

# THE RUGBEIAN SOCIETY

## 3 YEAR PLAN 2015-2018

Reviewed February 2015

### Purpose of this Plan

The purpose of this Plan is to set out a brief for the Committee of the Society over the next three years so that it may fulfil the aim and purpose of the Society and to establish key tasks to be achieved during this period.

		<b>Notes / Reviewed</b>
<b>1</b>	<p><b>Aim and purpose of the Society</b> The aim and purpose of the Society is <b>“to encourage and help Rugbeians to maintain contact and interact with each other after leaving Rugby, and to foster relationships between Rugbeians and the School.”</b></p> <p>The Society is in the business of friend raising amongst Rugbeians, in its broadest context: Old Rugbeians, members of staff elected to the Society, pupils, parents of past pupils, parents of present pupils and other supporters of Rugby and the Society.</p>	
<b>2</b>	<p><b>Summary of key action points for 2015 - 2018</b></p> <ul style="list-style-type: none"><li>• Continues to recruit new members, as appropriate, who represent different generations, to assist with our communications and social affairs and with a view to succession planning.</li><li>• Continue to develop our communications strategy and assess and evaluate regularly to take account of changing mediums.</li><li>• Focus the social programme to meet the needs of the different age groups (Anniversary Reunions) and locations (regional and overseas events).</li><li>• Include more cultural events in the Social calendar to join the Theatre Club e.g. National Trust visits.</li><li>• Develop different themes for Business Forums and continue to target a younger audience.</li><li>• Continue to have closer contact with our Sporting Clubs following our inaugural dinner and ensure the dinner is repeated on annual basis.</li><li>• Support the charitable heritage of Rugby and the message of the Arnold Foundation – without compromising our charter as friend (as opposed to fund) raising.</li><li>• Be fully engaged in the planning process for the School’s 450<sup>th</sup> Anniversary and attend the 450<sup>th</sup> Anniversary Committee meetings</li><li>• President and Executive Assistant to lunch in Houses on a regular basis</li></ul>	
<b>3</b>	<p><b>Constitution and members of the Committee/ development of the Committee.</b> Members of the Committee comprise:</p> <p>Simon Penniston (President) (2013-2016) Gareth Lloyd-Jones (Vice President) (2014-2016) Louise Harrison (Hon Treasurer 2013) Pia Barratt (Social events)</p>	

	<p>Mark Carr (Sports Societies)  David Clews (Sports Societies, Sector dinner)  Tim Day (Relationship with the School)  Adrian Fox (Floreat advertising)  Peter Green (ex-officio as Head Master)  Cindy Holmes (ex-officio as Chairman of the Governing Body)  Chris Hartley (Business Network and Social)  Julian Mant (Business, Social and Parents)  Toby Marsh (Business Network)  Jane Phelps (Representative - former members of staff)  Robert Pugh (Business Network)  Gail Sampson (Media, Floreat advertising)  Stuart Wilson (Internships)  Kerry Wilson (Development Director / Relationship with the School)</p> <p>Other areas: Regional events  Business Forums  Work placements  Overseas Reps  Floreat</p> <p>In attendance:  Tracey Ahmet Executive Assistant  Guy Steele-Bodger Admissions Registrar  Debbie Horner or Jane Higgins Representative of Careers Dept</p> <p>It is expected that each Committee member should:</p> <ul style="list-style-type: none"> <li>• Have a specific area of responsibility, as indicated against each Committee member's name above;</li> <li>• Attend at least 3 out of the 4 annual committee meetings (one of which will be in Rugby);</li> <li>• Attend at least 4 Society events a year.</li> </ul>	
4	<p><b>The Council of the Society</b>  Attached as appendix 1 to this Plan is a list of Council members.</p> <p>The Council now comprises 34 individuals and there is no particular aim to grow this number. However, recommendations for new members of the Council are received from time to time from the School and Society members and each such recommendation will be considered by the Committee on its merits.</p> <p>The Council will be invited to attend the AGM annually and the New President's Dinner on his/her election every three years.</p>	
5	<p><b>Developing membership of the Society</b>  All members of staff at Rugby are automatically eligible to join the Society after 7 years of service at the School and will be formally invited to attend a drinks reception at School for new and existing members.</p>	

