



## Mbale Elephants Rugby Ground and Clubhouse / Community Centre Project - Eastern Uganda

Jan 2011

### 1. Introduction

The project is very straight forward – rejuvenate the Rugby Club (grounds and clubhouse) in Mbale, Eastern Uganda, after a 40 year period of inactivity. The aim is to do this with children and the local community at the heart of the project. Not only will it create an active pastime for boys and girls to get involved in through sport (potentially for a long period in their life), it will also provide new facilities for local NGOs to use for a range of community based projects.

Rugby is not a new sport to Uganda. The country had possibly its most successful rugby years in the 1950's and 60's. The club in Mbale has never operated since. It wasn't until the early 90's that any noticeable level of domestic competition returned to the country, primarily focused around the capital, Kampala. In the late 90's the pace of this re-development increased to the point that in 2010 rugby is the fastest growing sport in Uganda.

There are over 15000 school children living in and around Mbale, most who lack the facilities required to fulfil any sporting aspirations. This project will deliver a quality rugby pitch and clubhouse with changing rooms and shower facilities. The intention is for the clubhouse to be designed as a multipurpose facility and be open throughout the week to a range of local NGOs to use for project work with children and adults alike. The project will compliment the youth and adult educational infrastructure within Mbale.

Many positive youth development programmes operate in Uganda, and those that use sport as a vehicle for development are rapidly gaining popularity. Much of this development activity is in and around the capital Kampala – the real challenge is to take it to new areas where even the most basic resources are in short supply, such as Mbale.

It is intended for the facility itself to make a powerful statement in the design and methods employed in its layout and construction.



## 2. What is the scope of the Project ?

For the past 40 years the Mbale Rugby Club has been out of action. The pitches, grounds and clubhouse have all fallen into such disrepair that a passer-by would not recognise it as a former Rugby Club. In 2008 Stephen Anguma (Ugandan Rugby Union) noticed a local farmer harvesting maize in the area and started investigating the history of the plot.

After many months of working together with the Ugandan Rugby Union, Mbale Sports Club (who own the land) and various other local officials confirmed the right to use the ground as a rugby facility.



Stephen Anguma (URU), Masaba Dan (Mbale Sports Club) with TRT Ugandan Employees Stella Kyalikunda and Denis Anguyo with Martin Hansford (TRT)

The site has been cleared and the space has started to be used for training sessions with children from the local community.



Members of the Mbale Elephants run the first coaching session on the cleared site

For the facility to be completed to a high standard and be available to the community for years to come there is much work to be arranged, namely;

### The Pitches

Sufficient space exists to develop a full size playing pitch and a number of training and Tag Rugby specific areas. We also anticipate making space available for Netball courts ... another local sport with no current facilities available to use.



### The Clubhouse and associated facilities

The layout and designs for the clubhouse will need to provide changing and showering facilities for players, an administrative office for the club, food and beverage services and potentially (later phase) basic accommodation for visiting teams – although this is not part of the initial brief.

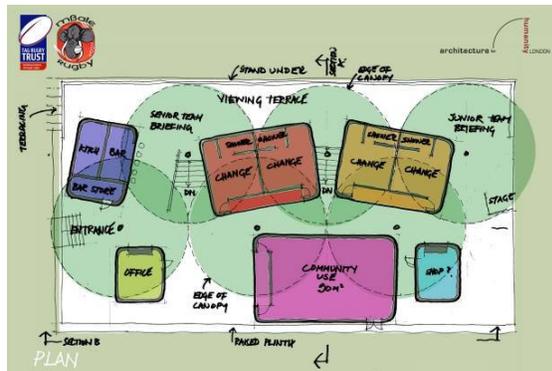
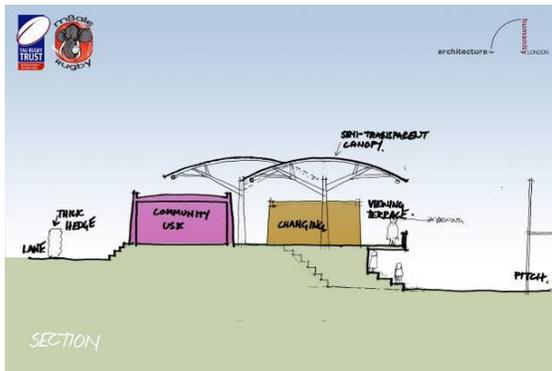
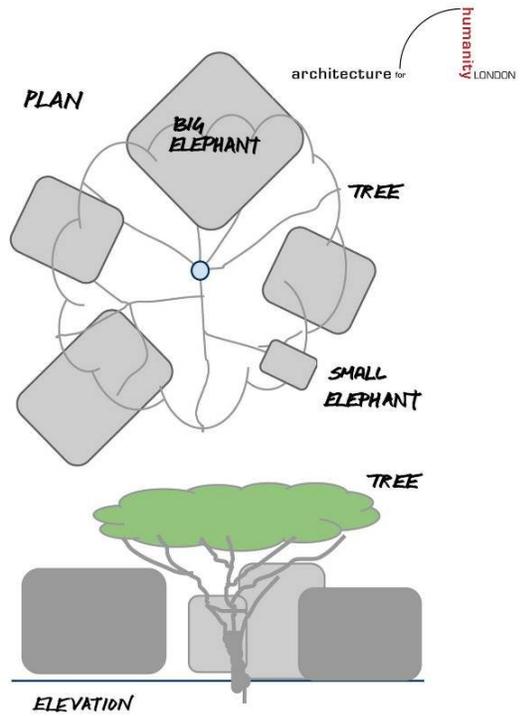
Working with Architecture for Humanity (London Chapter), the following concept / initial designs have been developed. Consultation with Giffords structural engineers is currently underway to move the designs towards functional building designs.

