



‘Governing bodies and Competition Managers working together’

It is essential to Rugby Union that any competition while based on and contributing to the national framework, meets the needs of the local area and matches the ability and resources of the game to deliver in that local area. Therefore it is vital that the locally based Rugby Development Team are the first point of contact regarding the development of school age competition. With a team of over 200 of these staff nationally, support is on hand at all stages for SSP personnel.

Point of contact

- Local RFU advice, resources and support is on hand at all stages. 8 Regional Development Managers (RDM) and 5 Women’s RDMs lead strategic development in the Regions. There are then 50 RDOs who manage close to 160 CRCs linked to club/SSP clusters. Their outcomes map closely to teachers and SCMs, CMs, PDMs and SSCOs working in the SSP networks. The RFU Team is a first port of call in developing local schools competitions.
- RFU RDO directory on www.rfu.com/schools > schools & youth> contacts> RDO/RDM
- Where PDM programmes are already in place the key point of contact thereafter may well be one of our Community Rugby Coaches – managed by the RDO

- National Contact – Mark Saltmarsh – RFU National Schools Development Manager
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The most effective way for RFU to support SCM/CMs...

- Is through our RDO and his/her team as shown above
- RDOs have targets that directly mirror Competition Managers and are working in integrated SSP and club clusters. They have support resources to help deliver competitions at all age groups

Data sources

- The RDO and his/her team reports all Rugby Union activity delivered on a monthly basis
- This is through the RFU M & E and Reporting tool – Impact Manager
- From Summer 2008, Impact Manager will generate a monthly 2 sided report for all partners for each RDO area – this will include schools and competition activity broken down by Key Stage
- The RDO has all the data relating to school age competitions in a local area and county

Key Points of Planning for Counties

Rugby Union Clubs are at the centre of all development programmes run by the RFU. Therefore the RDO and CRCs will ensure the involvement of the local club structure in all schools competition and quality development. This enables exit routes to players, leaders, teachers and coaches under the 5 hour offer and Extended Activity programme within. High quality and accredited club links will ensure a continuation of the level of experience to the young person.

The RFU Seal of Approval (Clubmark scheme) has been relaunched in September 2007. The next 12 months will see the development of Whole Club Development and Accreditation tools which will enhance further the club educational links and opportunity for school and college based competition support/development.

Each county has an annual Action Plan facilitated through the County Constituent Body and the Rugby Development Team. This action plan will form a work programme for all parties and inclusion of the schools competition planning with SCM/CM team will be integral to this. See Annual Planning Cycle below.

Once again the first point of contact for all planning is the local RDO.

Key work for SCM/CMs for the next 12 months

- 2007/8 is Rugby World Cup Year and focus is on recruitment of players through the Go Play Rugby Campaign
- 2008/9 is a Retention year which aims to build on Go Play and keep those new players in the game under the campaign banner of Play On (See below)
- England Women are 6 Nations champions and are receiving more TV coverage
- Interest in the game in the aftermath of England reaching the World Cup Final
- The high profile of the 6 Nations and the GPR promotional campaign has intensified interest in Rugby Union

School Age Competitions

- Key RFU targets are to grow the current level of competitions and create more regular opportunities – turning festivals into leagues for example
- Sustainable participation, club links and competitive opportunities at Key Stage 4 (16+) are a game-wide priority – this will underpin PDM/FESCO and SCM/CMs drive to engage more KS4 students in regular sport
- The development of KS3 and 4 mini leagues and merit tables in SSP and sub county clusters is a priority to ensure that the strategic objective of increasing the number of secondary schools playing at least 6 fixtures a year is achieved
- Therefore, focus is particularly on secondary school and FE and developing more regular competition in KS3 whilst moving to more new competition in KS4 and up to 19 in Colleges as well

Play On Retention Year 2008/9

The programme will be focused on two overriding objectives:

1. Support the clubs in retaining the number of adults successfully recruited during this year's Go Play Rugby recruitment campaign.
2. Reduce the loss of players leaving the sport at key 'pinch points' in the rugby journey, mainly at school leavers and in the student game.

By doing this we should reduce the leakage of players at these crucial points in the rugby journey and therefore aid retention and longer term increase overall numbers of adults playing the game.

