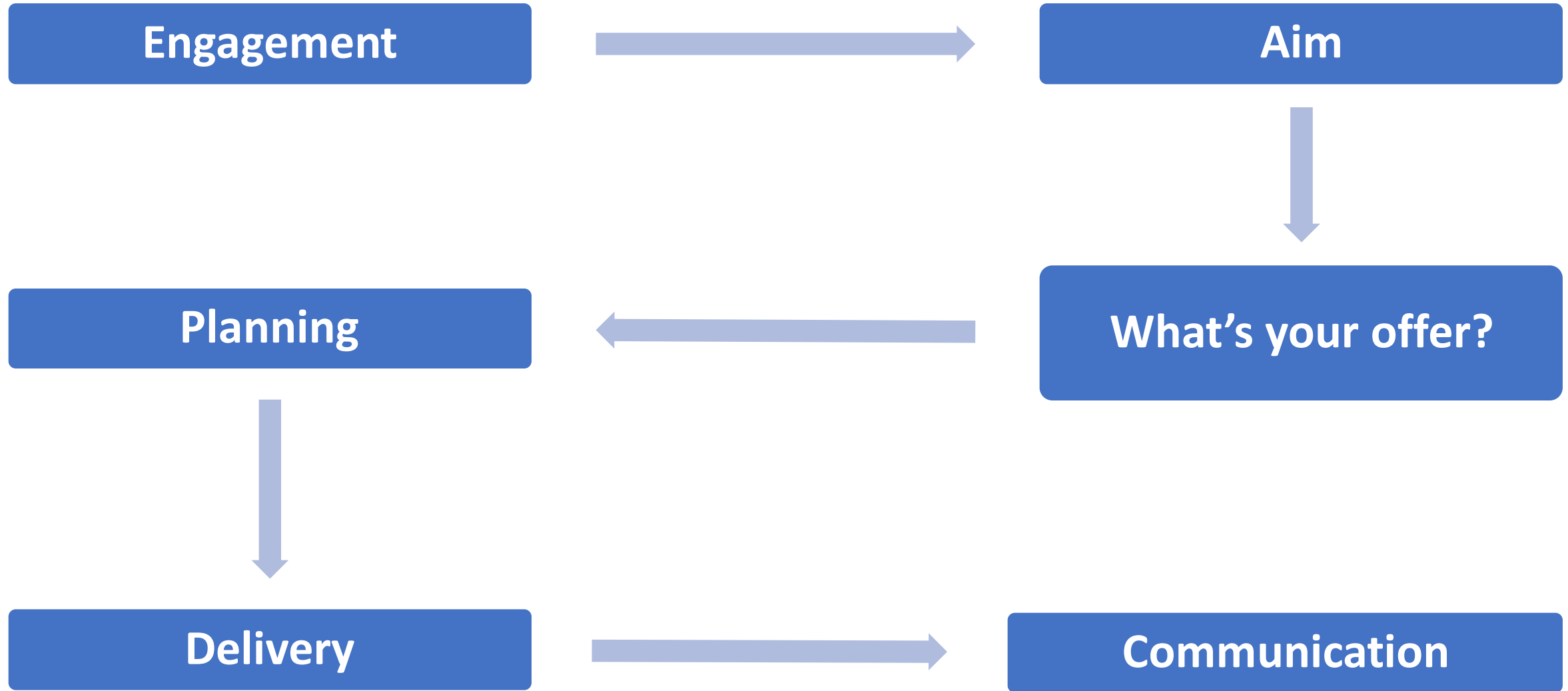




# Education Club links workshop



# DEVELOPING A NEW LINK: SIX-STEP ACTION PLAN



# The benefits of rugby - an example.

## Individual participant development as result of CBRE All Schools\*




**63%**  
Improved  
leadership  
skills



**69%**  
More  
aspirational



**69%**  
More  
confident




**64%**  
School  
performance  
improved




**58%**  
Improved self-  
esteem



**48%**  
Improved  
behaviour  
in school



**51%**  
Enhanced  
employability



**47%**  
Reduced  
stress



**57%**  
Improved  
mood



**71%**  
Do more  
physical activity

**87%**

of participants reported an improvement related to individual development as a result of participation in CBRE All Schools.



