We have designed this guide to help you grow your club. Inside you will find ideas and support available to help you deliver a quality rugby experience for all.
Being part of England Rugby brings many benefits and as a member club of the Rugby Football Union there are numerous resources and advantages open to you. This guide aims to help you gain the most from all that’s on offer.
Introduction

Being part of England Rugby brings many benefits and as a member club of the Rugby Football Union there are numerous resources and advantages open to you that will help to ensure your club is a viable and sustainable one.

Our guide aims to highlight all that’s on offer in order to create an attractive, welcoming environment and a quality rugby experience within clubs. Whether you need to promote your club effectively or secure grants to help improve your facilities, or if it’s specialist guidance you need, we hope that you will be able to find it here. The support, advice and resources in this guide are in addition to all the work of the RFU staff, who are dedicated to supporting clubs and volunteers within the Constituent Body structure.

As we head to Rugby World Cup 2015, with the tournament taking the game to ten cities across the country, we will have a fantastic showcase for the sport and for rugby in all our clubs. By seizing this opportunity, we will see the tournament bring the whole country together as it inspires a new generation of players, supporters and volunteers.

I hope that you find this publication useful and wish you and your club every success for the future.

Yours

Steve Grainger
Rugby Development Director

As Chairman of the RFU and someone involved in rugby union all of my life I am keenly aware of the dedication, passion and hard work of all who help to run the grassroots game in England.

Rugby brings people together, offers young players a safe environment in which to grow and develop and role models to aspire to. It is about people, friendship and common values.

I am delighted that the RFU has put this publication together and hope that it will prove a source of useful information for all busily running our clubs. With your help I am sure we will all be proud of what we accomplish in this most exciting period for the game. Thank you for all your hard work.

Yours

Bill Beaumont
RFU Chairman
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Key

To ensure this guide is easy to navigate, we have included the following signposts throughout:

WHO
To contact for more information or support

HOW
To access the resource

WHEN
During what time period

Benefit - Opportunity to access funding

Resource - Detailed advice and further resource or training

Support - Key contact for further information

Area Facilities Manager (AFM)
Area Training Manager (ATM)
Rugby Development Officer (RDO)
University Rugby Development Officer (URDO)
Women’s Rugby Development Officer (WRDO)
1. Funding For Your Club

Your club’s facilities will play a big part in attracting and keeping players and supporters. Their expectations may be built around use of modern health clubs and leisure settings and if the club environment disappoints they won’t stay involved. Good facilities show your club cares and there are many funding sources available to upgrade and improve.

Financing Improved Facilities

You will inevitably lose players if your club is run down with inadequate floodlights, an antiquated clubhouse or badly drained, muddy pitches.

The Rugby Football Foundation (RFF) invests in community rugby facilities via the Community Rugby Capital Fund, financing capital projects which improve facilities. The funds can be used for projects like pitch improvement (land purchase, pitch construction, drainage and levelling), clubhouses (all apart from bars), floodlights and equipment.

If your club is a voting member of the RFU playing at level 5 or below you can apply for a:

- **Helping Hand Grant**
  The Helping Hand Grant awards between £500 to £1,500 for capital improvements and must be matched-funded.

- **Groundmatch Grant**
  The Groundmatch Grant is for bigger projects and makes £1,500 to £5,000 available, again matched by your club’s own contribution, which can be from club funds, sponsors or other external grants.

- **Groundmatch Plus Grant**
  The Groundmatch Plus Grant makes up to £10,000 matched-funding grants available to a small number of applicants each year where they can demonstrate that a project will have a significant impact on the retention and recruitment of players.

All grants require that the club matches funds supplied pound for pound.

**HOW**

Visit: [www.rugbyfootballfoundation.org](http://www.rugbyfootballfoundation.org) for more information about the RFF.

Complete the RFF Helping Hand Application Form. Visit: [www.rugbyfootballfoundation.org/helping-hand-grants](http://www.rugbyfootballfoundation.org/helping-hand-grants) together with a copy of your club rules, evidence you can occupy your site for one year or more and one quote identifying total project costs and evidence of your matching funds.
Complete the RFF Groundmatch Application Form. Visit: www.rugbyfootballfoundation.org/groundmatch-grants together with a copy of your club rules, evidence you can occupy your site for five years or more, two quotes identifying total project costs, your latest club bank account statement, latest annual accounts and evidence of your matching funds.

Complete the RFF Groundmatch Plus Application Form. Visit: www.rugbyfootballfoundation.org/groundmatch-plus-grants together with a copy of your club rules, evidence you can occupy your site for five years or more, two quotes identifying the total project costs, latest club bank account statement, latest annual accounts, evidence of your matching funds and a letter of support from your local Constituent Body Facility Coordinator and RFU Rugby Development Officer.

**WHEN**

All year round.

**WHO**

Contact your local RFU Area Facilities Manager (AFM):

- Jon Bendle AFM (Cornwall, Somerset, Devon, Dorset & Wilts and Gloucestershire). jonbendle@rfu.com, 07753 881272
- Jason Bowers AFM (Middlesex, Hampshire, Oxfordshire, Buckinghamshire, Berkshire and Hertfordshire). jasonbowers@rfu.com, 07703 466773
- Rick Bruin AFM (Kent, Sussex, Surrey and Essex). rickbruin@rfu.com, 07738 029211
- Peter Shaw AFM (Notts, Lincs & Derby, Eastern Counties, Leicestershire, East Midlands and Warwickshire). petershaw@rfu.com, 07734 070674
- Tom Bartram AFM (Lancashire, Cheshire, Staffordshire and North Midlands). tombartram@rfu.com, 07841 156806
- Alex Bowden AFM (Northumberland, Durham, Yorkshire and Cumbria). alexbowden@rfu.com, 07764 336701

**The Rugby Football Foundation Interest Free Loans**

Clubs who are RFU voting members playing at Level 4 and below can apply for an interest free loan of between £5,000 and £100,000, repayable over a period of up to 15 years, to make improvements to facilities supporting the retention and recruitment of players.

**HOW**

Complete the RFF Stage One Interest Free Loan Application Form with a copy of your club rules, project design drawings (scale 1:100 if clubhouse), detailed QS estimate of project costs, latest three years’ annual accounts, five year cash flow forecast, details on any existing debt secured against the property and evidence of tenure for a period at least matching the loan requested.

At stage two provide a club plan demonstrating retention and recruitment plans, support for the project from your Constituent Body, planning permission, three tenders, tender appraisal and evidence of partnership funding to achieve the total project cost.

**WHEN**

All year round.

**WHO**

Contact your local AFM as above.

Apply for an interest free loan of between £5,000 and £100,000, repayable over a period of up to 15 years.
1. Funding For Your Club (continued)

**Lead Up & Legacy Grants**

The IRB Rugby World Cup 2015 offers a once in a generation opportunity to grow the game. To maximise the opportunity there are a number of grants available to clubs as part of our legacy focus around the competition.

Lead Up & Legacy Grants of up to £150,000 are available to voting and non-voting members of the RFU, including clubs, schools, universities and colleges.

*HOW*

Clubs should identify their facility needs and communicate them to their local Area Facilities Manager (AFM) or Constituent Body Facilities Co-ordinator. Projects that can demonstrate the most key readiness factors and can offer strong deliverable outcomes of retention or growth figures will be prioritised for RFU investment. Examples of the types of projects that are delivered through this process are natural and artificial playing surfaces, floodlights, changing rooms and clubhouses.

