

NLD CONFERENCE

W&Gs WORKSHOP

'Shaping the future of W&Gs rugby in NLD'



18.2.24

DISCUSSIONS

- Introductions
- What does success look like?
- Current landscape
- Girls motivations
- Transition
- Resources & Support
- Agree a way forward



DISCUSSION 1:

What does 'SUCCESS' look like?

Is it providing meaningful rugby?

Is it providing a pathway through

Age Grade to Seniors?

**Is it developing more female
leaders?**

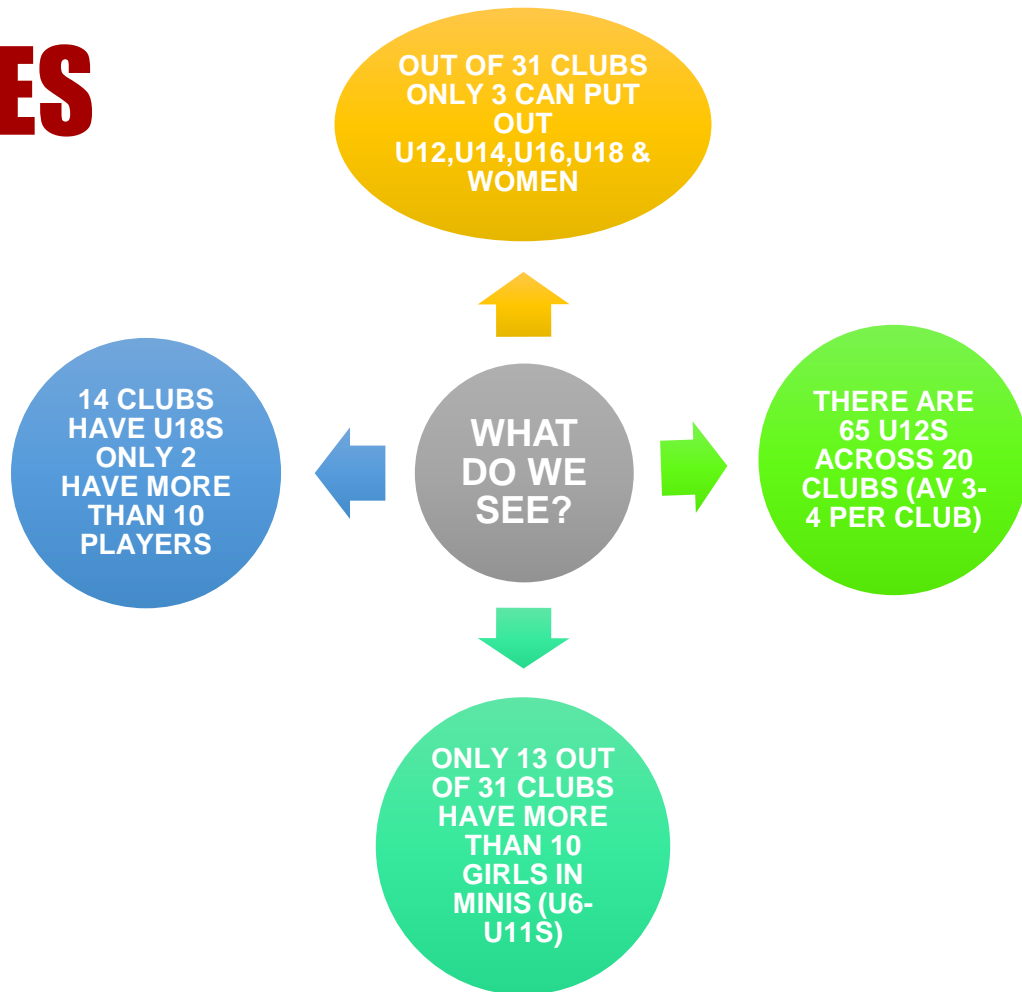
Is it a collective or a club vision?



