



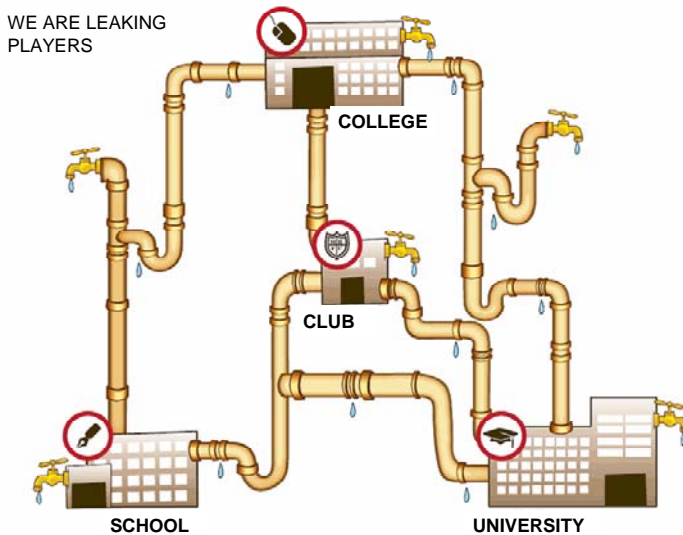
PLAY ON
PATHFINDER GUIDE

**THANK YOU FOR JOINING
THE RUGBY UNION PATHFINDER NETWORK**



OVERVIEW

PLAYER RETENTION



2008-09 is a year when the focus for Community Rugby is to improve the retention of players in the game. Following the Go Play Rugby Recruitment Campaign, approximately 9000 players have been recruited. These 9000 need to be retained but also players throughout the rugby journey, in schools, clubs, colleges and universities and those players who are in transition between one place and the next.

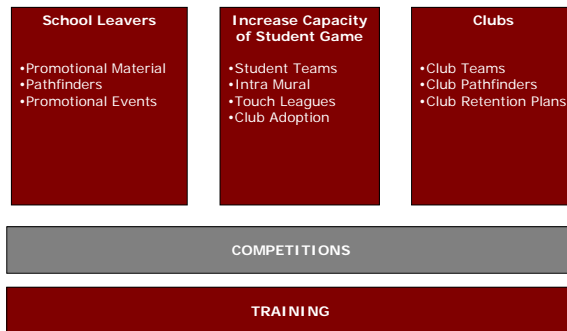
Under the leadership of the Community Rugby Standing Committee, the Rugby Football Union has developed the strategy and implementation of a player retention campaign for 2008-2009 called **Play On**.

TARGETS

	Club	University	College	School	Total
Pathfinder Volunteers	400	114	66	800	1380
Extra Teams	200	34	34	NA	268
Retained Players	4000	750	750	NA	5500



Pinch Points



To improve player retention throughout the game, 3 priority pinch points have been identified which will give the best chance of preventing players from leaving the game: School Leavers, Student Rugby and Rugby Clubs.

To improve player retention rates at these 3 pinch points, the Play On campaign will:

- 1. Train Pathfinders to assist players moving through the rugby journey.**
2. Create playing opportunities to accommodate more players.
3. Promote the game to the key target group of school leavers during the transition periods of the season.
4. Provide training for the people (coaches and referees) who are needed to retain players in the game.

PATHFINDERS

1380 Pathfinders will be identified and trained in schools, colleges, universities and clubs. The role of the Pathfinder will be to put players in touch with other Pathfinders at the next place they are going to in their journey and to welcome new players when they arrive. Pathfinders will be responsible for handing over a player as they move through the rugby journey.

BENEFITS

Pathfinders will be part of a nationwide team which will have a real influence on the involvement and enjoyment in the game of thousands of people. This role will have a huge impact on the whole game, both in the short term and particularly the long term. Pathfinders will help to increase the playing membership in Clubs, Colleges and Universities.



WHAT WILL PATHFINDERS ACTUALLY DO?

In order to track players effectively as they move from one place to another, it is important to know the players who are currently playing, and which ones are moving on at the end of the season.


The RFU will help to do this in two ways:

- To track the movement of players, central administration support will be provided (Follow Steps 1-5 below)
- It will help if Clubs and Universities already have an accurate members list on the RFU web site, RugbyFirst. The RFU will provide user guides and tools to help the Club to manage this information on your own dedicated club pages.

