



England
Rugby

RETURN TO RUGBY - PLAYERS





MARK SALTMARSH - PLAYER PIPELINE MANAGER

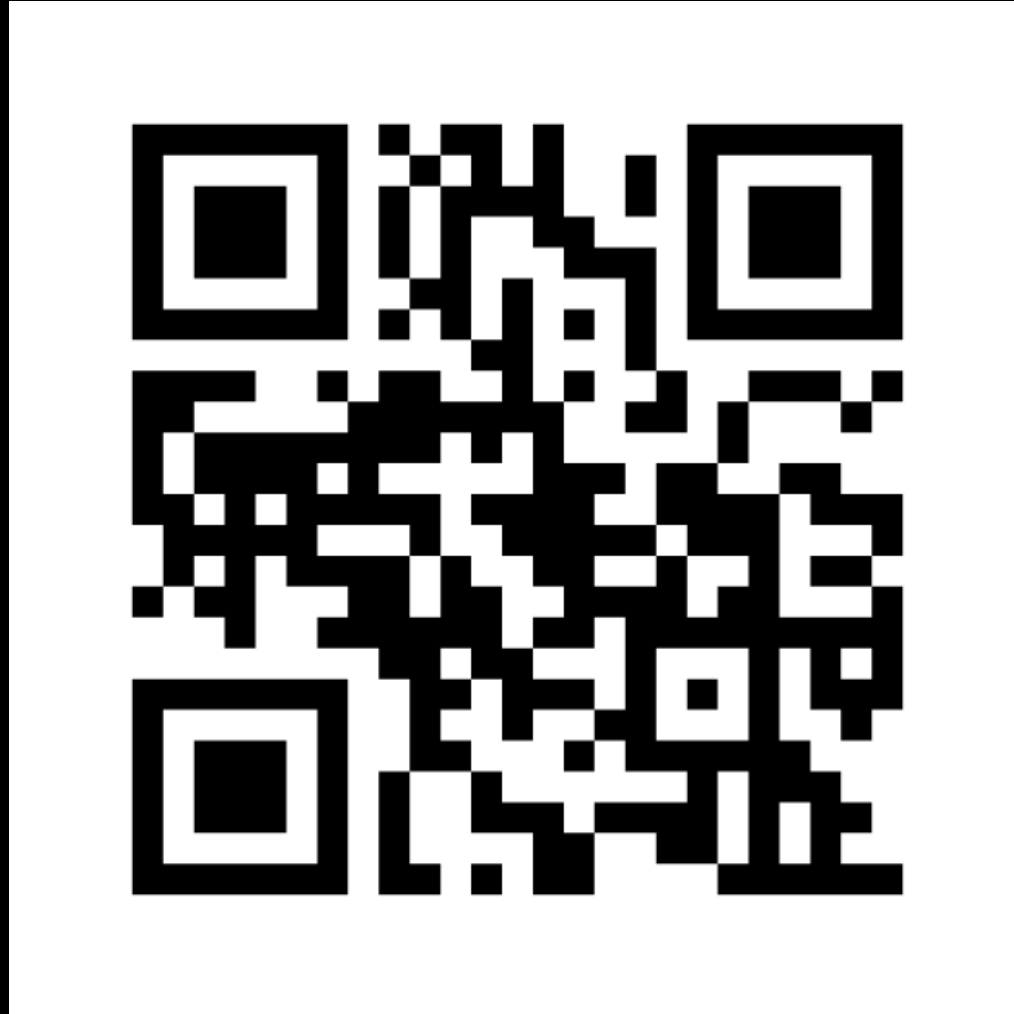
- Return to Rugby Roadmap
- Regulation Adaptations & Messaging



DAVID LIVESEY - PLAYER RETENTION MANAGER

- Identifying at risk player groups
- Simple tips for clubs
- 'Pitch Up For Rugby' Campaign

BIGGEST AREA OF CONCERN...MENTIMETER



RETURN TO RUGBY JOURNEY

1. Government
2. Safety & Retention



RETURN TO RUGBY JOURNEY

Safety and Retention

- Engagement
- Rebuild
- Inclusivity
- Breadth

Game-wide collaboration,
philosophy and teamwork



RETURN TO RUGBY JOURNEY

1. Government
2. Safety & Retention
3. Scenario planning
4. R2R Roadmap





PHASED RETURN

PERMITTED ACTIVITY

PHASED RETURN

LIKELY TRI

RETURN TO RUGBY ROAD MAP: COMMUNITY GAME

ADHERENCE TO ALL RFU REGULATIONS MUST BE ADHERED TO AT ALL STAGES UNLESS RELAXATIONS HAVE BEEN GRANTED

12/07/21

FOR INFORMATION ON USE OF CLUBHOUSES, CHANGING ROOMS AND OFF-FIELD PROTOCOLS, PLEASE SEE ENGLANDRUGBY.COM/CORONAVIRUS

PHASED RETURN

A

INDIVIDUAL TRAINING WITH ONE OTHER PERSON

UNTIL 29TH MARCH

CURRENT LOCKDOWN RESTRICTIONS REMAIN
INDIVIDUALS ALLOWED TO EXERCISE WITH ONE OTHER FROM ANOTHER HOUSEHOLD
SCHOOLS & COLLEGES ABLE TO PLAY TO STAGE D1 INTERNALLY FROM 8TH MARCH

