



# Education Club links workshop - Follow Up



# POLL

**HAVE YOU ENGAGED WITH ANY LOCAL SCHOOLS SINCE THE  
LAST WEBINAR?**

**YES OR NO**

# POLL RESULTS

Polls



## POLL 1

Poll | 1 question | 33 of 35 (94%) participated

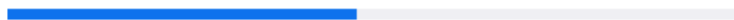
1. HAVE YOU ENGAGED WITH ANY LOCAL SCHOOLS SINCE THE LAST WEBINAR? (Single Choice) \*

33/33 (100%) answered

YES (17/33) 52%



NO (16/33) 48%



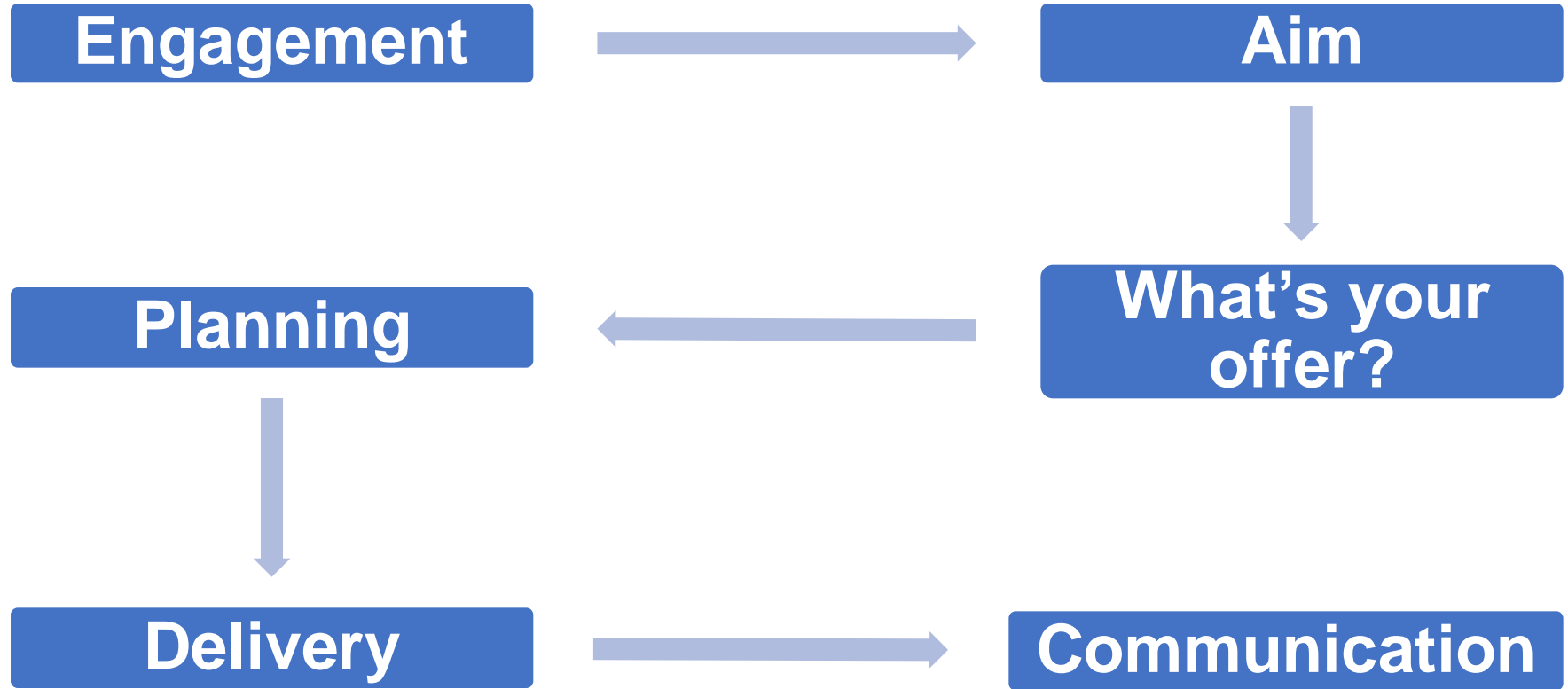
Stop Sharing

# Workshop - Outcomes

- Brief recap
- What have you done since the last webinar?
- Share & discuss MOGP
- Keeping players engaged through the summer
- Getting schools & clubs ready for September
- Call to action



# DEVELOPING A NEW LINK: SIX-STEP ACTION PLAN



# BREAKOUT ROOMS

**‘What stage are you at in this 6 step process?’**

- Engagement**
- Aim**
- Offer**
- Planning**
- Delivery**
- Communication**

## THINGS TO CONSIDER.....

- What have you done since the last webinar?
- What have you achieved already?
- Have you used the club-education resource?
- Have you engaged with anyone such as school games organisers or the constituent body to see if they can support you?
- What’s your focus? Primary, secondary, girls, boys etc..
- What challenges/successes have you had?