# 1. Initial Concept



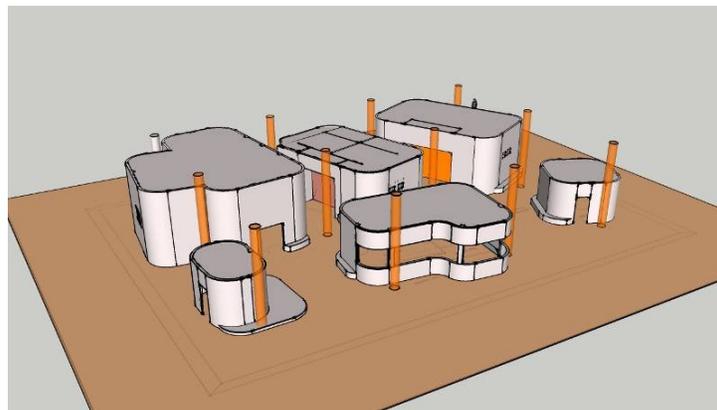
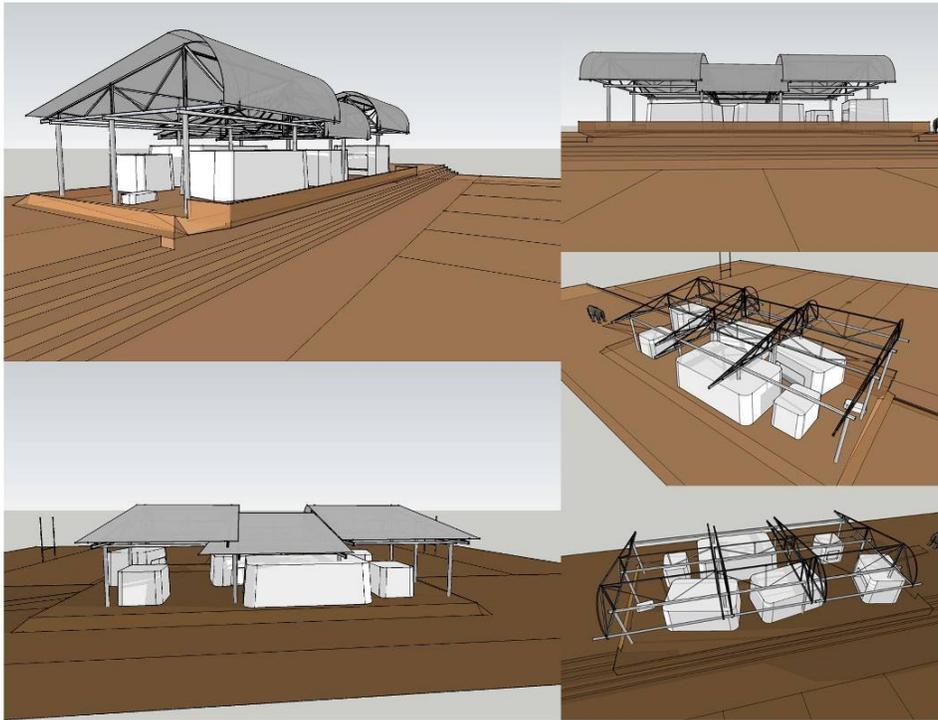
OUR DESIGN CONCEPT IS ELEPHANTS UNDER A TREE!

ALL SORTS OF ELEPHANTS - BIG, SMALL, GIRL, BOY



## 2. Outline Design Ideas

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### 3. Who are the Tag Rugby Trust ?

The Tag Rugby Trust ([www.tagrugbytrust.co.uk](http://www.tagrugbytrust.co.uk)) is a rugby based charity formed in 2002. It exists to help improve the lives of children in some of the poorest regions of the world. We currently work with orphanages and government schools in India, Zambia, Uganda, Kenya, Mexico and Romania using the game of Tag Rugby as our vehicle. We fund our tours through volunteers who pay to join the adventure and who work closely with the children in a coaching capacity. Almost without exception our volunteers say that the tour is a life changing experience for them.

