

Lancashire County Survey Results 2017

Survey findings - summary

There is pride in Lancashire as a County and there is recognition that it supports the growth and development of rugby in Lancashire County.

Many who responded had positive comments, the criticism was constructive and offered to enhance the County. However, there has been some individual points raised towards all sections driven by bad personal experiences. This have altered the outcome of the survey results where there have been fewer respondents but the criticism should not be dismissed.

The results must be taken in the context that this is the first time that people have been asked their opinion on the County in this way, there has been a large amount of recent change in the game and with less than 500 respondents it is a snapshot of the feeling rather than a definitive piece of research but the numbers still make the findings valid.

Within senior men's rugby. There is a disconnect within club rugby between an individual's experiences of Lancashire and how they perceive the County. When asked how they were supported as an individual to grow and sustain rugby many responded with a more positive score than how they believed the County was supporting the growth and sustainability of rugby within Lancashire. This demonstrates that there is no personal connection to the County as an organisation.

One factor is they may not relate the person who is helping them as someone that is a representative of Lancashire County.

The senior women overall have the highest positive scores but also a large difference between pride and support with transparent and approachable. The comments indicate that there is lack of understanding of how the local partnership meetings relate into the Lancashire structure and therefore how views can be shared back to the county as an organisation.

There is a belief that there is too much focus on youth and women's rugby and the County is not concentrating on the 'life-blood' of the game, which is the clubs. There is also a general feeling that too much focus is made on the 'senior' clubs in the area and others are 'left to get on with it'.

There is a general lack of belief that Lancashire is representing the views of the county effectively with the RFU. From the comments left it is clear that this is mainly the result of respondents not understanding the role of Lancashire within the RFU or it is a result of personal experience where a RFU decision has had a direct negative impact on their club or section.

A large majority of the respondents were males over the age of 50, indicating an involvement in club rugby. This weighted the responses primarily around the club and senior men's teams.

The results do, however, give a clear action plan for the County and the sections on how to quickly increase engagement with members.

Next steps:

Create a communication strategy that is focused on increasing the membership understanding of Lancashire County as an organisation - a draft is available at the end of this document. Any strategy will need to be linked with the marketing strategy.

Develop three clear aims of what Lancashire County is there for that can be summed up quickly and easily in all communications.

Develop three clear key messages that should be used when communicating about Lancashire County and its aims.

Develop an engagement plan for county officials to visit clubs throughout the season. This should be planned activity that follows a specific format before and after the visit, asking clubs where they feel they need help or have issues they want to raise. This will help prepare the official attending and the club. The plan should include visits to the different sections and to ensure all clubs are visited once a year may require more than just the County Board members to participate.

Identify case studies that demonstrate the value of Lancashire County involvement in rugby, for individuals, sections and clubs.

Review the content on the website to make it easier to identify the roles and responsibilities within Lancashire County, what support is available and where it can be accessed. For example create a flow chart of the whole structure.

Create an online membership form – not one that needs to be downloaded. The membership should highlight the benefits to members but also how it is supporting the work of Lancashire. Actively promote the membership.

Communicate the findings of the survey – in brief and what as a county and organisation will be the next steps and action. You Said , We will....

Contact all the respondents who left their details to be potential volunteers.

Draw up a list of volunteer roles within the county, with the necessary skills and time requirements of the role.

Lancashire County Survey Result 2017 - Participation



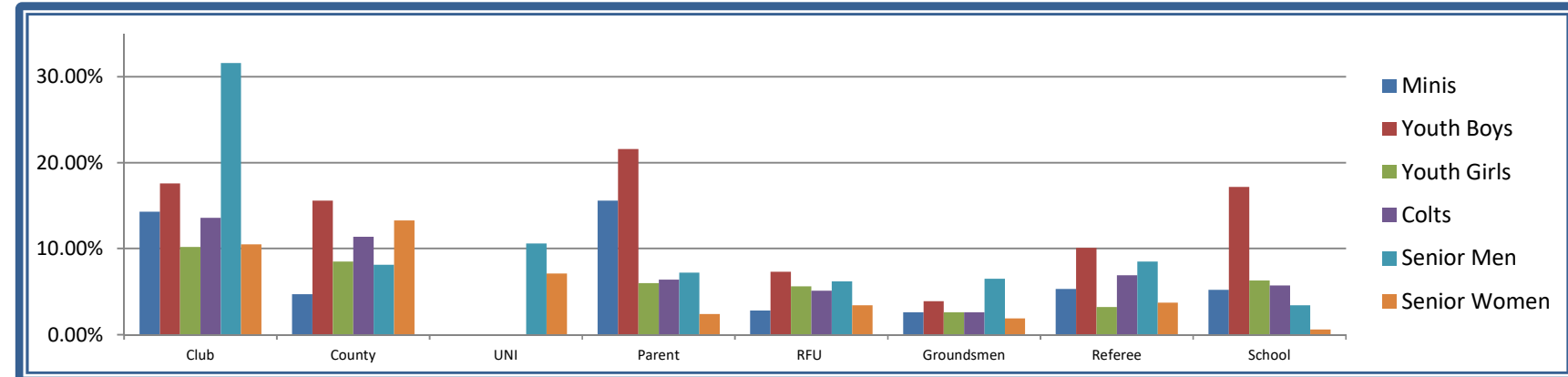
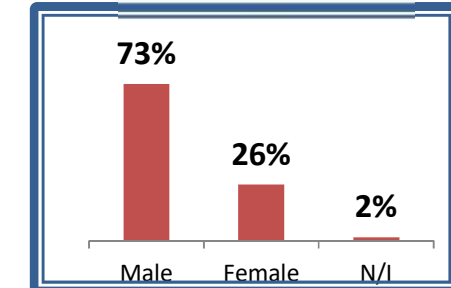
Aldwinians RUFC
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Aspull RFC
Blackburn RUFC
Bolton RUFC
British Police Women's RFC
Broughton Park FC
Burnley RUFC
Bury RUFC
Carnforth RFC
Clitheroe RFC
Colne & Nelson RFC
Didsbury Toc H RFC
Eccles RFC
Firwood Waterloo RFC
Fleetwood RUFC
Fylde RUFC
Garstang RFC
Heaton Moor RUFC
Leigh RUFC
Littleborough RUFC
Liverpool Collegiate RUFC
Liverpool Tritons RUFC
Lostock RFC
Manchester Rugby Club
Old Bedians RFC
Oldham RUFC
Ormskirk RUFC
Orrell RUFC Preston
Grasshoppers RFC
Rochdale RUFC
Rossendale RUFC
Ruskin Park RUFC
Sedgley Park RUFC
Sefton RUFC
Southport RFC
Thornton Cleveleys RUFC
Trafford MV RFCC
Tyldesley RUFC
University of Lancaster RUFC
Vale of Lune RUFC
Warrington RUFC

BAe Warton RUFC
Bay Horse RFC
Blackpool and The Fylde College RFC
Blackpool RUFC
Broughton Park FC
Burnage RFC
Chorley RFC
Eagle RFC
England Fire Service RFC
Greater Manchester Fire Brigade RFC
Greater Manchester Police RFC
HMYOI Hindley RFC
Hutton RFC
Lancashire Constabulary RFC
Leyland Warriors
Liverpool Medical School RFC
Liverpool St Helens FC
Mancunians RFC
Merseyside Police R.U.F.C.
North Manchester RUFC
Old Boltonians RFC
Oldham College Vets RFC

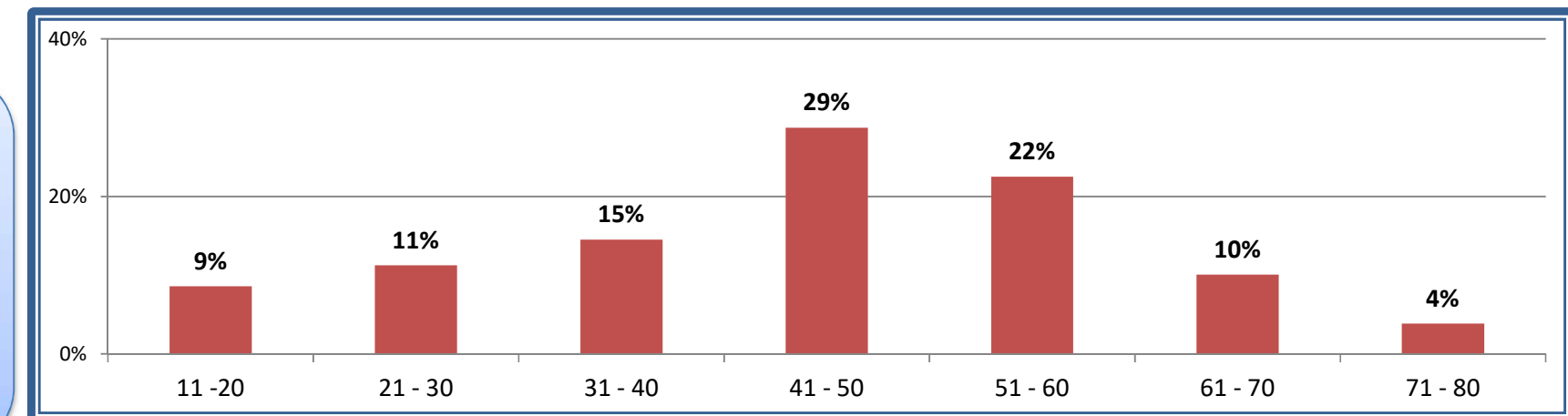
**Clubs not
participated
in survey**

There is an interesting mix of clubs who have not participated in the survey. Many do not have contact with Lancashire i.e. an active Lancashire volunteer within the club. However, others have direct contact with Lancashire and the RFU and have been actively helped. It maybe an indication that a small number of people are

