

# Bruff R.F.C

## 10 Year Development Plan Proposal



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Kilballyowen, Bruff, Co. Limerick



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## A message from the President of Bruff RFC

"Bruff RFC has always been more than just a rugby club—it's a place where our community comes together, where young players find their love for the game, and where families and friends connect.

As we look to the next decade, we want to make sure our facilities and programs match the passion and commitment of our members and supporters. Our 10-Year Development Plan lays out a clear path to upgrade our spaces, expand training opportunities, and create a better experience for everyone who comes through our doors.

With the backing of sponsors and the support of our community, we can make Bruff RFC an even better place to play, watch, and be part of something special. We'd love for you to join us on this journey and help shape the future of Bruff RFC."



Micheál Leahy,  
President Bruff RFC 2023-25.



# Transforming Bruff RFC for the Future: A Decade of Growth, Community, and Excellence:

## Executive Summary

Bruff RFC is launching an ambitious 10-year development plan aimed at transforming our facilities, deepening our community engagement, and enhancing services for our members, athletes, and visitors. This plan directly responds to feedback from a recent survey where over 180 members, guests, and staff shared their priorities and vision for Bruff RFC. Guided by these insights, our plan addresses critical areas for improvement, focusing on facility upgrades, new programs supporting youth development and wellness, enhanced spectator experiences, and sustainability initiatives.

## Why Invest in Bruff RFC?

- Bruff RFC is much more than a rugby club; it's a vibrant gathering place for fitness, wellness, and community spirit. With your support, we aim to:
- Modernize our facilities to create a comfortable, inclusive environment for all members and visitors.
- Launch new and revised youth training programs and events to inspire and develop the next generation of rugby players and community members.
- Introduce initiatives that strengthen connections among members, families, and local businesses.
- Advance sustainability efforts, making Bruff RFC an example of responsible, eco-friendly community development.



## Plan Highlights and Sponsor Benefits

### Year-by-Year Phased Development

Our 10-year development plan is divided into strategic phases, ensuring that each project receives the resources and focus needed for lasting impact. Each phase will yield immediate improvements while laying the groundwork for the next, fostering ongoing progress and continual community engagement.

**This is what we're starting with!**





## Plan Highlights and Sponsor Benefits

### Major Investment Areas:

- Modern Facility Upgrades (Years 1-5): Including dressing room and shower upgrades, expanded gymnasium, spectator seating, and parking facilities.
- Youth Development & Community Engagement: (Years 6-7): Structured youth training programs, community events, and family-friendly activities.
- Sustainability and Wellness Initiatives (Years 8-10): Implementing energy-efficient systems, eco-conscious upgrades, and wellness programs.

### Sponsor Partnership Opportunities: By partnering with Bruff RFC, any potential sponsors will:

- Receive prominent branding visibility in high-traffic areas of our club and across all digital communication platforms.
- Participate in local events and initiatives, enhancing brand awareness and community goodwill.
- Support a club committed to wellness, youth development, and sustainable practices, aligning with values of social responsibility and community impact.
- Support the club that won the Munster Youth club of the year award last season in recognition of our input into youth rugby systems in Munster Rugby.



## Join us on This Journey!

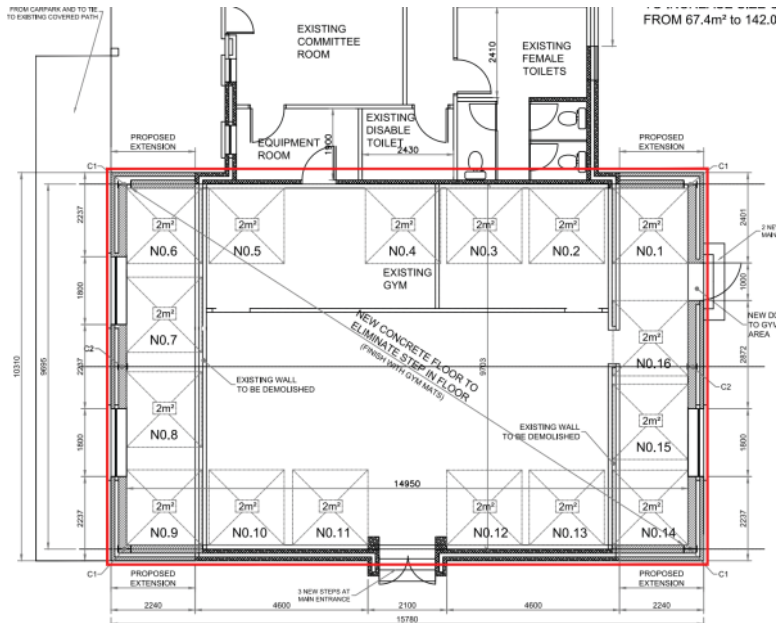
This 10-year plan offers sponsors the chance to play an instrumental role in transforming Bruff RFC into a premier destination for rugby, fitness, and community engagement. Your support will help make these meaningful changes possible, ensuring that Bruff RFC remains an essential part of the community for generations to come.