CURRENT LANDSCAPE

CLUBS	AREA	MINIS	U12	U14	U16	U18	WOMEN
Ashfield	Notts	11	3	18	2	0	63
East Retford	Notts	14	1	1	2	0	4
Mansfield	Notts	8	8	12	27	27	72
Mellish	Notts	4	0	0	0	0	42
Newark	Notts	14	8	11	25	10	25
Nottingham Casuals	Notts	13	5	20	22	7	4
Nottingham Corsairs	Notts	4	0	0	0	0	19
Paviors	Notts	16	5	21	26	8	5
West Bridgford	Notts	5	0	2	3	1	59
NOTTS CLUBS = 9	NOTTS TOTALS	89	30	85	107	53	293
Boston	Lincs	2	1	6	8	6	66
Gainsborough	Lincs	5	0	0	0	0	42
Grimsby	Lincs	5	2	0	0	0	40
Kesteven	Lincs	20	1	11	14	7	72
Lincoln	Lincs	16	3	6	1	1	71
Market Rasen	Lincs	5	1	8	3	0	4
Scunthorpe	Lincs	2	0	3	5	2	35
Sleaford	Lincs	4	0	1	0	0	52
Stamford	Lincs	17	1	3	0	1	62
LINCS CLUBS = 9	LINCS TOTALS	76	9	38	31	17	444
Amber Valley	Derbys	10	1	0	0	1	49
Ashbourne	Derbys	8	2	3	13	0	28
Belper	Derbys	5	1	0	1	0	36
Buxton	Derbys	12	0	1	0	0	27
Castle Donington	Derbys	0	0	3	1	0	0
Chesterfield	Derbys	6	0	8	27	2	6
Derby	Derbys	7	2	1	0	0	58
Dronfield	Derbys	8	7	0	2	0	0
Glossop	Derbys	26	4	4	0	0	26
Ilkeston	Derbys	19	1	1	0	0	0
Long Eaton	Derbys	30	8	18	19	12	109
Matlock	Derbys	2	0	8	2	0	3
Melbourne	Derbys	8	0	5	5	2	0
DERBYS CLUBS = 13	DERBYS TOTALS	141	26	52	70	17	342
TOTAL NUMBER OF CLUBS = 31		306	65	175	208	87	1079

HEADLINES



GROUP DISCUSSION 2

DISCUSS THE CURRENT LANDSCAPE

- Are we providing a quality experience for female players?
- What constitutes a 'girl's section'?
- Will we retain players if there is not enough for a team?
- Does clustering help or hinder?

MOTIVATIONS & SOCIAL MEDIA

WHAT REALLY MATTERS IN GIRLS' LIVES?

1. Support Network



A sense of place in the world

2. Socially Connected



Validation

3. Independence & New Experiences



Making formative memories

4. Moments of Pride



Fuelling self-worth

5. Keeping on top of it all



Time well spent (Re-prioritisation)

EACH ANCHOR IN THEIR LIVES BUILDS THE FOUNDATION OF WHO THEY WILL BECOME

8 PRINCIPLES FOR SUCCESS

Apply to rethink existing programmes or to develop new ideas and initiatives to better engage with teenage girls.

1



NO JUDGEMENT

Take pressure off performance and give freedom simply to play.

5



BUILD INTO EXISTING HABITS

Tap into existing behaviours in other spheres.

2



VOKE EXCITEMENT

Bring a sense of adventure and discovery.

6



GIVE GIRLS A VOICE & CHOICE

Allow girls choice and control to feel empowered.

3



CLEAR EMOTIONAL REWARD

Reframe achievement as 'moments of pride', not winning.

7



CHAMPION WHAT'S IN IT FOR THEM

Make it much more than just about health.

4



OPEN EYES TO WHAT'S THERE

Redefine sport as more than school sport.

8



EXPAND IMAGE OF WHAT 'SPORTY' LOOKS LIKE

Create truly relatable role models which inspire.

COMMUNICATING TO RECRUIT



Message

- Tailored for age of target group
- Empowering
- Inspiring
- Remember target audience is socially conscious and righteous – refer to strength and breaking gender stereotypes

- Subverting gender norms – exciting to play a “man’s sport”
- Not just social fitness but tight-knit group of like-minded girls & the opportunity to develop transferable skills
- Include imagery of female athletes – representation matters

- Social media
- Flyers in schools
- Schools outreach
- Parents
- Community group leaders

