



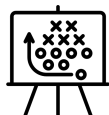
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NOW & THEN

OUR VISION FOR THE COMING 3 YEARS

ON FIELD – “WHEN THE LIGHTS COME UP”



First Team

Stated aims:

To be the most consistent team in Super League – the “Classy Cas” way.

To go into the new stadium as the leading team in Superleague.

To win a Grand Final in the next 3 years.

To win the Challenge Cup in the next 3 years.

To retain what we win – maintain motivation.



Pathway

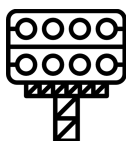
Development squad 2019+

The best and most promising from our current academy set-up will form a development squad for 2019.

The aim – to expose these young men to the first team environment, first team values and discipline.

Reserve grade 2020+

Aim to establish a Castleford Tigers Reserve Grade for the 2020 season which will allow further development of our best young prospects - in our system, wearing our colours and buying into our culture.



Facilities

Stadium

Purpose-built 10,000+ capacity stadium within Axiom Development at J32 – delivered in time for the 2021 season.

Training ground

Develop our current home into a state-of-the-art training facility.



Inclusive

Women's Super League

To continue to develop our young and aspirational women's team and be at the forefront of the progression of the women's game in the UK.

PDRL

Support and promote our fledgling PDRL team – provide further opportunities for play & involvement in Rugby League under a Castleford banner.

OFF FIELD - "WHEN THE LIGHTS GO DOWN"



Financial & Commercial

Financial security in the coming years - turn the club into a top 4 revenue club to match top 4 club on the field.

Achieve annual turnover of £6m+ this will enable us to compete on the field at all levels and to invest in facilities and off-field staff.

Increase turnover year on year by 7%

Double both commercial and sponsorship revenue – continuing excellent work following the Tigers' maiden Grand Final appearance in 2017.



Youth Development & Player Pathway

To provide an environment that is able to identify and develop the best young players from the Castleford area and beyond and to enable progression through that system, readying them for first team rugby.

Talent Pathway – Scholarship – Academy – Reserve Grade – First Team



Engagement

Immortals

Establish foundation immortals for the Castleford Tigers – to recognise and respect the greats that have gone before and who have imbued the club with the spirit and tradition it thrives on today.



Marketing & Media

Emphasis on making approachable players - available and involved in the community.

A key emphasis on sponsor activation and really being part of the foundations of Castleford.

“Think Castleford, think Castleford Tigers”

Game Day – Intense – Put On A Show – Something Special

A digital footprint that reaches all corners of the globe – a website that is viewed in over 180 countries and an in-house radio show that broadcasts online on game days to countries all over the world.

Tigers TV - Emphasis for the next 12 months will be in creating original, exciting and interesting content to grow subscribers and keep them engaged with Castleford Tigers.



Community participation

Generate, develop & sustain levels of interest and participation in a wide range of community organisations by engagement through both sport and non-sport based initiatives.

Over the next 3 years we have a target of reaching 10,000 participants per year via our community initiatives.



Castleford Tigers is the trading name of Castleford Rugby League Football Club Ltd, Registered in England and Wales with company number 00214373. The VAT Registration Number is 181507372