Together, let's build a legacy of excellence, wellness, and community at Bruff RFC.





# 10-Year Development Plan for Club Facilities



## Gymnasium Facilities

Actions: Renovate or add gym equipment, create designated zones for cardio, weights, and functional training. Ensure high-quality ventilation and lighting.

Goal: Complete upgrade by Year 3.

Budget: Medium to high, dependent on equipment and facility size. Expected Outcome: Increased membership and attraction of fitness-focused members.





## 10-Year Development Plan for Club Facilities

Pavilion and Bar Facilities' Decor and Comfort Levels

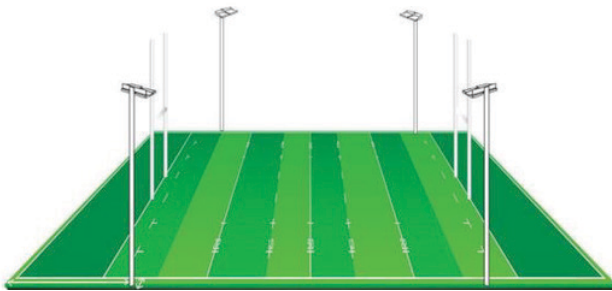
Actions: Redecorate with a focus on modern and comfortable seating, lighting, and decor to create a welcoming atmosphere. Include family-friendly zones.

Goal: Begin in Year 2, complete by Year 3.

Budget: Medium.

Expected Outcome: Enhanced community atmosphere, encouraging members to spend more time at the facility and boosting revenue from food and beverages.

Year 4-5: Mid-Priority Upgrades and Sustainability Initiatives Objective: Focus on sustainability and broader infrastructure improvements, aligning with the club's long-term environmental goals and accessibility.



**Replacement of Pitch lighting:**



**Fitting of Solar Panel Upgrade:**



## 10-Year Development Plan for Club Facilities

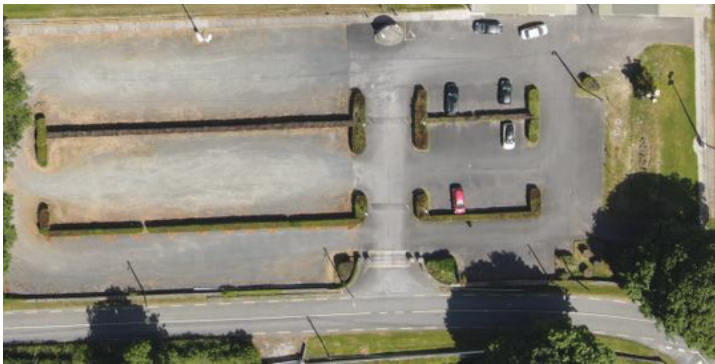
### Proposals to Reduce Energy Consumption Levels:

**Actions:** Conduct an energy audit, install energy-efficient lighting, and explore renewable energy options (e.g., solar panels). Invest in water-saving fixtures in showers and restrooms.

**Goal:** Complete by end of Year 5.

**Budget:** Medium, with potential for grants or subsidies.

**Expected Outcome:** Reduced energy costs, improved environmental footprint, and alignment with community values around sustainability.



### Upgrade to Car Park Facilities:

**Actions:** Expand or optimize the parking area for better flow and accessibility. Add improved signage, lighting, and, if feasible, consider adding EV charging stations.

**Goal:** Complete by Year 5.

**Budget:** Medium to high, depending on space requirements.

**Expected Outcome:** Improved accessibility and convenience for members and spectators, especially during events.

**Year 6-7:** Development of Training and Community Engagement Programs

**Objective:** Enhance training programs and improve community connection to foster a loyal, engaged membership.



## 10-Year Development Plan for Club Facilities

### **Youth Training Programs:**

**Actions:** Develop a structured program for youth training, focusing on skill-building, fitness, and sportsmanship. Collaborate with schools to build a pipeline of young athletes.