	Minis	Youth Boys	Youth Girls	Colts	Senior Men	Senior Women	Response Total
Club	14%	18%	10%	14%	32%	11%	579
County	5%	16%	9%	11%	8%	13%	211
UNI	0%	0%	0%	0%	11%	7%	141
Parent	16%	22%	6%	6%	7%	2%	250
RFU	3%	7%	6%	5%	6%	3%	178
Groundsmen	3%	4%	3%	3%	7%	2%	155
Referee	5%	10%	3%	7%	9%	4%	189
School	5%	17%	6%	6%	3%	1%	174

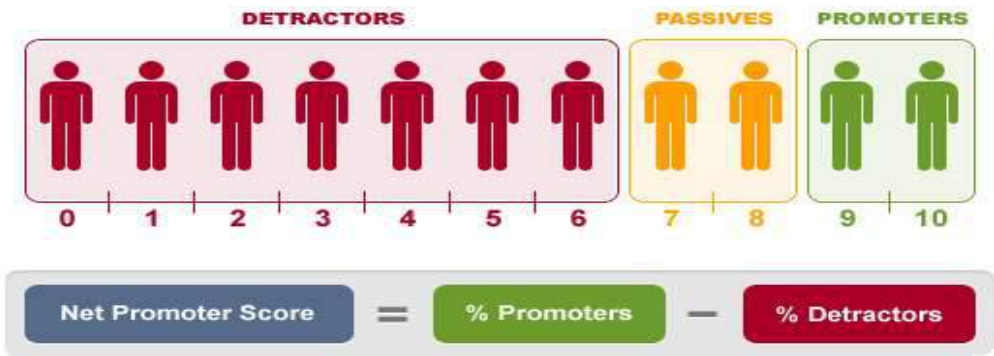


Understandably the majority of people who responded to the survey are involved in club rugby with the lesser involvement in County. There is a high level of participants involved in senior men's rugby, which will add weighting to the results and the interests of those who have responded. The age profile spread demonstrates shows a larger proportion of 40+ respondents, this should not translate to the age profile of volunteers but does demonstrate a lack of engagement with County of the younger players 20 - 40 year olds, this could impact on the

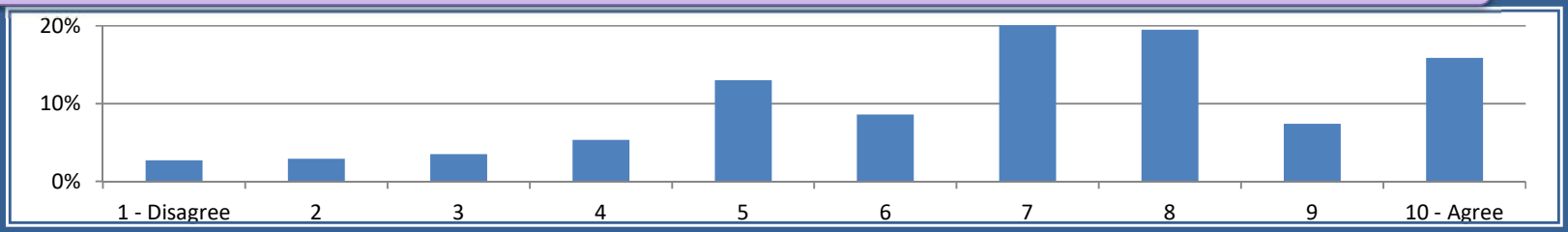


Lancashire County Survey Result 2017 - Belief in Lancashire

We asked a number of questions to identify what people thought about Lancashire and if they understood what Lancashire did, believed in how Lancashire operated and trusted the county. We can apply the same maths used in a net promoter score to help understand how effective we are being and track this in subsequent years. It also helps us remove



I believe that Lancashire Rugby carries out a valuable job in driving growth & sustainability of rugby



NET - 12.7%

I don't think they advertise what they do enough directly to those involved in the club's. I think there needs to be more direct contact to individuals involved

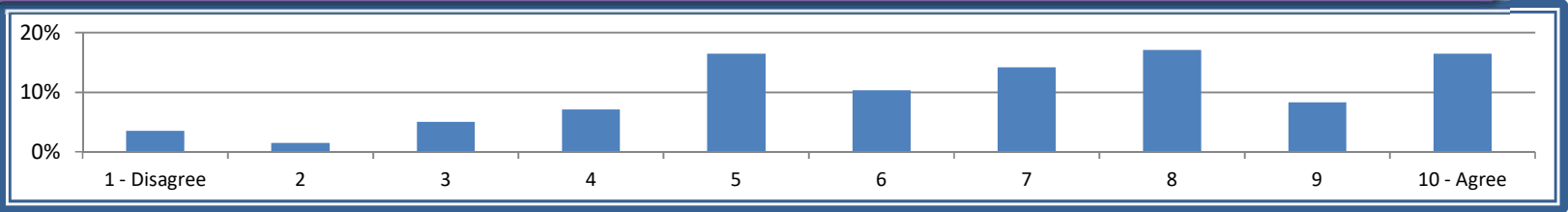
I gave low scores because I am not clear on its aims

Don't come across as a closed shop committee wise as most of the time it comes across as clubs and supporters owe the county rather than what can everyone can do to help the county be

Not really sure as the club is very insular and controlling

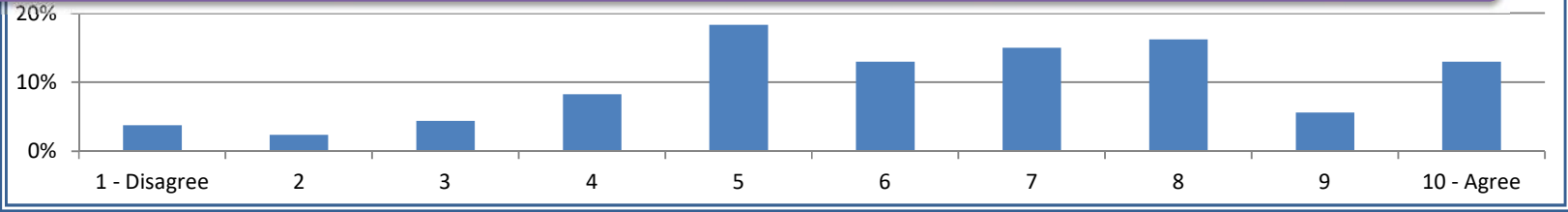
Not 100% on the roles

I believe Lancashire county officials are approachable and support the best interests of the county



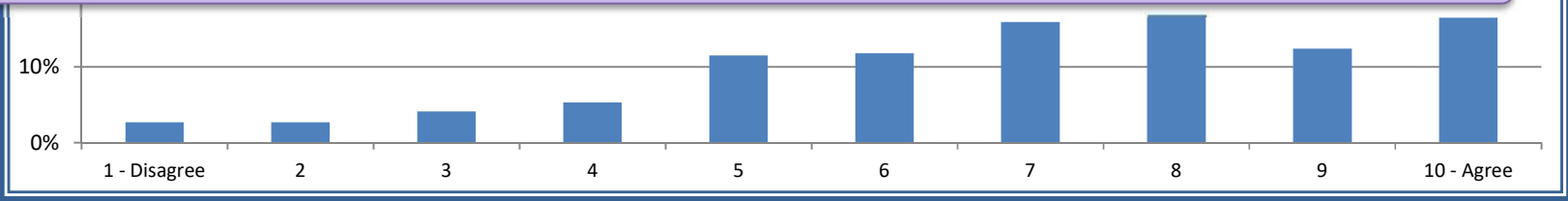
NET - 19.1%

I believe Lancashire County is open and transparent about how it supports rugby within the region



NET - 31.6%

I am proud of Lancashire County and the work it does in the area to support rugby



NET - 9.2%

The negative net promoter scores must be taken in context with the comments that have also been left to explain peoples reasoning.

The majority of responders do not know what Lancashire does because of a perceived lack of communication - or in some areas only exposure to their 'sections' involvement.

The real positive is the scores for pride in the County. This is difficult to foster. It demonstrates it would not take a big shift in attitude towards Lancashire to increase the other scores in a short amount of time but more importantly the level of engagement with the county.

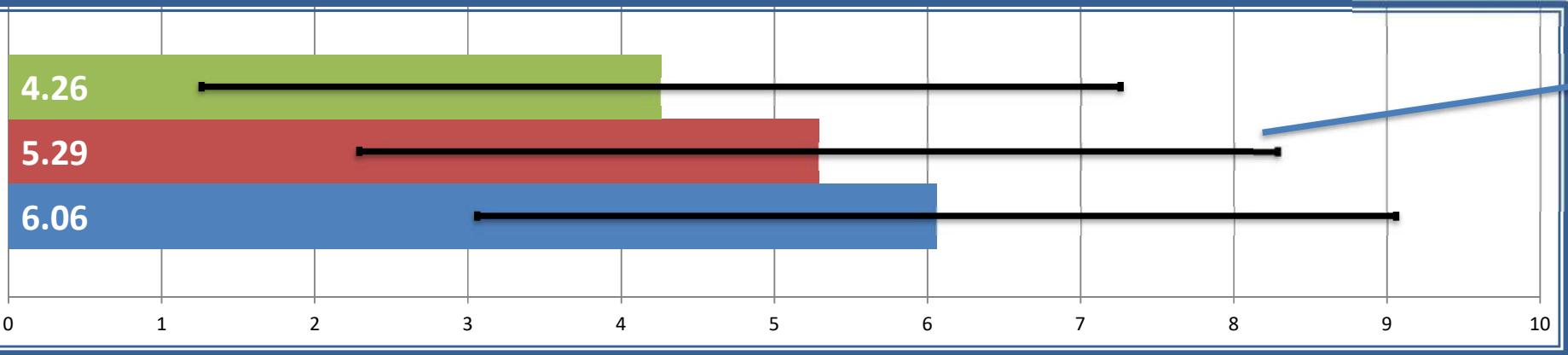
The survey has confirmed the biggest issue is communication and an impression of lack of approachability and visibility of County officials as well as over reliance to use the clubs to communicate to their members.