Step 1

Sending Pathfinders will:

Collect details of players who are leaving by asking them to fill in the Pathfinder / Player Retention Form

RUGBY FOOTBALL UNION PATHFINDER / PLAYER RETENTION FORM			
To be completed by the Player and the Pathfinder should return to the address below.			
Player Status			
PLAYER TRANSFER DETAILS			
No current intention to move <input type="checkbox"/>		Currently seeking move new area <input type="checkbox"/>	
Date move expected (dd/mm/yyyy)			
PATHFINDER NETWORK			
Where are you moving to?			
• Include: College, University or Club Name			
• Or If unknown, give Name of Town			
• Up to 4 options			
Player Information			
First Name/s	Surname		
Date of Birth (dd/mm/yyyy)	Male <input type="checkbox"/>	Female <input type="checkbox"/>	
Mobile Tel No	Other Tel No		
Email 1 (if used)	Email 2		
Current Address (or Term Time for Students)			
Postcode			
Alternative Address (or Home address for Students)			
Postcode			
Currently playing rugby at	School <input type="checkbox"/>	Preferred playing positions:	Unspecified <input type="checkbox"/>
	FE College/VI Form <input type="checkbox"/>		Front Row <input type="checkbox"/>
	University <input type="checkbox"/>		Forward <input type="checkbox"/>
	Club (Youth) <input type="checkbox"/>		Half-back <input type="checkbox"/>
	Club (Senior) <input type="checkbox"/>		Back <input type="checkbox"/>
Name of Current Club, College, University or School:			
Experience	New to rugby <input type="checkbox"/>	Played regularly for a number of seasons <input type="checkbox"/>	
	Experienced player <input type="checkbox"/>		
University Level	1 st XV <input type="checkbox"/>	2 nd XV <input type="checkbox"/>	
	Other XV <input type="checkbox"/>		
If playing Senior Club Rugby state 'League Level'	Levels 1-5 (National Leagues) <input type="checkbox"/>	Levels 6-9 <input type="checkbox"/>	
	Level 10+ <input type="checkbox"/>		
	Regularly playing in <input type="checkbox"/> XV (e.g. 1 st XV, 2 nd XV, Dev. XV etc.)		

This Form should be completed by the Player and posted to the Play On Administrator at Twickenham by the "Sending Pathfinder".

Player Details will then be passed on to the "Receiving Pathfinder" at the destination of the player.

Best Practice but non-essential

In addition Sending Pathfinders should telephone Receiving Pathfinders at the destination club and give details of the Receiving Pathfinder to the Player.



The RFU will:

- Provide user guides for RugbyFirst so that the club can update their own membership list.
- Record all the information you send us and send back a summary.
- Send a summary to all Receiving Pathfinders of all the players who are expected to arrive.

Step 2

Receiving Pathfinders will:

- Make contact with the player BEFORE they arrive. This is a key factor to a successful handover of the Player.
- Help the player to make contact with other members through email, telephone or social networks such as facebook.com and yougofurther .co.uk

The RFU will:

- Support with updates through the summer period and promote leisure rugby events to keep players interested in Rugby throughout this period of transition.
- Provide a web site to enable players to search online for Pathfinder contacts and Club details.

Step 3

Receiving Pathfinders will:

- Find a team for the player to join.
- Provide contact details for the full network of pathfinders to enable players to find a suitable club.

The RFU will:

- Establish new competitions and merit tables to accommodate additional teams where necessary.

Step 4

Receiving Pathfinders will:

- Inform the RFU which players have become active players and which ones are not playing.

The RFU will:

- Send Pathfinders a simple summary for confirmation of who is playing and who is not playing.
- Provide a user guide for the club to record this information on RugbyFirst.



ROLE DESCRIPTIONS

Community Rugby Pathfinder (Club)

Objective

Retain players in the game

Strategies

- Manage the transition of players from youth to adult teams within the club
- Manage the handover of players leaving the club (permanent or temporary) to another Pathfinder or club
- Receive new players to the club
- Link with local schools, colleges and universities to provide playing opportunities
- Ensure appropriate club events and facilities to ensure current players remain at the club

Aim

Establish a new team (U16 team or older male or female) at the club in the 2008/9 season

Community Rugby Pathfinder (School)

Objective

Retain players in the game

Strategies

- Manage the handover of players from school to club and/or college and university

Aim

Ensure every rugby player (or those wishing to play) leaving school knows who to contact at the club, college or university where they are going

Community Rugby Pathfinder (College and University)

Objective

Retain players in the game

Strategies

- Receive new players to the college or university
 - Find an appropriate team for every rugby player (or those wishing to play) arriving at the college or university
- Manage the handover of players leaving college or university to other colleges, universities and clubs
- Link with local Rugby clubs to ensure all players have opportunities to play

Aim

Establish a new team at each university (intra or inter college or university)

Ensure that every rugby player leaving the college or university is handed over to another college, university or club



Pathfinders Role Description

NAME & ADDRESS OF ORGANISATION	Rugby Football Union
KEY RESPONSIBILITIES INCLUDE	<p>Pathfinders will be responsible for handing over a player as they move through the rugby journey.</p> <ul style="list-style-type: none"> • Contact all 'leaving' players • Pass all players on to another pathfinder • Welcome new 'arriving' players • Follow up contacts from players • Keep records of players' rugby journeys
HOURS REQUIRED	There will be two main periods of activity – at the end of the season to communicate with players who might be about to leave, and at the start of a season to welcome players into new teams
QUALIFICATIONS NEEDED	None (CRB Check required)
BENEFITS TO SELF	Pathfinders will be part of a nationwide team which will have a real influence on the involvement and enjoyment in the game of thousands of people.
BENEFITS TO COMMUNITY	This role will have a huge impact on the whole game. Both in the short term and particularly long term pathfinders will help to increase the playing membership in Clubs, Colleges and Universities.
SUPPORT & TRAINING	<ul style="list-style-type: none"> • Pathfinder Contacts database • Collateral – Business cards • Training for web based communication (several options are being discussed) • Stash – pathfinder polo shirt • 2 Training events – Before the end of 07-08 season (March) and beginning of 08-09 season (October) • Help Desk Support • Regular communication and updates