*WHEN*

All year round, with awards considered and granted within 6 – 12 months

*WHO*

Contact your local AFM as listed on page 7.

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**Emergency Funding**

An emergency is any unforeseen act upon a club facility that renders the club unable to operate as a rugby club or to fulfil its business commitments. Such emergencies may be severe weather conditions resulting in flooding or wind damage to club facilities, damage from fire, theft or vandalism, an outbreak of foot and mouth disease or some other infectious disease, or pollution resulting in the postponement of matches and resultant financial hardship for clubs. An emergency situation may affect a number of clubs in a given geographic area or an individual club may be subject to one of the emergencies outlined.

*HOW*

Both voting and non-voting member clubs affected by emergency situations can apply for emergency capital funding to assist the club in the short to medium term. Grants or loans of up to £5,000 can be made available.

*WHEN*

Check immediately with your AFM to discover whether you can access this funding, detailing any damage and the impact on club activities, whether the affected items are insured and the short term measures required to keep the club operating as repairs and insurance claims are processed.

*WHO*

Contact your local AFM as listed on page 7.
**Grant & Loan Search Tool**

The Grantfinder on-line tool is a free to use grant search facility allowing you to search through the thousands of grants and loans that could help your club.

**HOW**

Visit: www.rfu.com/grantfinder to search for a grant and register your details on the website.

**WHEN**

All year round.

**WHO**

Email: alexthompson@rfu.com
Call: 07894 489756 for further advice on the Grantfinder database.

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**Clubs Grand Draw**

The national Clubs Grand Draw is a great fund raiser which requires minimal effort.

The Draw raises over £420,000 every year, with the total raised surpassing £3.4 million since the Draw started in 2003. One club raised £10,000 through their ticket sales.

The Draw is an excellent way to make money; 90% of that raised through the sale of your tickets is donated to the club tax free.

You will be given a list of over 30 fantastic prizes from England Rugby’s partners and sponsors. Past incentives have included a top cash prize of £10,000, signed England shirts and match hospitality packages.

**HOW**

Packs will include all you need to run the Grand Draw at your club, including tickets, promotional posters and instruction leaflets.

**WHEN**

Launches in September, closes early March.

**WHO**

Email: franthornber@rfu.com
Call: 020 8831 7985

£420,000 every year.

£3.4 million total raised.
Commercial Offers
& Benefits
2. Commercial Offers & Benefits

The RFU can pass on many of the benefits of its purchasing power to clubs so that all can get the best possible deal for their money. Whether it’s products, services or suppliers’ and partners’ special offers, it’s well worth considering when spending the budget.

**www.englandrugbydeals.com**

As part of our ongoing commitment to supporting all community rugby clubs we are pleased to announce the launch of www.englandrugbydeals.com. This brand new service will allow clubs to not only access great RFU partner offers, but also discounted deals for all of the common areas of spend in the daily running of clubs.

This simple-to-use yet powerful portal utilises over £1 billion of buying power to negotiate discounts that will help clubs manage their costs even better than they currently do. To achieve this, the RFU has engaged a team of professional buyers to negotiate independent agreements with market-leading suppliers; with no built-in commissions so that the best prices are available.

We currently have some great offers from our official RFU partners that give you great access to a host of offers and discounts for their products and services too including:

- **O2 Wifi** - a significantly discounted product offering to help incorporated clubs benefit from free set up and heavily discounted monthly fees. That means you’ll save £500 in fees and pay a monthly cost of just £30 (usually £65).

- **SSE Utilities offer** - advice on your club’s current utility contracts, support to search the energy market for the best deals available and a price match guarantee from SSE to the best deal around.

- **Bollinger** - great case discounts for special events and end of season dinners.

- **Preferential rates on Canterbury product** - a carefully selected range of Canterbury Teamwear – both from stock and made to order items, which can be emblazoned with club crests or logos, or the RFU Member Club logo – this is the only place that can offer Canterbury Teamwear kit with the England rose, giving a unique affiliation to England Rugby.
Preferential rates on Gilbert product - Gilbert can offer the Gilbert rugby collection including balls, kit and equipment with a preferential discount for RFU clubs. Both stock and made to order items are available, as well as embroidery and print service options.

RFU Member promotional items - the RFU offers a range of promotional items for your club, such as USB memory sticks, mouse mats, balloons, cufflinks, ties, pens etc... we can source almost anything.

The portal is very easy to use, but there is a full support service available, and in just three easy steps you will be able to begin to make cost savings.

**HOW**

Visit: www.englandrugbydeals.com and take the simple three-step process outlined on the right.

**WHEN**

Available for clubs to make great savings now.

**WHO**

Email: support@englandrugbydeals.com with your questions.

Call: 0870 755 2579, which is available during normal business hours 9am – 5pm.

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**Step 1 – Register and Login**

Register your details to receive your unique username and password. Once you have received them you can log in to explore the deals.

**Step 2 – Explore and Investigate**

Selecting the item you want to investigate will give you the supplier contacts and details of their offer including the prices. If you need any assistance in comparing prices, simply ring or email the support line and they will do the comparisons for you.

**Step 3 – Contact Suppliers**

Once you have found a cost-saving opportunity simply contact the supplier involved, quoting ‘EnglandRugbyDeals’ and buy from them directly at the discounted rates.

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This simple portal utilises over £1billion of buying power to negotiate discounts to help clubs manage their costs.
Club Workforce Guidance & Training
3. Club Workforce Guidance & Training

Rugby union is all about people and whether coaching the Under 8s on Sunday mornings, serving behind the clubhouse bar, or taking on a committee role, your workforce will be happier and more confident if appointed to pertinent roles and helped with appropriate training. The RFU can help.

**Volunteer Recruitment & Resource**

A volunteer workforce of no less than 60,000 is involved in rugby in England, with well over 90% of rugby’s total workforce made up of unpaid help, bringing a contribution in man hours of some £30 million every year. This could be worth approaching £20k to an average community club.

Make sure volunteering is fun and efforts are recognised and rewarded. Appoint a registered Club Volunteer Coordinator and we will provide free guidance and resources. Rugby branded clothing can be obtained via [www.englandrugbydeals.com](http://www.englandrugbydeals.com).

There are a variety of ways to show appreciation for your volunteers, including the RFU President’s Awards and rewards for exceptional young and adult volunteers at national, Constituent Body and club level.

**WHO**

Your key contact for advice at a local level is your Rugby Development Officer (RDO). Details can be found in the index of this guide.

**HOW**

Visit [www.rfu.com/volunteer/recognition](http://www.rfu.com/volunteer/recognition) for more information and ideas about recognising volunteers.

**WHEN**

Recruit all year round, ideally around the start of the season. Reward year round at any function, at mid-season and season’s end.
Employee Recruitment

The RFU can provide clubs with a guide to recruiting paid employees. This includes templates for creating job descriptions, assessing CVs, conducting interviews and taking up references.

**HOW**

Your club can obtain this guide by emailing the RFU.

**WHEN**

As and when needed, year round.

**WHO**

Email: kellieplummer@rfu.com
Call: 020 8831 7625

Leadership Training

**The RFU Leadership Academy**

The RFU Leadership Academy gives new or aspiring rugby leaders a solid foundation for their development. Units cover a variety of topics from leadership styles to planning change. The Academy facilitates networking opportunities to allow participants to share experiences and solutions on similar issues under the guidance of a mentor. On completion of the Academy candidates become part of the alumni with further development opportunities offered.

**WHO**

Email: alexthompson@rfu.com
Call: 07894 489756 to send in your nominations.

