



AFC RUGBY

OUR 2030 VISION

Founded in 2023, AFC Rugby is a growing grassroots football club built on ambition, community, and long term vision.

In a short space of time, we have established a strong foundation both on and off the pitch.



Grassroots football



Community driven

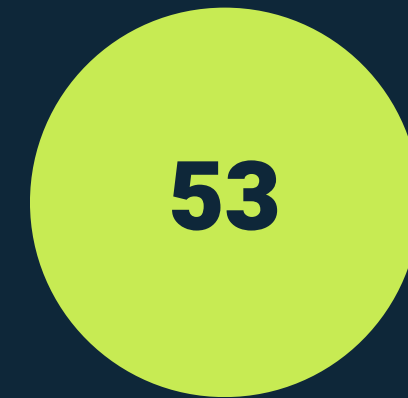


Built for long term growth

Key Numbers



Founded



Players



Senior Teams



Volunteers



Youth Teams

STRENGTHS

Strong Identity & Ambition
Growing Player Base
Committed Leadership
Clear Long Term Vision

WEAKNESSES

No Permanent Home Ground
Limited Training Facilities
Small Operational Team
Limited Number Of Volunteers

OPPORTUNITIES

Launch Of Youth Football Pathway
Development Of Community Partners
Access To Facility Funding

THREATS

Competition For Land Locally
Rising Costs Of Facility Development
Availability Of External Funding

Without a permanent home, we are limited in what we can deliver.



We cannot:

- Launch youth teams at scale
- Build a sustainable women's pathway
- Deliver consistent community programmes
- Grow the club in a structured, long term way





With the right foundations in place, the club can begin to grow and deliver at scale.

We can:

- Build a full football pathway
- Launch women's and youth football
- Deliver community programmes
- Grow sustainably

By 2030, AFC Rugby will deliver a purpose built facility that provides a permanent home for football and community in Rugby. Designed to support players, volunteers, and the wider community, this facility will form the foundation for long term, sustainable growth.

- Full Size Grass Pitch**
Primary pitch for senior football and matchdays
- Future 3G Pitch**
All weather surface to maximise usage and training
- Spectator Stand**
Enhancing matchday experience and supporter engagement
- Floodlighting**
Extending usage for evening training and fixtures

- Clubhouse**
Changing rooms, café, and social space
- Car Park**
Accessible parking for players, officials, and visitors
- Green Space & Community Areas**
Open areas for wider community use and activity
- Sustainable Features**
Solar energy and environmentally conscious design

AFC Rugby's development is guided by five strategic pillars, forming the foundation for a sustainable, well structured, and community focused football club.

Facilities & Infrastructure

Developing a permanent home that supports long term growth, increased usage, and a sustainable future for the club.

Football Pathway

Creating clear and accessible pathways across men's, youth, and women's football to support player development at all levels.

Community & Inclusion

Engaging the local community through football, events, and outreach, ensuring the club is open, inclusive, and accessible to everyone.

People & Leadership

Building a strong and sustainable volunteer and leadership structure to support the continued growth of the club.

Commerical & Sustainability

Generating income through sponsorship, partnerships, and responsible financial planning to support long term development.

2025/2026

Foundation Phase

- Strengthen senior teams
- Prepare for youth launch (U18 & U16)
- Build volunteer structure
- Begin discussions around land opportunities



2027/2028

Expansion Phase

- Enter a Saturday team into the football pyramid (Step 8 level)
- Grow to 8+ teams
- Finalise first phase of facility development



2029/2030

Expansion Phase

- Complete full facility development
- Establish 16+ teams
- Reach 200+ players
- Operate as a true community football hub



2026/2027

Growth Phase

- Launch youth teams
- Secure land for long term facility
- Grow to 4+ teams
- Increase volunteer base
- Begin facility planning and funding applications



2028/2029

Development Phase

- Launch women's football pathway
- Expand youth structure
- Reach 12-16 teams
- Continue facility development (additional pitches and clubhouse)



BE PART OF THE JOURNEY

We have built strong foundations in a short space of time. Now, we are ready to take the next step. AFC Rugby is looking for the right partners and volunteers to help bring this vision to life.

Land Opportunities

Help us secure a permanent home

Sponsorship

Support the club and facility development

Partnerships

Work with us on community initiatives

Club support

Be part of the club's continued growth

Reach Out to Get Involved

Email:

2030@afcrugby.co.uk