CRB REQUIREMENTS

Rationale

The Play On Retention Campaign will use a network of Pathfinder in Schools, Colleges, universities and rugby Clubs to help players to find a new Club or team to play in when they move from one place (E.g. A School) to another (E.g. a University or Rugby Club). In order to do this the Pathfinders will need to keep and use contact details for these players. The role of the Pathfinder in each organisation may be slightly different so the CRB requirement for each should be treated differently.

1. In Rugby Clubs

Rugby Clubs are member organisations of the RFU and Pathfinders will be dealing with players arriving at the Club and with players leaving the Club. It is very likely that a number of these players will be age 16 or 17 and therefore all Club Pathfinders need to have an RFU CRB clearance before they can be active.

CRB Requirement:

1. All Club Pathfinders must have an RFU CRB check. RDOs would be advised to select Pathfinders who have already had a CRB check for their current role at the Club.

2. In Schools

If the School Pathfinder is a Teacher, the Teacher will need to comply with the School's own policy. The teacher's role will be to support their own pupils to find a Club or University and they do this as part of their pastoral role already. The teacher will only be dealing with players leaving the School, not players arriving at the School.

CRB Requirement:

1. School Pathfinders who are teachers at the School do not need an RFU CRB check.
2. School Pathfinders who are not teachers at the School must have an RFU CRB check.

3. In Colleges

If the College Pathfinder is a Teacher / Lecturer, the Teacher / Lecturer will need to comply with the College's own policy. They will be dealing with students who are enrolling at the College and students who are leaving the College and they do this already in their professional roles.

CRB Requirement

1. College Pathfinders who are teachers at the College do not need an RFU CRB check.
2. College Pathfinders who are not teachers at the College must have an RFU CRB check.

4. Universities

Members of staff at University will not normally come into contact with students U18, but students applying for University could still be 17 so University Pathfinders would need to have an RFU CRB clearance before dealing with these individuals. University Pathfinders will also deal with graduates who are leaving the University aged over 18.

CRB Requirement

1. University Pathfinders may capture contact details of University Leavers / Graduates without any need for CRB checks
2. All University Pathfinders must have an RFU CRB clearance before they are sent any details of students who are applying to attend their University



CONTACTS

Rugby Development Officers

Northumberland	Alan Moses	07764 960 388	Eastern Counties	Lee Adamson	07872 827 139
Teesside	Dave Reed	07736 517 728	Middlesex	Ronnie Barry	07764 336 718
Durham	Matt Bryan	07711 185 219	Middlesex	Phil Duffy	07736 517 729
West Yorkshire	Hamish Pratt	07764 336 702	Middlesex	Owen Gregory	07921 283 164
North Yorkshire	Mike Hart	07764 960 376	Hertfordshire	Peter Engledow	07764 960 407
Central Yorkshire	Alec Porter	07764 336 701	Kent Metro	Matt Mitchell	07764 336 704
East Yorkshire	Alex Bowden	07764 960 401	Kent Rural	Andy Pratt	07738 648 784
South Yorkshire	Jon Rickerby	07764 960 400	Sussex	Mal Chumbley	07793 167 075
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West Lancashire	Mark Sutcliffe	07764 960 410	Hampshire	Jamie Sanders	07921 283 163
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North Midlands	Matthew Ferguson	07764 960 374	Oxfordshire	Jason Bowers	07703 466 773
North Midlands	Ben Waterhouse	07730 814 156	Royal Navy	Dusty Miller	07764 960 395
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Notts, Lincs & Derby	Alan Royer	07764 366 706	Wiltshire	Si Culley	07764 960 394
Notts, Lincs & Derby	Pete Shaw	07734 070 674	Bristol & District	James Farndon	07809 199 944
East Midlands	Sam Rouse	07764 960 389	Cornwall	Mike Bratt	07764 960 380
East Midlands	Alex Hadley	07764 336 728	Devon	Robert Masters	07764 960 390
Leicestershire & Rutland	Jenna Studley	07921 283 344	N. Gloucestershire	Gregg Bayliss	07764 960 396
Essex	Keith Green	07738 029 166			

Pathfinder Administration charleycullender@rfu.com

RugbyFirst Help Desk rugbyfirstsupport@therfu.com 0870 999 2003
 Mon, Wed, Fri, Sat 11.00am to 3.00pm & 4-00pm to 7.30pm