England
Rugby
IMPACT
25

RWC2025 HOST CITIES AND POOL STAGES

- **Exeter**: France, Italy, New Zealand, Japan, Brazil, Canada, Scotland, Wales, Fiji
- **Sunderland: England & USA- 22nd August 2025 19:30**
- **York**: Canada, Fiji, New Zealand, Spain, USA, Australia, Italy, South Africa, Samoa, Japan
- **Manchester**: Australia, Samoa, Scotland, Wales, Canada, Fiji
- **Northampton**: Ireland, Japan, South Africa, Brazil, England, Samoa, Spain, Italy, France
- **Brighton**: England, Australia, New Zealand, Ireland

KEY DATES I OCT – NOV 2024

MASTERCARD PRIORITY SALE
11:00, 22 OCTOBER – 11:00, 24 OCTOBER

STAKEHOLDER PRIORITY SALE
11:00, 25 OCTOBER – 11:00, 27 OCTOBER

APPLICATION PHASE
11:00, 05 NOVEMBER – 11:00, 19 NOVEMBER

MARKETING TIMELINE I 2024 - 2025

OCTOBER
DRAW,
MATCH SCHEDILE,
& STAKEHOLDER
PRESALES

27TH SEPT
BALL LAUNCH

17TH/24TH SEPT
PRESALES

22ND AUG
1YTG

5th – 19th NOV
APPLICATION PHASE

3rd FEB
200 DAYS TO GO

14th MAY
100 DAYS TO GO

3rd JULY
50 DAYS TO GO

Regional Breakdown

- **Facilities**
- Social space grant- 7 clubs been offered the support since it started
- Changing room grant- 3 clubs been offered the support since start
- Toilet upgrade- 9 clubs completed the project
- Small grant- 11 clubs have been offered the chance to apply
- 7 clubs receiving support around pitch quality/maintenance

- **Coaching and Match Officials**
- 69 vouchers allocated in the North East

School Rugby Managers
RGS
Sunderland
Tees Valley
North Tyne Club Cluster

School delivery;
Newcastle Falcons
Vigor Rugby

Community Engagement;
4 clubs linking with the WI
3 clubs with Our Park sessions

Impact Champions

11 Clubs with Impact Champions

RWC 2025 IMPACT PROGRAMME: VISION & OBJECTIVES

PURPOSE: To accelerate the accessibility of all aspects of rugby for women & girls by delivering a multi-generational impact programme

Programme strand	Purpose	Objective
Facilities	**Create capacity** by:	Enhancing female club experience by improving toilets, upgrading changing rooms and developing social spaces
Coaching & Officiating		Increasing the number, quality and visibility of female coaches & match officials in the age grade and adult game
Playing & volunteering	**Create a multi-generational impact** by:	Increasing the adult female playing and volunteering base in universities, transitioning more players and leaders into clubs, and increasing the playing base of teenage girls
Community & Fan engagement		Driving more women, who have never been involved in rugby, into rugby clubs
International Performance Development	**Support International Development** by:	Collaborating with home unions to develop domestic level of rugby, with a view to delivering high quality players to the national teams ahead of RWC 2029 qualification

IMPACT25 PROGRAMME

- Women's Rugby World Cup 2025
- Multi-strand Programme aiming to increase levels of women and girls' participation in rugby
- Create a long-standing legacy post-tournament to inspire the next generation
- Fits into the **Playing and Volunteering** strand

- Previous 2 seasons
  - Funded Girls U12 age band directly
  - Increased playing opportunities for this age group for more consistency
  - Love Rugby marketing campaign introduced
  - University development grants to recruit and retain players
  - Women's leadership opportunities to support age grade game

SRM Role

- **Coordinate, facilitate, build system**
- **Work in 3-4 Secondary and ca 15 primary per year**

Objective 1: ***To create sustainable rugby playing schools***

- Ensure curricular and co-curricular delivery
  - Land non-contact format (T1 Rugby)
  - Engage with new groups of young people
- Facilitate staff and young leader CPD
- Deliver local playing opportunities
- Work in partnership with other agencies
- Advocate rugby with SLT and PE Leads

Objective 2: ***Transition players to local clubs***

- Create links between clubs and schools / colleges
- Facilitate activity which supports transition
- Understand barriers of young people transition and devise local plans to address these
- Support education of club volunteers to understand changing needs and wants of young people and to ensure the club offer is open and inclusive.