D1

READY4 RUGBY & SOME CONTACT TRAINING

FROM 29TH MARCH

CONTACT TRAINING (EXCLUDING SCRUM & MAUL)
READY4RUGBY, O2 TOUCH & TAG MATCHES AGAINST OTHER CLUBS

D2

ADAPTED LAW MATCHES

FROM 26TH APRIL

CONTACT TRAINING (STILL EXCLUDING SCRUM & MAUL)
ADULT & AGE GRADE MATCHES, WITH ADAPTED LAWS (NO SCRUM & MAUL)

E1

FULL CONTACT TRAINING

FROM 19TH JULY

FULL CONTACT TRAINING (INCLUDING SCRUM & MAUL)
A 3 WEEK PREPARATION PERIOD OF TRAINING SESSIONS AHEAD OF ADULT MATCHES RESUMING.
AGE GRADE TRAINING TO FOLLOW SUMMER ACTIVITY FRAMEWORK

E2

FULL CONTACT MATCHES

FROM 7TH AUGUST

ADULT FULL CONTACT MATCHES *
AGE GRADE MATCHES PERMITTED UNDER ADAPTED LAW VARIATIONS

F

ALL RESTRICTIONS LIFTED

STEP 4 OF GOVERNMENT ROADMAP REACHED - 19TH JULY

STAGE F WILL RUN ALONG SIDE STAGE E1 & E2

ALL RESTRICTIONS LIFTED

PLEASE NOTE

* All adult and age grade competitions anticipated to start in September as normal, under full laws. Full details on Age Grade Summer Activity Framework and Return to Scrummaging are available on the RFU website.

TIMESCALES TO ALLOW PROGRESSION BETWEEN STAGES WILL BE CAREFULLY MANAGED AND DETERMINED BY THE RFU

SESSION TAKES PLACE

RETURN TO RUGBY JOURNEY

1. Government
2. Safety & Retention
3. Scenario planning
4. R2R Roadmap
5. Consistency



ADULT RUGBY

AGE GRADE RUGBY



RETURN TO RUGBY JOURNEY

1. Government
2. Safety & Retention
3. Scenario planning
4. R2R Roadmap
5. Consistency & Regulation
6. Communication & Messaging





England
Rugby

ALL CLUBS &
PARTICIPANTS
MUST OPERATE &
TRAINING
STAGE C

COMMUNITY GAME GUIDE : STAGE C

TOUCH AND READY4RUGBY ARE
THE ONLY APPROVED ACTIVITIES
FOR TRAINING AND MATCH PLAY.

NO CONTACT ACTIVITY

MAX 20 IN A TRAINING
GROUP PER HALF PITCH

MAX 15-MIN CONTINUOUS
ACTIVITY

SOCIAL DISTANCING MEASURES
REMAIN IN PLACE



RFU

COMMUNITY GAME UPDATE



RETURN TO RUGBY STAGE D1 & D2: A GUIDE TO ACTIVITY

MARCH 2021

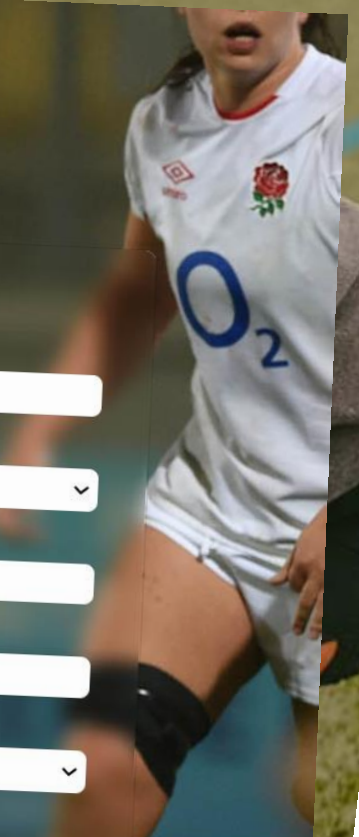
SIGN UP:

Distribution list: **Tuesday 31 August**

Constituent Bodies Chairs, Honorary Secretaries, Treasurers, Communications
Liaison
Club Presidents, Chairs, Honorary Secretaries

Club/School/College/University/Society

The RFU wants to use the data you give in a way which is fair





RETURN TO RUGBY ACTIVITY

AGE GRADE CHANGES v.7

Start of Season 2021-22 Edition

Dated: 24th August 2021

AGE GRADE CHANGES

2020-21

- Suspend national competitions
- Extended season
- Suspend Off Season regulations

