

CARRICKFERGUS RUGBY FOOTBALL CLUB

FOUNDED 1865

AFFILIATED TO THE IRISH RUGBY FOOTBALL UNION – ULSTER BRANCH

Grounds:

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CARRICKFERGUS R.F.C.



Hon. Secretary:

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Carrickfergus RFC – Members Survey Executive Summary

Overview of respondents

- 118 responses online, 7 hard copy, 4000+ Facebook views and 130 “opened” Emails.
- Gender balance: 76% Male, 24% female
- Largest responses by age group:
 - 26-30 – 21%
 - 19-25 – 18%
 - 11-18 – 11%
- Involvement with the club: Tick all applicable categories
 - Players – 42
 - Youth - 11
 - Parent- 26
 - Supporter – 39
 - House Members – 27
 - Coach - 12
 - Staff / Management – 7
 - Referee – 2
 - Others - 7

What do you think our club stands for:

- Having a 1st/2nd/3rd/4th XV's which compete at the highest standards in club rugby – 69%
- *Ensuring high standards of delivery in youth and mini rugby* – 75%
- Offering rugby coaching for people of all ages and abilities for competition and for fun – 71%
- Providing a welcoming facility for all and being at the centre of the community – 60%
- *Offering somewhere for people to socialise and enjoy with family and friends* – 76%

Currently what are the values of the CRFC?

- Having a family ethos and welcoming atmosphere**
- A community club that caters for all ages, gender and ability**
- The club's history, pride and competitive spirit
- Significant number said CRFC has no values or has lost them

**** Strong recurring theme in many surveys**

What does the club do well?

1. High quality facilities, well managed
2. Large, well-resourced Minis / youth sections
3. Good social offerings and events

What could the club could do better? (lots of long detailed answers)

1. Become a “Rugby Club” again. Team photos/Player stats/Jerseys/Plaques
2. Better communication right through the club
3. Through enhanced coaching and a revised structure significantly build and support all levels of adult male Rugby/ New Playing kit
4. More events / marketing/ updated bar range/ bar promotions
5. Support / recognise / grow female rugby. Management support at Youth/Mini Rugby

What do you think of the quality of coaching in the club?

- **Mini / Youth:** Excellent/Good
- **Adult:** Average/Good (but more respondents described it as poor or very poor than excellent)
- **Female:** Good/Excellent
- Key comments:
 - Resourcing senior teams outside of 1st XV
 - Supporting transition and improvement of youth / fringe players
 - Consistent approach across adult male teams
 - Adult male lacks coaching direction and only has a 1XV focus

Social media / Information and Communications

- Top response – 4 out of 5 (39%)
- Key comments:
 - Use more consistently. Too many groups/forums/facebook pages. Consolidate.
 - Ensure content is up to date and all sections are represented equally
 - Focus on providing relevant information (e.g. about activities / events etc.)
 - Little interest in website. Use of Facebook/Twitter
 - Members want to consume more regular, less detailed information, more often, and not just regarding the 1Xv

Social media access and ideas:

- 91% access Facebook and/or Twitter (9% said we didn’t post enough material!)
- Generally positive responses
- Offer more social activities meal and drink offers via FB
- Use social media to bring all sides of the club together

Rating of Bar area and Social Centre

- High praise for the facility but we need to relax and be a Rugby Club again
- Drinks promotions/offers/new range of beers/Cockails
- Some comments around pricing of drinks/service/acoustics/jukebox
- Need for more to do in the club e.g. pool table and dart board

9 areas of the club ranked

Good or excellent scores for Appearance/Parking/Clubhouse/Toilets/Social Area

However much lower scores for:

- Pitches
- Showers* / Changing*
- Gym* * Further work required to understand fully concerns

Club Investment Priorities for the next 3-5 years (top responses):

- Changing and showering facilities
- Pitches / floodlighting/ 2nd and 3rds pitch pathway and viewing. Steps to firsts pitch.
- Enhancing number and quality of Coaches for all sections . Kit and Merchandise.
- Senior playing numbers growth / managing transition from youth to senior
- Club playing membership is ambitious, they want to win leagues and cups so invest in it!

Volunteering Support

- Would you like to Volunteer – 24% said ‘Yes’
- In what areas: (top responses)
 1. Social activities
 2. Coaching
 3. Fundraising
 4. Admin

What would increase your involvement with the club (top responses):

- Additional **Non-Rugby** programmes
- Better events
- Better coaching and Better Rugby provision

Other items the Club should provide:

- Free Wifi
- High quality Coffee at the Bar
- More non – Rugby programmes, more diverse use of our facility
- Access to Club kit/Club shop (frequent references throughout)
- Improve our “Kerb Appeal”