You know your areas best and will be able to plan based on your local needs and situation.

Rugby UNIon Activator (RUA)

4-10hrs per week

- Current student (OR graduate intern)
- Paid role or voluntary dependent on institution

Core Responsibilities

- Be an ambassador for Rugby Union, positively promoting the game and participation in your university programme.
- Organise/support social sport sessions, including semi-competitive Intra-Mural sports programmes and informal recreational sessions
- Deliver a minimum of one tournament per academic year to offer playing opportunities to new participants (Any Format)
- Promote activity via face to face and digital platforms (institutional, SRFU and RFU)
- Monitor and report to the RFU the number of participants in programmes, and Support participants in completing Adult Player Registration on GMS
- Work with staff at your university to develop Rugby Union and implement the development plan
- Help support the required officials, coaches and student volunteers necessary to deliver the Rugby Union programme.
- Attend regional forums
- Promote volunteering opportunities (e.g. T1 rugby) to students

Helpful Links:

T1 Rugby: Schools Resources.pdf

AG Prize Draw: Deadline 13th Dec
There are five great prizes to be won!
1 (one) x Club Training Session with an England Rugby Legend
1 (one) x £2,000 Gilbert Club Kit Package
3 (three) x £1,000 Gilbert Club Kit Package
https://forms.office.com/Pages/ResponsePage.aspx?id=FMgGcSyloEi959o21DEbVWHUajSQc_9GlMeMV-oTAMZUNVpBOFJaN1EzNEJOUEkyVDBSTlNUUTg3Ry4u

Volunteer Recruitment Grant : Deadline 22nd Nov
https://rise.articulate.com/share/KU9iJZ9lOAkIq7WOGWWFXoB20pZT7oe3#/

Additional Info (linked to Schools Rugby Manager)

Training offer - Teachers

- As SRMs you are able to access training courses through your Coach Developer in allotted training “windows”
- Any teacher wishing to access formal RFU CPD – must book via RFU (Game Management System)
- As part of CPD for SRMs, there is opportunity to be upskilled to deliver these locally.
- Other RFU award and CPD can be found via the training booklet on englandrugby.com/coaching
- ‘Secondary teachers course’ is the minimum level needed for anyone delivering the contact game in schools.

Helpful Links

- **Training course booklet**
- **Course search and booking**

Course	Target audience	Descriptor	Duration	Window
Primary Teachers Course	-Primary teachers -Secondary teachers delivering T1 Rugby	How to introduce and develop T1 Rugby (both TAG and touch) in schools	3 hours	Jan-Feb
Secondary Teachers Course	- Secondary teachers - New to delivering contact rugby	How to introduce and referee the tackle, 3 player scrum and other contact elements	6 hours	Sept-Oct and May-June
Introduction to Refereeing Course	- Teachers who will be refereeing modified contact	Support teachers with refereeing of tackle, contact and open play	Total 6 hours – 3 online and 3 face to face	Sept-June

Young leaders

We'd love for you to engage young leaders who can support with:

- Primary Mega Fest (and year 6→ year 7 transition)
- National T1 Rugby Series
- Running 'pitch up and play' non-contact in their school

We don't have a specific schools leadership programme (as we needed this to have local dimension and low admin) but some local counties (which we call 'Constituent Bodies'/ CBs) may.

Courses:

- FREE 6 hour Young Leader course which can be delivered by PE staff.
    - This supports leaders with planning, delivering and refereeing non-contact
    - This can be delivered as 6 x 1 hour or 1 full day.
    - The resources can be downloaded from englandrugby.com/education
    - This course has optional 3 hour bolt on to organise and deliver community programme
- Young leaders may also complete formal CPD RFU:
- Primary teachers (min age 14)
- England Rugby Referee award (min age 14)
- Secondary school course (min age 16)

Unless they have completed formal RFU training, young Leaders should only be used to assist organisation, pitch management etc in contact activity

Helpful links

- **Young leaders content**
- **Training booklet**

Non contact (T1 rugby)

What is T1 Rugby?