2021-22

- Delayed shift to next age rules
- Suspend 17 year olds playing adult
- Suspend combined teams limits



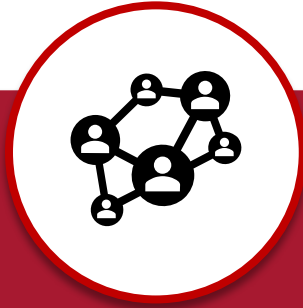
SUPPORT AND RESOURCES

- [Return to Rugby page](#) with latest AG Changes document
- [Helpdesk FAQs](#) including Covid Safety section with Covid Management Guide
- [RFU Regulations page](#) with Reg 15 Appendix of rules for each age group
- [Summer Activity page](#) with great coach support resources
- [Education page](#) with latest R2R Kitbag for schools, colleges & unis
- [Activate hub](#) in the RugbySafe section
- Social media - [@AgeGradeRugby](#) [@QKidsFirst](#) [KF Facebook](#)



PANDEMIC CONCERNS

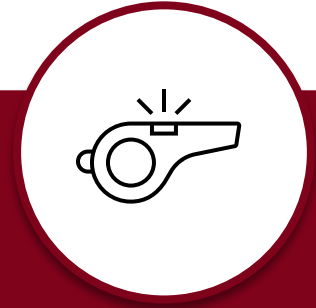
What were our biggest **playing** concerns during peak of pandemic



**ENGAGEMENT
WITH PLAYERS**



**PLAYERS NOT
RETURNING**



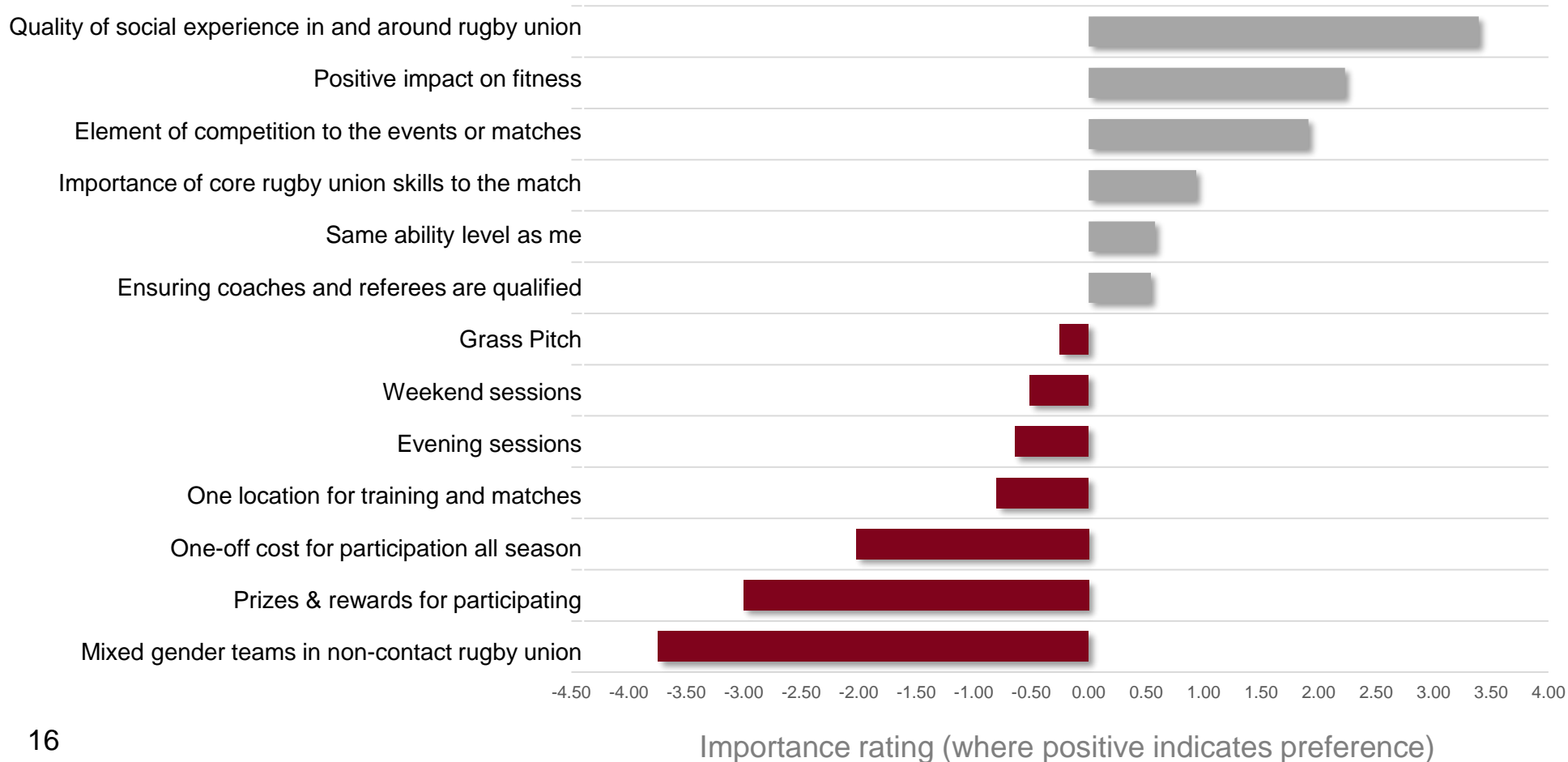
**IMPACT OF GAME
ADAPTATIONS**

WHAT DID WE DO...



