



The White Hart Marauders Rugby Football Club



2009 A Year of Change - Now for 2010!

In my opinion change for the sake of it is rarely for the better. On the other hand no change at all is generally a recipe for disaster. Positive change needs to be well thought through and clearly defined.

We are living in an environment of constant change, and indeed rugby Sevens and the Marauders are probably undergoing the biggest changes we have ever seen. If I go back a few years to when our beloved Shorty departed for sunnier climes and a complete change of lifestyle, it became clear that the Marauders were going to have to move up a gear in order to hit the targets we had set ourselves. Not only did we have to contend with potential cut backs due to the state of the economy, but we also needed to raise our game in all departments, from playing skills, through to management direction.

We had already started the process of protecting the White Hart Marauders brand and our history from potential 'predators' and it was evident that our brand had the ability to make it even higher into the top echelons of the rugby fraternity. Achievement of this goal would mean that the brand would be stronger and future top level players and management easier to attract.

If I cast my mind back, when a loose Marauders management style was enough to keep us going, the challenge was to find a way to retain the fun aspects of that era whilst initiating the necessary change in culture vital for us to survive and prosper in the future, more professional environment.

And so your new club constitution and committee was formed, enabling us to tackle matters which may have been overlooked in the past. The new management team has now been in place for 18 months and we have seen real benefits, such as better marketing through our new website and a well supported Annual Yearbook. Our approach to sponsors, is more professional, as we seek to develop stronger partnerships with them in the future.

I hope that you can already recognise some of these benefits, whether reading this as a player, supporter, sponsor or a potential addition to any of those categories. We still have some way to go, and have raised our sights again as we head into 2010, but we are determined to get there!

I look forward to hearing your views and continuing to work with our management "Think Tank" so that I can inform you of even more positive developments for the White Hart Marauders in the future.

Peter Doyle
President