TEAM TALK:
RECRUITMENT AND RETENTION WORKSHOP
EVERYONE NEEDS A TEAM
NEEDS SUPPORT
ENJOYS A LAUGH
LOVES A GOOD SPORT
LOVES A GOOD COMEBACK
WISHES THEY WERE FITTER
HAS A LINE TO CROSS
A LINE TO DEFEND
HAS CHOICES TO MAKE
KNOWS WHEN THEY’VE
MADE THE RIGHT ONE
NO ONE CAN DECIDE FOR YOU
THIS IS WHERE CHARACTER
IS BORN

CHOOSE RESPECT,
SPORTSMANSHIP,
DISCIPLINE,
TEAMWORK,
ENJOYMENT,
CHOOSE OUR SPORT
CHOOSE RUGBY
Introduction

Rugby clubs and their people – the players, volunteers, coaches, referees and supporters – are at the heart of English rugby. Indeed, without them, there would be no English rugby.

The primary source of these people is a club’s local community. Whilst recruitment is an ongoing requirement, the Rugby World Cup in New Zealand this year offers a fantastic opportunity to tap into the increased public interest in our game. Today, we’ll take you through the resources that are available to help your club with local recruitment and retention activities throughout the Rugby World Cup and beyond.
SOCIAL GROUPS AND BARRIERS

What is it that stops potential rugby players from joining the sport?

– School kids
– Students
– Parents
– Current players
– Ex-players
– Casually interested
– Just moved to the area
SOCIAL GROUPS
AND BARRIERS

Ask yourself these questions:

1. What are your recruitment objectives over the next few years?
2. How well known and respected is your club in the local community?
3. What do you think the 5 quickest recruitment wins could be for your club?
4. Which of the social groups are you not engaging with and why?
5. What’s holding you back?
POSSIBLE CLUB BARRIERS

What might put people off from joining a club?

“I’ve never been into a rugby club before and I don’t think I’ll fit in.”
“I’ve not played the game before. I don’t know the rules.”
“It’s a bit of a dump.”
“Do they have a women’s team?”
“Isn’t rugby just about men and beer?”
“Don’t I have to be a member?”
“I don’t have transport.”
POSSIBLE CLUB BARRIERS

Again, let’s consider these questions:

1. Is your club as welcoming as it could be?
2. How geared up are you to receive players of varying experience and abilities?
3. What would the first impressions of a newcomer to your club be?
4. How might you offer game solutions to attract more players?
5. How many of your social activities and events engage families, non-players and the wider community?
Many of you already enjoy huge success with recruitment. All the same, here are our three key drivers for achieving results.

PEOPLE, PLACES AND PROMOTION
PEOPLE, PLACES
AND PROMOTION

People

Everyone associated with your club can play an important part in recruiting players, whether it’s the players, volunteers, coaches, referees, parents, supporters or everyone. Remember, recruitment activities don’t have to be hard work. Think about the best ideas, local events and RFU resources to make it easier, as well as address the barriers to participating.

Places

If you can locate where the target audience live or relax - colleges, places of work, schools, pubs, etc – then the campaign can be more direct. Also, it is important to think about the best message and approach for those locations and audiences. One size doesn’t always fit all.
Promotion

Any recruitment activities will inevitably help to increase your club’s profile. But the role of the club within the local community can also engage new players. If your club is perceived as a relatively closed, member only establishment, then people will be deterred from popping in. And if local press coverage only mentions the first XV, readers may conclude it is the sole focus of the club.

Ask yourselves:

1 How generally do you think your club is viewed within the local community?

2 How good are the relations your club has with key people within the community (MPs, Mayor, local councillors, businesses etc)?

3 Is your club in contact with the relevant local journalists / writers (sports editor, community editor, local blogger etc)?
Rugby, of course, has a natural lifecycle for players. The charts on pages 13 and 14 highlight the issues that we face as a game. The first demonstrates the drop-off rates at different age groups. The second highlights the reasons why people leave the game.
**Participation**

According to data from Sport England, taken from the Active People Survey completed in October 2010, there are 194,200 people (186,900 males and 7,300 females) participating in rugby once a week. This represents a reduction of almost 16% from the survey completed in October 2008.

**Satisfaction**

In terms of measuring satisfaction, according to the Sport England Sports Satisfaction Survey 2010, the following are the key elements by which participants assess their satisfaction with their chosen sport(s):

- The people and staff (who organise the sport)
- The convenience (geographical / time required)
- Officiating (knowledge and application of the rules)
- Coaching (appropriate to the participant)
- Facilities (all aspects of these)
RETENTION: HOLD THE LINE

NUMBERS PARTICIPATING AT LEAST ONCE A WEEK

Source: Sport England Active People Survey 4
RETENTION: HOLD THE LINE

TOP FOUR CLUB IDENTIFIED REASONS FOR PLAYER DROPOUT

Source: RDO/club conversations January-March 2011
RETENTION: HOLD THE LINE

Consider these questions:

1. Do you feel that these reasons are in line with those of the people who leave your club?

2. Are there other main reasons why people leave your club?

3. What are possible solutions to minimise the loss of players and volunteers of different age groups?

4. What are the barriers to implementing some of these solutions?

5. What might an action plan for your club look like?
COMMUNICATION: MAKE YOURSELF HEARD

The way your club communicates is vital but often gets overlooked, especially when there is a lot to do.

Communications processes and tools will need to be appropriate to your club. Discuss your strengths and weaknesses.

1. How effective do you believe your club communications to be?
2. Where do you perceive your weakness to be?
3. Is your club website always up-to-date?
4. Is your club notice board kept up-to-date?
5. Do you use Facebook or Twitter?
GET KITTED OUT

Let’s get started! Here are the resources available to kick-start your Choose Rugby campaign. These can be accessed at rfu.com/chooserugby.

– Touch rule book
– Club posters
– Quick rules of Touch poster
– Referee Touch Rules
– Postcard with data capture card
– Eshot
– Static web banners
– Animated web banners
– Window vinyl
– Car sticker

Resources for the Rugby World Cup are also being created and will be made available to download from rfu.com/chooserugby in July.
GET KITTED OUT

Touch role book
Spread
Data capture postcard
Training shirt
Club poster
Club Touch rules poster
News letter
Car sticker
For any further information please contact your Rugby Development Officer or Constituent Body.

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