

RUGBY CLUB CASE STUDY

SUBJECT: WOMEN AND GIRL'S RUGBY

CLUB: HULL RUFC

Introduction and desired club outcomes

Over a number of years, the club had experienced significant growth in both junior and senior male members and further expansion was desired by setting up a senior women's team from a non-existent playing base.

How they set about it

The club initially attended a Freshers Fayre at Hull University to promote the club to female students coming to study in the City. It became apparent that there was considerable interest and so the club decided to pursue its ambition and start a ladies team.

Training for the players was provided by senior male First XV players and coaches.

Recruitment activities continued and the club used opportunities such as the club Christmas dinner to invite ladies (free of charge) to the club to experience the culture and enjoyment.

Initially resources were limited and the team had to make do with old shirts. However, a sponsor was soon found for the team and a new kit was provided.

Results

Initially a handful of ladies started training but this soon grew through ongoing recruitment efforts and the provision of adequate facilities and training to match the needs of the players. Within a year, up to 30 players are now training twice a week and are playing in a league with the likes of Fylde, Scunthorpe, Doncaster, Ripley and Derby.

Additionally, the club now has a new pool of volunteers who help out with all club activities and 2 of the players are qualified doctors who provide match cover for the senior First XV.

Factors critical to success

- 1) Committed resources – People who can and will dedicate the time and effort to undertake the required work
- 2) Integration – A dedication to making sure that players were fully welcome and provided with everything to ensure a good quality of experience at the club

RUGBY CLUB CASE STUDY

SUBJECT: WOMEN AND GIRL'S RUGBY

CLUB: RUSHDEN & HIGHAM RUFC

Introduction and desired club outcomes

The Ladies section at Rushden & Higham RUFC began through a chance encounter following a minis fixture, when 2 mums approached the club vice-chairman and asked if they could have a go at playing. The idea was embraced and successes quickly followed.

How they set about it

The mums initially spread the word and eight ladies arrived for the first training session. Within 6 weeks, this had swelled to 20.

The club began planning incorporation into the RFUW and the players were soon fully paid members of the club.

Recruitment and fundraising is led by the team captain, who works tirelessly to raise the profile of the team in the community. An innovative example is the male First XV playing in Waitrose sponsored pink shirts to raise sponsorship for Crazy Hats Breast Cancer Research.

Results

Within 10 months, the Ladies section had 25 playing members, had played in an invitational touch festival and had begun playing the 15-a-side game.

In addition, two ladies have had trials with the East Midlands ladies and one has been capped at East Midlands under 18 age group level.

Additionally, the club now has a new pool of volunteers who help out with all club activities and 2 of the players are qualified doctors who provide match cover for the senior First XV.

Factors critical to success

- 1) Committed resources – People who can and will dedicate the time and effort to undertake the required work
- 2) Integration – A dedication across the club to make sure that players were fully welcome and provided with everything to ensure a good quality of experience at the club

RUGBY CLUB CASE STUDY

SUBJECT: WOMEN AND GIRL'S RUGBY

CLUB: REDDITCH RUFC

Introduction and desired club outcomes

Since its formation, Redditch RUFC had never run a ladies team rugby section or team, despite being in a large catchment area. The decision was therefore taken to address this and to use the women's 2010 Rugby World Cup as a springboard. The club had 3 objectives being (1) to highlight that women can play rugby, (2) to encourage local girls and ladies to come training and enjoy their rugby experience and (3) to establish and develop a women's rugby side.

How they set about it

The club implemented a clear 4-stage plan. Stage 1 focussed on putting the necessary club infrastructure in place. This included the creation of a database and communications tool, the identification and advertising of an initial training event and the provision of necessary equipment and coaches.

Stage 2 focussed on developing a team of players through weekly training sessions, ensuring that players enjoyed the experience. This culminated in Redditch hosting the first its first ever ladies touch tournament.

Stage 3 concentrated on formalising the ladies team as a recognised section within the club. Formal officers were elected and representatives were also elected onto the main club committee.

Stage 4 focussed on developing the ladies section through regular touch games with other local teams and ongoing recruitment activities.

Results

The club has successfully developed a thriving ladies section and team. It has also been instrumental in forming a Midlands wide ladies touch league, which will provide a foundation for promotion of the sport and further recruitment for the club and region. The club has also begun to develop links with local schools to equip them to run girls rugby and provide players for the Redditch under 15s girls team.

Factors critical to success

- 1) Committed resources – People who can and will dedicate the time and effort to undertake the required work
- 2) A clear plan based on achieving specific objectives
- 3) Integration – A dedication across the club to make sure that players were fully welcome and provided with everything to ensure a good quality of experience at the club