Lancashire County Survey Result 2017 - Understanding Lancashire's role



We asked participants to gauge how they understood Lancashire purpose, aim and role on a scale of 1 - 10, where 10 is they understand. It received mixed responses shown by the average score in the graph below. The black line highlights the standard deviation in the results and the extreme outliers.

- I understand the structure of the various Lancashire committees and their purpose?
- I know what the aim of Lancashire County is
- I understand the role of Lancashire County



The black lines indicate the variation in scores with the bar graph indicating the average.

Aldwinians RUFC	Preston	Blackburn RUFC
Aspull RFC	Grasshoppers RFC	Bolton RUFC
Blackburn RUFC	Rossendale RUFC	Clitheroe RFC
Bolton RUFC	Ruskin Park RUFC	Colne & Nelson RFC
British Police	Sedgley Park RUFC	Didsbury Toc H RFC
Women's RFC	Sefton RUFC	Eccles RFC
Broughton Park FC	Southport RFC	Firwood Waterloo RFC
Burnley RUFC	Trafford MV RFCC	Fylde RUFC
Bury RUFC	Tyldesley RUFC	Garstang RFC
Clitheroe RFC	University of	Leigh RUFC
Colne & Nelson RFC	Lancaster RUFC	Liverpool Collegiate RUFC
Didsbury Toc H RFC	Vale of Lune RUFC	Orrell RUFC
Eccles RFC	Warrington RUFC	Preston Grasshoppers RFC
Firwood Waterloo RFC	West Park (St Helens) RFC	Rochdale RUFC
Fleetwood RUFC	Widnes RUFC	Ruskin Park RUFC
Fylde RUFC	Wigan RUFC	Sedgley Park RUFC
Garstang RFC	Wythenshawe RUFC	Southport RFC
Heaton Moor RUFC		Vale of Lune RUFC
Leigh RUFC		West Park (St Helens) RFC
Littleborough RUFC		Widnes RUFC
Liverpool Collegiate RUFC		
Lostock RFC		
Old Bedians RFC		
Oldham RUFC		
Ormskirk RUFC		
Orrell RUFC		

Green are the promoters of Lancashire and the Red club are the detractors. Interestingly only one club had more than one detractors, the others tended to be individuals. The target clubs should be those that are passives towards Lancashire and did not take part in the

I have been disappointed by the lack of support and encouragement from the coaches at Lancashire trials. It seems you have to be playing for certain clubs to move forward... I always thought that the aim, role and purpose was to encourage and motivate young players in the Lancashire area not just at certain clubs. I am sorry if you did not want this feedback but sometimes you need to look

To administer the rugby operations thought-out the county for all clubs and their players without prejudice

To liaise between the clubs and the RFU

To help grow the game in the county.

To promote and support the clubs and players within Lancashire

Never seen written down or heard about your aims so I'd be

I would guess through common sense it was to promote the game within the county and provide the gateway to higher rugby. However, I've not really seen the actual

It is the link between the RFU and the County. It is the gatekeeper, the guardian and the ambassador for rugby and it does an excellent

Growth Inclusion Diversity

I know nothing

I in no way feel part of Lancashire RFU.

As far as women's rugby is concerned I have no idea what their aim, role or purpose is. The money spent on the women's team is laughable. The men's teams views are prehistoric. Having heard the men's team coach scream (whilst sharing a pitch with us) "stop acting like girls" I don't hold much hope that without any challenging of their behaviour from higher up that their views will change anytime soon.

A key observation from those who detract from Lancashire and those that promote Lancashire - the promoters are mainly involved in Lancashire in some way, or closely associated with a club where someone is already heavily involved in Lancashire.

You will always get a degree of 'bad experience' providing outliers in the results. However, those clubs who do not have regular contact with Lancashire or benefit from a volunteer within the club being involved in Lancashire tend to score mid-range and crucially are unsure of what Lancashire does.

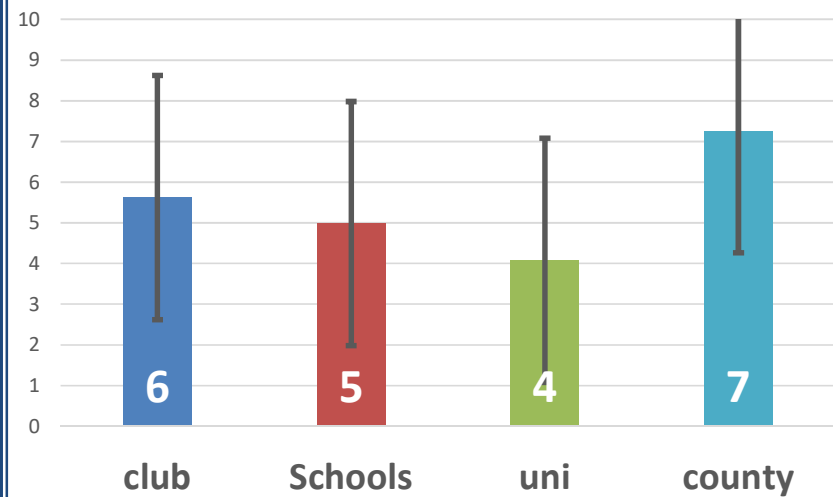
Targeting these clubs will see an overall improvement in the scores but vitally may open up Lancashire to a stream of new volunteers, better understanding across the County of what it does and as well as more members and commercial opportunities.

An actionable communications and stakeholder engagement plan outlying the aims of Lancashire, which targets key clubs will quickly improve the understanding and recognition of the value of the Lancashire County.

Lancashire County Survey Result 2017 - Specifics



Lancashire is driving growth of the rugby within the County



I and my associated club has received much support both financially and informatively from the county. It's committee has always been approachable and supportive

County has pushed and supported youth game at our club since

I find Lancashire very good for youth rugby involvement and help. Especially trying to help

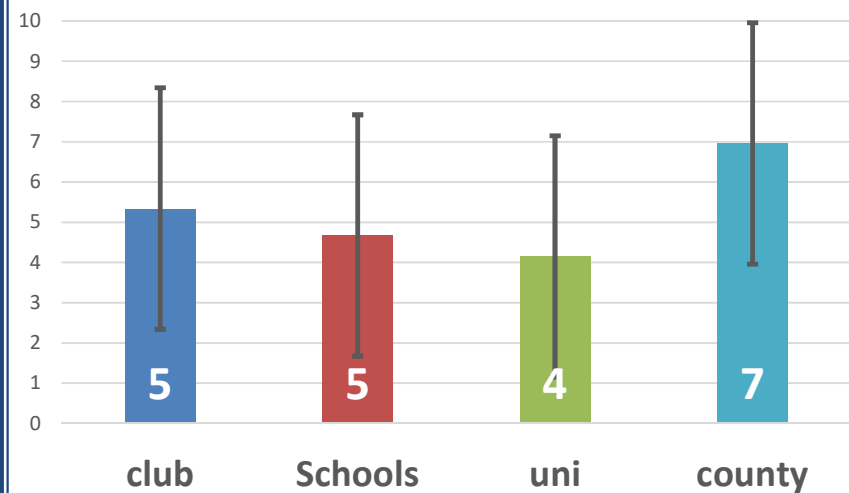
The Lancs RFU has been extremely good to the Club over the past

I have indicated 5 because I don't really know

Lancashire do a good job promoting Rugby within Lancashire. They work effectively with the different groups.

Lancashire seems to be focussed mainly around 'big clubs' in the north of the county, there seems to be minimal support for smaller clubs, especially in other parts of

Lancashire is supporting the growth/sustainability of rugby at my:



CLUB - Those that indicated an involvement in club rugby irrelevant of the section.

SCHOOLS - Those that indicated an involvement in schools or college rugby

UNI - Those that indicated that they were involved in university rugby, not gender specific.

COUNTY - Those that indicated they were involved in the COUNTY in any capacity including representative rugby.

I basically don't hear anything from Lancashire Rugby. The hardest job I have as a coach throughout the year is finding information on junior Lancashire trials. There is no support for the grass root clubs, and I feel like it's still very much an elitist sport where places are widely reserved for private and grammar schools. And my personal opinion was that the RFU supports the club with the area CRC, but we don't receive any help or bonuses or

Those involved in County representative rugby believe that the County is strong in developing rugby and there have been some positive comments about it keeping players in the game. However, there were comments about it being a closed shop and there was mention that is used by some men's clubs to poach players.

The lowest engagement for Lancashire is Universities. When asked if it was felt that Lancashire was helping the growth and development of universities the answers were consistently 3 or 4 out of 10. A large number of the respondents (43%) are also involved in County Representative rugby so are directly aware of Lancashire. A plausible conclusion is they do not see or associate the work Lancashire County is doing with the universities, with the County, so it needs to be more formally communicated via the appropriate social media channel. However, it should be taken in the context that only 15 people yes to being involved in university rugby - another potential indicator that the County is not engaged with students.