	<p>Others may be invited to join the Society after service to the School in capacities other than employed staff, if they have made a significant contribution to Rugby or its associated charitable bodies and /or the Society. The President of the Society will invite the Chairman of the Governing Body and Head Master to make additional recommendations, which will be discussed by the Committee at a meeting prior to the AGM. Any ad hoc recommendations made to the Committee during the year will be considered by the Committee as soon as practicable after receipt of such a recommendation.</p> <p>Parents of ORs and parents of pupils are <b>not</b> members of the Society but they are very welcome and encouraged to attend relevant Society events. Invitations to Society events and the monthly e-bulletins are sent to all current parents and those who have expressed an interest in receiving such communications. All new parents are invited to a drinks reception, hosted by the Society, at the School on the day their child begins at Rugby. Committee members will be asked to attend this event and help to outline the benefits of the Society at this early stage.</p> <p>Pupils are, subject to the School’s prior approval, welcome at relevant Society events. In practice they attend very few events, but we are especially keen that they attend Business Forums.</p> <p>In order to encourage the parents of pupils to pay their termly subscriptions and thereby join the Society, the President of the Society writes to parents of:</p> <ul style="list-style-type: none"> <li>• new boys and girls (F Block and LXX entrants), in the Trinity term (April) prior to their entry, setting out the benefits of Society membership; and</li> <li>• those pupils who have not paid subscriptions (as and when notified by the bursary) reminding them of the benefits of Society membership</li> </ul> <p>One committee meeting a year is held at the School, usually in April. On the night before the meeting, members of the Committee present the Society to the members of the leaving XX in their respective Houses, outlining what the Society has to offer them and what they need to do to stay in touch.</p>	
6	<p><b>Areas of operation of the Society</b> The Society operates across three broad areas:</p> <p><b><u>Social Events – UK and International</u></b> Our aim is to deliver events which have a focal point and which are relevant to Society members. We try and encourage Rugbeians to get together and we support any initiative by a Rugbeian who wishes to organise a social event.</p> <p>UK Social events which are organised by the Society and form part of our annual are:</p> <ul style="list-style-type: none"> <li>• 1 year leavers party – paid for by the Society</li> <li>• 5 years leavers party – paid for by the Society</li> <li>• 10 year Leavers party – self-funding</li> <li>• 25 year Leavers party – self-funding</li> <li>• 30 Year Leavers party – self-funding</li> <li>• 40 year Leavers’ Party – self-funding</li> <li>• A drinks event for staff and retired staff joining the Society – paid for by</li> </ul>	

the Society

- Livery lunch – self-funding (bi-annual)
- New President’s Dinner (now every 3 years), to coincide with the handover of the Presidency - largely self-funding but underwritten by the Society
- New Parents afternoon tea at the School in OBS – paid for by the Society
- House Dinners – self-funding but underwritten by the Society
- Theatre Club – self-funding
- Crick Run for ORs (and present parents) – self-funding
- Regional Dinners – self funding
- Sector Dinners – self funding
- Some International and regional events are run on an ad hoc basis and are dependent on Rugbeians in different UK and overseas locations offering to host events
- Ad hoc sports and other social events – self funding

### **Business Network**

The principal service offered to members of the Society is

- An annual summer internship scheme for Rugbeian undergraduates aiming to provide around 20 internships across a range of business sectors. We will look to grow the programme where possible within the constraints of our existing resources.
- Access to the database of members of the Business Network, which is available on line to registered users.
- Aim to hold two Business Forums annually – largely self-funding but with a subsidy for the under 30’s
- Aim to hold additional sector dinners
- Aim to assist Rugbeians throughout the year who are seeking work placements using the database and monthly e-bulletins

### **Sports Societies**

Sports Societies operate largely autonomously albeit with limited financial support from the Society. The main sports societies are:

- Rugby Meteors for cricket
- OR Golf Society
- OR Sailing Club
- OR Hockey Society
- OR Soccer Society
- OR Real Tennis Club
- OR Polo Club
- OR Football Club
- OR Lawn Tennis Club

We will endeavour to support the annual Cronk Cunis rugby tournament for under 21s.

