

EVERY ROSE 2021-2027

**ACCELERATING THE GROWTH OF
THE WOMEN'S AND GIRLS' GAME**



**England
Rugby**

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2021 THE RUGBY FOOTBALL UNION'S 150TH YEAR

WOMEN AND GIRLS ACTION PLAN 2021-2027

VISION: A SUCCESSFUL AND THRIVING GAME ACROSS ENGLAND

OBJECTIVE: DELIVER A PLAN TO ACCELERATE THE WOMEN'S AND GIRLS' GAME AND CREATE LONG-TERM VALUE





OUR COMMITMENT

In 2027, rugby union in England will be thriving:



The number of female players will have increased to 100,000



Twickenham Stadium will have hosted a full-capacity Red Roses match



The Red Roses will have embraced the new global season, including two Rugby World Cups



We will be generating meaningful profits from the women's game which will be re-invested into grassroots women and girls programmes

HISTORY & CONTEXT

2017 ACTION PLAN

INCREASE the number of **GIRLS** engaged in **rugby** through CBRE All Schools by **60,000**

RECRUIT and deploy **800** men and **WOMEN** to become team **managers**

INCREASE the amount of **women's rugby** **BROADCAST**

IMPROVE engagement on England Rugby channels of females and of female content **creating and developing high quality content relevant to females and relevant to supporters of female rugby**

INCREASE the number of **female young rugby** **Ambassadors** to **40%** of the total

INCREASE **sponsorship** in women's rugby at all levels

DELIVER **1,200** pitch up and play events in clubs and community settings for **25,000 females**

350 more adult TEAMS in existing **clubs**

CB level opportunity for c.850 players at **U15 and U18**

100 more clubs with **senior women**

20% of Rugby **turf** and Rugby **share usage** for females

ENGAGE **100,000 females** in rugby and convert **25,000 to new PLAYERS**

The previous Action Plan launched in 2017 with 25,000 registered female players in England, which increased to 40,000 by 2021, despite the effect of the pandemic in 2020/21.

Key achievements include:

- More than 60,000 girls engaged in rugby through CBRE All Schools
- An additional 80,000 girls played through the Youth Sports Trust School Games
- Premier 15s matches streamed regularly & Red Roses autumn matches live on BBC
- Increase in engagement and content on England Rugby channels
- 130 more clubs offering rugby for women and girls
- 565 new teams

The previous two Action Plans have provided focus and targeted deliverables over an eight-year period. It is now time to capitalise on progress made and use four focus areas to create optimum opportunity and growth.



ON REFLECTION

30 YEARS OF PROGRESS

- 1987** First Red Roses team formed
- 1991** England women play in their first world rugby tournament, organising and funding everything
- 1994** Three years later, they become the first England squad to win a XVs Rugby World Cup
- 1994** 180 active clubs
- 1996** 250 active clubs
- 2010** England host the Women's Rugby World Cup
- 2012** Rugby Football Union for Women integrates with Rugby Football Union
- 2014** England win Women's Rugby World Cup
- 2017** Premier 15s established as top tier of the club game in England
- 2019** Full-time women's professional contracts are awarded by the RFU
- 2020** England's 15th Grand Slam success and England move to No 1 in the world rankings
- 2020** 430 active clubs
- 2021** Six Nations Champions for the third year running

ACTION PLAN HEADLINES - WHAT WE WILL DO

ACCESSIBLE

RETAIN

Player-centred formats, playing opportunities and structures in place, with teams playing meaningful, regular rugby

RECRUIT

Develop new partnerships to recruit more women and girls. Transition players from introductory programmes into clubs. Ensure the right facilities and volunteers are in the right places

SUCCESSFUL

ENGLAND

Create winning teams

ALLIANZ P15s

Develop world-class domestic competition

PATHWAY

Improve accessibility to the pathway and increase the quantity and quality of players emerging

VISIBLE

FAN FOLLOWING

Increase female following and following of women and girls rugby on RFU digital platforms

ACTIVE ENGAGEMENT

Promote attendance at grassroots, Premier 15s and Red Roses matches to support ticket sales and participation

BROADCAST

Increase broadcast audiences for women's rugby in England

COMMERCIALLY VIABLE

TICKETING

Fill Twickenham Stadium for a Red Roses match

SUSTAINABILITY

Continue on our journey to make the RFU's investment in the Red Roses and Premier 15s self-financing

ENABLERS

PEOPLE

Coach and match official Development. Volunteer and leadership development

PLAYERS

Appropriate competitions and playing opportunities in place for all

FOUR FOCUS AREAS

ACCESSIBLE

100,000 PLAYERS BY 2027



WHAT	HOW
Retain existing players	Deep dive in targeted areas where the highest number of players, teams and clubs sit
	Providing clear and appropriate formats for women and girls to play, and align appropriate playing opportunities
	Utilise existing and new data and insight to continually assess the rapid growth of the game, to ensure the needs of women and girls are continually being met
Recruit new players	Ensure that the growth of the grassroots game is supported by having the right facilities and volunteers in the right places
	Transition players from introductory programmes in the community, schools, colleges and universities, into clubs by creating playing opportunities that players would wish to take part in
	Focus on increasing reach to new markets by developing new partnerships in other sectors (such as health, leisure, education) using the visibility of the Red Roses to accelerate growth (Autumn Internationals, Six Nations, Rugby World Cup, WXV, Olympics)