**WHEN**

Launches in October and candidates complete the Academy in June. The Leadership Academy runs on a three year cycle based on CB Areas, covering the whole country.

**HOW**

Visit: www.sportenglandclubleaders.com

**Club Leaders**

The Club Leaders Programme provides free training and support to those involved in the day-to-day running of community sport and helps create a robust, economically sustainable and enterprising club network.

The resources cover finance, marketing, governance and incorporation including:

- A Club Leaders website with e-learning modules, downloadable toolkits and templates, and discussion forums.
- Face-to-face seminars led by subject matter experts across the country

**HOW**

Visit: www.sportenglandclubleaders.com

**WHEN**

When training those appointed to roles running your club.

**WHO**

For further information or to register your interest contact your RDO. Details can be found in the index of this guide.
3. Club Workforce Guidance & Training (continued)

Safeguarding Children Training

The RFU is at the forefront of safeguarding young people participating in sport.

The RFU Safeguarding Policy sets out key principles as well as providing best practice guidance.

Safeguarding training is available both for Club Safeguarding Officers and for any coach or volunteer working with children.

www.rfu.com/safeguarding

Play It Safe Course

The Play It Safe course is designed for club coaches and volunteers working with children. This is a three-hour course designed to:

- Identify best practice.
- Identify signs and indicators of possible abuse and poor practice.
- State action to take if there is a concern or disclosure.

- Recognise their role in safeguarding and protecting children and vulnerable adults.

In Touch Course

The In Touch Course can be attended by any club official, but is specifically targeted at Club Safeguarding Officers and Assistants. This is a four-hour course designed to:

- Define and explain the role and responsibility of an RFU Club Safeguarding Officer.
- Identify the roles of club members and officers to promote best safeguarding practice.
- Identify best practice when recruiting in the club.
- Apply the RFU Safeguarding Children and Vulnerable Adults in Rugby Policy and Guidance and Safeguarding Toolkit.
- Manage concerns and disclosures.
- Provide an opportunity to share best safeguarding practice.

- Contact your Constituent Body Safeguarding Manager, Club Safeguarding Officer or Rugby Development Officer for your CB. You can also contact the RFU direct to help organise a course at your club.

The Play It Safe Course is £15 and In Touch course is free for Safeguarding Officers and their Assistants’.

Visit: www.rfu.com/olcb in order to locate and book onto either course

Disclosure & Barring Service

The RFU provides Disclosure and Barring Service checks in relation to volunteers and those working in rugby.

However, effective safer recruitment processes go far wider than these checks (formerly CRB checks) and involve how you recruit, induct, train and support volunteers.

The management of the Disclosure and Barring Service process is overseen by the Referral Management Group, made up of representatives from across the RFU and with external, expert advice.

The Safeguarding Compliance Officer also offers a helpline service.

The RFU operates an online E-DBS system accessed via Rugby First, which allows our volunteer and paid staff who work regularly with children to apply for a check through a 100% secure online site.

- Contact your Constituent Body Safeguarding Manager, Club Safeguarding Officer or Rugby Development Officer for your CB. You can also contact the RFU direct to help organise a course at your club.

The Play It Safe Course is £15 and In Touch course is free for Safeguarding Officers and their Assistants’.

Visit: www.rfu.com/olcb in order to locate and book onto either course

Contact your Constituent Body Safeguarding Manager, Club Safeguarding Officer or Rugby Development Officer for your CB. You can also contact the RFU direct to help organise a course at your club.

The Play It Safe Course is £15 and In Touch course is free for Safeguarding Officers and their Assistants’.
Safeguarding Case Management

The Safeguarding Case Officer provides a first point of contact for all issues around safeguarding. All referrals to the RFU will be dealt with speedily and appropriately.

**HOW**

Visit: www.rfu.com/safeguarding/reportinganincident

**WHEN**

Whenever you have any particular concern or issue involving safeguarding.

If you feel that the child is in immediate risk of abuse or harm then a statutory agency (local children’s services or the police) should be contacted immediately. An incident reporting form should be completed and forwarded to the below, outlining the action you have taken with contact details of the statutory body you have contacted.

**WHO**

Email: rmg@therfu.com
Call: 020 8831 7479
Running Your Club Effectively
4. Running Your Club Effectively

Your club may be looking to incorporate or need health and safety advice, or maybe you need property or financial management help. Whatever your requirement there are a number of resources and specialists who may be able to help you.

**Club Incorporation**

If your club is not incorporated, your club officers and their assets can be put at risk.

The RFU strongly recommends that all clubs incorporate and provides guidance and information on the following options:

**Company Limited by Guarantee:**
- Memorandum and articles.
- Tax clearance letters.
- Resolution to transfer assets.

**Industrial & Provident Society:**
- Model rules.

Incorporation is an ideal opportunity to consider whether your club should register as a Community Amateur Sport Clubs (CASC) or charity since its constitution will have to be changed to incorporate as it will for CASC or charity status.

Incorporate as a Company Limited by Guarantee or an Industrial & Provident Society.

**WHEN**

Research and take advice in advance of an AGM.

**WHO**

For further information or to register your interest to become incorporated please contact your Rugby Development Officer (RDO). Details can be found in the index of this guide.


**Commercial Revenues Resource & Workshops**

Guidance and information on developing commercial revenues for your club is readily available and includes guides, case studies and online tutorials on:

- Maximising bar revenue and catering opportunities.
- Effectively packaging and presenting your prices.
- Effective market research and marketing.

**HOW**

Visit: [www.rfu.com/clubsupport](http://www.rfu.com/clubsupport) to access guides, case studies and online tutorials.

**WHEN**

Support materials available online.

**WHO**

Contact your RDO for further advice or information. Details can be found in the index of this guide.

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**Health & Safety**

A range of resources are offered to help clubs understand and implement health and safety requirements. These include:

- Online materials, including risk assessment video guides and templates.
- Health & safety awareness workshops.
- RFU Legal Helpline.

**HOW**

Call: RFU Legal Helpline 0844 561 8177
Quote the Scheme Number: 81066
Visit: [www.rfu.com/healthandsafety](http://www.rfu.com/healthandsafety)

**WHEN**

All year round.

**WHO**

Contact your RDO for further advice or information. Details can be found in the index of this guide.

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**Commercial & Residential Property**

The RFU can offer you Chartered Surveyor support on commercial and residential property related matters, including:

- Leasehold and freehold, commercial and residential property related matters.
- Rates advice.
- Property planning and development related enquiries.

**HOW**

Seek specialist guidance.

**WHEN**

All year round.

**WHO**

Email: fionaevans@rfu.com

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**Design & Management of Social Facilities**

The RFU can provide clubs with a comprehensive guide to designing, creating and managing an efficient and effective bar, kitchen and social space.

Guidance includes issues such as the use of EPOS systems to improve financial efficiency, the design of colour schemes to create an attractive ambience and the use of kitchen production flow principles to achieve a highly effective catering service. This guidance will be available to clubs from early 2014.

**HOW**

Visit: [www.rfu.com/facilities](http://www.rfu.com/facilities)

**WHEN**

All year round.

**WHO**

Email: tedmitchell@rfu.com
Call: 07738 029212

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**Pitch Maintenance**

The Twickenham Head Groundsman, Keith Kent, will visit approximately 100 community rugby clubs each season to provide advice and guidance on the maintenance of their natural turf pitches. Visits last for approximately one hour and are followed up by a detailed report compiled by Keith, specific to the issues identified during the visit. The visits will be co-ordinated on a rotational regional basis and are completely free of charge to clubs.