MOTIVATING THOSE AT RISK OF LAPSING

We have our best chance of retaining players where we communicate and deliver a compelling **social experience**:



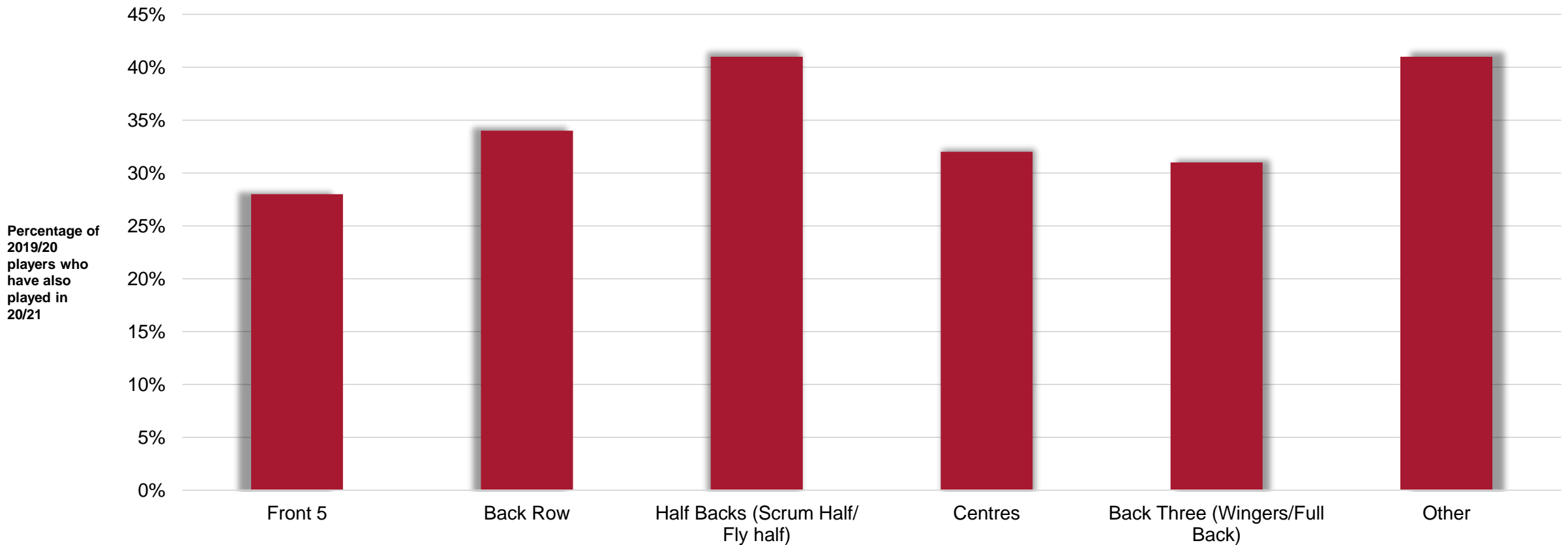
WEPLAYRUGBY.CO.UK



RETENTION INTO THE 20/21 SEASON BY POSITION PLAYED



Our forwards have been the least engaged in the 20/21 season

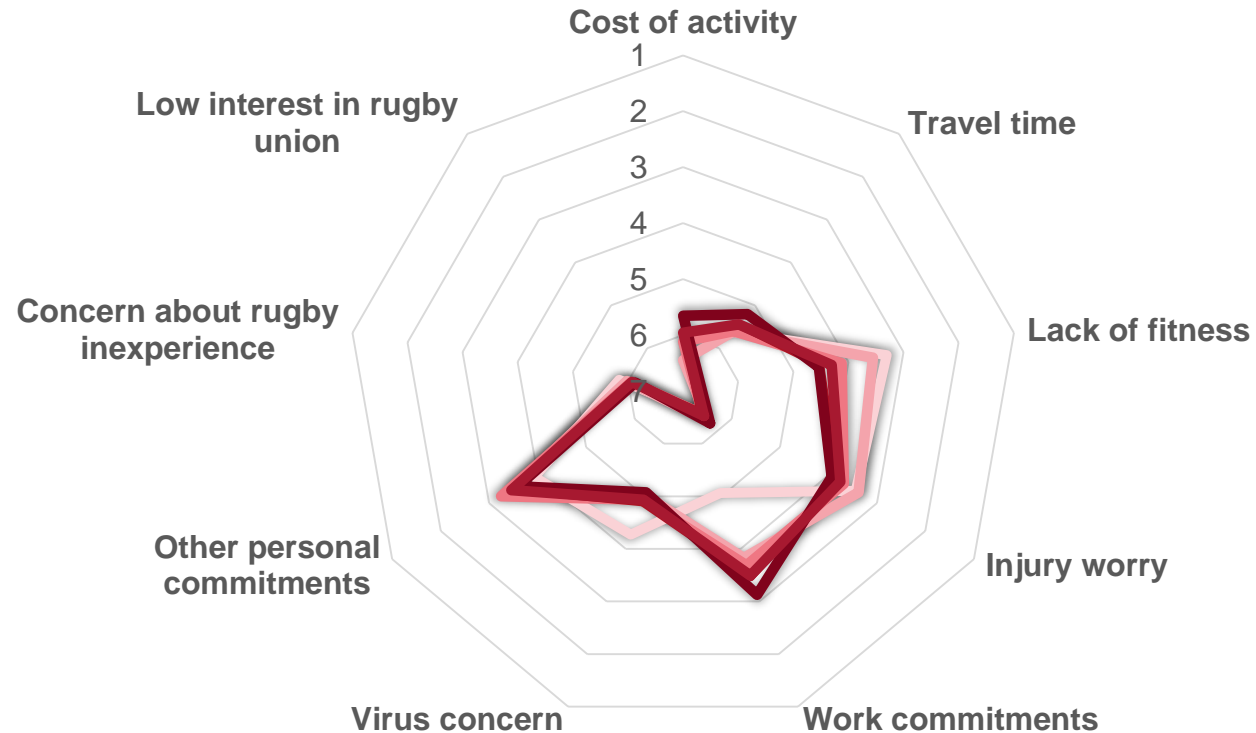


BARRIERS TO RETENTION BY AGE

Our older players are more likely to be worried about their lack of fitness & the risk of getting injured