SUCCESSFUL

RANKED NUMBER 1 IN THE WORLD

WHAT	HOW
<p>Create winning England teams</p>	<p>Drive a world leading programme focussing on:</p> <ul style="list-style-type: none"> • Providing training and competition programmes to England players • Driving innovation to increase performance • Developing adaptive and resilient players with outstanding game understanding • Delivering players with technical excellence <p>Influence and lead the direction of the women's game with global and regional stakeholders</p>
<p>Deliver a world-class domestic competition</p>	<p>Deliver a world-class domestic club competition that is competitively sustainable:</p> <ul style="list-style-type: none"> • Drive a semi professional environment for all Allianz Premier 15s players to include dual career opportunities to allow players time to develop and improve • Review and make recommendations to adapt and develop the competition, to ensure the shape and format continues to deliver an appropriate world class product <p>Drive minimum operating standards year on year to ensure delivery of a world class training environment. Focusing on:</p> <ul style="list-style-type: none"> • Player welfare • Infrastructure and staff development • Delivery of Continuing Professional Development
<p>Improve the accessibility to the pathway and increase the quantity and quality of players emerging</p>	<ul style="list-style-type: none"> • Deliver a clearly defined pathway for players, coaches and other support staff, with greater accessibility across the country • Review and make recommendations on the future structure and delivery of the pathway to include effective accessibility and inclusivity measures • Ensure effective links to the community game and promote inclusivity • Deliver a training and competition programme to support player development • Review and make recommendations as to where 7s sits within the pathway



VISIBLE

FILL TWICKENHAM STADIUM FOR A RED ROSES MATCH

WHAT

Increase broadcast or streaming audiences for women's rugby in England

Increase female following and following of women and girls rugby on RFU digital platforms

Promote attendance at grassroots, Allianz Premier 15s and Red Roses matches to support ticket sales and participation

HOW

Support Six Nations and World Rugby in Red Roses World Season in their broadcast sales processes, with a focus on Red Roses matches being freely accessible

Secure a broadcast/streaming deal for Allianz Premier 15s with a focus on free to air

Develop and deliver a content strategy which provides content specific to women and girls, that compliments the men's strategy

Develop and deliver world leading campaigns to capitalise on key profile moments

Identify our key audience segments and their interest-drivers, and tailor marketing to engage them

Develop an integrated communications and PR strategy to support delivery



COMMERCIALLY VIABLE

RE-INVEST THE FIRST MONIES INTO THE GAME'S GRASSROOTS

WHAT

Fill Twickenham with paying ticketholders for a Red Roses match

Continue on our journey to make the RFU's investment in the Red Roses and Allianz Premier 15s self-financing

HOW

Develop a commercial model, including a venues and ticketing strategy for Red Roses matches

Support World Rugby in the successful launch of the new global season

Increase broadcast and sponsorship revenue

Increase attributed broadcast and/or sponsorship revenue

Develop a partner-funded marketing pot



ENABLERS

PEOPLE AND PLAYERS ARE A KEY FOCUS TO ENABLE THE GROWTH OF THE GAME

WHAT	HOW
Coach and match official development	<p>We will increase the visibility of female coaches and match officials from ethnically diverse communities in the grassroots and elite game</p> <p>We will support quality female coaches and match officials with potential to impact the growth and success of future teams through targeted mentoring</p>
Volunteer and leadership development	<p>We will provide support to club and CB volunteers to help them to attract new and diverse volunteers</p> <p>We will communicate effectively with current female leaders and ex-players (grassroots & elite) and invite them onto training and leadership pathways</p>
Competitions and playing opportunities	<p>We will deliver a competition framework and girls game age bands designed to retain more women and girls for longer, in line with player feedback</p>

IN 2027, RUGBY UNION IN ENGLAND WILL BE THRIVING

WOMEN AND GIRLS WILL BE ABLE TO EASILY ACCESS RUGBY AND PLAY IN A WAY THAT IS ENJOYABLE AND AN IMPORTANT FEATURE OF THEIR LIVES

PEOPLE ACROSS ENGLAND WILL WATCH AND SUPPORT SUCCESSFUL ENGLAND TEAMS, AND FEEL CONNECTED TO THE RED ROSES

OUR FEMALE ROLE MODELS AND LEADERS WILL BE REACHABLE AND VISIBLE AND IN A POSITION TO INSPIRE THE FUTURE GENERATION

MEANINGFUL PROFIT FROM THE WOMEN'S GAME WILL BE RE-INVESTED INTO THE GAME'S GRASSROOTS, TO ENSURE FUTURE SUSTAINABILITY AND SUCCESS



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