**HOW**

Bespoke advice on pitch maintenance at individual rugby club venues by Keith Kent the RFU Head Groundsman.

**WHEN**

All year round.

**WHO**

Email: tedmitchell@rfu.com
Call: 07738 029212
4. Running Your Club Effectively (continued)

**Energy Efficiency & Sustainability**

Our bespoke online resource allows you to move through an interactive 3D clubhouse and discover tips on making yours more energy efficient. The site is kept up to date with innovations and provides a comprehensive range of suggestions for small, medium and large rugby clubs.

**HOW**

Visit: [www.sustainableclubs.co.uk](http://www.sustainableclubs.co.uk)

**WHEN**

All year round.

**WHO**

Email: tedmitchell@rfu.com  
Call: 07738 029212

**Design, Procurement & Facility Maintenance**

Technical guidance notes are available on design, procurement and maintenance of the following rugby club facilities:

- Natural turf pitches.
- Artificial grass pitches.
- Clubhouses and changing rooms.
- Floodlights.

Specific technical guidance is also available on:

- Designing accessible sports facilities.
- Planning permission.

**Design, Procurement & Facility Maintenance**

**HOW**

Visit: [www.rfu.com/facilities](http://www.rfu.com/facilities)

**WHEN**

As required.

**WHO**

Email: tedmitchell@rfu.com  
Call: 07738 029212

**Club Financial Management & Business Solutions**

A range of resources are available to help clubs implement sound financial management. Developing commercial revenues is covered in workshops and support materials.

These include:

- Online resources including cash flow forecast, tax and case studies.
- Online modules and financial management workshops.
- Development of business solutions e.g. electronic management systems, direct debit, developing commercial revenue workshops and support materials.

**Club Financial Management & Business Solutions**

**HOW**

Visit: [www.rfu.com/funding](http://www.rfu.com/funding) to utilise the online resources and attend workshops.

**WHEN**

All year round.

**WHO**

Initial advice can be sought from your Constituent Body Treasurer or contact your Rugby Development Officer (RDO) for information. Details can be found in the index of this guide.
Insurance for Affiliate RFU Clubs level 3 and below is provided by the RFU for those participating in rugby union for the following areas:

- Public/Products Liability Insurance.
- Employers Liability Insurance.
- Referees and Coaches Liability Insurance.
- Directors and Officers Insurance.
- The RFU also arranges personal accident insurance for certain injuries suffered whilst playing rugby union. The cover is for catastrophic injuries and permanent total disablement.

Visit: [www.rfu.com/managingrugby/insurance](http://www.rfu.com/managingrugby/insurance)

Email: alyslewis@rfu.com
Call: 020 8831 7696

All year round.
4. Running Your Club Effectively (continued)

The RFU Legal Helpline

Qualified advisors can provide immediate, independent advice on all aspects of rugby operations including: tax, VAT, PAYE, payroll, employment & personnel, incorporation, health & safety.

**HOW**

Legal Helpline Call: 0844 561 8177
Quote the Scheme Number: 81066

**WHEN**

As required.

**WHO**

Contact your Rugby Development Officer (RDO) for further advice or information.

Taxation Support

The RFU provides resources to help clubs to understand tax questions, with advice on a wide range of issues including:

- Fundraising and taxation.
- Grants.
- Sponsorship.

**HOW**

Legal Helpline Call: 0844 561 8177
Quote the Scheme Number: 81066
Online support materials available.
Visit: [www.rfu.com/legalhelpline](http://www.rfu.com/legalhelpline)

**WHEN**

As required.

**WHO**

Email: davestubley@rfu.com
Call: 07736 722387

NatWest RugbyForce

NatWest RugbyForce is a nationwide programme aimed at making rugby clubs stronger businesses by improving their facilities. With the support of volunteers and the local community, the work focuses around the NatWest RugbyForce Weekend in June.

All clubs can access online tools providing guidance on delivering a successful NatWest RugbyForce weekend and beyond. 175 clubs are selected each year to attend workshops and receive grant funding.

**HOW**

Visit: [www.rfu.com/NatwestRugbyForce](http://www.rfu.com/NatwestRugbyForce) to register for NatWest RugbyForce. Include a summary of the improvement project you would like to complete over the NatWest RugbyForce Weekend.

**WHEN**

Project Planning Workshops – April.
NatWest RugbyForce Weekend – June.
Business Support Workshops: September – October.

**WHO**

Contact your RDO to register your interest. Details can be found in the index of this guide.

A nationwide programme aimed at making rugby clubs stronger businesses by improving their facilities.
Playing Support
5. Playing Support

Whether you are getting your player registrations up to date, taking the U12s on tour, handling a disciplinary issue or seeking funding for travel, there is a wealth of advice and support available through the RFU.

**Tours**

If your club is planning an overseas tour or hosting a team from another country at any level or age group, you must obtain approval, as required under RFU Regulation 10.

**HOW**

Visit: [www.rfu.com/tourresources](http://www.rfu.com/tourresources) for tour approval forms and guidance.

**WHEN**

As required.

**WHO**

Email: tourenquiries@therfu.com for specific help and advice.

**Touring with Children**

Touring or hosting a touring team at your club provides an opportunity for youngsters to play against new opposition and make friends from around the world. If you are planning a tour involving children it is important to read the RFU’s Touring with Children Guide.

**HOW**

Visit: [www.rfu.com/managingrugby/rugbytours](http://www.rfu.com/managingrugby/rugbytours) to access the RFU Touring with Children Guide.

**WHEN**

Whenever planning an incoming or outgoing tour for children.

**WHO**

Email: tourenquires@therfu.com for specific help and advice.
**Player Registration**

To help registrars, user guides have also been created and are available upon logging into the new system.

**WHO**

Email: nickycook@rfu.com
Call: 020 8831 7993 for extra help or advice for clubs levels 1-4.

**WHEN**

As required.

**HOW**

Visit: www.rfu.com/playerregistration to access guidance documents and registration forms for adults and age grade players. Clubs at level 5 and below can access their regional registrar details.

**Age Grade Rugby – U18 & Below**

RFU Regulation 15 sets out requirements for age grade rugby, for all players in the U18 age grade and below. A guidance document is available to provide best practice ideas for developing young rugby players in the safest possible way.

**WHO**

Email: alyslewis@rfu.com
Call: 020 8831 7696

**WHEN**

When working with age grade rugby.

**HOW**

Visit: www.rfu.com/regulation15

RFU Regulation 15 (Age Grade Rugby)

Visit: www.rfu.com/regulation15guidance
Age Grade Guidance

**Out of Season Activity for Age Grade Rugby**

Outside the normal rugby season, U18s are given the option of taking part in activities that fall within the definition of “pre-approved activity”, including non-contact versions of rugby. This allows them to develop their confidence, decision making, game understanding and spatial awareness.

**WHO**

Email: alyslewis@rfu.com
Call: 020 8831 7696

**WHEN**

Out of season.

**HOW**

Visit the below to access relevant resources:

Visit: www.rfu.com/regulation15
RFU Regulation 15 (Age Grade Rugby)

Visit: www.rfu.com/regulation15guidance
Age Grade Guidance

Visit: www.rfu.com/summeractivities
Summer Activities

Confidence, decision making, game understanding and spatial awareness.
5. Playing Support (continued)

Disciplinary Advice

On or off-field disciplinary issues arising out of breaches of the Regulations or the Laws of the Game are dealt with under RFU Regulation 19. Foul play, misconduct cases and regulatory breaches are dealt with by Constituent Bodies for Levels 5 and below and by the RFU Discipline Department for Levels 1-4. The RFU Discipline Department also deals with appeals from Constituent Bodies’ decisions, competitions appeals and other specific cases that the Constituent Bodies do not have the power to deal with, for example cases relating to safeguarding, serious injuries, racism and anti-doping issues. Please contact either your local Constituent Body Secretary or the RFU Head of Discipline for advice on any disciplinary matters.