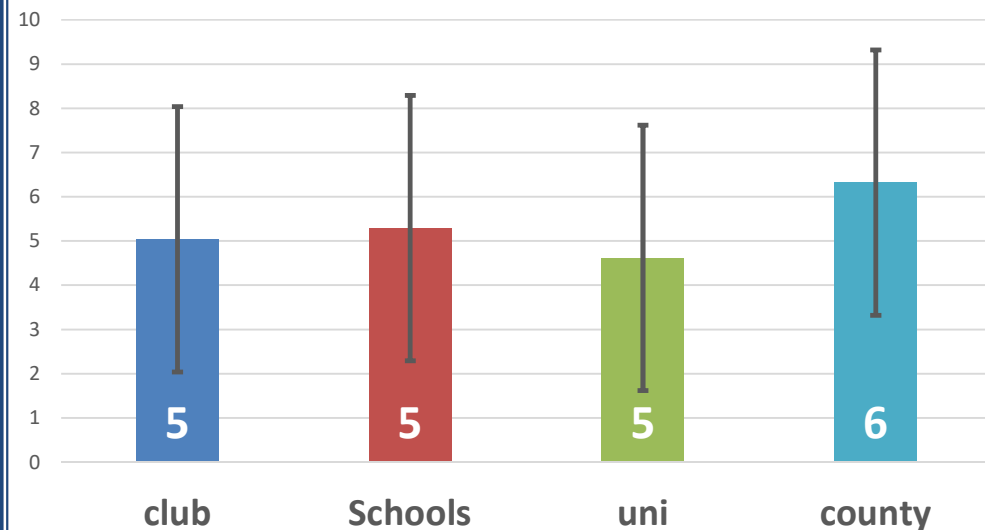
Through the comments it is clear there is a disconnect between the belief by the 'smaller' clubs that the 'bigger' clubs are having greater influence on decisions that impact them, including fixtures.

Generally there is a strong belief that Lancashire is doing good work but lack of understanding of how they are support the growth of rugby.

Lancashire County Survey Result 2017 - Specifics



Lancashire represents my views as an individual effectively with the RFU



I have very little evidence to support any of these questions. I do know that Lancs has an active involvement in the RFU. I do not think Lancs actively engages with clubs. We only seem to speak when an issue arises (discipline etc). We are asked to attend meetings and do so but very little feedback is given to the clubs - apart from the meetings. Maybe its time to formulate some sort of plan so that clubs are aware of

Lancashire cannot represent my views as it has never asked for them. Therefore LRFU neither understands or knows my

Hardly ever hear off Lancs in most capacities. Website in my opinion is poor .

There was less knowledge generally across the survey from all respondents about how Lancashire communicates and represents the views of the County with the RFU.

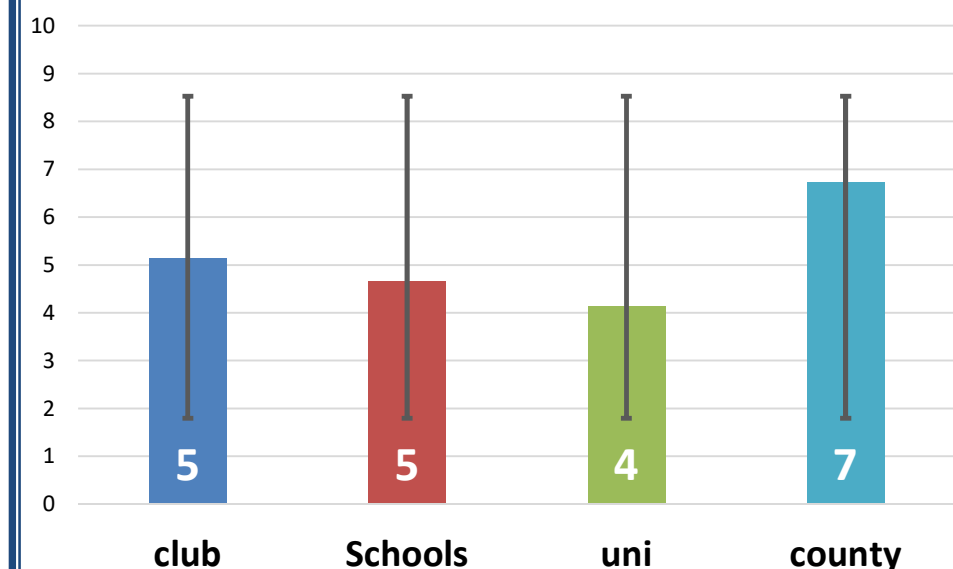
There are a number of indicators for this. Including the impact of the men's league review and how it went and that it is still influencing some of the respondents impression of Lancashire's County's work as a whole.

There is also a general lack of understanding of how Lancashire liaises with the RFU and what its role is. Some respondents indicated lack of communication within their own club as an issue for understanding Lancashire's role. Others expressed concern that Lancashire were not open and transparent and its decision making processes were not clear.

Some of the more pointed comments demonstrated that there is a perception that all the volunteers within Lancashire on the committees were 'retired men and not in touch with the game'.

Small changes within the communications would improve the poorer perceptions of Lancashire's work. An active communication plan highlighting the work of the various committees, how to be involved and how to feedback thoughts would also improve understanding of the County.

Lancashire represents the views of my club effectively with the RFU



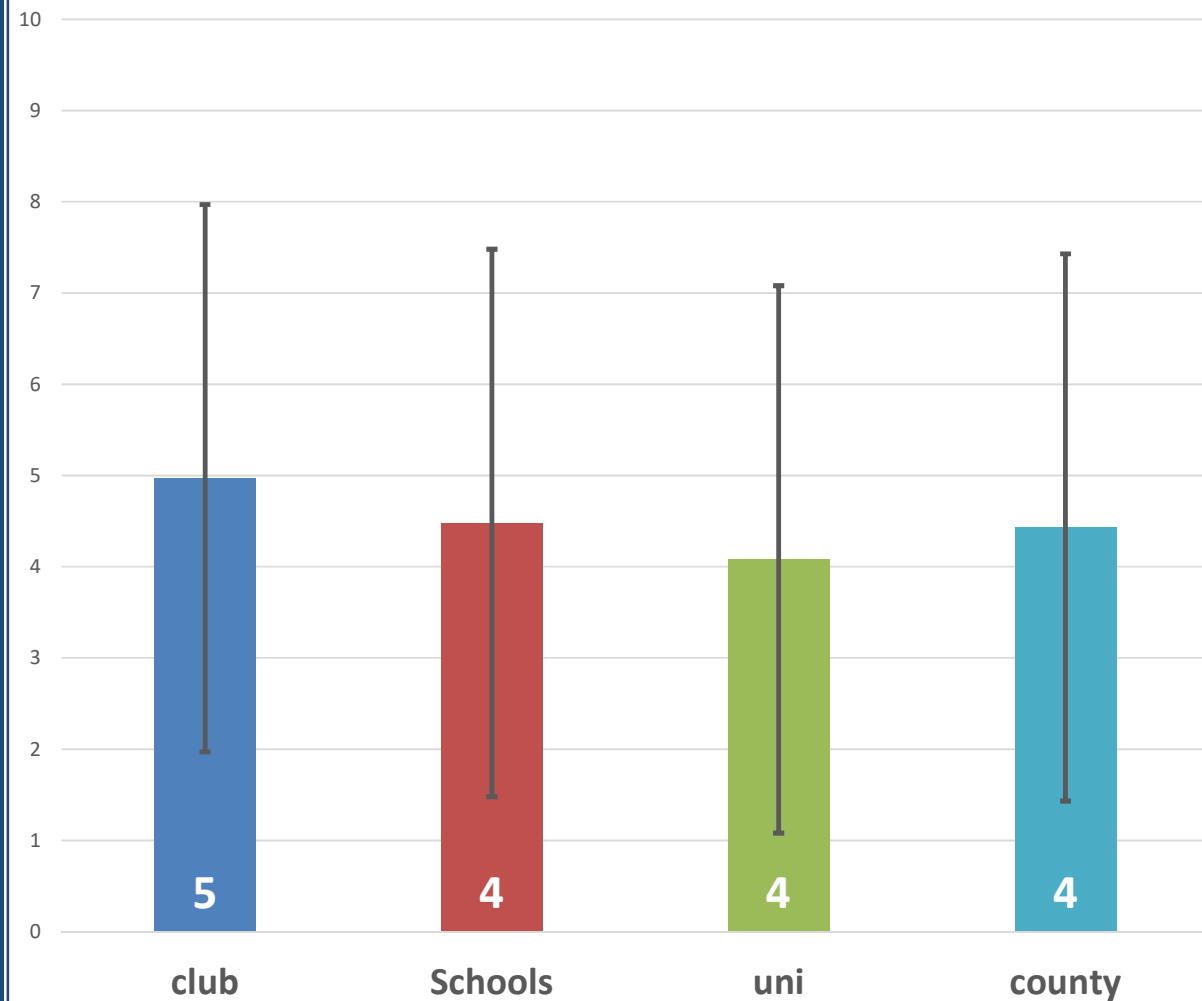
The body should also be more proactive in outlining the development of relationships between the RFU and clubs. I am sure that Lancashire RU does understand the current lack of understanding by the RFU of how community clubs actually function and how the RFU emphasis is to put the majority of its funding into premiership rugby when it is at grassroots level that future international players are nurtured through the club mini and junior sections. The Premiership clubs and RFU do not seem to want to inject any

As an Active member of the School Union Committee I believe we have a good team working for Schools

Lancashire County Survey Result 2017 - Specifics



Lancashire is supporting me and my involvement in rugby



Being part of Lancs has improved my rugby, allowing me to be a better player for uni next season

I would like to receive individual information, rather than wait for the main club to cascade this down. Sometimes we miss out on events, volunteer award nominations, training etc due to this

Although a parent of a youth player for 5/6 years only recently more heavily involved in an official capacity. The support from Lancashire Rugby has been great so far

I have some reservations about the encouragement of fledgling clubs, some of which are short lived. Players should be directed towards established clubs with good facilities. - The County has been effective in changing the league structure at levels 8 and 9. Now they must address level 7.

