



SALE FC RUGBY

FOUNDED 1861

Heywood Road, Sale, Cheshire, M33 3WB

President: James Hourihan

Chairman: Steve Smith

REPORT FOR SAG – 27th March 2019

Our ground at Heywood Road is predominantly used for rugby union matches played by either teams from Sale FC Rugby or from Sale Sharks (Jets) and rugby league by Swinton Lions.

In addition, due to the history and tradition of the club and its ground we are regularly asked to stage county finals along with representative games for teams representing Cheshire and more recently England Deaf Rugby.

Over the last twelve months, Sale FC Rugby has spent a large amount of time and money improving the facilities for visitors both internally and externally which has helped the profile of Sale FC Rugby grow immeasurably. Interest from people attending the club, not just from the local community but from further afield, has improved markedly which has not only been fantastic for the club but for the whole area.

Our first team gained promotion to the third tier of English rugby, just the Championship separates us and our friends at Sale Sharks, which has brought teams from as far afield as Plymouth to the club.

We can add in the creation of our women's team, Sale 1861 which is collaboration between us and Sale Sharks. Although in its infancy, the team have played a number of friendlies against teams from across the country including two from Scotland with one scheduled against England Deaf Women next month.

Many of these teams and their spectators stay in Trafford the night before a game which will be of benefit to our local businesses and to Trafford as a whole.

Swinton Lions continue to play their home games at Heywood Rd. Their attendances are very good, ranging from 600 to 1500 which again brings people from outside our area to the club and to the borough as a whole.

The management structure at Sale FC Rugby has been strengthened over the last twelve months. I took over as General Manager in March last year and along with Brad McBride, our Events and Functions Manager run the operations of the club seven days a week. We now have four additional staff, Community Coach, an Operations Coordinator an Office Administrator and a Handyman.

On all match days myself, as Ground Safety Officer, the Events and Functions Manager and the Operations Coordinator are always on site. In addition at least three trained and qualified ground stewards, led by Peter England, our Deputy GSO, are also on site.

Sale FC Rugby has a large group of volunteers who, through me and our Volunteer Coordinator, assist with all activities.

When Swinton play, the same staff from Sale FC Rugby and our stewards are in attendance but as Swinton invoke their own match day procedures, our volunteers are not required. All activities are still overseen by myself and my Deputy GSO.

In the last twelve months approximately forty games have been played at Heywood Rd where spectators have been in attendance. Of these fifteen will have been rugby league games.



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The maximum crowd we have had for a rugby union game in that time is 826 for a Sale Sharks pre-season game and I am happy to report that during that time we have not had a single issue with crowd control or an incident where outside agencies have been involved.

Swinton have had a few games where the crowd has exceeded 1,000 but these are managed and staffed appropriately in accordance with their procedures. Unfortunately, there have been a number of incidents at Swinton games however these have been dealt with appropriately by Swinton, in line with the safety procedures of both clubs.

After such events, reports are submitted by Swinton to the Rugby League and to the Council and an investigation is undertaken which includes Swinton, the RFL and Sale FC Rugby.

Moving forward, the aim of the club is to continue to raise its profile within our local community and further afield. This will hopefully attract more people to watch our games and to increase the interest of using our venue with others.

We would like to thank Trafford Council along with the other stakeholders for their continued support in providing a safe venue for people to play and watch sport in Trafford.

Dave Hulme
General Manager
25th March 2019