Visit: www.rfu.com/thegame/discipline
The Constituent Body Disciplinary Secretary and the RFU Discipline Department are also available to assist clubs in relation to these issues.

Travel Funding & Long Distance Allowances

Travel allowance payments may be available for RFU league competitions for level 5 and below. Travel allowance payments are available for round trip travel distances in excess of 150 miles. Payments for squad accommodation costs are made for journeys in excess of 450 miles return at a rate of £25 per person for a squad of 21 (a squad is defined as 15 players, three replacements and three management). For return trips of over 700 miles the club is entitled to two nights’ accommodation at the same rate.

Accommodation and travel payments will be paid upfront at the start of the season.

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<td>900 +</td>
<td>£1,320</td>
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Email: gerardmcevilly@rfu.com

HOW

WHEN
As and when required

WHO
Consult your RFU Handbook for the contact details for your CB Disciplinary Secretary or contact the RFU Head of Discipline.

Email: competitionfunding@rfu.com
Training, Qualifications & Player Safety
6. Training, Qualifications & Player Safety

The quality of rugby's coaches and referees and ensuring that their skills are appropriate for the players they are involved with keeps youngsters and adults enjoying their game. Making sure that they are as safe as possible in the rugby environment is also of paramount importance. RFU courses and advice are readily available.

Referee Development

It is often justifiably said that without referees there would be no game. However, to ensure that players enjoy competing, it is essential that our referees are of the highest quality and are properly qualified. These qualifications and on-going training (CPD) also mean that our officials are constantly developing their skills and enjoy their experience of managing matches.

Different qualifications exist and are available to:

- All clubs, for anyone wanting to support and understand rugby union.
- Coaches who also referee games.
- Players wishing to better understand the Laws and their application.
- Retiring players wanting to continue their involvement in the game.
- Referees who want to develop their knowledge and skills.

Level 1 Award in Introducing Children to Rugby Union

Qualifying coaches and referees to introduce children to mini-midi rugby in a safe and enjoyable manner.

Level 2 Refereeing the XV-A-Side Game

Qualifying referees to officiate the XV-a-side game in a safe, competent, and enjoyable manner.
Referee Development Courses

The RFU offer a range of development courses for referees to develop their skills and knowledge of the game.

HOW

Visit: www.rfu.com/olcb/coursesearch to host a course for your club's aspiring or active match officials.

WHEN

All year round.

WHO

Contact your local RFU Area Training Manager (ATM):

Steve Harland ATM
(Cornwall, Somerset, Devon, Dorset and Wilts, Gloucestershire).
steveharland@rfu.com, 07738 029107

Clive Cashell ATM
(Middlesex, Hampshire, Oxfordshire, Buckinghamshire, Berkshire, Hertfordshire).
clivecashell@rfu.com, 07764 960383

Jon Bates ATM
(Kent, Sussex, Surrey, Essex).
jonbates@rfu.com, 07764 338709

Rachel Brown ATM
(Notts, Lincs & Derby, Eastern Counties, Leicestershire, East Midlands and Warwickshire).
rachelbrown@rfu.com, 07590 890872

Dave Livesey ATM
(Lancashire, Cheshire, Staffordshire, North Midlands).
davelivesey@rfu.com, 07702 779453

Alan Moses ATM
(Northumberland, Durham, Yorkshire, Cumbria).
alanmoses@rfu.com, 07872 465424

Coach Development

Effective coaches who are appropriately skilled for the players they are coaching keep players in the game and persuade new ones to join. The RFU recognises the difference coaches make to players’ enthusiasm and skill levels and to making the game as safe as possible.

Through RFU qualifications and development courses (CPD) coaches can develop their skills and enjoy making a real difference to players and to their own personal proficiency. All carry the additional status of being UK Coaching Certificates accredited by the 1st4sport awarding body recognised and regulated by the Office of the Qualifications and Examinations Regulator (Ofqual). They are ideal for:

- Club volunteers wanting to support and understand rugby.
- Coaches of players at all levels.
- Players who would like to become coaches.
- Retiring players who want to stay involved in the game.
- Coaches wanting to develop their knowledge and skills.

Level 1 Award in Introducing Children to Rugby Union
Qualifies coaches and referees to introduce children to mini-midi rugby in a safe and enjoyable manner.

Level 2 Coaching the XV-A-Side Game
Qualifies coaches to coach the XV-a-side game in a safe, competent, and enjoyable manner.

Level 3 Coaching Award
Qualifies coaches to lead and develop a team and annual coaching and playing programme.

Level 4 Coaching Award
Qualifies coaches at the highest levels to create innovative coaching solutions for players.

Director of Rugby Course
Supports qualified coaches to develop their leadership and management skills to lead other coaches and players within clubs and rugby organisations.

Coach Development Courses

The RFU offer a range of development courses for coaches to develop their skills and knowledge of the game.

HOW

Courses may be run at clubs booked through the Area Training Manager. Visit: www.rfu.com/olcb/coursesearch

WHEN

All year round.

WHO

Contact your ATM as listed above.

The RFU recognises the difference coaches make to players’ enthusiasm and skill level and to making the game as safe as possible.
6. Training, Qualifications & Player Safety (continued)

**Player Safety & Medical Support**

The wellbeing of players is of fundamental importance which is why the RFU offers safety and medical support to all clubs.

The RFU Emergency First Aid Course for Sport is designed for volunteers who are not professionals but want to provide first aid support for players. This is a one-day certificated course to Health & Safety Executive standards.

For health professionals working at higher levels in rugby the RFU Immediate Care in Sport course is available and approved by the Faculty of Pre-hospital Care, Royal College of Surgeons of Edinburgh. This course was formerly the Pitchside Immediate Trauma Care Course developed by the RFU in 2005 to offer specific training in dealing with incidents on the pitch.

Clubs or clusters of clubs can arrange for a course using contact details. Visit: [www.rfu.com/firstaid/injuries](http://www.rfu.com/firstaid/injuries) for advice on first aid cover and training. Clubs should aim to have at least one first aider per squad.

**IPF Funded First Aid Kits**

Clubs at level 9 and below who need help funding first aid kits can apply for grants to acquire them. In one season the IPF donated over £15,000 worth of first aid equipment to these clubs.

Eligible clubs will be contacted, dependent on fundraising continuing to cover this cost.

Once a year towards the end of the season.

Email: ipf@therfu.com

**Player Safety & Welfare Advice**

The RFU provides online resources and advice helplines covering player safety, injury prevention and the welfare of players.

**Managing Injuries**

The RFU has guidance on what to do in the event of a serious injury; and requires all injuries which result in admission to a hospital to be reported.

Visit: [www.rfu.com/managingrugby/firstaid/injuries](http://www.rfu.com/managingrugby/firstaid/injuries) to report an injury or to download guidance on serious injury management.

Email: sportsinjuriesadmin@therfu.com
Call: 0800 298 0102

**HOW**

Who: Contact your local RFU Area Training Manager (ATM) as listed on page 37.

When: All year round.