The DPP development programme is overly dominated by Sale Sharks and should be kept separate.

These are individual questions that can only represent the county in an average rating, they cannot be expected to deliver to the micro level the answers require without added resource. - The county deal with high level issues but do need to consider how to effectively affect trying to reduce the increasing player

County is too focused on traditional playing schools and senior clubs - and less understanding of the difficulties of smaller clubs in Rugby League dominated towns

I'm not aware of any support Lancashire rugby gives to my sons school. They can't scrap a team together and when they do he's playing up a year with limited numbers. Where's the lances coaches, training, aspirational work?

There needs to be space for a few more individuals at county level. People get cut without reason as there are too many. This is unfair and means some miss out on the

I don't know enough about what Lancashire rugby do but I am aware of some fairly strange edicts that prevented my son's age group from playing any more than 2 fixtures all season. I struggled to understand how this would aid their development as players at that level.

Generally, the scores were low, possibly because respondents do not feel supported as individuals. They recognised that Lancashire did good work on many occasions but could not directly relate it to themselves.

On a number of occasions specific individual bad experiences influenced their opinion. For others it was just not understanding or knowing what Lancashire can or does do for them – one respondent admitted this is why they cannot give a higher score.

There was an underlying current through the survey but more prominent when asked the question as an individual that Lancashire is a closed shop. People do not know how to approach Lancashire Officials and ask for help or what help will be on offer when they do.

Creating and communicating a series of case studies looking at the support offered from Lancashire relating to specific individuals, their roles or clubs will help people connect better with Lancashire on an individual basis.

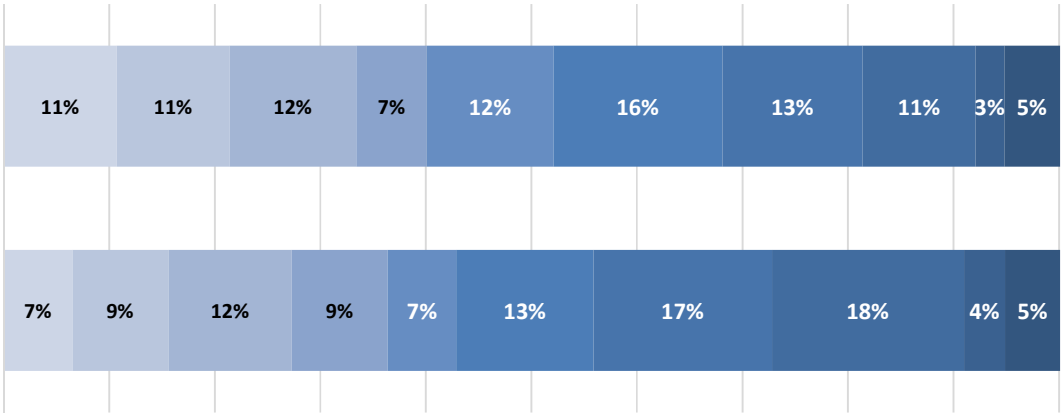
It may also act as a prompt for other clubs and individuals to approach Lancashire for support and assistance.

Lancashire County Survey Result 2017 - Coaches



Lancashire represents my views as a coach effectively with the RFU

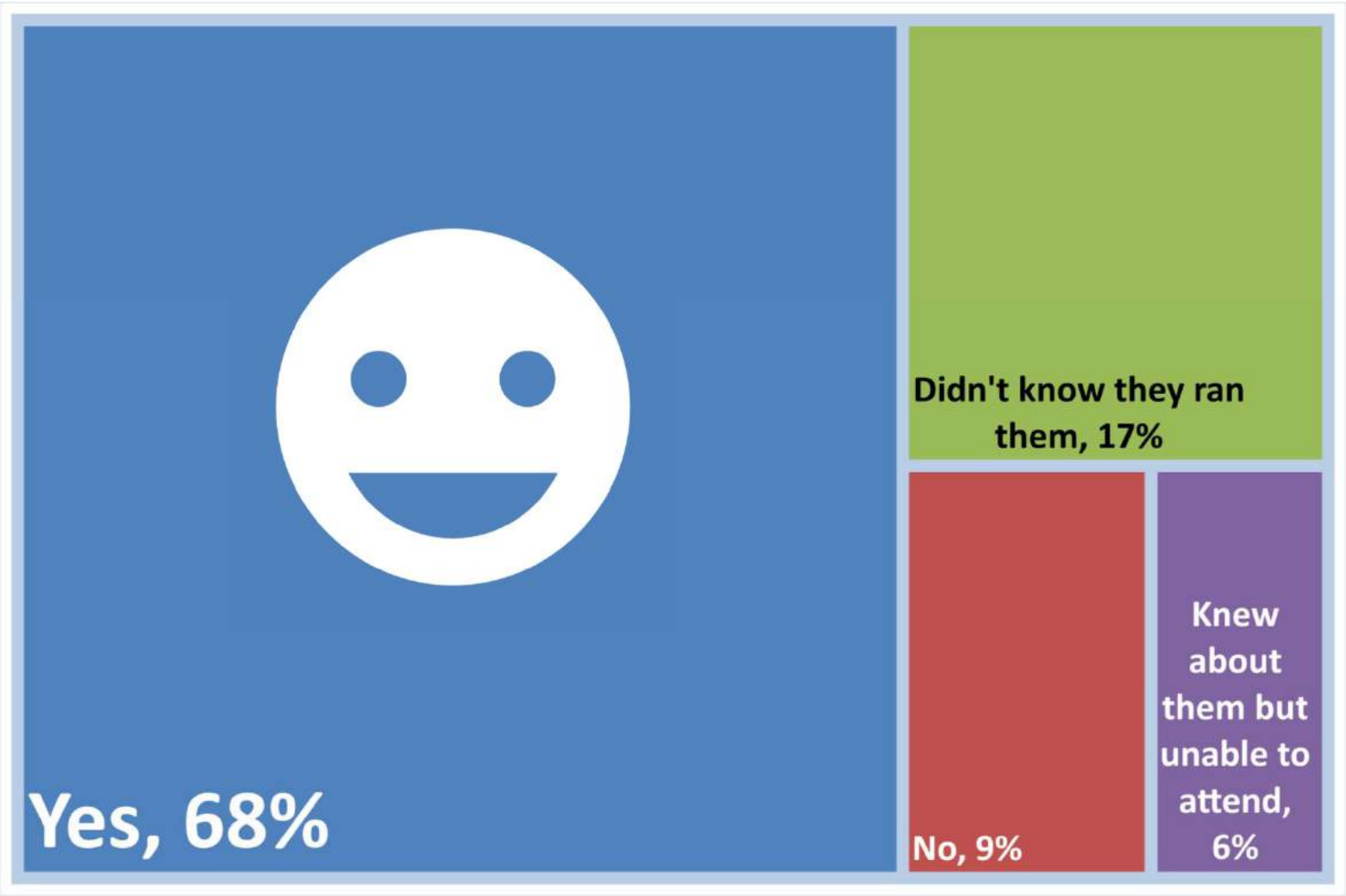
I believe that Lancashire Rugby is an organisation that is in touch with the coaches and supports our needs



NET -47%

NET -49%

Have you attended a CPD coaching event run by Lancashire

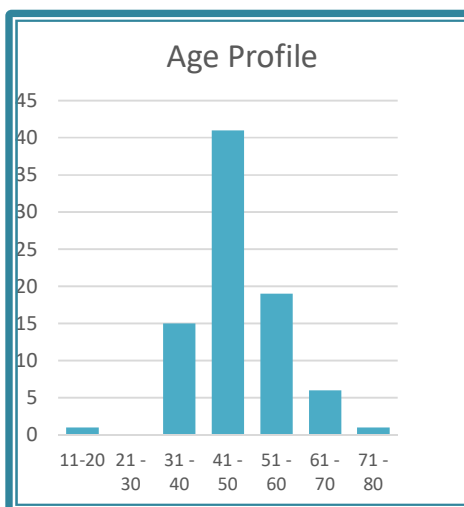
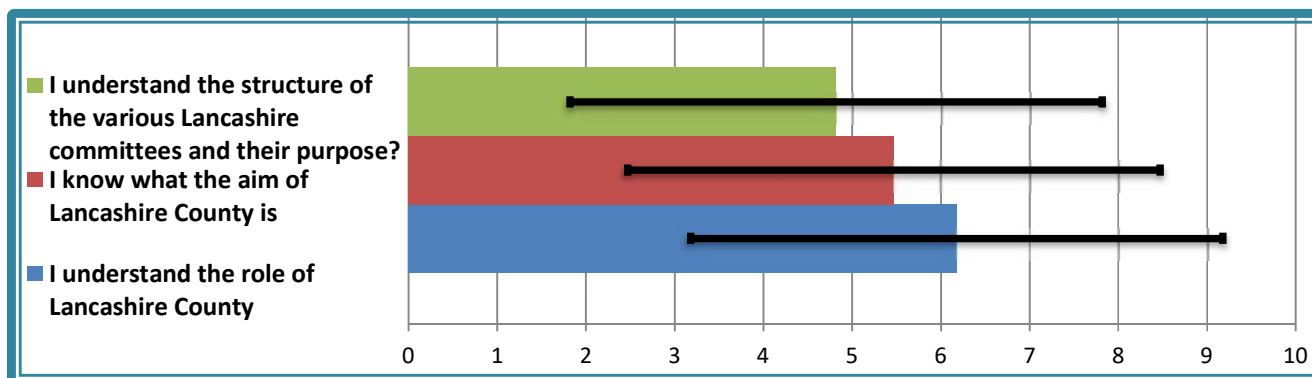
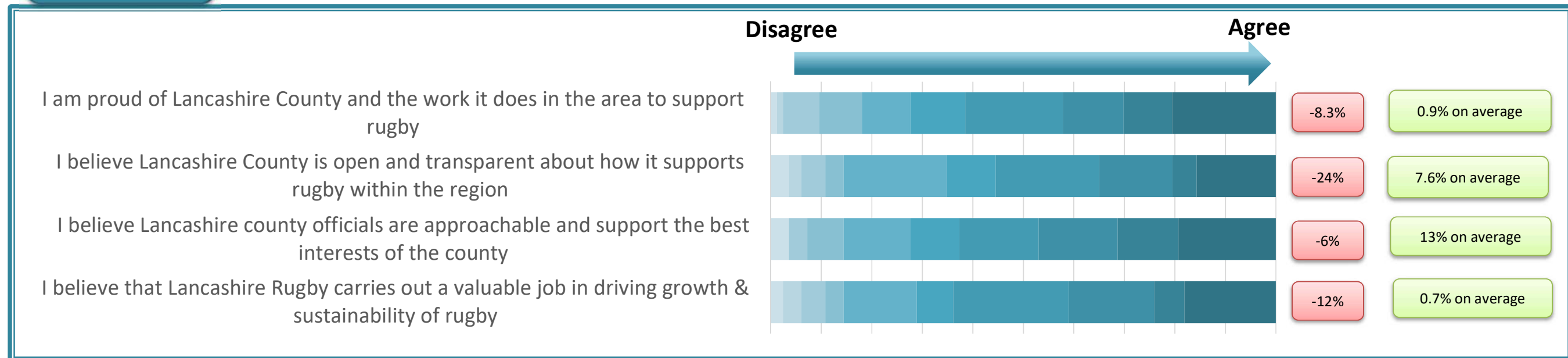