We know that we make a difference to the lives, not only of the children we coach, but also the volunteers and friends of the Trust. We are passionate rugby people and we know the power it has to break down barriers and to create life-long friendships. Above all, we believe that these positive experiences should be not only for the developed world but to growing "rugby nations" who don't currently have the resources or opportunity to introduce children to the game. We provide that opportunity. In fact, taking this philosophy to the places we do to is arguably the most important rugby export that we can think of.

Our Tag Rugby Tour programme and extended coaching and leadership development work enable us to "Build Futures Through Rugby". For the children we work with, this takes many forms central to the development of young people. There are also important opportunities for development of the adult volunteers that get involved in our programmes, the local as well as touring volunteers.

### 4. What outcomes will the project provide ?

A multi-purpose facility at the heart of the community with the "draw" that sports inherently provides. This will create a platform for a broad range of other worthy community projects to connect with the young members of society (sports, drama and education) as well as older members of the community through vocational and basic education programmes.

Periodic reporting and opportunities to visit and, where appropriate, work on / with the programmes will be available to stakeholders of the project.

### 5. What do we need ?

In order to realise the ambitions of this project we need help in a number of areas;

- Financial support
- Facility design (buildings and pitches)
- Publicity and promotion to amplify our message / needs

## 6. Where will we invest your sponsorship resources ?

The investment of funds raised for the project will fall into two categories – i) capital build and ii) Initial 24 months operational support. After this period, the facility aims to be self sufficient in generating sufficient income to cover the costs of running its programmes as well as maintaining the facilities to an agreed level.

The key expenditure lines are as follows;

- Clubhouse
- Pitches
- Spectator facilities
- Local volunteering and leadership programme
- Mbale District school outreach programme

## 7. What can we offer Sponsors of the Project ?

Multiple branding opportunities at the Club and grounds

Website coverage

Newsletter and e-shot inclusion to our database of over 8,000 “friends” of Tag Rugby Trust

Access to TRT Dinners / Events

Staff Engagement

Mbale Elephants kit branding

Access to a powerful image library

Sponsors of the project can expect the following benefits:

- Brand Awareness with TRT audience
- PR Platform for your brand with your stakeholders
- CSR Activation (based around communities, sustainability, your own staff, recruitment & retention, Environmental)
- Social Media Platform

## 8. Why use Sports as a Community Development Vehicle ?

By its very nature sport is about participation. It is about inclusion and citizenship. Sport brings individuals and communities together, highlighting commonalities and bridging cultural, age and ethnic divides.

Sport provides a platform to learn skills such as discipline, confidence and leadership and it teaches core principles such as tolerance, co-operation and respect. Sport teaches the value of effort and how to manage victory, as well as defeat. When these positive aspects of sport are emphasized it becomes a powerful vehicle through which the Tag Rugby Trust can work towards achieving its goals.

Whilst rugby will be the focus sport for this project, we still view sport in its broad sense as a physical activity contributing to physical fitness, mental well-being and social interaction. It can take the form of recreational, organised casual or competitive sports – and all will be welcome at the club.

The fundamental elements of sport make it a viable and practical tool around which to build projects. Sport has an impact on health, and reduces the likelihood of many diseases. Sports programmes serve as an effective tool for social mobilisation supporting health activities such as HIV/AIDS education and immunisation campaigns. Sport can be a significant economic force, providing employment and contributing to the local economy. It is also a natural draw for volunteer involvement and leadership training and is central to creating a clean and healthy environment for all.

Practicing sports is vital to the “all round” development of young people, fostering their physical and emotional health and building valuable social connections. It offers opportunities for play and self expression which are especially beneficial to those young people with few other opportunities in their lives. Sport also provides healthy alternatives to harmful influences such as drug abuse and involvement in crime. Physical education is an essential component of a quality education and there is growing evidence that it correlates to improved academic performance.

Sports can cut across barriers that divide societies, making it a powerful and practical tool with which to address many of the social challenges that exist in parts of Uganda.

Our time spent in Uganda has shown us that the locals are eager for opportunities to learn and develop their skills – providing such a positive programme for them to do this is incredibly rewarding to see and be part of.

## 9. Where are we at 1<sup>st</sup> Jan 2011 ?

From the initial idea in early 2010 the project has gained significant momentum through the second half of the year. For a number of reasons, it is our intention to keep the number of project partners to a manageable level, primarily to allow significant share and input to the process.

Based on data from school build projects in this part of Uganda we believe the project will cost in the region of £65,000. However, there are a number of design / material choices that may inflate this figure further. AfH and Giffords are working on these options to provide a more accurate cost basis.

As we enter 2011 the following individuals / organisations are in various stages of commitment to the project;

### Financial

- RFU via England Counties Tour in 2012 (with at least two fixtures to be played at the ground)
- Laureus
- Cabot Financial
- London Business School (via Andrew McLaughlan)
- Trailfinders
- Hima Cement (Ugandan cement company pledging 1000 bags of cement)
- Martin Todd
- Chariman / Ambassador / Volunteer Paris Marathon

### Services

- Architecture for Humanity
- Giffords