



# What 'Legacy' means to Wallingford Rugby Club



## Events

- 'World Cup party' poster is in the entrance to the clubhouse promoting their 9 parties for the World Cup games. These allow and encourage team members and the community to come together and celebrate the legacy of Rugby.
- 1<sup>st</sup> XV matches are watched by a large number of current members, allowing the junior teams to admire the 1<sup>st</sup> XV.
- Wallingford RFC contributed to multiple RFU run events within Oxfordshire in the lead up to the RWC. This includes voluntarily running a bar at the Oxford Rugby in the Park event.
- The club runs a successful annual event called 'Rugfest'. The Facebook page dedicated to it has nearly 900 likes. This gives them a solid platform in order to contact members of the community who already have an interest in the club.

## MARKETING STRATEGIES

- The club has only just set up their website in 2015, choosing to do this is a great marketing strategy as it will increase the club awareness and their target market are most likely to notice them online.
- Also, they have managed to operate on social media sites such as Facebook and Twitter to connect with people and bringing the community together by creating Facebook events to increase more participants to attend their events.



Rugby World Cup 2015 offers the perfect opportunity to deliver a lasting legacy and to raise the profile of rugby union in Oxfordshire.

They're creating a real buzz for their fans on social media such as Facebook and Twitter about the Rugby World Cup.

Since Rugby is an English sport, legacy refers to the British heritage to them and they pride about the fact that it's getting hosted in their country.

## What Legacy means to WRFC

- 'Trophies around the clubhouse'
- "The Vice Presidents Day"
- "Tradition amongst the roots of the club"
- "Juniors coming up the ranks"
- "Creating memories for generations to come"

**“It might seem a strange thing to say, but this is a more important matter than whether or not the England team wins the World Cup. -Ian Ritchie, the RFU CEO(Westerby, 2014)**



## Opportunities

- O2 Touch is an event that is bringing in more people to the game.
- We spoke to Tom who joined at 19 years old and has been there for 6 years, and also Kris who joined at 17 years old, and has been there for 15 years now. Kris was therefore able to experience the opportunity of playing for the club as a junior and now as a team player. This has created a legacy for him of being able to play at different levels within the club.
- The Wallingford Maidens (Women's Rugby) play a vital part for the rugby club and run three teams:

U13 for Years 7 & 8  
U15 for Years 9 & 10  
U18 for Years 11, 12 & 13

## Barriers

England's early exit from the RWC created less of a party atmosphere amongst the club on the weekends resulting in less turnout for scheduled Fan Villages.

Players at WRFU discussed the issue of time clashes with match day kick offs and RWC Game starts causing a lot less people to watch and therefore creating this barrier for creating a legacy through the RWC.

The club hosted a Participation Cup in Headington for juniors, however there was "not much uptake" (Tom) and was not successful at all. Our group believes this could be due to the demographics of the event compared to Wallingford itself.

There is a membership fee of £15 per month (senior-employed) or £12 per month (student/junior) and some people may not be able to make this commitment.

## REFERENCE LIST:

Westerby, J. (2014). Legacy key issue after World Cup (Sport). The Times, p.77.