What is most likely to stop you playing rugby after COVID and what is least likely?

Rank from 1-9, where 1 is most likely to stop you playing



All players

18-24

25-34

35-44

45-54

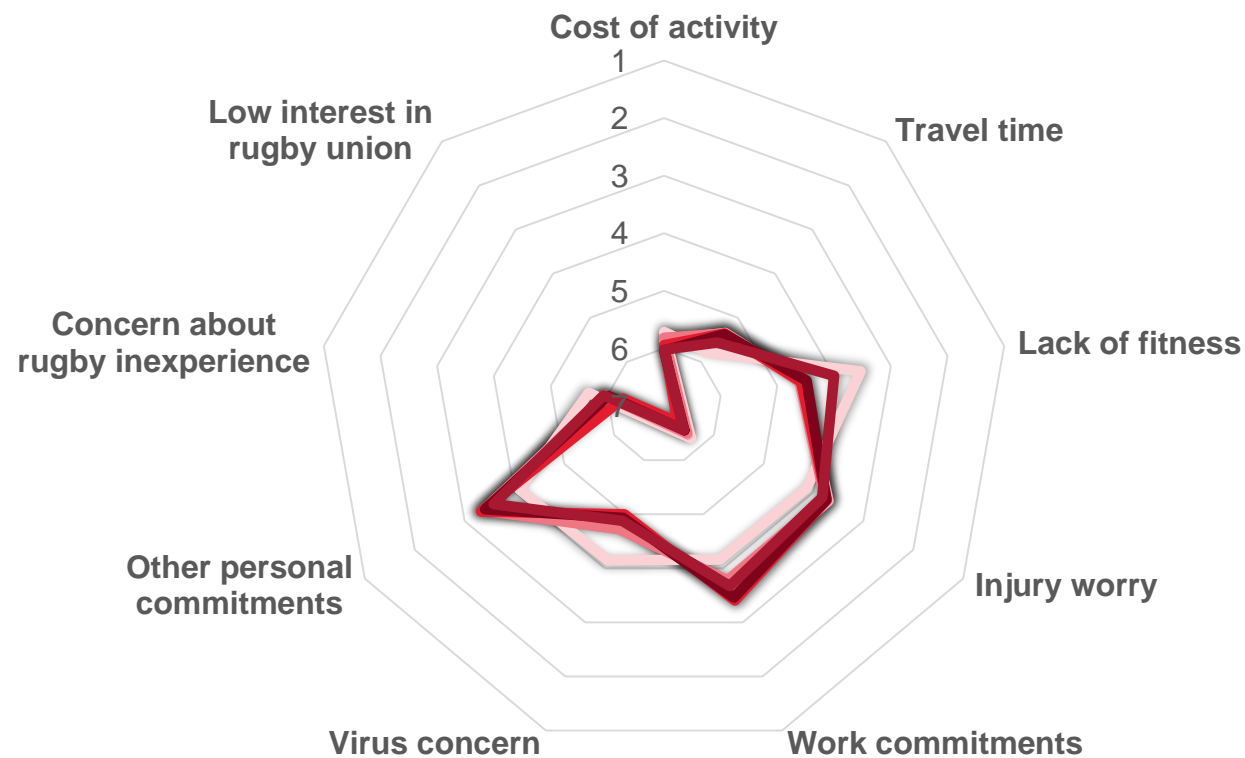
55-64

BARRIERS TO RETENTION BY POSITION

Non-contact players (with no XV's position) are more concerned about **fitness** and the **virus**

What is most likely to stop you playing rugby after COVID and what is least likely?

