**BRENTWOOD RUGBY FOOTBALL CLUB Ltd**

**Founded 1935**

**Affiliated to *R.F.U., E.R.F.U., L.S.R.F.U.R., M.C.R.F.U., E.C.R.U.***

### Community Amateur Sports Association

**New Clubhouse Working Meeting**

**27th January 2015, BRFC Clubhouse, 8.00pm**

**Meeting Notes**

**In Attendance:**

Paul Kehoe, Richard King, Tony Sleep, Ken Lewis, Harry Wain, Kevin Ambrose, Chris Dyer (Essex RFU), Gerry Mahoney, Peter McCarthy, Andy Wylie, Bill Worthington, Alan Hudson, Chris Holden, Steve Holden, Rob Stevens, Mike Rose, Iain Thompson, Sue King and four others (my apologies to those concerned).

**Apologies:**

John Kerslake, Dave Bywater, Bill Bassenger, and Des Shillingford

**Purpose:**

* To update attendees on the status and progress of the new clubhouse project since the 6th January meeting
* To do some work on the project: ie
  + Buildings and construction plans
  + Marketing materials and actions
  + Strategy for raising the necessary finance
* To agree next steps

**Introduction:**

RK set the scene using the introductory slides (see attachment 1) which gave the history of the project to date, a brief description of the approved scheme at KG5, a suggested structure for the meeting and some thoughts on the fund raising element of the project.

**Buildings and Construction plans:**

Rob Stevens said he was progressing with the work to develop the artichects drawings from the planning application into a first draft building programme. He thought this work would be completed in the next 4-6 week week period and would enable a budget to be set and documentation put together for marketing and tendering purposes.

After this work was completed, it could be presented back to the club membership for review, modification and approval in principal, and then incorporated into a media pack with 4D & 5D animations.

Steve Holden raised concerns about the close proximity of mature trees to the new building and said he thought the foundations might require piling.

Ken Lewis repeated his previous offer that *ecolution* Renewables were willing to provide solar heating equipment for the clubhouse at favourable rates.

Gerry Mahoney said he believed that significant budget savings would be achieved if alternative construction techniques and modern materials were used.

Andy Wiley queried how decisions would be made on fit and finish items and recommended a small group of “experts” should be authorised by the club to make these type of detailed decisions.

After these and other detailed questions on construction and feature details of the proposed building, RS said we needed to have our fund raising programme ready to leverage the upswing in interest in rugby caused by the World Cup. He believed that the earliest realistic date for building to commence was during the 2016 close season.

**Fund Raising:**

Chris Dyer from Essex RFU gave an overview of what he saw as the most promising fund raising sources for our new clubhouse project. He said the RFU’s full-time fund raising specialist, Rick Bruin, was willing to engage with a smaller clubhouse working group when we had that set up, or with the club executive committee.

CD cross referenced his advice with his experiences of other Essex Clubs that had recently undertaken similar clubhouse projects, notably Chelmsford (£800k project) and Romford & GP (£1.2m project). He said that the likely public funding bodies would all require ERFU support and endorsement as a pre-condition of supporting our project.

He said there were likely to be three main sources of funds:

1. Our Membership: It was crucial to mobilise the whole club on fund raising events for this project. The individual amounts raised per event might be relatively small but the impact on the project was fundamemental – given the potential need to match fund grant monies.

2. Funding Bodies: The RFU was fully subscribed for grant aid applications in 2015/16 but was open again for 2016/17 applications later this year. He thought it was likely an application from BRFC would get Essex RFU’s support. Other grant issuing bodies to approach were Sport England, and the Essex Community Investment Fund. He thought we should aim at raising £200k in grant aid from these funding bodies.

3. Corporates: He said the corporate sponsorship was always a possibility and referenced some of the large companies in the Brentwood area. Romford had received £350k from a local land fill company who are required to invest in community related projects.

RK suggested that there were two other constituencies we should approach for financial support. Firstly, wealthy individuals who are or were members and friends of BRFC would need to be identified and approached personally and discretely. Secondly, potential sources of funding within the local Brentwood community should be approached. William Lloyd had already offered to lead this latter initiative on the club’s behalf.

After a lively debate on fund raising, the view was put forward that our target amount, c £1m, might be raised with a third coming from Funding Grants, a third from Corporate sources and other major sponsor donations, and a third from members contributions and fund raising events.

Harry Wain offered to do some ground work on our fund raising proposition and put together a first version of a “sales pitch” that can be discussed at later meetings.

**Nest Meeting:**

The next meeting would be arranged by RK for late February or early March (3rd March at 8.00pm) when RS’s work on the first draft building programme was ready to be reviewed.

Meeting notes written up by R King

31st January 2015

(Attachment 1)

Attachment 1: 27th January Meeting Introductory Slides