# BREAKOUT ROOM 1 FEEDBACK

Primary  
easier to  
engage with  
than  
Secondary

Planning  
sessions  
ready for  
September

Not enough  
volunteers  
available to  
work with the  
schools

Have a  
schools 7s  
festival  
arranged via  
the SGO's

Trying to  
identify  
geography of  
schools in the  
area

Feels a little one  
way, happy to  
have free  
sessions but not  
much else

Having a  
meeting with  
my son's  
school

Held trial days for  
primary schools  
and did CPD with  
the teachers

Setting up a  
schools tag  
festival

Hoping to deliver  
a tag rugby  
programme in  
the summer  
term

# MOGP 1 - LUTTERWORTH RFC

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<https://bit.ly/3vJfLjW>

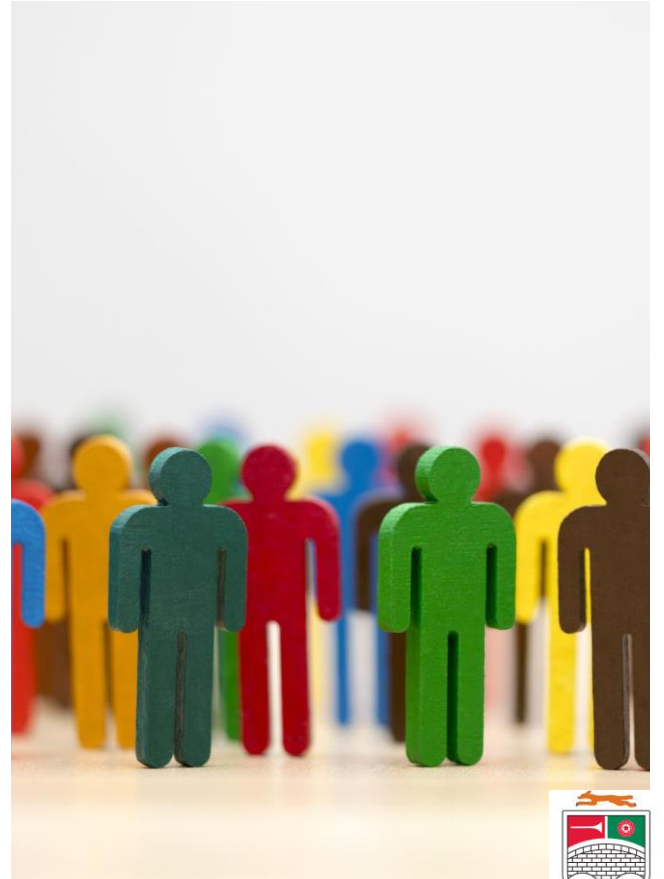


# Development officer

## Three Key areas

### Recruitment & retention (all)

- What do we do now
- What resources do we have
- What can we do





## Getting Rugby on the Curriculum:

- Previous relationship
- Process of contacting the school
- Conversations
- What was the offer of support from the club
- Outcome



<https://bit.ly/3viTZ7q>

# BREAKOUT ROOMS

**‘Discuss what you’ve heard from the clubs, has it given you any ideas? What do you need to do next?’**

## THINGS TO CONSIDER.....

- What’s your thoughts on the examples presented?
- Would any of this work back at your own clubs and schools?
- What questions/concerns do you have?
- What do you need to do next?

# BREAKOUT ROOM 2 FEEDBACK

Selling rugby to get on the curriculum is really impressive!

Sorting out club boundaries – who is working with which schools?

Paid role good concept especially through local sponsor

Clubs need support to find funding for this

Need to try and remove as many barriers as possible

Need the coach availability and school buy in from senior leadership team

Will use the club/education resource to set up a transition event

It seems a dedicated person works best BUT how to measure success?