Rank from 1-9, where 1 is most likely to stop you playing



Front 5

Back Row

Centres

Half backs

Back Three

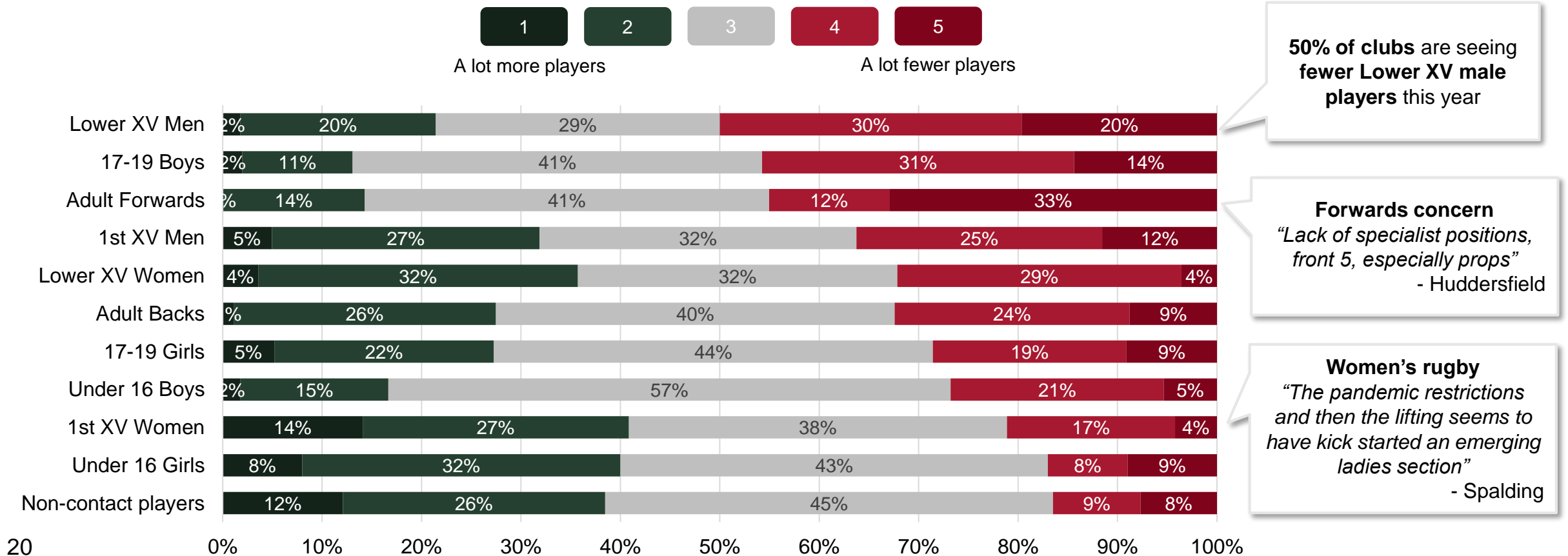
Other

PLAYER NUMBER PROJECTIONS



Clubs are most concerned about the recruitment and retention of young male players, forwards, and lower XV players

How do player numbers at your club compare to this point in time at the start of the 19/20 season?



50% of clubs are seeing fewer Lower XV male players this year

Forwards concern
"Lack of specialist positions, front 5, especially props"
 - Huddersfield