The Committee is often requested to contribute small sums of money to various sporting societies to assist their budgets, usually for specific events. These requests are looked upon favourably wherever possible and sums granted.

	<p>The Society will also look to assist sporting societies by allocating administrative resource.</p> <p>The Society will, from 2015, annually award to one boy and one girl pupil at the School £100 each as an award for 'Endeavour in the field of sport'. Each pupil to be aged 15 or 16.</p>	
<p><b>7</b></p>	<p><b>Communications</b> The Society continues to offer a range of methods of communicating with Rugbeians.</p> <p><b><u>Floreat</u></b> The Floreat is a fundamental part of the Society's communications strategy. There is an annual hard copy Winter Floreat and an electronic Summer Newsletter. The Winter Floreat is posted to Rugbeians, members of the Society, and current parents. Its distribution is circa 9,500.</p> <p>It is our intention to continue to publish the Winter Floreat in hard copy form and to maintain the Summer Newsletter in electronic form.</p> <p><b><u>Website and database</u></b> The Society's database and website is managed by the School and we contribute to the running costs. The Society's Executive Assistant is responsible for ensuring that the website and some aspects of the database are kept up to date.</p> <p>The website requires ongoing reviewing to ensure all events and news are kept up to date.</p> <p>From time to time a review of the website will be undertaken in conjunction the Development Office.</p> <p>Rugbeians are encouraged continually to register on line at Rugbeians-online and to keep the Society up to date with their business and personal contact details.</p> <p>'The Living Book' is an exciting interactive product that will feature a range on articles and news and allow Rugbeians to comment on articles and photos etc. The comments will be moderated and those commenting will need to sign in to Rugbeians On-Line and add their name which would be linked to the database.</p> <p><b><u>E-communications</u></b> We send a monthly e-bulletin to all members and present parents to around 7,800 (21 hard copies are post to those who do not have email). The purpose of the e-bulletins is to inform members of forthcoming events and news.</p> <p>All invitations and responses are dealt with electronically and online booking is available for all events where are possible.</p> <p><b><u>Social Media</u></b> LinkedIn and Facebook are used to promote the activities of the Rugbeian Society and to better communicate with all generations of Rugbeians in different Forums.</p> <p>The use of Twitter will be reviewed on an ongoing basis.</p>	

<p><b>8</b></p>	<p><b>Administration of the Society</b></p> <p>The administration of the Society is carried out by:</p> <ul style="list-style-type: none"> <li>• The President – in an overseeing capacity with executive input as required</li> <li>• The Treasurer – finances</li> <li>• An Executive Assistant – day to day administration, management of Rugbeian correspondence, organising of events, management of the website, drafting e-bulletins, assistant editor of the Floreat, taking minutes, processing all payments, attending nearly all events and much more</li> <li>• Part time assistant – who assists the full time Executive Assistant one morning a week (extra hours if needed) and covers annual leave</li> </ul> <p><b>Interaction with the Development Office</b></p> <p>There is daily interaction between the Society and the Development Office which continues to ensure the dual approach to friendraising (Rugbeian Society) and fundraising (Arnold Foundation).</p> <p>The Executive Assistant is located in the Old Marshal’s Office which is in close proximity to the Development Office.</p>	
<p><b>9</b></p>	<p><b>Support of the Arnold Foundation</b></p> <p>The charitable heritage of Rugby is fundamental to its ethos and the AF is a very important adjunct to the School and the embodiment of this ethos. The well-being of Rugby is partly based on the promulgation of this ethos and the AF. This ethos and the AF are therefore very important to the Society.</p> <p>The Society is not a fund raising vehicle for the AF or any other body associated with Rugby. However, it is important that Committee members promote the charitable heritage of Rugby and the AF.</p> <p>In addition, it may be appropriate for the Society to support some events that raise funds for the AF, such as the OR Golf Day or occasional gala events such as the “Call My Bluff” wine tasting event. This support will be limited to an expression of support and some administrative assistance. However any marketing material will make it clear that funds will be raised at the event for the AF.</p> <p>The Society has requested the AF to promote the Society where appropriate at its events.</p>	
<p><b>10</b></p>	<p><b>The OR Charitable Trust</b></p> <p>The OR Charitable Trust is now in many ways a dormant charity. It has significant funds and is not actively seeking new funds. Its principal purpose now is to remain faithful to the requests of its benefactors and to distribute a proportion of its income each year to worthy School endeavours. There is a great deal of overlap between the trustees of the OR Charitable Trust and the Committee members of the Society, including the fact that the Society’s Treasurer also acts as the Treasurer of the Trust. In effect the Trust is controlled by the Society’s Committee.</p> <p>The Trustees meet once a year to decide how best to allocate the income raised from the Trust’s investments subject to the School’s requirements, the School has been</p>	

