



# Hertfordshire Rugby Football Union

Community  
Partners and  
Social Value

## INTRODUCTION



**Herts Rugby is the gatekeeper to over 30,000 members of the rugby community in the county. We know that rugby union has the power to engage people from all communities and socio-demographic backgrounds and to influence opinion and behaviours through the unique properties and values of the game.**

Herts RFU and the rugby family in general is becoming a more active partner to the business, charity, local authority, health, education and law enforcement groups in the county. In doing so we will offer our considerable asset base with those organisations driving the “county narrative” so that we contribute to the strategic goals of the region.

Together, we can make the county a bellwether for the power of sport, business and community working together to make a huge difference to the lives of our people through:

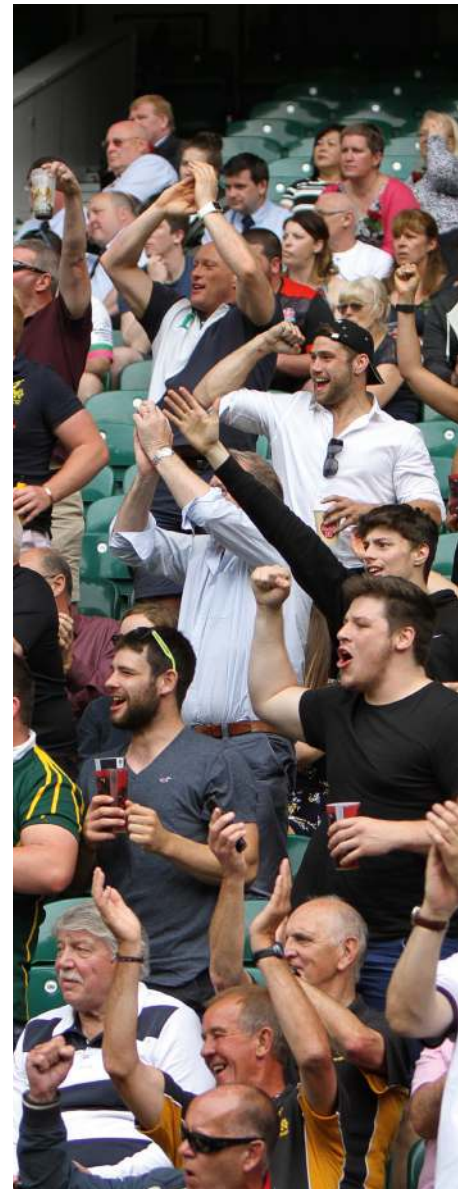
**Improved mental and physical health**

**Greater social inclusion and mobility**

**Greater equality and diversity, particularly for those from hard-to-reach and disadvantaged backgrounds**

**Increased skills attainment and career signposting for young people**

We have access to our own programmes in these areas, through our club Social Value scheme, and we partner with a number of excellent sport-based projects that also deliver against these important outcomes.



**We are looking for sponsors and partners from the private and public sectors to contribute a minimum of £5000 pa to become a Community Partner.**

**£5000  
pa**

## SOCIAL VALUES

What is social value? There are many definitions, but we firmly believe that it is the contribution to the long-term well being and resilience of individuals, communities and society in general. If the pandemic has taught us one thing it is that a unified and fairer society is a stronger one and that greater economic returns come from greater social equality of opportunity. We have seen this directly through our clubs, many of whom have revitalised their purpose during the last 12 months as they realise what a powerful force for good they are. The four pillars of social value are:



Community

Sustainability

Well-being

Inclusion



**The Herts Rugby family offers the perfect place to find them.**

**Once on board as a partner Herts Rugby will work with you to identify the social, commercial and reputational outcomes you are looking for.**

We have access to our own programmes in these areas, through our club Social Value scheme, and we partner with a number of excellent sport-based projects that also deliver against these important outcomes.

We will find the right delivery partners and/or projects for you to support, establish the KPIs and timescales, return on investment needs and then implement and report on the programme and how it affects your organisation.

If you are looking for a commercial return on investment we will create an integrated communication strategy for you, influencing both your stakeholders and ours, so that we can maximise the reach and recognition that you receive from your investment.

We have a huge network of organisations that already deliver social value-based programmes right across the county and your investment will help capacity build these.

Alternatively, we can invite our clubs to bid for financial support for more local projects which

**“One of the account managers will take you through the process.”**

they are ideally paced to deliver. You can choose the geographic footprint you wish to follow.

Herts Rugby employs a commercial organisation, Club Champions, to identify opportunities and to ensure we deliver on our promise for our partners. One of their account managers (people who are highly experienced in managing community sport projects for investors) will take you through the process and act as the interface between yourselves and the county to ensure all parties benefit.

**Club Champions is the business club for community sport**



## RETURN ON INVESTMENT

### Hard facts

**1000**  
members / club

**4 x**  
**1000**  
overall reach

On average each of our clubs have a minimum of 1,000 members (some have more but we also support the smaller clubs) and the “reach” into their communities is at least 4 times this number.

The common denominators with these people are their passion, loyalty, commitment and love for their clubs and any organisation which supports their sustainability (socially or economically) benefits greatly from the association. Remember that each of those club members has their own business, family and social networks so the potential to maximise your investment is huge.

Beyond the club system the county RFU has relationships with a number of projects and programmes that use sport (not just rugby) and physical activity to enhance the lives of thousands of people and, through us, you can access as many as you want. We will do the leg work for you and make sure your core messages are communicated to the relevant stakeholders.