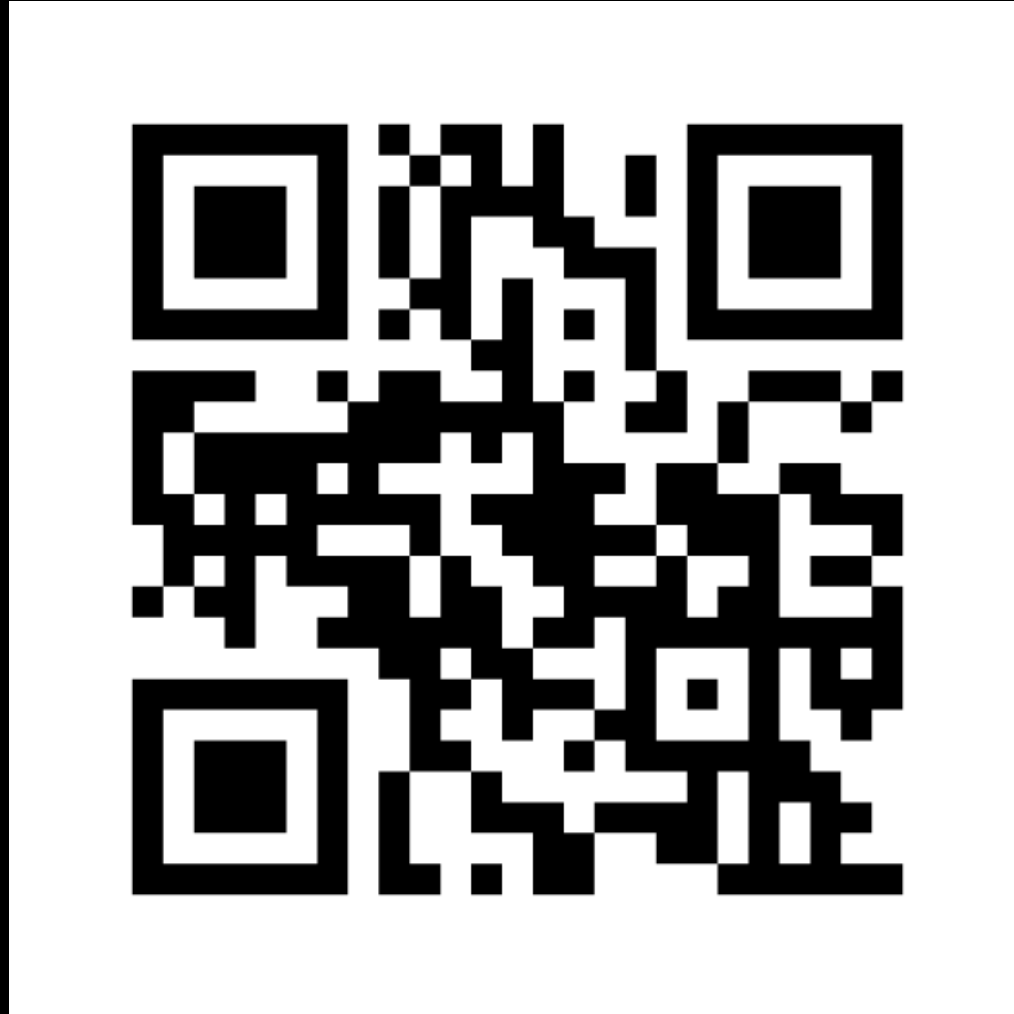
Women's rugby
"The pandemic restrictions and then the lifting seems to have kick started an emerging ladies section"
 - Spalding

