England Rugby

CGF DELIVERY SYSTEM

CB ENGAGEMENT SESSIONS - JULY/AUG 2024

WHY HAVE WE INITIATED CGF?

IN THE GAME

- CHANGING PLAYER PREFERENCES
- RELEVANCE OF OUR GAME TO YOUTH
- CHANGING TRENDS IN VOLUNTEERING

SYSTEM

- REGIONAL DIFFERENCES
- DEPTH VS BREADTH
- INCREMENTAL FUNDING

CGF GOAL

MORE PEOPLE PLAYING & FOR LONGER

OVERALL GOAL: MORE PEOPLE PLAYING & FOR LONGER

CGF PRIORITIES

"IN THE GAME"

BRINGING MORE PEOPLE INTO THE GAME

"ON THE PITCH"

KEEPING PEOPLE PLAYING FOR LONGER

"IN THE CLUBHOUSE"

STRENGTHEN THE CLUB OFFER IN ITS LOCAL COMMUNITY

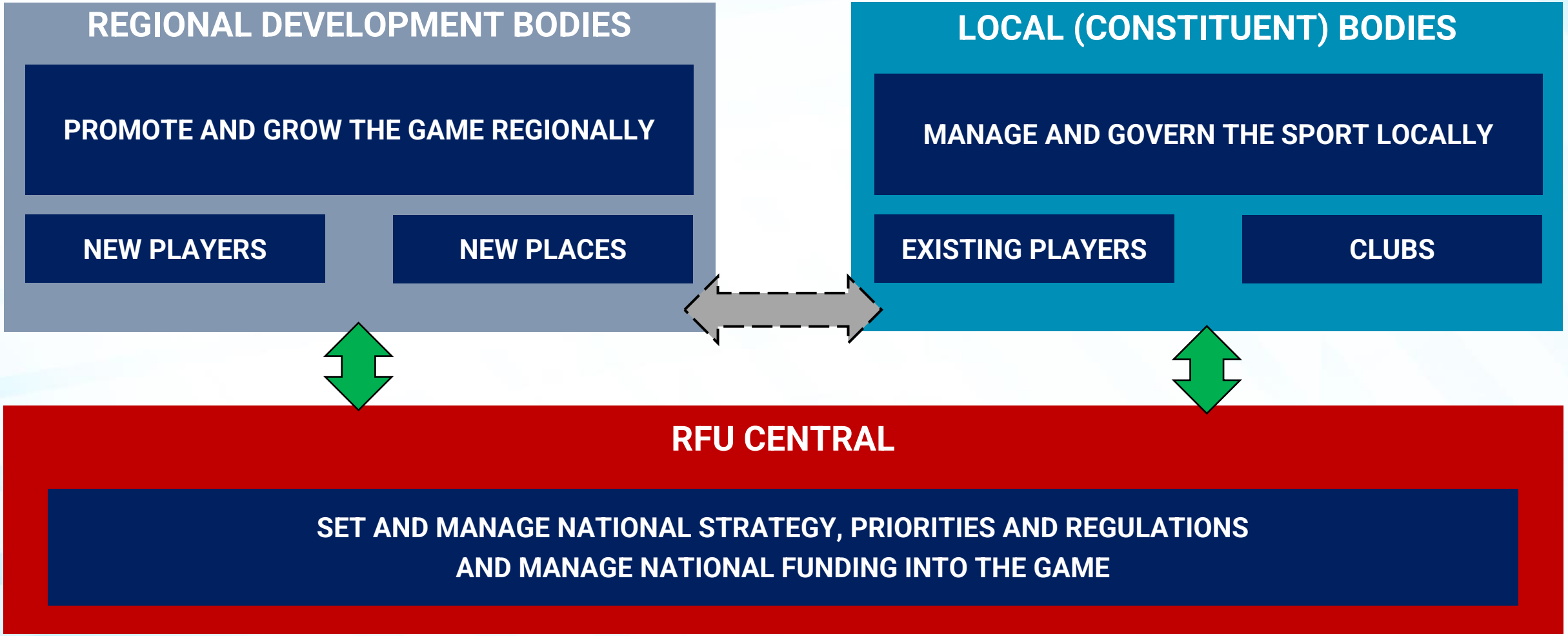
"RUNNING THE GAME"