Email: health@rfu.com
Call: 020 8831 7660
The Injured Players Foundation

The IPF is the RFU’s official charity which provides support for all catastrophically injured players and their families and also focuses on research and educational projects to reduce injury risk. Financial and welfare support is provided both for those recently injured and players who sustained injuries in the past.

HOW

The IPF provided almost £4 million of help over a four-year period. Visit: www.rfuipf.org.uk for more information.

WHEN

All year round.

WHO

Email: ipf@therfu.com
Call: 020 8831 7999

To be there for every seriously injured player, now and forever.
Growing The Game
7. Growing The Game

The education and community sectors are a pivotal part of the game and where many new players begin their rugby. This is a rich resource for recruiting players, volunteers and sharing expertise, resources and facilities. Linking your club with local schools, colleges and universities can help to place your club at the centre of your community.

Linking With Schools
New to Rugby

The RFU’s All Schools programme has been developed to introduce rugby into state secondary schools not currently playing, to provide a pipeline of players into the local rugby club.

Rugby Development Officers (RDOs) decide rollout locally in consultation with individual clubs in areas with non-rugby playing schools and significant socio-economic challenges.

Visit: www.rfu.com/rdtlist

Check local coverage with your RDO. Details can be found in the index of this guide.

All Schools was launched with 100 schools in season 2012-13, another 100 joined in September 2013. It is the RFU’s ambition to have 400 schools in the programme by 2015 and for there to be 750 new self-sufficient rugby playing schools by RWC 2019.
**Club - Schools Links**

Local rugby playing schools are a great place to find your next generation of players (there are no less than 3,200 who are members of the Schools Union) and linking with a school or schools in your area will certainly help to put your club at the heart of the community. Send in your coaches, help to train their teachers, provide club facilities for a schools mini festival and the youngsters will discover all that’s best about your club.

Teachers and parents at local schools may join your volunteer workforce and may help you to attract local business sponsorship. Why not go back to school, where head teachers and heads of sport or rugby can make excellent allies?

Contact your local RDO or County Schools Union.

**When**

All year but ideally ahead of the academic year.

**Who**

Email: schools@therfu.com to find your local contacts.

**How**

Visit: www.rfu.com/rdtlist

**Club - Universities Links**

With more than 120 rugby-playing universities in England, there may be one near to your club, which may provide a rich resource, potential new players and a mutually beneficial partnership.

You are looking to promote your club and students may be looking to build their skills and CVs. There may be media students who could video matches or DT undergraduates happy to design promotional materials. A further advantage to club-university links is that the university is often willing to share excellent facilities, including 3G and floodlit pitches. They may be happy to host your tag tournament and the college may even host it, while your club coaches may be able to act as role models and mentors.

Visit: www.rfu.com/rdtlist

**When**

Year round but ideally at the start of the academic year.

**Who**

Email: colleges@therfu.com for further advice.

**Club - Colleges Links**

In a college near you there will be students playing rugby and, as the RFU seeks to grow the game among this age group, your club can benefit from creating a link with your local college. College students may help to coach your youngest teams, assist at a mini tournament and the college may even host it, while your club coaches may be able to act as role models and mentors.

Visit: www.rfu.com/rdtlist

**When**

Year round but ideally at the start of the academic year.

**Who**

Email: colleges@therfu.com for further advice.

**HOW**

Make contact with the university via your University Rugby Development Officer (URDO) and arrange a meeting.

**When**

Year round but ideally at the start of the academic year.

**Who**

Contact your local RFU University Rugby Development Officer (URDO):

Jamie Traxon URDO (Hampshire, Oxfordshire, Buckinghamshire, Berkshire, Middlesex and Hertfordshire).
jamietraxon@rfu.com, 07738 029261

Alex Hadley URDO (Surrey, Sussex, Kent and Essex).
alexhadley@rfu.com, 07872 672478

Richard Marelli URDO (Notts, Lincs & Derby, Eastern Counties, Leicestershire, East Midlands and Warwickshire).
richardmarelli@rfu.com, 07702 779593

John Livesey URDO (Lancashire, Cheshire, Staffordshire and North Midlands).
johnlivesey@rfu.com, 07809 511739

Mike Hart URDO (Northumbria, Durham, Yorkshire and Cumbria).
mikehart@rfu.com, 07894 489755

Sarah Hunter URDO (Cornwall, Devon, Somerset, Dorset, Wiltshire and Gloucestershire).
sarahhunter@rfu.com, 07912 541858
7. Growing The Game (continued)

O2 Touch

The future stability of the game will not only depend on how we support our current players but also how we get more people in the wider community playing rugby across different formats. The RFU now has a dedicated team of people working to grow the game through new players, coaches and volunteers.

Become an O2 Touch Centre

One of the RFU’s key strategies is delivering rugby for all, in order to broaden the reach of the game to new audiences.

As part of our long-term partnership with O2, we are looking for clubs like yours to apply to be part of a network of O2 Touch Centres across the country aimed at young adults providing:

- O2 Touch Base activity which is casual, pitch up and play activity enabling individuals to come and enjoy social fitness in and around your club.
- O2 Touch Leagues which we can help you set up too.
- RFU funding over three years to help support staffing and venue costs totalling £5,000.
- Get full operator, rules, coach and referee training delivered by the touch team.
- One point of contact for all touch activity.

What are the benefits to selected clubs?

- You will get the chance to attract a whole new audience to your club and potentially increase membership.
- Any revenues and profits that the club makes from running touch activity will be yours.
- Receive a playing start up pack of balls, bibs, banners as well as Canterbury clothing and kit for your lead operator and volunteers.
- Receive significant national and local marketing support to drive recruitment of new players.
- Identify the right person in your club to run this activity – a young coach, the partner of one of the players, someone who doesn’t already have a role volunteering in the club.
- We are looking to establish another 45 Touch Centres by February 2014.
- Email: philipduffy@rfu.com to discuss opportunities to become an O2 Touch Centre.
- Call: 07736 517729

RFU funding over three years to help support staffing and venue costs totalling £5,000.
Promoting Your Club
8. Promoting Your Club

It’s time to make your club famous within your local community. In order to attract new people they need to know where your club is, what its values are and what you do. Whether you want to attract new players or sponsorship, bring in people to your fundraising events or to volunteer their services, you need to be seen. Here are handy tips and resources that can help:

Digital Support

The RFU’s Digital Department can advise clubs on issues relating to websites, search engines and social media by prior appointment. While the RFU cannot undertake development work, a member of our Digital Team can help your club make the most of digital resources available to you.

Expert advice may be obtained on how best to utilise your website to deliver a great user experience and achieve your objectives by making best use of the real estate and guiding people through the site once they have arrived.

**HOW**

How best to promote your website across the web, with tips on promoting your club website to a broader audience, based on online advertising, search engine marketing and search engine optimisation.

A basic understanding of social media and how best to use it to promote your club and engage with existing and new members, including social media’s dos and don’ts.

Visit: www.rfu.com/cbg/digital_support

**WHEN**

As required.

**WHO**

Email: webmaster@therfu.com
Media & Communications Guidance

There are many ways to raise the profile of your club, whether you are looking to recruit players or volunteers, to attract sponsors and partners or to publicise your club’s achievements and contribution to your community.

Successfully promoting who you are and what you do will involve a number of different tools and techniques, from advertising boards and flyers, to up-to-date websites, social media sites and a regular presence in your local newspaper and broadcast media.

A coordinated approach will lend credibility, your message should be consistent whether it’s on your website and Facebook page or being sent to local media or included in club literature.

