

Kevin expressed satisfaction with the sponsorship agreement, signaling strong relationship management

The team is pursuing a lead on sheep fuel storage, with outreach involving James to engage the prospective partner

A shoe drying radiator product is launching end of the month targeting rugby clubs, offering club member discounts without upfront club costs

Another sponsorship deal is in negotiation for under-16s with a beetroot gummy vitamin company offering a 10–15% discount to members, expanding health-related benefits

Proposal to create a dedicated sponsorship benefits page on the website to showcase member discounts and promotional offers, enhancing sponsor value visibility

This would allow screenshots for sponsors as proof of promotion, improving accountability and transparency

Lawrence plans to consult Paddy on integrating this with the existing sponsors and charity partners page

License management for commercial software subscriptions is under review to control costs, with a noted potential £10 monthly excess charge for two additional licenses

Sinead is tasked with confirming current license counts and canceling unused ones to avoid unnecessary fees

PLAYER PROFILES AND SNAP SPONSORSHIP PLATFORM

The Snap sponsorship platform launch is delayed due to lack of player profiles, which are critical for engaging individual sponsors.



No player bios have been submitted yet, delaying Snap's deployment, with a target of 56 senior men and 35 senior women profiles to maximize sponsorship appeal

Kevin Patterson and Amanda will coordinate outreach to men's and women's teams to prompt profile completion

Profiles are designed to be fun and simple, with a template previously provided, encouraging players to self-represent

Paddy's promotion of senior players via Facebook is informal and not part of the official profile collection, limiting Snap's effectiveness

PLAYER PROFILES AND SNAP SPONSORSHIP PLATFORM

Amanda emphasized the need for timely profile completion to avoid further delays in sponsorship activation

YOUTH MEMBERSHIP AND RECRUITMENT STRATEGY

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Youth numbers, especially in Minis and under-8s, remain low (around 11 players per team), threatening long-term player pipeline health

Past successful school leaflet drops are considered for rebooting, targeting local schools with updated flyers offering free trial sessions

The club aims to balance investment and expected return by focusing outreach on schools closest to the club

Al will mock up updated flyers for review and printing, leveraging existing materials with Covid-era updates

Retention is linked to coaching quality and player experience, with Josh's summer workshop cited as a successful engagement model

Josh's approach combines fun activities with cultural elements, driving enthusiasm and buy-in from youth players

The challenge is to replicate this fun, immersive style across age groups to reduce dropout rates attributable to boredom and lack of engagement

Introduction of RFU's T1 non-contact rugby in schools is under consideration as a retention tool, with evidence from other clubs showing it helps retain players hesitant about contact rugby

Discussions include potential Sunday afternoon implementation and cross-age group play, capitalizing on T1's inclusive, less intimidating format

Al will research Hampshire RFU adoption rates and local school rugby activity to guide implementation plans



FACILITIES AND TRAINING INFRASTRUCTURE

Facility limitations, especially lighting and training space, constrain midweek training quality and capacity.

Current training facilities have three pitches but overcrowding on Wednesday nights with multiple age groups limits effective use

Lighting upgrades face local neighbor restrictions and are unlikely in the near term

Consideration of portable freestanding lighting units is underway, pending cost and efficiency analysis

Council plans for an all-weather pitch are advancing, with expected ground-breaking next year and the club positioned at the top of the list

The club will be expected to manage access for multiple sports on the new pitch, requiring operational coordination

Requests for additional training sessions, such as biweekly scrum practice for under-15s, are under review, balancing player development with concerns over overtraining

Coaching qualifications and suitability of scrummaging machines are part of the evaluation

Sean will be consulted to formalize requests and ensure proper coaching oversight

CLUB OPERATIONS AND CATERING

Operational improvements are stabilizing club catering and bar services, but financial sustainability and system issues remain priorities.