KEEPING THE GAME RUNNING EFFECTIVELY

DELIVERY SYSTEM

SET & MANAGE NATIONAL STRATEGY
MANAGE, GOVERN AND SUSTAIN THE GAME
PROMOTE AND GROW THE GAME

HOW DO WE DELIVER THESE PRIORITIES?: AN 'ADDITIVE' DELIVERY MODEL

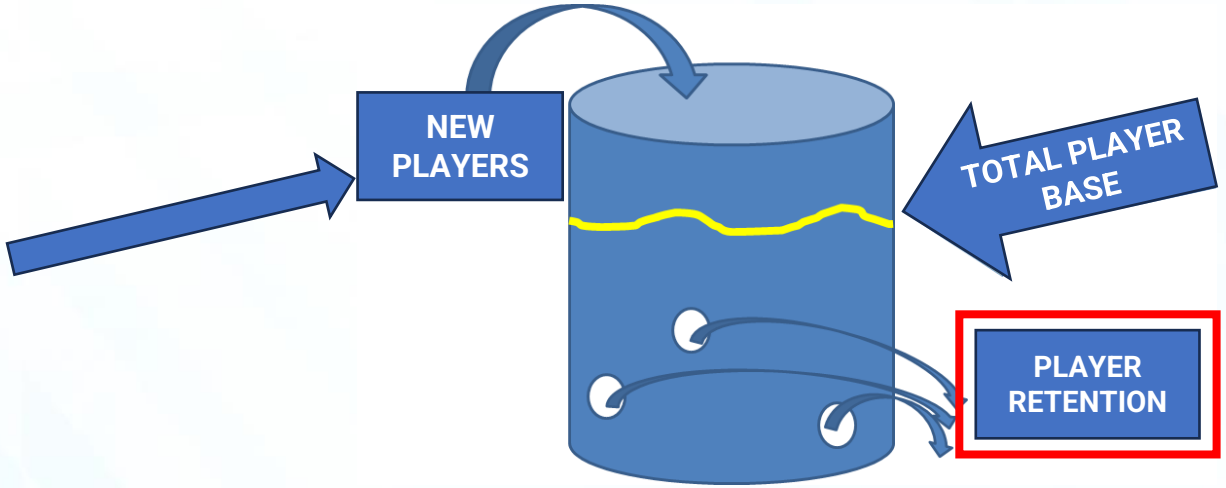


All bodies to have sufficient responsibility, authority and accountability to deliver against their remits

IN OTHER WORDS...

