

Rugby Clubs as Community Hubs: Exploring New Possibilities for WI's



Purpose of this Resource

This resource has been created to help NFWI Advisers explore rugby clubs as potential venues for new WIs.

While the primary role of an Adviser is to support the opening of new WIs and the closure of those that are no longer active ensuring that every step is taken in line with WI governance and legal requirements, many Advisers also provide guidance to help existing WIs thrive.



What do Rugby Clubs have to offer?

Rugby clubs are often at the heart of their communities. They can offer accessible meeting spaces, strong local networks, and opportunities to connect with people who may not yet be familiar with the WI. By understanding the benefits and practical considerations of using these venues, Advisers can add another valuable option to their list when helping groups find the right home.

This guide is designed to:

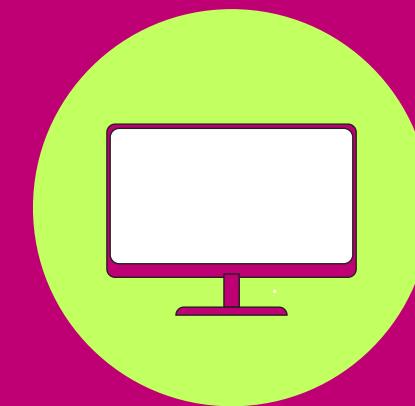
- Highlight the potential advantages of partnering with a rugby club
- Provide practical tips for approaching and assessing these venues
- Offer examples and tools to make the process easier
- Encourage creative thinking about how the WI can connect with new audiences while remaining true to its values
- By using this resource, you'll be equipped to confidently include rugby clubs in your venue discussions helping to create WIs that are welcoming, sustainable, and rooted in the local community.



THINK INNOVATIVELY



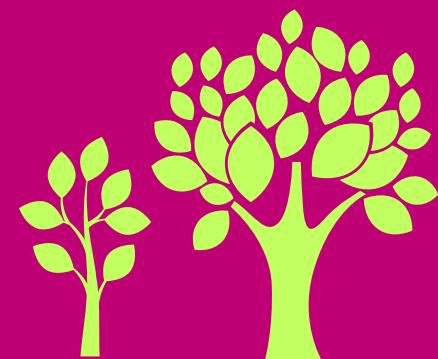
Space for meetings and training



AV Technology and broadband capacity



Social and group activities



Outdoor Spaces



Parking

Real Life Examples

You can see how other WIs have put these ideas into action in our case studies on The Learning Hub.

From finding regular meeting venues to running activity and fitness sessions, fundraising for good causes, raising awareness through campaigns, sharing skills in crafts, and building connections through community engagement, these case studies show the creativity and impact of WI members across the country.

[Explore the case studies here.](#)



We may not be playing rugby but we're making sure the WI is seen, celebrated, and part of the community story

"We felt that the Rugby Club was the right place to open a WI Everything about them was saying, open a WI here."

"Now I can, when I watch the rugby, I kind of understand what I'm watching."

Benefits for the WI



- COST EFFECTIVE VENUE HIRE**
- INTERGENERATIONAL APPEAL**
- POTENTIAL FOR CROSSOVER ACTIVITIES**
- INCLUSIVE SAFE SPACES**
- VISIBILITY AND PROFILE IN THE COMMUNITY**



Things to consider

Size and flexibility of meeting spaces

Access to kitchen, refreshments or bar

Parking and ease of access

Opportunities for joint events

Mess from sports use in communal areas

Timing of Club and WI events

Hire fees and cancellation policy

Reciprocal agreements for mutual benefits

Storage options

Noise from other users

Checklist

BEFORE THE VISIT



Know the WI's needs
(numbers, timing, access)



Book a visit or
conversation



Bring a venue checklist or
prompts

AT THE VENUE



Is the space accessible?



Are the refreshment
facilities suitable?



Can hire costs be
negotiated?



Would members feel
welcome?



Who else will be using the
facilities?

AFTER THE VISIT



Note down impressions
and key details



Share concerns and
questions with others



Help connect the WI and
the Club

Further Resources



- [**COLLABORATION BROCHURE**](#)
- [**CASE STUDIES**](#)
- [**PLANNING YOUR VISIT**](#)
- [**FAQ VIDEO**](#)
- [**FIND A RUGBY CLUB**](#)





**IMPACT
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