- A format of the game (it used to be The Touch Union), not a programme.
- Global format to look closer to rugby (e.g. uncontested scrums).
- Played as Tag or Touch
- Adaptable to meet needs of students (add / remove elements to suit)
- An end in its own right – it can, but doesn't have to be, a stepping stone to contact

We will help support you deliver T1 Rugby format through a "flat pack" (balls, cones, bibs) for secondary and primary schools and online resource. You will have 3 secondary packs and 15 primary packs.

'Selling points' of non-contact

- Can play mixed gender, great for SEND students
- Can play on any surface, in shorter time
- Easier for teachers / leaders to introduce

'Selling points' of T1 Rugby

- Lots of transferable sports skills, such as pass, evade and kick, but the opportunity to do rugby specific skills (uncontested scrum) - and tactical problems
- Flexible continuum – can make it very simple for new/developing players and add in elements for those wanting challenge.
- Introducing some of the rugby elements such as scrum and lineout will support a young person's transition to a rugby club.
- It would help a player connect what they see on TV to this version and great stepping stone into contact game.
- Whilst it is non-contact it does much more reflect rugby as game for all shapes and sizes and varying athletic ability. Great to get less physically active young people involved.

Helpful Links
- **T1 rugby page**
- **How to introduce and progress T1 Rugby**

Girls Rugby

- Love Rugby is our brand and marketing campaign to promote rugby to girls aged 6-18.
- There is a selection of physical and online assets to support.
- In addition to SRMs we have a team of 6-12 girls club delivery partners in RWC25 host cities and focus areas (Birmingham, Liverpool, Leeds, Sheffield, Leicester).
- Continental Tyres – our Schools Partner are supporting local, regional and national playing opportunities.

At year 7 we are asking SRMs to deliver a local event:

- This will be one of 40 supported national events.
- Open to any secondary school in your area and you're welcome to open this up to other partnerships
- We'd encourage events at local clubs where club support available.
- Great opportunity for young leaders to referee and support
- You will be asked to identify a school to select to a regional / national opportunity. This should be done based on their values, development – not necessarily the winner, or a team who've previously had the opportunity.
- Ideally delivered in Sept – Nov to make the most of primary transition + enthusiasm and when weather is better .
- Can be T1 Rugby or XRugby

Helpful Links

- **Love rugby page / resources**

National T1 Rugby series

- Previously ‘Touch 2 Twickenham’
- Run at Year 9 and U18
- Play to T1 Rugby rules (2-touch, without kicking, scrum and lineout)
- Team of 8, with 4 girls on the pitch.
- Focus on inclusive, fun and participation
- SRM events focused on new schools + open entry regional events. From these finals day in Worcester with winners to Twickenham.

At year 9 we are asking SRMs to deliver a local event:

- Focused on new schools /new players / those most at need – “invite only” based on local knowledge
    - If you have rugby playing schools in your areas please signpost to a regional event
    - Please open to adjacent SGO areas for their new schools
- If you are happy to accommodate other new secondary schools from adjacent areas, please let us know.
- We’d encourage events at local clubs where club support available.
- Great opportunity for young leaders to referee and support (linked to young leader course or primary school course in Jan/Feb
- Select 1 school to finals day (19th June) – based on winner / values / development or combination of these.
- Ideally delivered in March-May
- Include 30 mins at start of skills / game development / practice
- You may want to run activity in the year prior to the local events
- First aid managed by teachers

We envisage this to be locally administered (as no need for central sign up) but admin support is there if needed.

Helpful links

- TO be launched in November

Mega fest

- The Mega Fest is our primary playing offer.
- Mega Fest is a series of small sided games/activities including playing T1 Rugby (though likely without scrum, kicking, lineout and tackle triangle if not suitable).
- These activities have transferable sport and movement skills and give opportunity for every student to take part in all activities.
- Activities focus on participation and values and scoring should reflect this.
- If only playing the game element (T1 Rugby) – this is festival format only, waterfall / knock out is not permitted.
- This provides great opportunity for young leaders and local clubs to support.
- Activities can be delivered as TAG or non-contact
- This format is easily adapted and suitable for SEND students.
- At year 5 and below competition / competitive games / fixtures are not permitted in May-July.

Note: there is no national or regional RFU-led competition for primary.

Helpful Links

- **Mega fest video guide**
- **Mega fest guide**
- **School games homepage**