REGIONAL DEVELOPMENT BODIES

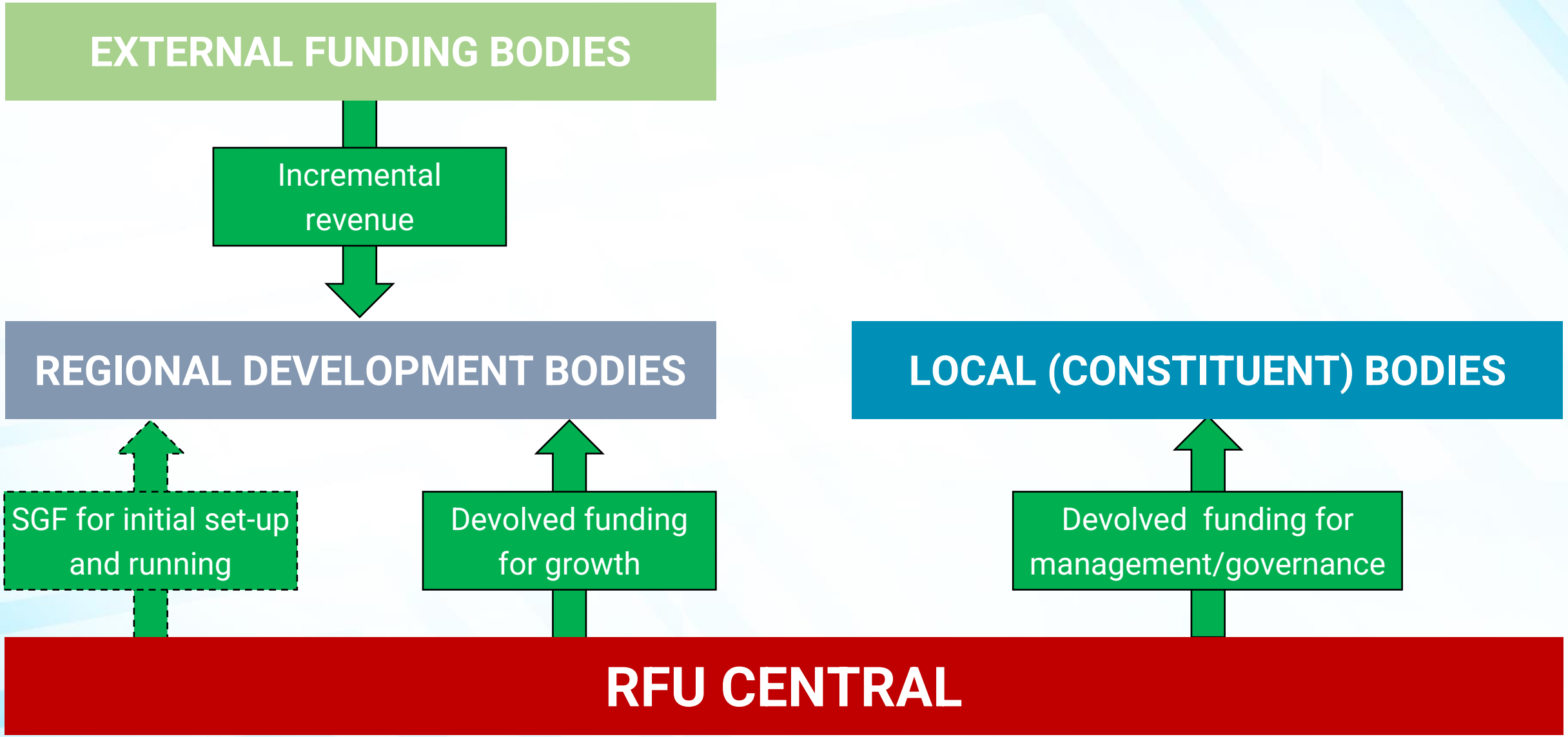
LOCAL (CONSTITUENT) BODIES



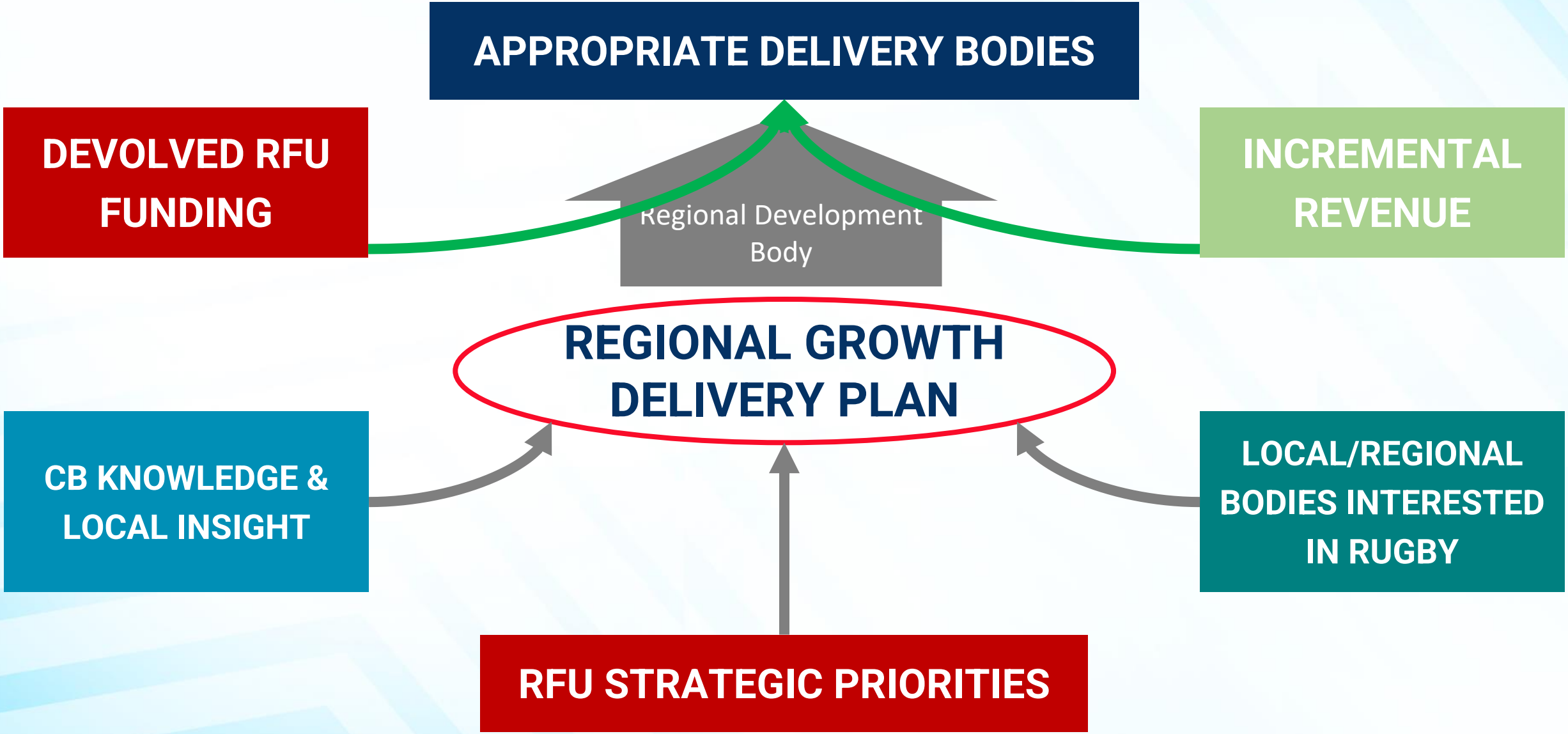
REMITS

	REGIONAL DEVELOPMENT BODIES	LOCAL (CONSTITUENT) BODIES
What?	EXPOSE MORE PEOPLE TO RUGBY UNION	ENSURE A RELEVANT PLAYING ENVIRONMENT
How?	BUILD HIGH-LEVEL RELATIONSHIPS TO BENEFIT RUGBY	CLUB CENTRIC AND PLAYER RETENTION
	MANAGING DEVOLVED RFU FUNDING FOR GROWTH	MANAGING DEVOLVED RFU FUNDING FOR MANAGEMENT/GOVERNANCE
	GENERATE INCREMENTAL REVENUE FOR RUGBY	ENSURE SAFE ENVIRONMENT FOR RUGBY

INDICATIVE FUNDING MODEL



REGIONAL GROWTH PLAN



HOW WILL THE REGIONAL GROWTH PLAN BE DEVELOPED AND MANAGED?

- Insight and data from the RFU and regional sport
- Establishment of Regional Forum (CBs, Clubs, education, regionally significant bodies)
- Input to Forums from focus groups (players, parents, coaches etc)
- Input to Forums from non-involved groups
- Forum balances ‘head’ & ‘heart’ and advises the Board on the what, where, how
- Feedback & review loop in place

England
Rugby