## ORGANISATIONS WE CAN SUPPORT

### Large business

Most corporate organisations and larger businesses are faced with the concept of ESG (environmental, social, governance) issues daily and the focus on the purpose of business, beyond making profits, has never been greater. It is not easy to satisfy ESG commitments whilst delivering a return to shareholders, but we can help, especially with the “S” of ESG.

If your business needs to be seen to be investing into the social fabric of the county becoming a xxxx Community Partner can help.

Business has a much bigger role to play in the post pandemic society than previously but there are tangible benefits which can come with this.

### Benefits

- Increased business awareness
- Improved brand reputation
- Widened access to influential networks and contacts
- Using sport to become part of the county narrative
- Significant content for social media and PR channels
- Staff engagement
- Customer loyalty & engagement
- Access to a new potential employee cohort
- Access to new customers
- Contribution to the wider purpose of business engagement

## ORGANISATIONS WE CAN SUPPORT

### SMEs

Small and medium enterprises make up more than 90% of the county business community and we are very conscious that they need to see economic returns from supporting community sport. Investing into projects that change people's lives for the better is a great way to ensure your business becomes widely recognised throughout the county and acknowledged as a force for good.

Of course, all of the benefits that corporates and large businesses get from being one of our Community Partners also applies to the SME market, but, additionally, we can help you to build your business and increase sales through the rugby family.

### Here's what we can do...

- **Design and implement promotions which help you to engage with the rugby community**
- **Offer our media channels for you to promote products and services**
- **Offer you access to interesting content for you to share with your own stakeholders**
- **Use the rugby community for market research purposes**
- **Use county RFU events and activities to create brand awareness amongst our community**
- **Offer different ways for your business to fundraise and engage your own customers**

**“We can help increase sales through the rugby family.”**



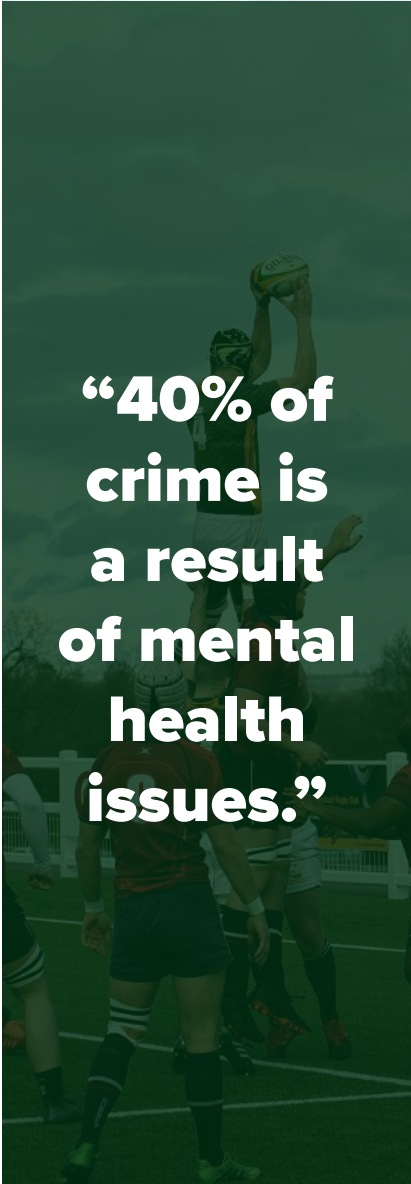
## Public sector and education

Whilst the projects we support are great promotional vehicles for commercial organisations to use, they also make a significant contribution to the challenges faced by our public bodies too.

It is generally accepted that sport in the community has the power to engage and excite people of all ages but it can go much further and influence behaviour change and lifestyle choices. We are confident that we can make a major contribution to public sector bodies such as the police, NHS and the education sector. For example:



Photo by Bruno Mira on Unsplash



**“40% of crime is a result of mental health issues.”**

It is argued that up to 40% of crime is a result of mental health issues, whilst anti social behaviour often originates in young people being bored, aimless and lacking a framework for their lives. Engaging them through sport could make significant resource savings and, more importantly, cut the numbers of potential victims of crime. We can create and deliver sport based programmes (particularly in rugby union, with its emphasis on physicality as well as skill) which will contribute.

By working with the rugby community and helping us to take the game to new audiences in hard-to-reach localities, we can help to integrate the police into previously inaccessible groups.

Sport and physical activity can have a huge impact on the growing problem of childhood obesity. The rugby community is ideally placed to contribute to prevention strategies which will reduce costs in the future

We can provide the NHS with the perfect platform to educate young people (and their parents) on the benefits of healthy eating without being seen to lecture them future

We can help the universities and HE/FE colleges to engage with young people at an early age to help influence their future career or education decisions. Whilst only a tiny minority of the thousands of young people we work with go on to become professional sports stars we can help many more make the right decisions, in partnership with the education sector

## SUMMARY

**The rugby community is a tight knit family comprising people from all socio economic backgrounds, including a higher than average number of senior business people and entrepreneurs. People who can make change happen through their clubs, businesses and networks.**

By partnering with xxxx RFU you will benefit from direct access to this community and, whatever the specific outcomes you are looking for, you will make a lasting and telling contribution to a better society.



**To find out more about how Herts RFU can add real value to your business please contact our advising consultant Roger McKerie on [roger@clubchampions.net](mailto:roger@clubchampions.net) or on 07703 344139**



**Get involved  
today!**

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