**Goal:** Launch by Year 6.

**Budget:** Medium, with potential for sponsorships.

**Expected Outcome:** Increased youth engagement, club loyalty from a younger demographic, and new membership growth.

### **Community Engagement Events:**

**Actions:** Introduce annual and seasonal events (e.g., community sports days, open houses, family-friendly activities) to foster a community spirit. **Goal:** Begin events by Year 6 and maintain annually.

**Budget:** Low to medium, with potential revenue from events.

**Expected Outcome:** Strengthened club-community relationship and increased visibility in the community.

### **Year 8-9: Facility Upgrades for Modernization and Comfort**

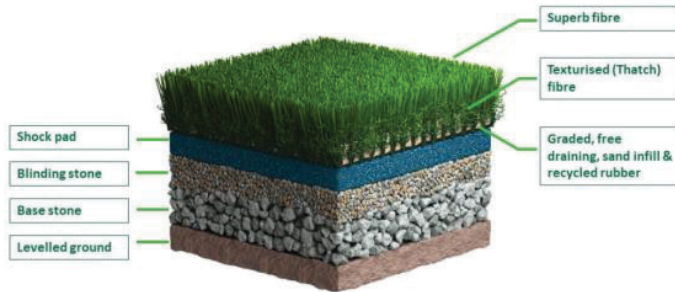
**Objective:** Upgrade training surfaces and spectator areas to enhance user experience and comfort.

### **Year 6-7: Development of Training and Community Engagement Programs**

**Objective:** Enhance training programs and improve community connection to foster a loyal, engaged membership.



## 10-Year Development Plan for Club Facilities



### Artificial Surface for Training

**Actions:** Install a high-quality, low-maintenance artificial surface for training. Choose materials that are safe and durable.

**Goal:** Complete installation by Year 8.

**Budget:** High, Potential Sponsorship and grant aid.

**Expected Outcome:** Expanded training usability year-round, reduced maintenance costs, and enhanced training quality.



### Improved Spectator Facilities:

**Actions:** Add comfortable seating, upgrade shade structures, and basic amenities like restrooms near spectator areas. Ensure accessibility for all.

**Goal:** Complete by Year 9.

**Budget:** Medium. Potential grant aid.

**Expected Outcome:** Enhanced comfort for spectators, leading to more attendance and better event atmosphere.



## 10-Year Development Plan for Club Facilities

### Year 10: Holistic Wellness and Communication Improvements

Objective: Conclude the 10-year plan with initiatives that strengthen overall member wellness and enhance club communication.

Nutrition and Wellness Programs:

Actions: Launch programs such as nutrition workshops, wellness consultations, and fitness challenges. Consider partnering with local health professionals.

Goal: Begin in Year 10 and offer ongoing sessions.

Budget: Low to medium, with options for partnerships or sponsorships.

Expected Outcome: Improved member health and wellness, creating a well-rounded club experience.

Enhanced Communication Channels:

Actions: Upgrade digital communication channels (e.g., website, social media, member app) for real-time updates, event registration, and feedback collection to the most up to date formats.

Goal: Launch new communication system by end of Year 10.

Budget: Low to medium.

Expected Outcome: Improved engagement, streamlined information sharing, and member satisfaction through enhanced connectivity.

KEEP WELL



Rialtas na hÉireann  
Government of Ireland



## 10-Year Development Plan for Club Facilities

### Summary of Expected Milestones:

1. Years 1-3: Complete high-priority upgrades to dressing rooms, , gymnasium and pavilion.
2. Years 4-5: Implement energy-saving measures and parking facility improvements.
3. Years 6-7: Launch youth training programs and community events.
4. Years 8-9: Upgrade training surface and spectator facilities.
5. Year 10: Establish wellness programs and improve communication channels.

This 10-year plan aligns with survey priorities and ensures sustainable growth while balancing facility upgrades, community engagement, and member wellness.

Sincerely,  
**Bruff Rugby Football Club,**  
Kilballyowen Park, Bruff, Co. Limerick.



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Instagram: <https://www.instagram.com/bruffrfc/>

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