There is a real disconnect between the net promoter score on how coaches feel supported and the extremely positive comments about the CPD events especially from those that have attended training.

The qualitative analysis from the comments indicates that the support they feel is lacking in areas not connected to the work of developing them as coaches, they want to -

- Understanding how players can represent Lancashire - perceived closed shop
- Perceived favouritism by Lancashire for bigger clubs
- Poaching of players if they become part of Lancashire
- Reaction to the new league structures - both senior and juniors
- Sale Sharks taking over and a lack of clarity about the role of DPP

Many of these issues can be resolved with targeted communication and engagement initiatives.



AUDIENCE INSIGHT

Below Average

Feel Lancashire Supporting them as an individual

4.7

The committees are often led by retired men and are often out of touch with understanding modern mini youth sections

82% know about the website but comments indicate users are still not happy with its usability. 74% know a direct contact within Lancashire

13 registered to become volunteers and more than 60% knew about the volunteer scheme - a pool of new volunteers

71% have attended a Lancashire run CPD course Above average but 20% had not heard of them also above average - a potential audience to engage

50% of those who stated that they were involved in minis also stated they were coaches

How to communicate:



Overwhelming call for more communication via Facebook and direct mail. They are also high volume users of the website but also want posters in the clubhouse

What to communicate:

Coaching courses - Not surprising with the vol. of coaches Changes from the RFU
 Updates on Governance
 Lancashire County News

Opportunity :

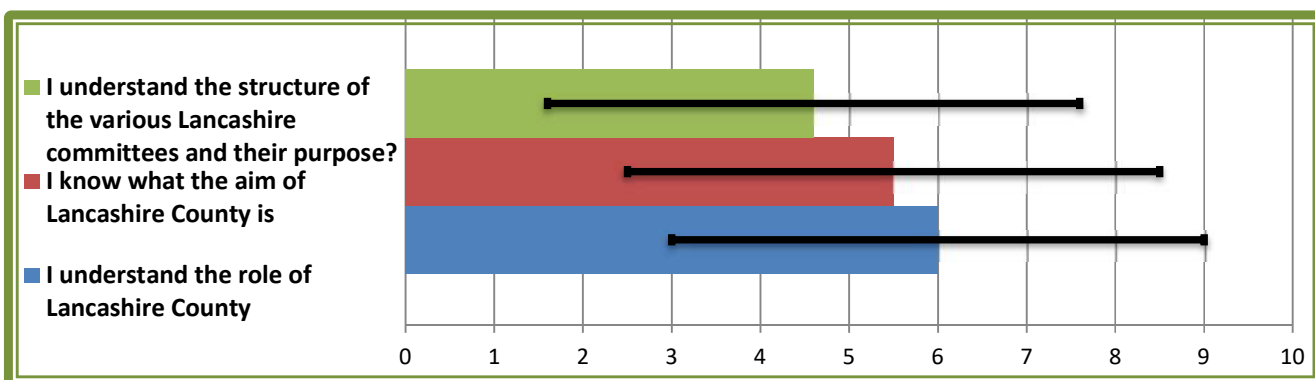
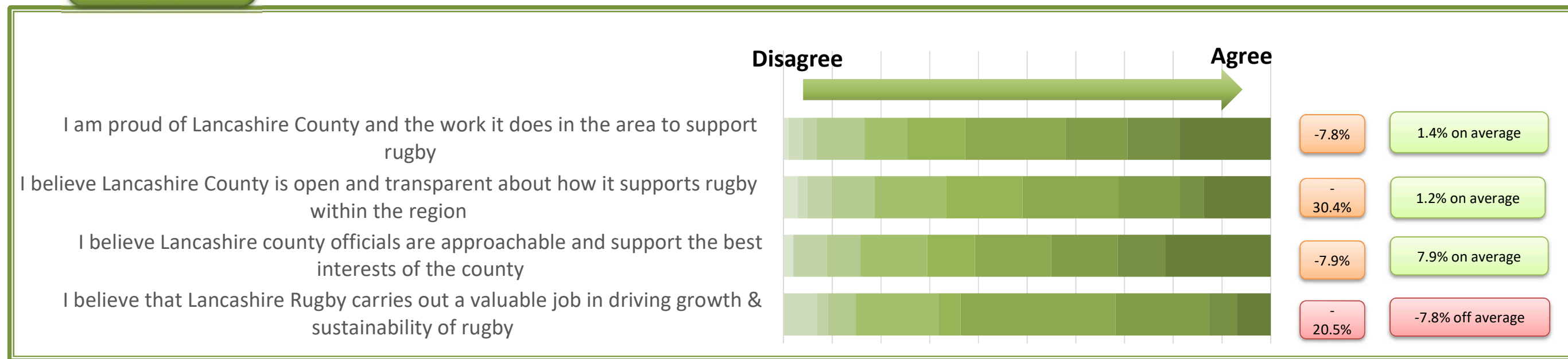
Develop volunteers and advocates of Lancashire by increasing their understanding the of the CBs role and their involvement in decisions

Risk:

Influential group who are actively developing the next generation of players, if they continue to feel Lancashire is out of touch it could negatively impact the clubs/players involvement with the county

102
Respondents

Lancashire County Survey Result 2017 - Youth Boys



47 % of the respondents were coaches, 81% had attended a coaching course run by Lancashire and 16% were not aware they ran them.

60% were aware of the volunteer aware scheme and 19 respondents left details to be contacted, there is cross over with those who also responded to being involved in the

84% have visited the website and 75% are aware of an individual to contact if they needed support

A large proportion are more aware of Lancashire through the cup competition but not aware of its wider role

How to communicate:



Overwhelming call for more communication via direct mail with Facebook being a close 2nd. They are also high volume users of the website

What to communicate:

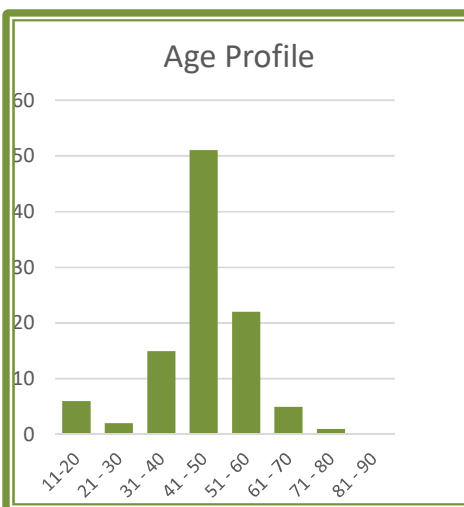
Changes from the RFU
Coaching courses - Not surprising with the vol. of coaches

Opportunity :

To engage new volunteers for and members for the county. They want to hear what others are up to and maybe an opportunity to share short case studies to help grow

Risk:

Influential group who are actively developing the next generation of players, if they do not feel they are being supported with the changes being made by the RFU or growing the game they will become increasingly disengaged with Lancashire.



