



**PLAY**

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**Go Play Rugby**



**PLAY**

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**Welcoming New Players to Your Club**



# Outcomes from this session

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- To understand better how clubs can make themselves more welcoming to new players
- Identify possible actions for your Club



- In your pairs please discuss and answer the following question:-
- “How would an unknown player be greeted if they walked into YOUR club following a training session?”



- How could we make this initial meeting more enjoyable and beneficial for all concerned?



# Be Prepared

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- Have a Club 'Welcome/Info Pack'
- Promote a welcoming ethos amongst club members
- Clean/inviting Clubhouse?



# Extend the Welcome

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- You've shaken their hand;  
They've received their welcome pack;  
They want to play a game on Saturday;
  
- What else can you do to ensure they  
and their family find your club a  
welcoming place to be?



# Buddying System





# Dirty / Clean? – Cheap / Quality?





# Who are we competing against for leisure time?

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- The Pub
- Fitness Clubs
- Other Sports –  
(how can we promote what makes ours the best! – ethos?)
  
- Starbucks (The Third Place)  
They asked their 'customers' what they wanted!



# Conclusion

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- First impressions count
- Be prepared
- Think beyond the player
- You are competing for custom



# CLUB ACTIONS

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- What will you do now?
  
- Please write down what specific actions you are going to do when you return to your Club



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