20 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Percentage of responses

Source: Community Club Healthcheck, as of 16th August 2021, n=202

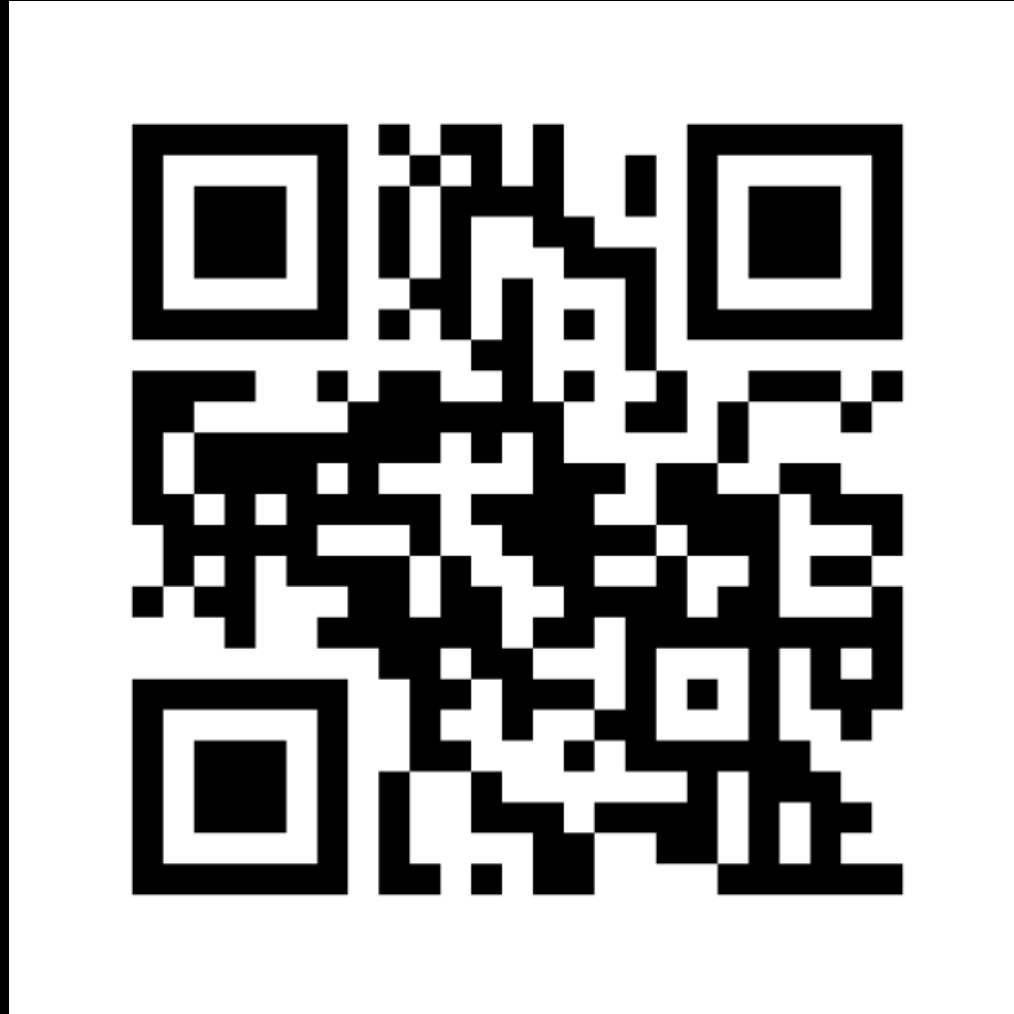
MENTIMETER - DO YOU SURVEY YOUR PLAYERS



EMBEDDING THIS PRINCIPLE....



MENTIMETER... WHAT HAS WORKED FOR YOU?



EMBEDDING THIS PRINCIPLE....



WHAT IS IT & WHY...

- National Celebration of the Game – Start of the Season
- Reason / rationale to open the clubhouse during peak of pandemic
- Appeals to players reasons for playing
- NOTHING NEW!!!



HOW...

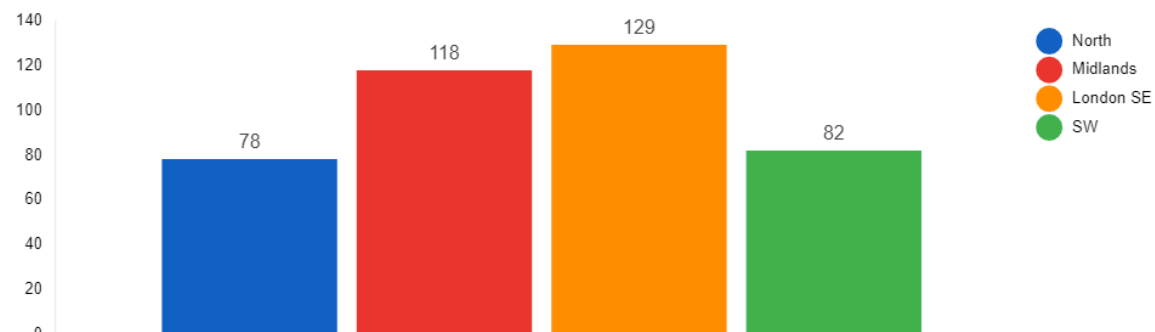
- Chose a weekend!
- Asked clubs to sign up
- Provided...
 - Activation Guide
 - Social Media - How to Guide
 - Social Guide - Pitch Up For Rugby
 - Email Assets
 - Press Advert Assets
 - Poster Assets
 - Social Assets
 - Press Templates
 - Player Resources
 - Coaching Session Plans
- Built Facebook Community



Pitch Up For Rugby



Total Applications per Area



590 Clubs Expressed Interest

407 Clubs confirmed

588 Events on findrugby.com

376 members on Social Media Community



PITCH UP FOR RUGBY



This block contains a grid of social media posts for the #pitchupforrugby campaign. The posts are arranged in three columns, each starting with a left-pointing arrow and the hashtag #pitchupforrugby. The content includes:

- Event Announcements:** "THIS WEEK AT CAMBORNE" (Monday Ladies Training, Tuesday Senior Mens Training, Wednesday U10, U11, U14 and Colts Training), "11TH & 12TH SEPTEMBER" (Pershore v Bredon Star, Staines RFC Mini & Youth, Pershore RFC v Bredon Star, Staines RFC v Bredon Star), "5 SATURDAY" (Rugby fixtures), "CAMBORNE RFC COMMUNITY DAY" (Saturday September 4th 2021).
- Training Sessions:** "Youth Training Sunday 11:00am", "MONDAY SEPT 6TH Fullers Touch Training", "Senior Mens Training Cornwall Inflatable Theme Park".
- Community & Fundraising:** "play.fund.win", "MEMORIAL BALL", "MEMORIAL BALL 2021".
- Player Profiles & Interviews:** "Steve Grainger", "MASEEH WALEEDI".
- Equipment & Merchandise:** "EIGHTY CLUB CRASH BALL", "RUGBY T-SHIRT".
- General Promotion:** "PITCH UP FOR RUGBY", "We can't wait to see you all at Bramley Road very soon. There's no better time to be part of #SARRIESFAMILY.", "RUGBY LIFE IS BACK", "The best view on the pitch".



England
Rugby

TEAMWORK. RESPECT. ENJOYMENT. DISCIPLINE. SPORTSMANSHIP.