Helpful to have club members in the schools for engagement/recruitment

Local Premiership club has been helpful

# OFF SEASON ACTIVITIES



FAMILY FUN  
DAYS

RUGBY CAMPS

SOCIAL  
ACTIVITIES  
(on or off site)

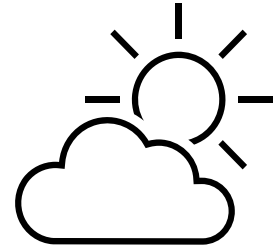
PLAY OTHER  
SPORTS AT THE  
CLUB

FUN FITNESS

OFFER  
DIFFERENT  
FORMATS OF  
RUGBY

# OFF SEASON ACTIVITIES YOU DO....

- ***We've taken the kids to the Waterpark as a team***
- ***Taken the girls to a Six Nations Women's match***
- ***Regular whole club touch run throughout the year***
- ***Rugby Camp delivered by local Premiership Club***
- ***Offer other formats, O2 touch, Walking rugby etc***
- ***Mixed Ability various touch***
- ***Signed up to Touch Rugby Union and received free kit bag!***
- ***Family festivals - beer festivals - Touch rugby events***
- ***We run both our own Summer camp (by a partner) and host a Tigers camp***
- ***A version of the navy gun run using rugby training bags to take place at the town festival***
- ***We offer free fitness training through the summer to Youth & Girls sections provided by a member who is a fitness instructor***
- ***Attending local ACTIVE group events Duck Race, Active Fakenham Week August***
- ***We have links with a local rugby league side to offer rugby league over the summer to try and retain players***



# Getting ready for September...

- What do you have planned through the summer & beyond?
- What marketing materials do you need to provide?
- What are you offering the school?
- What information does the school need to know?
- What do you need to have in place as a club prior to September?
- How do you measure success?





# GETTING READY FOR SEPTEMBER.....

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## **1. What do you have planned through the summer and beyond?**

*- AGR season finishes 1<sup>st</sup> May, what do you have planned through the summer? Monthly fun sessions? Things we just discussed on previous slide*

## **2. What marketing materials do you need to provide?**

*- if you do have activities planned post May you need to advertise/promote them – how? Need to work back from when schools break up eg mid July, get information/promo materials printed and distributed in good time*

## **3. What are you offering the school?**

*- are you offering the school any ‘taster’ sessions before they break up? If so get this set up ASAP working around term dates, can you get them delivered during curriculum time to get to the masses across your focus age groups eg yr 7/8 (secondary) or yr 5/6 (primary) then into weekly after school club then transition into club via festivals/link to age group training evening/Sunday morning etc..do you have incentives eg provide food, medals, free membership for period of time, tshirt, water bottle.....*

# GETTING READY FOR SEPTEMBER CONTINUED

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## **4. What information does the school need to know?**

*- DBS/safeguarding assurances, evidence of relevant qualifications, dates/times of sessions, equipment provided, expectations of teachers (remain at session), ensure have buy in to whole programme 'give and take' if providing free sessions will expect the school to commit to attend festivals/transition events*

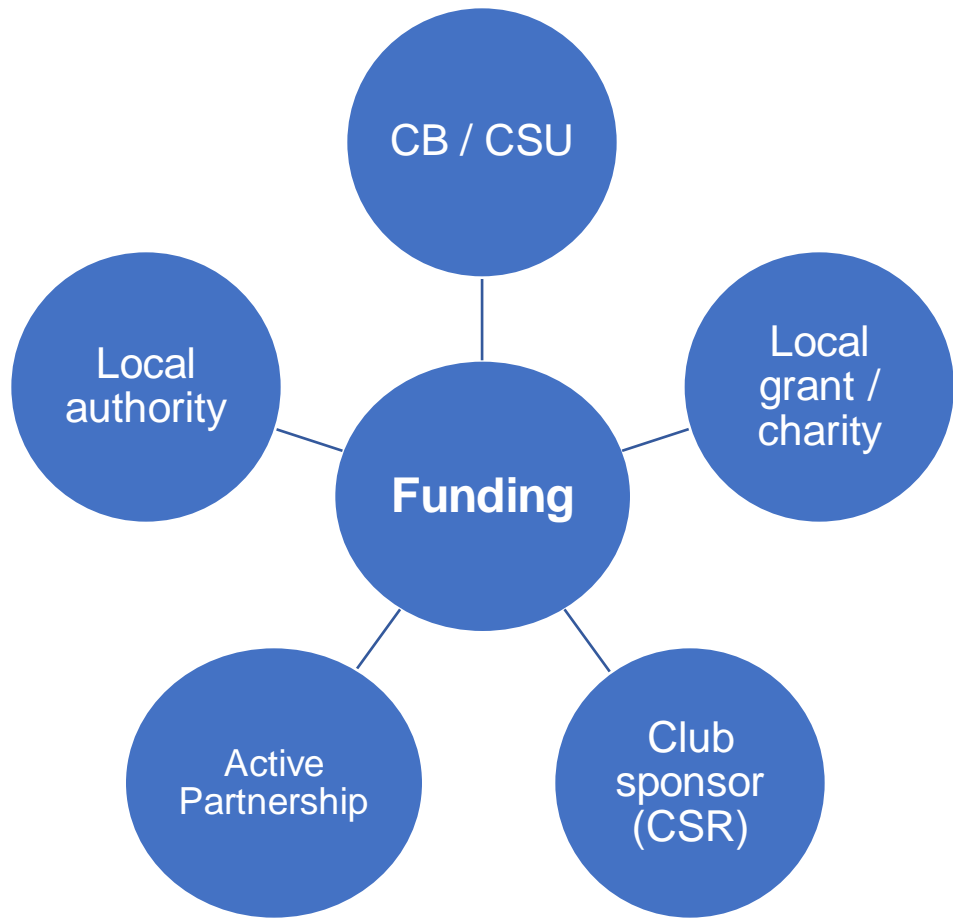
## **5. What do you need to have in place as a club prior to September?**