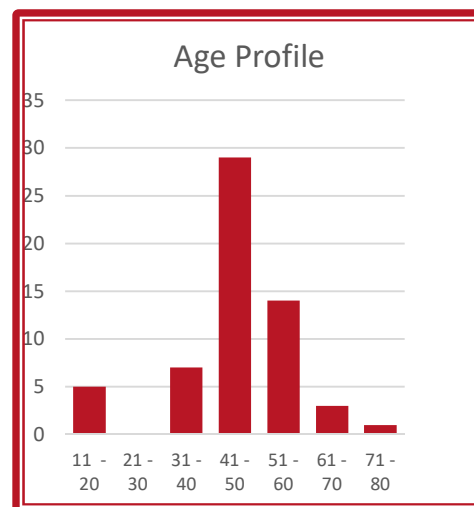
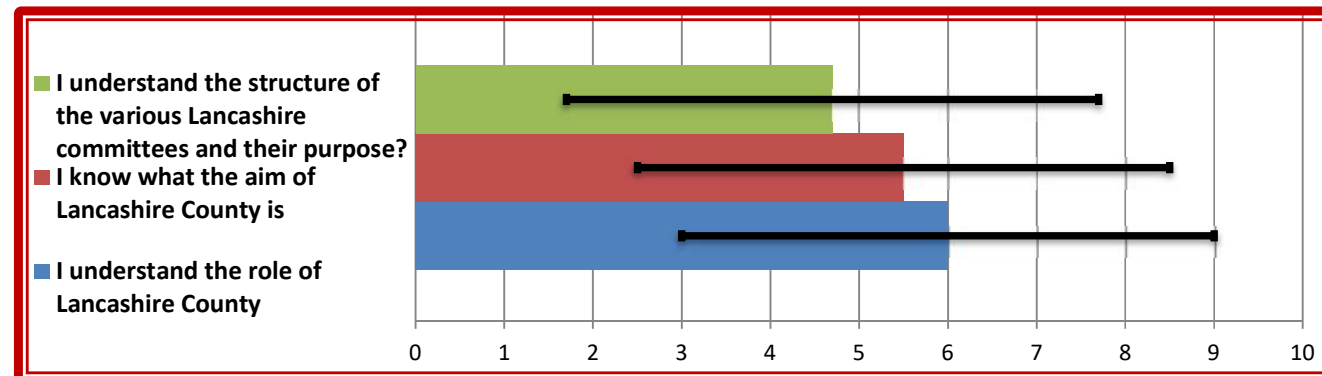
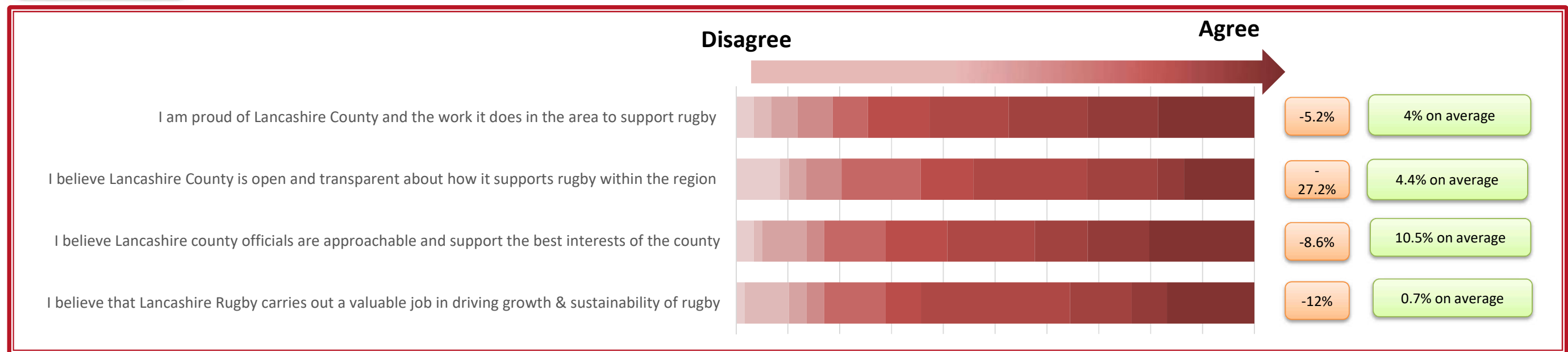
AUDIENCE INSIGHT

Average

Feel Lancashire is supporting them as an individual

5.3

I have very little evidence to support any of these questions. I do know that Lancs has an active involvement in the RFU. I do not think Lancs actively engages with clubs... make a plan so that clubs are aware of your role and goals ?



AUDIENCE INSIGHT

Average

Feel Lancashire
Supporting
them as an
individual

5.4

I don't think they
advertise what they
do enough directly to
those involved in the
club's. I think there
needs to be more
direct contact to
individuals involved

Only 26% of this group are coaches,
many are parents which gives us more
insight into how club volunteers see
Lancashire - generally positively

This is also the largest group to state
they would not be able to volunteer
for Lancashire, due to time constraints
- this may be a belief that any
volunteering for Lancashire will be too
onerous.

79% have visited the website
and 82% know how to contact
an individual involved in
Lancashire for assistance.

This is the largest group that
indicated they would become
members of Lancashire BUT
were unaware that they could
be members.

How to communicate:



Overwhelming call for more
communication via Facebook
and direct mail. They are also
high volume users of the
website but also want a
newsletter in the clubhouse

What to communicate:

Changes from the RFU
Lancashire County News
Updates on Governance
Success Stories - on the pitch

Opportunity :

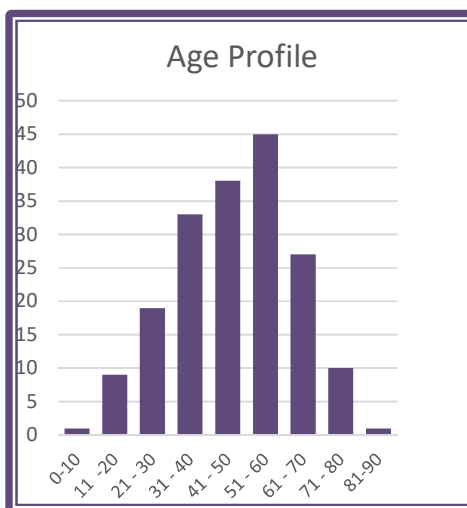
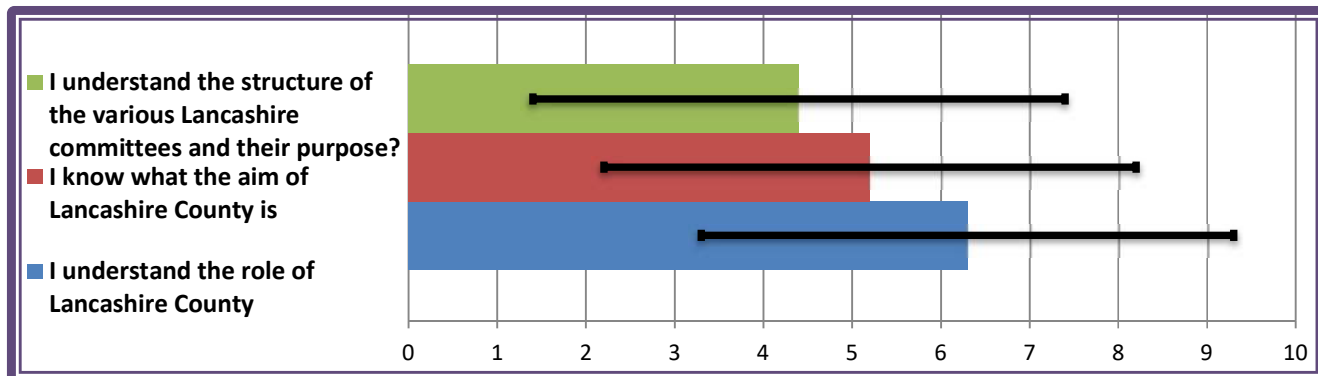
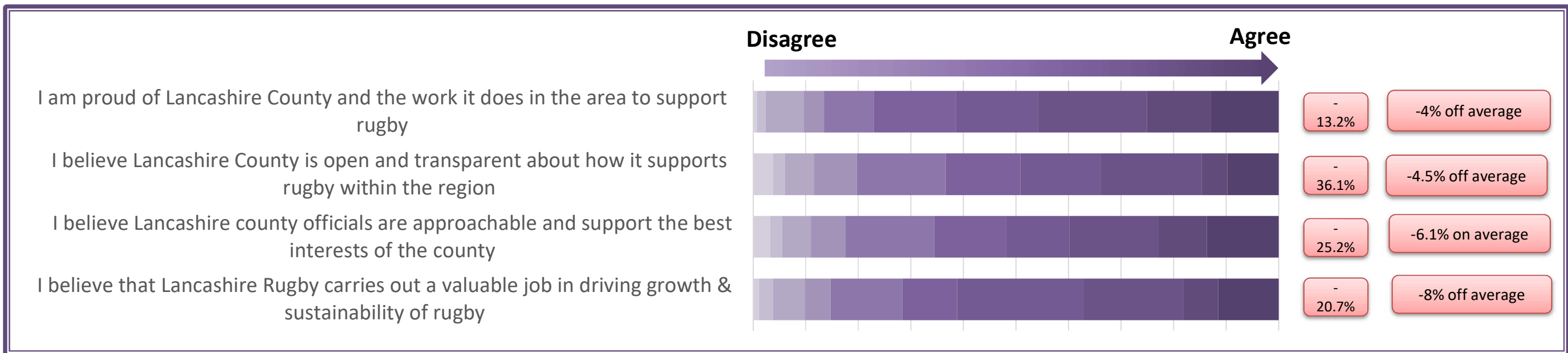
Opportunity to get more members
for Lancashire. There is a
willingness to volunteers but they
feel it is onerous on time so maybe
a list of small match day jobs etc
will make them feel involved.

Risk:

Highly active group of volunteers who are
heavily involved in club rugby. They feel
involved but there is a lot of 7 and 8 scores
on their belief about Lancashire, this means
they need to be actively engaged and
understand the aims of the county so they
do not become detractors.

183
Respondent

Lancashire County Survey Result 2017 - Senior Men



AUDIENCE INSIGHT

Average

Feel Lancashire
Supporting
them as an
individual

5.3

Not sure what, if
any, input
Lancashire has into
our club

As individuals this groups feels supported but when looking at Lancashire as a County and organisation there is a real negative feeling, which demonstrates a large disparity between

A smaller proportion of those who stated they were involved in senior men's club rugby are also coaches - 28%

The age demographic is extremely dispersed but there are a large number of 50+ respondents. This could cause problems if it mirrors the age profile of volunteers.