\*based on a survey of 867 All School participants

# BREAKOUT ROOMS

## ‘Engagement’

In the RFU’s “All Schools” programme ‘staff engagement’ was consistently listed as the biggest reason All Schools worked. Knowing the importance of this:

### Consider:

- Who is best person to engage with?

PE Lead.

Head Teacher.

Member of staff from rugby club.

Local partnerships / School Games Organisers may have links to support making contact



# BREAKOUT ROOMS

## ‘Engagement’

In the RFU’s “All Schools” programme ‘staff engagement’ was consistently listed as the biggest reason All Schools worked. Knowing the importance of this:

### Consider:

- How do you (or have you) made contact with them?

Emails (from website) direct to staff if possible, through reception if not.

Phone calls to support follow up email.



# BREAKOUT ROOMS

## ‘Engagement’

In the RFU’s “All Schools” programme ‘staff engagement’ was consistently listed as the biggest reason All Schools worked. Knowing the importance of this:

### Consider:

- What’s your elevator pitch? Why rugby?

Core Values. TRENDS!

Taster sessions.

Inclusivity of rugby.

Girls and boys.

Life skills, link with D of E.



# BREAKOUT ROOMS

## ‘What’s your offer?’

- What your club can offer? What areas of support might a local institution want and how you can help?

Venue for school fixtures/events (Floodlights)

Support of rugby delivery in school

Half term camps

Links to Premiership clubs

Non rugby events – HAF camps

Opportunities to volunteer – link to curriculum requirements

Link to OFSTED aims around transition to sports clubs



# BREAKOUT ROOMS

## ‘What’s your offer?’

- What things you’d want from your local institution?

Sustainable link

Students who enjoy rugby encouraged to join the club

Good communication





# BREAKOUT ROOMS

## ‘Delivery’

### *Group 1:*

How will you promote the club when you are going into the institution?

Push CORE Values

Examples of how the club has improved children's lives

Look smart – Wear correct kit

Flyers



# BREAKOUT ROOMS

## ‘Delivery’

How will you sell the club/promote the club to parents?

Conversations around benefits of being involved in the club.

Inclusive.

Friendly.

More than just rugby

Ask them to follow Social Media pages.

Exercise – healthy lifestyle.

Starter pack outlining clubs vision etc



# BREAKOUT ROOMS

## ‘Delivery’

How will you welcome new players at club training?

Safety first.

Friendly.

Buddy new players up with regular player.

Give them a good experience – meet them as they arrive, get them involved quickly, be positive, fun and hot dogs...

Access to appropriate kit if they have non



# BREAKOUT ROOMS

## Working to maintain your link

Next weekend is a semi final of the CB club cup, however a player has an important school fixture. How do you manage this?

Use of the Half Game rule

Ask the child – but be careful, they may want to play all of both

A player (who also plays for a school) has a suspected concussion when playing for the club. How do you work with others to manage this?

Contact the parents and school

Child to visit to GP

Explain and make clear the guidance around Headcase and Return to Play Protocols

\*\*\*\*Key to both is good communication between the club and school.\*\*\*\*



# BREAKOUT ROOMS

## Working to maintain your link

You have some new parents to the club, who during matches are shouting at the referee. How do you avoid and address this?

Quiet conversation with the parent pitch side – explaining CORE values

Visible code of conducts

Posters/boards up around the facility modelling good pitch side practise

Your link is going really well and now the school want to focus on a year group where you already have a full team (or no provision). What do you do?

Explain to school the current situation

Try to find extra volunteers to handle potential increase in capacity