


Unity.

DEVELOPING RUGBY ACROSS EUROPE



Unity Project Communications Plan	
Date: 02/09/2014	Lead: Katie Dooling Buy in, sign off & appraisal: Unity Project Board, Chris Hudson (RFU), Dom Rumbles (IRB)

Background: |

The Unity Project comes under the ‘Other Nations’ heading of the Lead Up & Legacy work. The RFU in partnership with Rugby Europe, IRB and UK Sport are helping to develop the grassroots game in 17 European nations. This is a three year project and will come to an end in June 2016.

The first step of the Project was to select the countries – all of the countries were selected by the IRB and Rugby Europe. The next step was for the RFU to twin each country with two Constituent Bodies, with the Constituent Bodies being in charge of delivering the Project over the three years. The twinning of countries and CBs was done by the RFU and based on the preferences of the CBs as well as the size and expertise of the CBs in relations to the playing size and needs of the countries. Below is a table showing which country is match with which CBs:

COUNTRY	CONSTITUENT BODIES
Belgium	Eastern Counties, NLD
Spain	Durham, Northumberland
Poland	Surrey, Sussex
Portugal	Cheshire, Lancashire
Russia	Berkshire, Middlesex
Romania	Oxfordshire, Gloucestershire
Czech Republic	North Midlands, Staffordshire
Hungary	East Midlands, Cambridge University
Germany	Hampshire, Hertfordshire
Georgia	Kent, Essex
Switzerland	Dorset & Wiltshire, Somerset
TBC	Leicestershire, Warwickshire
Netherlands	Cornwall, Devon
Sweden, Denmark, Norway	Cumbria, Yorkshire
Serbia	Buckinghamshire, Oxford University

Communication objectives:

To demonstrate the international legacy work the Unity Project is doing ahead of the 2015 RWC and up until June/July 2016.

Considerations: [Anything we need to factor in]

- Make sure that all countries/CBs feel that have equal coverage to help maintain engagement
- Ensure ties in with other legacy strands and IMPACT work where relevant

Audience:

Constituent Bodies and their clubs, project stakeholders (UK government, MPs, other sporting organisations), the unions involved and their clubs, local and national media both in the UK and in the countries involved in the project, rugby fans.

Key messages:

- The RFU's Unity Project in partnership with the IRB's IMPACT Programme, Rugby Europe and UK Sport is about working with 17 European nations to help grow the game of rugby
- The Unity Project is about harnessing the excitement of the Rugby World Cup to support rugby's development
- The Project is about the RFU's Constituent Bodies and the unions they are twinned with exchanging knowledge and expertise, learning from each other for the betterment of rugby



A development plan will be devised for each country. The process for drafting the plan includes an outward scoping visit to the country (the scoping team includes three members from each CB, RFU and UK Sport staff) and an inward study visit by the country to the CBs. At the end of these two visits the CBs and country will sit down and draft and agree the development plan for the next three years.

Each CB/country pairing will get a £15,000 grant to deliver the development plan – the RFU is also looking into additional sources of funding. The funding has come from the RFU and UK Sport.

SCOPING AND INWARD VISIT PLANNER

COUNTRY	SCOPING VISIT	INWARD VISIT
2013		
Belgium	3 – 6 October	17 – 23 January 2014
Romania	10 – 13 October	3 – 5 October 2014
Portugal	22 – 15 November	23 – 26 May 2014
Poland	6 – 9 December	28 March – 1 April 2014
Spain	12 – 16 December	03 – 09 April 2014
2014		
The Netherlands	28 – 31 March	24 – 27 October 2014
Hungary	10 – 13 April	11 – 14 October 2014
Croatia	TBC	TBC
Georgia	09 – 12 May	18 – 23 September 2014
Switzerland	8 – 11 May	20 – 24 November 2014
Russia	2 – 5 October	21 – 24 November 2014
Sweden, Denmark, Norway	19 – 22 May	17 – 20 October 2014
Czech Republic	11-13 July	16 – 18 January 2014
Serbia	13 – 16 June	11 – 15 December
Germany	31 May – 3 June	10 – 12 October 2014

UNITY PROJECT KEY PERFORMANCE INDICATORS

1. There are increased and improved opportunities for rugby participation within the 17 European countries by the end of 2016.
2. There is a stronger relationship with the 17 participating Unions.
3. The capacity of the 17 rugby unions is enhanced through workforce development, targeting coaches, officials and administrators.
4. The Unity Project is seen as a model for how regional legacy work should be undertaken by future Rugby World Cup hosts.
5. Increased knowledge and capacity in both the Unions and Constituent Bodies as a result of sharing best practice and experiences.