*- club needs to ensure all of the above is in place and the infrastructure supporting AGR rugby at the club is as good as it can be, don't commit to something you cant deliver, better to under promise than let anyone down as this can be very damaging to the relationship.*

## **6. How do you measure success?**

*- what does 'success' look like? Try and be clear with this before you start this whole process, ask for regular feedback so you can keep learning & improving.*

*Is it just to have a relationship with the school, is it based on numbers attending after school sessions, is it numbers transitioning to club? Could be all of these things but need to give thought as to how you 'measure' this.*



# 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.



## **USEFUL INFO.....**

- **Intro to coaching contact courses**
- **Schools section on ER website**
- **Club/Education links**
- **Sport England**
- **AGR CoP**
- **Summer activity framework**



## **SCHOOLS SECTION ON ENGLAND RUGBY WEBSITE**

- useful to signpost schools to this so can see what resources/support is available to them but also useful for you to know what's available to support this area of work

<https://www.englandrugby.com/participation/education/schools>

## **CLUB/EDUCATION LINKS RESOURCE**

- reminder of link again

[https://www.englandrugby.com//dxdam/42/425a5d48-c046-4ca6-8344-  
ea7c883bb6f8/Club%20Education%20Links%202022.pdf](https://www.englandrugby.com//dxdam/42/425a5d48-c046-4ca6-8344-<br/>ea7c883bb6f8/Club%20Education%20Links%202022.pdf)

## **SPORT ENGLAND**

- useful guidance, more info around funding available & partners

<https://www.sportengland.org/campaigns-and-our-work/children-and-young-people>

## **AGE GRADE CODE OF PRACTICE**

- having a player centred approach and making sure we're making the best choices for the players

<https://www.englandrugby.com/participation/coaching/age-grade-rugby/codes-of-practice>

## **SUMMER ACTIVITY FRAMEWORK**

- released last week, guidance around off season activity for age grade players, remember age groups move to their new age bands on 1<sup>st</sup> August.

<https://www.englandrugby.com/participation/coaching/age-grade-rugby/summer-activity>

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<https://youtu.be/o43TN38nHfg>



# YOUR ACTIONS!

Talk to sponsors about a schools tag festival

Set up 2 Tag Rugby tournaments this term in primaries

Going to look into a 'sponsored' person for the club

engage with local schools/colleges with our clubs summer program and then build from there.

Create Flyer advertising summer activities, create list of my age groups schools and make 1st contact

Book meeting with head to set up summer afterschool club and arrange summer touch sessions

catch parents at end of season presentations to find more volunteers.....

Support school sport clubs day then maintain fitness over summer then more pe sessions at school next year



# YOUR ACTIONS CONTINUED...

Get flyer out on social media for summer touch rugby.

Contact 5 local primary schools

Employ Rugby Development Officer

Contact two local high schools and offer to take an assembly selling the benefits of playing rugby and detail what is available at our club.

ID target schools - develop our message - access and delivery to people in the schools

Consider Club run schools tag/contact rugby comps, currently only a yr5&6 tag run by secondary school, and Rugby coaching package to offer to schools.

Revisit our engagement, look to schools for testimonials for our engagement and use as a springboard into other local school & discuss funding streams

Set up a funding team to set up opportunities



England  
Rugby

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**TEAMWORK. RESPECT. ENJOYMENT. DISCIPLINE. SPORTSMANSHIP.**