From the responses there is a good indication of this group contains the club officials. Only 60% knew of the Lancashire Volunteer scheme largest group not interested in becoming

77% have visited the website and 75% know who to contact in Lancashire directly.

How to communicate:



Overwhelming call for more direct emails with Facebook being a close second. They are also high volume users of the website but also want support a newsletter in the

What to communicate:

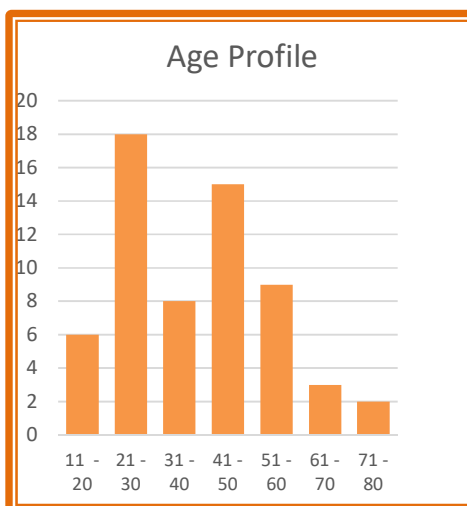
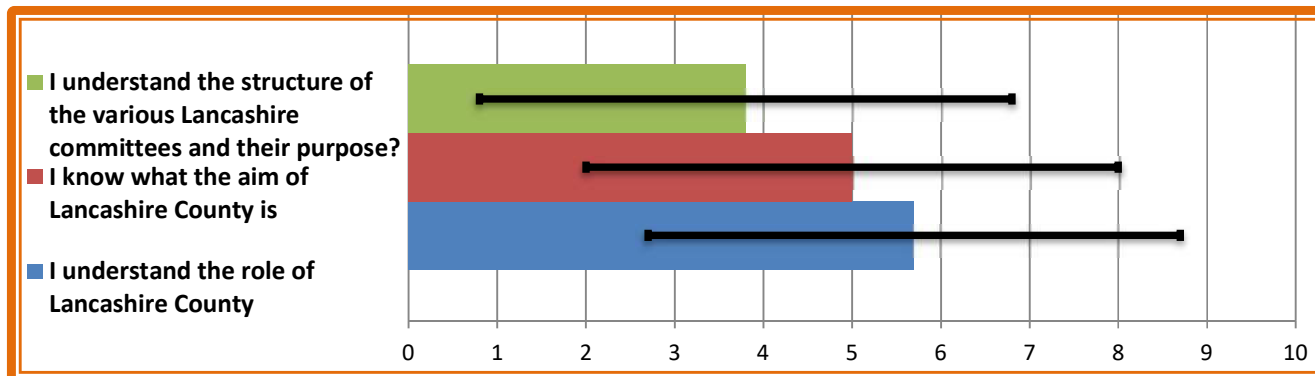
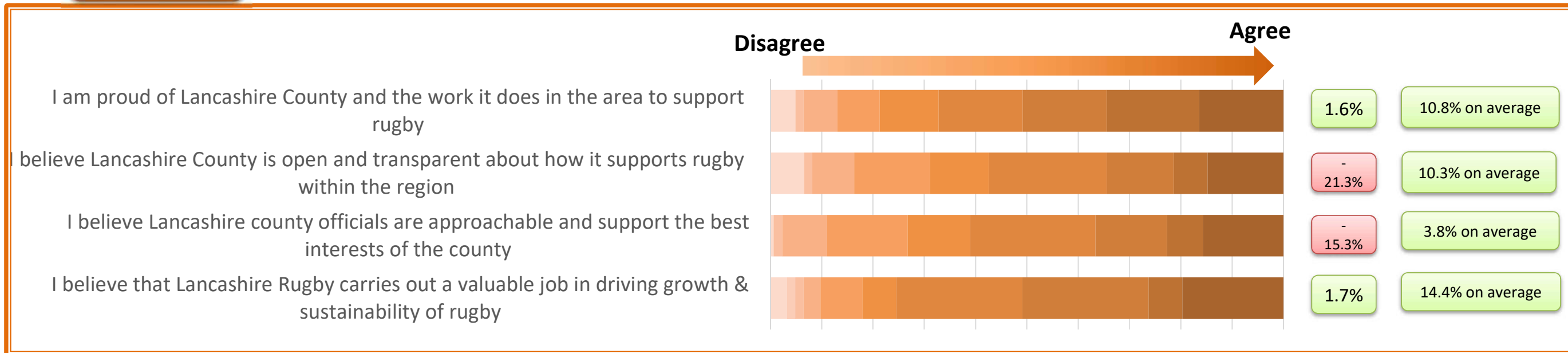
Changes from the RFU on proposed changes
Lancashire County News
Updates on Governance
Coaching Courses

Opportunity :

Develop stronger links with club officials and members will help promote the general work that Lancashire does and overall a stronger connection between clubs and County.

Risk:

The most influential group in terms of club - they are feeling disconnected with County. They are an older group of individuals and will be influencing the next round of club volunteers and on the role of county. The majority are involved in running the clubs.



AUDIENCE INSIGHT

Above Average

Feel Lancashire
Supporting
them as an
individual

6

I can only assume they are doing all the above as I don't have a lot of info on their involvement beyond the Merseyside LRP meetings

71% have visited the county website but a large proportion of them use Facebook. Also a large group use Instagram and snapchat but other demographics don't. Twitter is also popular

A large number of the respondents did not know that Lancashire ran a volunteer scheme but 40% knew how to get involved if they wanted to and 27% said they would be interested

A large indication of a online demographic. They would be interested in becoming a member of Lancashire if the process was online.

Only 50% can remember receiving communication from the club about Lancashire, one of the lowest scores for this question

How to communicate:



Overwhelming call for more communication via Facebook and direct mail. Less use the website but a large number use Twitter.

What to communicate:

Changes from the RFU
Success stories - on the pitch
Lancashire County News
Coaching Course

Opportunity :

By increasing the communication about Lancashire's involvement in women's rugby on social media channels, especially Facebook, would quickly

Risk:

Influential group who are active in their club section. They believe that Lancashire is supporting them but do not understand the County's aims. They also do not think the County is transparent or approachable enough but believe it is working for them. This imbalance could cause miscommunication and if needs

Lancashire County Rugby key messages: (To be developed once the strategic aims have been agreed)

Objectives:

- ❖ To increase the level of engagement with between Lancashire County as an organisation with all its members, clubs and players within the county. All targets are to be achieved within two years and will be measure through a follow up survey. Suggestions on how objectives are achieved is within the implementation.
- ❖ Improve understanding of how Lancashire supports growth in the county. This will be measured by an increase in the Net Promoter score of 10% asking about growth and sustainability.
- ❖ Improve understanding of how Lancashire can be approached including for but not limited to advice, volunteering, support etc. This will be measured by an increase in the Net Promoter score of 20% asking about approachability and transparency.
- ❖ Increase the transparency of the county by increasing the understanding of how and why decisions are made and through what route. This will be measured by an increase in the Net Promoter score of 20% asking about transparency of the county.
- ❖ Improve the connection between County and its membership, clubs and players by increasing understanding of the structure, how it works as an organisation and with others to grow and sustain rugby in the area. This will be measured by an increase in

Audience :

As stated in the survey results. It outlines the key concerns of each demographic identified in the survey and what the risks and opportunities are to engage them more effectively with the county. Communication channels will need to take into account the preferences

Strategy:

- ❖ Harness the influence of ‘authentic voices’ to increase understanding of the role of Lancashire County.
- ❖ Create regular communication with the membership using the channels identified by the target audiences.
- ❖ Adopt an integrated communications approach with compelling, engaging & shareable assets
- ❖ Use creative and engaging content to demonstrate how clubs, members etc can support and learn from each other and how Lancashire has supported the activity.
- ❖ Create mini individual campaigns to target specific groups identified within the survey on specific issues.

Implementation:

- ❖ Create case studies that can be used to showcase the work of those involved in rugby in the area. The case studies should focus on individuals and the support that Lancashire has given them as a player, coach, parent, safeguarding officer, etc. They should be engaging and sharable content for the social media channels.
- ❖ Create a flow chart that identifies the county structure and who is responsible for what, this should be shared on the website and social media channels.
- ❖ An agreed approach to communicating the decisions made by the various committees and how and when ‘members’ can express their views. This could be via but not limited to:
 - All county meetings to be calendared on the Facebook page and on the website and if they are open to the public.
 - A short summary following all county committee meetings to be place on the Facebook page including any actions.
 - Opening Board meetings to the public – open section and closed section
 - Creative and shareable connect for social media outlining the work of the different committees and what success there has been to date, what the aims of each section are and their yearly plans – in bullet points not PRFs.
- ❖ A Facebook live or Twitter periscope webinar on different issues affecting the county. Allowing members to raise points and concerns without having to travel large distances.
- ❖ A day in the life of the council members. Video blogs, Facebook updates outlining the work that they do and how it benefits the County and rugby.
- ❖ A day in the life of volunteers within the clubs or key County volunteers, same as the council members but recognising their input highlighting how people can get involved in County rugby.
- ❖ Presidents blog – every time the President visits the club they should ‘blog’ it and show the work of the club they are visiting and identify how Lancashire has supported it, could support it or how the County could learn from it.

Scoring/ evaluation:

- ❖ Views and feedback on website
- ❖ Engagement figures on Facebook and increase in followers
- ❖ Increase in followers and engagement on Twitter
- ❖ 70% of clubs visited in first year, rising to 90% in second
- ❖ Anecdotal feedback at club visits
- ❖ Increase in net promotor scores on survey as stated in objectives
- ❖ Increase in positive and constructive feedback on qualitative scores.