UNITY PROJECT MILESTONES

1. 15 scoping visits completed by end of October 2014
2. 15 inward study visits completed by end of November 2014
3. 15 development plans signed-off by February 2015
4. Unity Project conference held in January 2015
5. One year gone event in January 2015
6. One year in report published January 2015
7. Women's development camp to be held February 2015
8. Two years gone event in January 2016
9. Two years in report published in January 2016
10. End of project event in June/July 2016
11. End of project report published in September 2016



Appendix to Sweden Denmark Norway Unity Project Plan

Please see below summary of outputs across all 3 countries for new educators and new coaches in the 6-12 age category during 2015 and 2016 as part of our Year 1 activities. The target is to educate 100% of the children's coaches within each country over a two year period.

Our overall measure of success will be based on our vision of "A Happy Day", a common Scandinavian template for Rugby Festivals for children between 6 and 14, run by our clubs, supported by our Unions and/or Regions and attended by registered players.

We will grow the total number of Rugby Festivals themselves and the average attendance at these festivals by achieving the targets for education and material set out in our project plan.

In doing so, we will increase our Regional capacity to deliver education through our newly qualified educators, and locally through our newly qualified club coaches.

Our project follows three steps:

1. Our educators and Technical Directors/Development staff receive CPD and support from RFU
2. These newly qualified educators deliver to club coaches on an ongoing basis, regionally
3. These coaches are the drivers of our "Happy Day", the Rugby Festivals which will take place all over Scandinavia



Summary Outputs based on Year 1 activities

Children's Rugby (6-12yrs)	New Educators 2015	New Educators 2016	Total New Educators	New Coaches 2015	New Coaches 2016	Total New Coaches	Coaches as a % of total children's coaches in the country	Rugby Festivals 2015	Average participants/festival
Denmark	4	2	6	40	20	60	100%	7	100
Norway	3	1	4	20	20	40	100%	2	50
Sweden	7	3	10	70	60	130	100%	20	100
Totals	14	6	20	130	100	230	100%	29	80



SWEDEN, DENMARK, NORWAY AND YORKSHIRE AND CUMBRIA DEVELOPMENT PLAN

England hosting the 2015 Rugby World Cup has presented an unprecedented opportunity to develop the game of rugby across Europe. The RFU, Rugby Europe European Rugby Development Project (Unity Project), the RFU, IRB (under their IMPACT Programme), Rugby Europe, UK Sport and the 17 countries involved in the Unity Project will over the next three years work towards the common goal of increasing European awareness of the benefits of playing and being involved in rugby. Once signed by the Project Partners (RFU, IRB, Rugby Europe and UK Sport) and Sweden, Denmark, Norway and Yorkshire and Cumbria the development plan is an agreement between the parties that they will do everything in their power to realise the delivery of the plan and ensure that the Project is a success.

	YEAR	ACTIVITIES	Outputs (TARGET NUMBERS PER ACTIVITY)	RESPONSIBLE	PROJECT COST	PARTNER COST	TOTAL COST
OUTCOME 1							
A common framework for mini rugby is in place across Scandinavia, with all children's coaches educated, and club-run Rugby Festivals taking place regularly in all regions	Y1	1. <i>RFU deliver CPD to Scandinavian educators to support delivery of material to coaches of children:</i> Denmark/Sweden South 13th march	<i>Number of <u>new educators trained</u> :</i> Denmark – 4 Sweden - 2	<i>RFU CB staff and staff from DRU and SRF</i>	£2600		<i>Total cost</i> £2600
	Y1	1.1 <i>Newly trained DRU and SRF educators deliver courses to Swedish & Danish coaches with support of RFU staff</i> Denmark/Sweden South 14th – 15th march	<i>Number of <u>new coaches educated</u>:</i> Denmark – 20 Sweden – 10	<i>RFU CB staff and staff from DRU and SRF</i>	<i>(as above , activity 1)</i>		
	Y1	1.1.2 <i>Set up peer to peer mentoring to develop to communities of coaches/educators sharing good practice.</i>	<i>Each new educator to have one of the two visiting deliverers as mentor.</i> <i>Mentors to put new coaches in touch with coaches in CBs to begin an online community of coaches</i>	CB deliverers and New educators	Nil		