While the RFU cannot provide Communications and PR support for all of its 2,000 clubs, we have an experienced Regional Communications Team that can advise you on a range of different areas, such as how to promote festivals and events and the best way to work with the media.

A number of resources are available including:

- How to get your story covered.
- The how and why of appointing a press officer & how to use a spokesperson.
- Working with the media.
- How to write a press release – templates.
- Writing match reports.

**HOW**

Appoint a Press Officer and use every opportunity to promote your club and its achievements. Visit: www.rfu.com/cbg/media_comms_guidance

**WHEN**

When hosting festivals, tournaments, open days and special events and by submitting match reports and pictures.

**WHO**

Contact a member of the Regional Communications Team:

Paula Rowe  
(Cornwall, Devon, Gloucestershire, Somerset, Dorset & Wilts, Berkshire, Bucks, Oxon).  
paularowe@rfu.com

Tony Simpson  
(Cheshire, Lancashire, Cumbria, Northumberland, Durham, Yorkshire).  
tony simpson@rfu.com

Hugh Godwin  
(Eastern Counties (Cambridgeshire, Norfolk, Suffolk), Essex, Hertfordshire, Middlesex, Kent, Surrey, Sussex, Hampshire).  
hughgodwin@rfu.com

Paul Bolton  
(Midlands, Warwickshire, Leicestershire, Staffordshire, East Midlands, Notts, Lincs & Derbyshire).  
paulbolton@rfu.com

Getting MPs on Board

Inviting your local MP to a match, training session, or open day, can raise your club’s profile through news coverage. MPs want to engage with their communities and are likely to see your club as a force for good. The RFU’s Public Affairs Team can help you ensure you make the most of your MP.

Your MP can help you promote your club and may support in issues such as accessing funding sources or planning permission.

If hosting an MP’s visit, the RFU public affairs team can help you plan it. Please use them and let them know if anything involving MPs is taking place.

**HOW**

Visit: www.parliament.uk/mps-lords-and-offices to find out who your MP is.

**WHEN**

When planning a newsworthy event.

**WHO**

Email: lucynoakes@rfu.com  
Call: 07930 357447
8. Promoting Your Club (continued)

Marketing & Sponsorship

Sponsors are individuals or companies who make a payment to your club in exchange for agreed goods or services that you can provide them. They are the perfect supporters and can give your club the upper hand.

Businesses support local clubs and teams for a variety of reasons: to show they’re supportive of the local community or for charitable purposes; to access new audiences to sell their products and services to and to raise the profile of their business within the area.

Visit: www.rfu.com/cbg/marketing_sponsorship

We have created a variety of resources and guides to help you set about marketing your club, securing financial support and different ideas to consider when trying to attract sponsors.

HOW

Available now.

WHO

Email: alastairmarks@rfu.com

Sponsors are the perfect supporters and can give your club the upper hand.

Marketing Tools & Templates

England Rugby is a brand we are all part of. It represents the unifying power of the game. Rugby is a true team sport that brings people together like no other game can.

We want clubs to use the England Rugby rose because it symbolises rugby’s core values of teamwork, respect, enjoyment, discipline and sportsmanship. The core values are what makes our game great, and they speak to players, fans and volunteers alike.

But we also need to protect our logo, so there are certain rules about where and how the rose can be used. For example, you can’t use the rose on your club kits and you can’t use the rose alongside certain sponsors or commercial partners.

To make life easy for you, we have created a number of poster templates for clubs to use. Just be careful how you use them – don’t alter or move the England Rugby rose, and don’t add any sponsor’s or commercial organisation’s logos to the posters.

HOW

Visit: www.rfu.com/cbg/marketing_templates to download these resources.

The templates have been provided in PDF format, for you to add your key messages to the empty space in the bottom middle of the posters and the print out.

WHAT

You can use these templates to promote the core values of the game, appeal to new players and fans or attract new volunteers. Anything that helps your club to thrive.

WHO

Email: brand@rfu.com for any questions about the England Rugby brand.
Sponsors are the perfect supporters and can give your club the upper hand.
9. Your Twickenham Stadium

Twickenham Stadium, the Home of England Rugby, is a leading year-round destination for conferences and events. All voting clubs are entitled to apply for tickets for RFU controlled England international matches at Twickenham and can get special rates for hosting events at the stadium or visiting the World Rugby Museum and stadium tours.

£ International Match Tickets

Each club outside the Premiership and Championship are entitled to apply for a base number of tickets for RFU controlled England international matches at Twickenham as detailed below:

- Level Three – 12 tickets.
- Level Four – 8 tickets.
- Levels Five, Six & Seven – 4 tickets.
- All other clubs – 2 tickets.

Clubs are also awarded points based on a number of additional criteria, such as the amount of rugby played at the club. These points will be used to further calculate ticket allocations.

£ WHEN

In advance of each RFU controlled series of international matches at Twickenham Stadium.

£ HOW

Forms are sent to clubs well in advance of each RFU controlled series of international matches, allowing clubs to respond with ticket requirements in a timely fashion.

£ WHO

Email: tickets@rfu.com if you do not receive your forms.
Call: the Ticket Office on 0871 222 2017 for further details.
Hosting Events or Conferences at Twickenham

With a full time event management team the stadium is able to host all types of events, from small meetings in pitch view boxes to large conferences in the Live Room, a tiered seated auditorium.

The RFU has arranged special discounts for clubs as follows:

Monday, Tuesday and Wednesday:

- 15% discount on Stadium and Live Room day delegate rates (DDR) and on all food and beverage.
- 20% discount on all room hire.

Thursday, Friday, Saturday and Sunday:

- 20% discount on our Stadium and Live Room day delegate rates and on all food and beverage.
- 30% discount on all room hire.
- If members of an RFU club book an event at the Stadium (quoting promotional code Clubs/C&E) then TEL will return 15% of the net sales value of the event to the member’s RFU club. Events must be booked directly by the member or their company and not via a venue agency.

How

Email: tel@twickenhamstadium.com

When

Give as much notice as possible to secure your date.

Who

Email: louisedormer@rfu.com
Call: 020 8831 7986

World Rugby Museum & Stadium Tours

Great for club rewards, team building or social events - Twickenham Stadium houses the World Rugby Museum. It takes visitors through the history of the sport from its origins to the present day. During summer 2013 the museum underwent an extensive refurbishment creating a fresh look and feel and a fun new interactive zone.

Twickenham Stadium tours take you behind the scenes including to the England dressing room, tunnel and pitch side. Groups of 15 or more get 20% discount off standard prices.

You could make an event of a visit and have a group, set-price menu meal at the Marriott Hotel (which the Museum can cost and arrange for you).

How

Visit: www.rfu.com/museum

When

Normal hours are 10 – 5pm Tuesday to Saturday and 11 – 5pm Sunday. Large groups may be accommodated in the evenings, including Mondays.