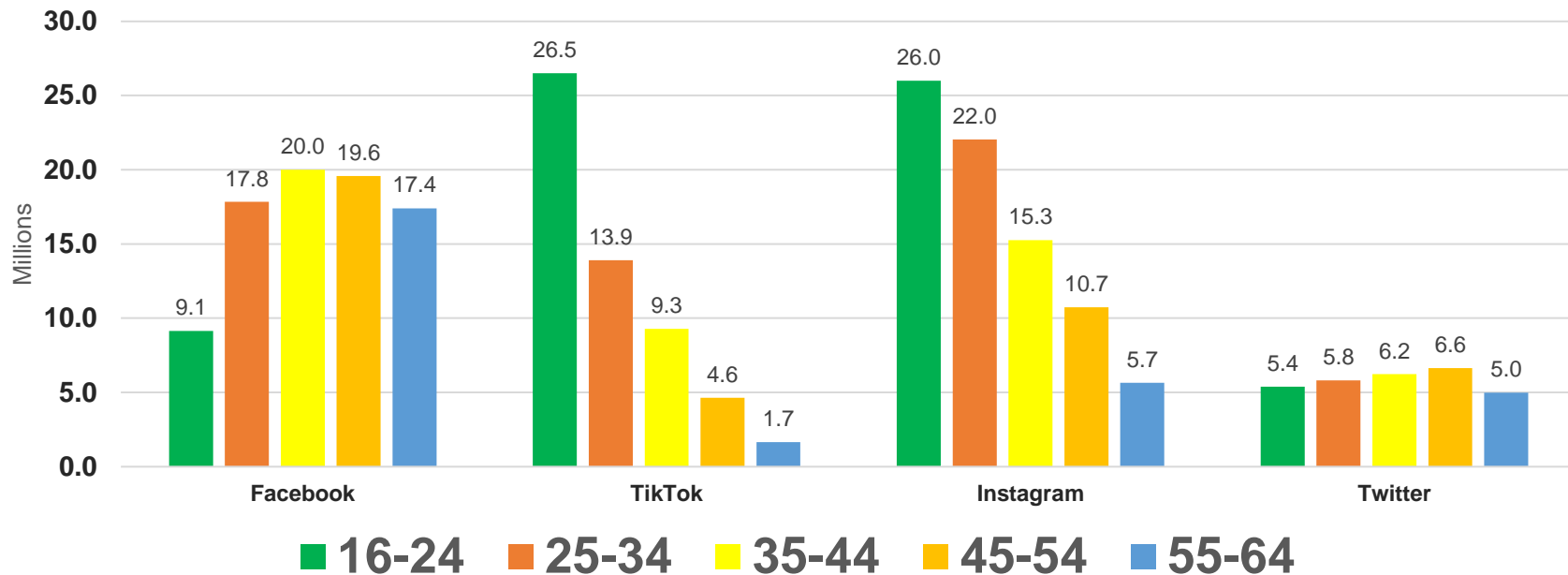
Language



Method

CHANNEL USAGE

Female usage by Age Band



TRANSITION

GROUP DISCUSSION 3

HOW DO WE MANAGE TRANSITION?

1. FROM MINIS TO U12S
2. FROM U18S TO WOMEN'S

- do you actively recruit girls for minis section?
- do you offer any girls only rugby below u12s?
- do you encourage 17yr olds to play u18s rugby rather than go straight to women's rugby?
- do you offer a clear pathway for players?
- do you develop female leaders to support this pathway?



RESOURCES & SUPPORT



Campaign to give girl's a voice and raise visibility

Call to action: Findrugby.com

Support clubs with recruitment

Working with schools and other partners



Editable Posters

Social Assets #loverugby

[Videos](#)

Club Activation guide

GROWING THE GIRLS GAME

- Comprehensive guide with practical information and advice about setting up and managing a girl's team.
- PDF document available and an interactive resource
- Extra information has been included :
 - Running a recruitment campaign and creating a welcoming environment for girls
 - Girls health and wellbeing
 - Safeguarding
 - Coach guidance has been separated





England
Rugby

GET INVOLVED AT [FINDRUGBY.COM](https://www.findrugby.com)



THE TEAM NEEDS YOU
**YOU NEED
THE
TEAM**

Allianz  **INNER WARRIOR**



England
Rugby

GET INVOLVED AT [FINDRUGBY.COM](https://www.findrugby.com)



FIND THE SPARK
**PLAY THE
GAME**

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OTHER RESOURCES

1. New Volunteer Role Descriptors on Website

- Women & Girls Lead
- Player Experience Co-Ordinator
- Women & Girls Development Lead (CB)
- Education Liaison Officer

<https://www.englandrugby.com/participation/volunteers/roles>

2. Updated roles added to GMS

- Women & Girls Lead
- Girls Contact u18
- Womens Contact Over 18

3. Help & Support- Community Rugby Help

[Community Rugby Help](#)

[Platform 4 Rugby YouTube channel.](#)

WHAT NEXT?





**WHAT ACTION WILL YOU TAKE AFTER
THIS WORKSHOP?**

FEEDBACK YOUR TOP 3 PRIORITIES

Thank you!



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TEAMWORK. RESPECT. ENJOYMENT. DISCIPLINE. SPORTSMANSHIP.