	<p>very well represented by Guy Steele-Bodger. For the 5 year period (2012-2017) it has been agreed to give the income from the Trust to the Arnold Foundation to help fund a pupil through the School. The President of the Rugbeian Society is, ex officio, a Trustee of the OR Trust.</p> <p>They are also required to review the investment policy of the Trust and to approve the audited accounts.</p>																							
<p><b>12</b></p>	<p><b>The Society's finances and financial aims</b></p> <p>The Society has a budget of some £109,000 per annum, £100,000 of which is as a result of subscription income from pupils (£600 per pupil during their life at Rugby). The bulk of the remaining £9,000 is due to other subscriptions, advertising income and donations.</p> <p>This was distributed broadly as follows in 2014:</p> <table data-bbox="146 745 869 1205"> <tr> <td>Floreat</td> <td>£35,850</td> </tr> <tr> <td>Floreat Editor's honorarium (was £8,000)</td> <td>£10,000</td> </tr> <tr> <td>Living Book (initial contribution)</td> <td>£10,000</td> </tr> <tr> <td>Executive Assistant</td> <td>£31,000</td> </tr> <tr> <td>Part Time Assistant</td> <td>£ 1,184</td> </tr> <tr> <td>Contribution to the School's website costs</td> <td>£ 1,210</td> </tr> <tr> <td>Sporting Grants</td> <td>£ 907</td> </tr> <tr> <td>Events</td> <td>£ 3,500</td> </tr> <tr> <td>Other costs (audit, bank charges etc):</td> <td>£ 7,125</td> </tr> <tr> <td><b>Total Costs:</b></td> <td><b>£100,776</b></td> </tr> <tr> <td><b>This leaves a surplus of some:</b></td> <td><b>£8,200</b></td> </tr> </table> <p>The electronic version of the Floreat issue in the summer will reduced the Floreat costs by around £10,000.</p> <p>The aim of the Society is to maintain a small surplus each year and to build up a reserve to cater for unforeseen events and extra support. It also aims to support with the subsidy of certain events subject to the approval of the Committee and Treasurer.</p> <p>The Committee reviews the Society's budget for the following year at its April meeting and then monitors the outturn throughout the year at its meetings.</p>	Floreat	£35,850	Floreat Editor's honorarium (was £8,000)	£10,000	Living Book (initial contribution)	£10,000	Executive Assistant	£31,000	Part Time Assistant	£ 1,184	Contribution to the School's website costs	£ 1,210	Sporting Grants	£ 907	Events	£ 3,500	Other costs (audit, bank charges etc):	£ 7,125	<b>Total Costs:</b>	<b>£100,776</b>	<b>This leaves a surplus of some:</b>	<b>£8,200</b>	
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