Our Rugby Development Team will support you with all of the above

The Plan

Overall target priorities, the broader picture:	<p>2007/8</p> <ul style="list-style-type: none"> • Recruitment – Go Play Rugby campaign • Emphasis 16 to 24 • Strategic Plan 2008 to 2012 Review (in progress) <p>2008/9</p> <ul style="list-style-type: none"> • Retention – Play On • Pathfinders network, promotion to school leavers, FE/HE competitions • 5 Hour Offer – Extended Activity and new PESSCYP strategic approach <p>2009/10 (depends on current Strategic Plan Review)</p>
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	<ul style="list-style-type: none"> • Infrastructure • More and better places, environments delivering Rugby Union opportunities • Including across all education – support for partners and stakeholders 		
Competition priorities:	<p>12 to 18 months</p> <ul style="list-style-type: none"> • Review and relaunch of Emerging Schools – broaden programme to all schools without established fixture lists – leagues and merit leagues • Recreational opportunities at KS4 under Play On • Support SSPs to deliver Primary Tag (Tag to Twickenham) programme • Joint up approach to planning RDO/CSU/CMs <p>18 to 36 months</p> <ul style="list-style-type: none"> • Growth of KS4 and FESCO competitions • Intra school competition structures and tools – flexible recreational formats • Single school age competition pathway – integration of established and non-established school programmes 		
Target groups:	<p>KS3 – More regular and appropriate competitive opportunities at Yr 7 to 9</p> <p>KS4 – New competitions for participation (new and “emerging”) at Yr 10 and 16+</p> <p>Girls – Consolidate new age bandings of U15 (Yr 8 to 10) and U18 (Yr 11+) and transition year competitions at Year 7</p> <p>Disability – structured framework to be applied locally which brings together current work into one pathway</p>		
Format of competition:	<p>SSP and Club Cluster based mini leagues eg) 4 schools playing home and away, 7/10/12 a side</p> <p>Aimed at participation and into lower level performance</p> <p>Levels of ability – new, emerging and emerged schools and colleges – not established playing schools and colleges although the link needs to be made</p> <p>KS4 – more recreational opportunities – “Leisure Rugby” variations – participation and flexibility</p> <p>Including club links to provide additional social element</p>		
Targeted number of SSP’s/schools:	Yr 1	Yr 2	Yr 3
<p><i>Note: RFU Strategic Objective to work with all 449 SSPs every year</i></p> <p><i>Baseline is 420 in 2007/8</i></p>	<p>KS3</p> <ul style="list-style-type: none"> • 210 SSP Cluster competitions • Min 4 schools each <p>KS4</p> <ul style="list-style-type: none"> • 100 SSP Cluster Comps • Min 4 schools colleges in each <p>Girls</p> <ul style="list-style-type: none"> • 49 County Cluster competitions • Min 4 schools colleges in each 	<p>KS3</p> <ul style="list-style-type: none"> • 325 SSP Cluster competitions • Min 4 schools each <p>KS4</p> <ul style="list-style-type: none"> • 150 SSP Cluster Comps • Min 4 schools colleges in each <p>Girls</p> <ul style="list-style-type: none"> • 125 County Cluster competitions • Min 4 schools colleges in 	<p>KS3</p> <ul style="list-style-type: none"> • 440 SSP Cluster competitions • Min 4 schools each <p>KS4</p> <ul style="list-style-type: none"> • 225 SSP Cluster Comps • Min 4 schools colleges in each <p>Girls</p> <ul style="list-style-type: none"> • 225 SSP Cluster competitions • Min 4 schools colleges in

		each	each
Targeted number of young people	KS3 <ul style="list-style-type: none"> 840 school teams 12600 players KS4 <ul style="list-style-type: none"> 400 school college teams 4800 players Girls <ul style="list-style-type: none"> 196 school college teams 2940 players 	KS3 <ul style="list-style-type: none"> 1300 school teams 19500 players KS4 <ul style="list-style-type: none"> 600 school college teams 7200 players Girls <ul style="list-style-type: none"> 500 school college teams 7500 players 	KS3 <ul style="list-style-type: none"> 1760 school teams 26400 players KS4 <ul style="list-style-type: none"> 900 school college teams 10800 players Girls <ul style="list-style-type: none"> 900 school college teams 13500 players

Mapping Counties engaged:	Yr 1 Rugby Union has capacity to support CM network in every county and SSP – 420 engaged SSPs is the baseline for Yr 1 49 counties 420 SSPs	Yr2 49 counties 435 SSPs	Yr 3 49 counties 450 SSPs
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Feeder and exit competitions:	KS3 <ul style="list-style-type: none"> Primary Mixed Tag (Tag to Twickenham) Programme – feeder Regular established fixture list and County cups – next step KS4 <ul style="list-style-type: none"> KS3 mini leagues as above – feeder (dependant on current Review) Regular established fixture list and County cups – next step Daily Mail Cup at U15 and U18 – national Cup competition Girls <ul style="list-style-type: none"> Primary Mixed Tag (Tag to Twickenham) Programme – feeder Year 7 transition competition feeds U15 age band competition – feeder U15 age band competition feeds U18 age band competition – feeder Next steps for competition in girls Rugby do not exist in the schools network, these are through the clubs network hence the importance of the club link in all schools competition – next step
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