Who

Email: museum@rfu.com
Call: 020 8892 8877
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9 Your Twickenham Stadium
   International Match Tickets (54)
   Hosting Events or Conferences at Twickenham (55)
   World Rugby Museum & Stadium Tours (55)

Key Club Contacts:

Area Facilities Manager (AFM)
   Area Training Manager (ATM)
   Rugby Development Officer (RDO)
   University Rugby Development Officer (URDO)
   Women’s Rugby Development Officer (WRDO)

Area Facilities Manager (AFM)
   Jon Bendle (Cornwall, Somerset, Devon, Dorset & Wilts and Gloucestershire)
   jonbendle@rfu.com, 07753 881272
   Jason Bowers (Middlesex, Hampshire, Oxfordshire, Buckinghamshire, Berkshire and Hertfordshire)
   jasonbowers@rfu.com, 07703 466773
   Rick Bruin (Kent, Sussex, Surrey and Essex)
   rickbruin@rfu.com, 07738 029211
   Peter Shaw (Notts, Lincs & Derby, Eastern Counties, Leicestershire, East Midlands and Warwickshire)
   petershaw@rfu.com, 07734 070674

Area Training Manager (ATM)
   Steve Harland (Cornwall, Somerset, Devon, Dorset and Wilts, Gloucestershire)
   steveharland@rfu.com, 07738 029107
   Clive Cashell (Middlesex, Hampshire, Oxfordshire, Buckinghamshire, Berkshire, Hertfordshire)
   clivecashell@rfu.com, 07764 960383
   Jon Bates (Kent, Sussex, Surrey, Essex)
   jonbates@rfu.com, 07734 336709
   Rachel Brown (Notts, Lincs & Derby, Eastern Counties, Leicestershire, East Midlands and Warwickshire)
   rachelbrown@rfu.com, 07590 890872
   Dave Livesey (Lancashire, Cheshire, Staffordshire, North Midlands)
   davelivesey@rfu.com, 07702 779453
   Alan Moses (Northumberland, Durham, Yorkshire and Cumbria)
   alanmoses@rfu.com, 07872 465424

University Rugby Development Officer (URDO)
   Sarah Hunter (Cornwall, Somerset, Devon, Dorset & Wilts and Gloucestershire)
   sarahhunter@rfu.com, 07912 541858
   Jamie Traxon (Middlesex, Hampshire, Oxfordshire, Buckinghamshire, Berkshire, Hertfordshire)
   jamietraxon@rfu.com, 07738 029261
   Alex Hadley (Kent, Sussex, Surrey and Essex)
   alexhadley@rfu.com, 07782 872478
   Richard Marelli (Notts, Lincs & Derby, Eastern Counties, Leicestershire, East Midlands and Warwickshire)
   richardmarelli@rfu.com, 07702 779593
   John Livesey (Lancashire, Cheshire, Staffordshire and North Midlands)
   johnlivesey@rfu.com, 07809 511739
Mike Hart (Northumberland, Durham, Yorkshire and Cumbria)
mikehart@rfu.com, 07894 499755

Womens Rugby Development Officer (WRDO)
Richard Major (Cornwall, Somerset, Devon, Dorset & Wiltts and Gloucestershire), richardmajor@rfu.com, 07850 982 229
Clare Cooper (Middlesex, Hampshire, Oxfordshire, Buckinghamshire, Berkshire and Hertfordshire), clarecooper@rfu.com, 07779 265060
Catherine Spencer (Kent, Sussex, Surrey and Essex), catherinespencer@rfu.com, 07841 367304

Simon Boyd (Notts, Lincs & Derby, Eastern Counties, Leicestershire, East Midlands and Warwickshire), petetaylor@rfu.com, 07841 367391

Rugby Development Officer (RDO)
Mike Bratt (Cornwall), mikebratt@rfu.com, 07766 950380
Julie Swann (Somerset), julieswann@rfu.com, 07889 601018
Jason Luft (Devon & Somerset), jasonluft@rfu.com, 07530 890824
Rob Masters (Devon), rohmasters@rfu.com, 07764 903990
Chris Burton (Dorset), chrisburton@rfu.com, 07719 583536
Alan Low (Wiltshire), alanlow@rfu.com, 07568 127789
Neil Loader (Bristol & District), neilloader@rfu.com, 07809 199944
Morgana Simpson (Cheltenham & Stroud), morgansimpson@rfu.com, 07715 856666
Ashley Stephens (Gloucester & Forest of Dean), ashleystephens@rfu.com, 07545 910992

Dusty Miller (Oxfordshire), dustymiller@rfu.com, 07715 856725
Ronnie Barry (Middlesex), ronniebarry@rfu.com, 07764 336718
Ty Sterry (Middlesex), tyerry@rfu.com, 07715 856778
Neil Sweeney (Middlesex), neilsweeney@rfu.com, 07725 141899
Mel Liley (Hertfordshire), maelilley@rfu.com, 07715 856769
Tim Holmes (Buckinghamshire), timholmes@rfu.com, 07734 656008
Ivan Torpey (Hampshire), ivantorpey@rfu.com, 07764 960384
Kieran Spencer (Hampshire), kierspencer@rfu.com, 07912 541462
Dan Whitman (Berkshire), danwhitman@rfu.com, 07738 648818
Matt Bray (Essex), mattbray@rfu.com, 07889 601261
Neil Sweeney (Essex), neilsweeney@rfu.com, 07725 141899
Mal Chumbley (Sussex), malchumbley@rfu.com, 07793 167075
Adam Cottingham (Surrey), adamcottingham@rfu.com, 07790 890764
Matt Kemp (Surrey), makkemp@rfu.com, 07734 856766
Matt Mitchell (Kent), mattmitchell@rfu.com, 07764 336704
Andy Pratt (Kent), andypratt@rfu.com, 07713 648784
Sam Rouse (Northamptonshire), samrouse@rfu.com, 07545 606742
Sam Clapham (Bedfordshire), samclapham@rfu.com, 07764 950389
Matt Jefferson (Derbyshire), majefferson@rfu.com, 07894 783342
Andrew Highton (Nottinghamshire), andrewhighton@rfu.com, 07715 856726
Jenna Bonser (Leicestershire), jennabonser@rfu.com, 07921 283344
Gareth Thomas (Lincolnshire), gareththomas@rfu.com, 07764 899644
Sam Carpenter (Norfolk), samuelcarpenter@rfu.com, 07701 011591
Jonathan Pearce (Suffolk & Cambridgeshire), jonathanpearce@rfu.com, 07715 856728
Mark Richardson (Warwicks), markrichardson@rfu.com, 07773 285295
Stuart Eades (South Warwickshire and Worcestershire), stuarteades@rfu.com, 07730 814156
Dave Westhead (Cheshire), davidwesthead@rfu.com, 07958 631236
Simon Hincks (Staffordshire), simonhincks@rfu.com, 07912 541471
Chris Sigsworth (Birmingham), chrisigsworth@rfu.com, 07889 601017
Scott Study (Shropshire), scotstud@rfu.com, 07810 050970
Andrew Soutar (Greater Manchester), andrewsoutar@rfu.com, 07736 517730
Phil Clarke (Greater Manchester), philclarke@rfu.com, 07730 814182
Mark Sutcliffe (Merseyside), markesutcliffe@rfu.com, 07764 960410
Stuart Ucquhart (Lancashire), stuartucquhart@rfu.com, 07740 565060
Ian Williams (Isle of Man), ianwilliams@rfu.com, 01624 686808
Gregg Bayliss (Central Yorkshire), greggbayliss@rfu.com, 07764 960396
James McKay (East Yorkshire), jamesmckay@rfu.com, 07764 960401
Alec Porter (North Yorkshire), alecpporter@rfu.com, 07764 960416
Hamish Pratt (West Yorkshire), hamishpratt@rfu.com, 07764 336702
Jonathan Rickerby (South Yorkshire), jonathandrickerby@rfu.com, 07764 960400
Matthew Bryan (Durham), matthewbryan@rfu.com, 07711 185219
Dave Reed (Northumberland), daveredd@rfu.com, 07738 577228
Liam Nicholls (Cumbria), liamnicholls@rfu.com, 07711 901374