Catering has stabilized with acceptable quality but remains loss-making due to startup costs and rising expenses, requiring member engagement to sustain

Attendance at lunches needs to reach a minimum of 50 guests regularly to break even

Increased promotion efforts include A3 posters, bar displays, and social media pushes to raise profile and attendance

Saturday adult spectator food purchases are growing organically, with recent menus like burritos well received

Bar till system (Stockade) is experiencing persistent software issues including frozen terminals and over £805 in suspended transactions, raising concerns about transaction accuracy and potential revenue loss

Sarah is collaborating with Doug and Helen to analyze and identify high-value outstanding tabs and system faults

Potential causes include software glitches or network instability, though the tills are hardwired, complicating diagnosis



Discussions include contacting Stockade support or considering alternative POS solutions if issues persist

Facility maintenance includes planned carpet replacement funded by a donor, pending resolution of a separate leak issue, and kitchen equipment upgrades such as acquiring a second-hand griddle to enhance food offerings

Disposal of surplus equipment like a fish chiller and coffee machine is planned to fund new purchases

Collaboration with partners in Portsmouth for kitchen equipment exchange is being explored

TEAM MANAGEMENT AND WELFARE

Team support roles and match day logistics are being strengthened to ensure compliance and smooth operations.

Senior men's team requires a second volunteer first aider due to regulations requiring one per 40 players during training, with Eric focusing on coaching duties

Callum Nicholson and Michael Ansel are candidates to fill this role, supporting player safety and team compliance

First aid training delivery faces scheduling challenges; potential use of the soon-to-be-completed physio suite or external facilities is being explored

Hosting responsibilities for Hook and Odium Hockey Club include managing changing room allocations and match day scheduling, with Steve Appleby as the lead coordinator

The club is accommodating the hockey club's home matches through May due to their clubhouse construction delays

Meal counts and catering logistics are critical with up to 140 servings on Saturdays, necessitating close coordination between Philip, Steve, and Steph to manage capacity and service quality (01:01:50)

Prioritization is clear: rugby activities take precedence over other sports for facility and catering resources

Women's team momentum is strong with 35 players attending recent training and new recruits showing promising engagement, attributed to Tim's coaching and improved communication

The growing squad is fostering healthy competition for match selection and creating positive team culture

Continued focus on retention and culture-building is prioritized to sustain this growth trajectory

ACTION ITEMS

Amanda – Letter from Chairman and Hon Secretary acknowledging the tremendous contribution Amanda has made whilst in her role and participation on the clubs committee.



Follow up with Kevin Patterson and send message to men's and women's groups urging submission of player bios for Snap platform

Investigate RFU T1 rugby adoption status and liaise with Hampshire RFU for potential implementation

Send old flyer PDFs to committee for review and updating for school outreach campaign

Research and potentially source additional lighting options or freestanding lights for training facilities

Coordinate with Sean regarding request for extra under-14/15 scrum sessions and verify coaching qualifications

Continue improvement on mini hot dog catering spreadsheet and communication with team managers

Lawrence

Act as interim chair of commercial and oversee sponsorship coordination until new commercial chair appointed

Coordinate meal ordering and caterer scheduling for high-volume match days including hockey club usage

Manage communications and logistics between hockey club, Hook and Odium, and internal teams to ensure smooth pitch and facilities usage

Helen

Provide updated and clean financial numbers for last fiscal year-end prior to Christmas submission deadlines

Clarify position on PAYE versus POA tax liabilities with signed disclaimers and accounting standards

Support bar till system financial investigations and liaise with committee on findings regarding suspended and unclosed tabs

Sinead

Obtain and set up email address for Eric and Jack O'Driscoll

Assist with bar kitchen equipment replacement (heating plate thermostat)

Help organize first aid training logistics with alternative venue options

Philip

Take ownership of catering scheduling and meal coverage planning with chef and catering manager for busy match days

Steve Appleby

Coordinate changing rooms scheduling and facility management for hockey club and other concurrent usage



Doug/Secretary

Investigate Stockade till system issues and liaise with software provider for resolution

Josh

Focus coaching efforts on cohort integration for girls 18s, women's teams, and youth levels to improve retention and engagement

Commit to meeting schedules and follow-up on development plans

James

Follow up on sponsor inquiries related to sheep fuel storage with relevant contacts