



PLAY ON

EASTERN COUNTIES RUGBY UNION PLAYER RETENTION CAMPAIGN

INFORMATION PACK

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Play On - What is it?



Since the World Cup started in September 2007, Clubs, Constituent Bodies and RFU Regional Development Teams have been working hard to recruit players back in to the Clubs, Colleges and Universities. Early signs from the **Go Play Rugby** Recruitment Campaign are that this is happening. Lapsed players are returning to the game. **Play On** is the next stage of the drive to recruit and retain players in the Game.

So that all this effort is not wasted, we must make sure that these players stay in the game and that others do not lapse in the first place. Bringing players back is hard work so we need to keep the ones we have got. It is recognised that a huge amount of good work is being done right now all over the country so **Play On** will follow the same model which combines a national promotional campaign with practical activities based around schools, colleges, universities and clubs.

To deliver and implement this campaign, we need enthusiastic volunteers who will be able to implement the Retention Campaign in their clubs.

Pathfinders

To retain existing players in the game as they move between school, colleges, university and club we need to reach into new areas and we are seeking Pathfinders in Schools, Colleges, Universities and Clubs to create a nationwide network which will help 23,000 players to find somewhere to play in the next stage of their rugby journey.

Pathfinders will be enthusiastic with good communication skills. It is essential that pathfinders are confident users of mobile phones and the web. Imagination and a sense of humour will also help to make the campaign a success.

The key time for pathfinders is to communicate with players before the end of the season and at the start of the following season.

Get Involved

This has never been done before and we want every club to be involved. You could be the person that helps dozens of players to continue to enjoy the most rewarding game of all by keeping rugby in their lives.

To get involved register your Club Pathfinder on RugbyFirst by the end of March (instructions enclosed as part of this pack). If you have any questions about Play On contact:

- Andrew Sarek 07958 138083 andrew.sarek@ecru.org.uk, or
- Roger Pierson 07974 619119 rogerpierson@btinternet.com, or
- Lee Adamson 07872 827139 leeadamson@rfu.com



Play On Pathfinders

Community Rugby Pathfinder (Club)

Objective

Retain players in the game

Key Roles

1. Receive new players to the club
2. Manage the handover of players leaving the club (permanent or temporary) to another pathfinder or club

Supplementary roles

3. Manage the transition of players from youth to adult teams within the club
4. Link with local schools, colleges and universities to provide playing opportunities
5. Ensure appropriate club events and facilities to ensure current players remain at the club

Outcome

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

The roles do not need to be done by the same person. Many clubs will already have someone carrying out these roles so for some this is just formalising what is already happening.

Pathfinders Role Description

NAME & ADDRESS OF ORGANISATION	
NAME OF VOLUNTEER CONTACT	
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
RESPONSIBLE TO	
HOURS REQUIRED(PER WEEK)	There are two main periods of activity – at the end of the season to liaise with players 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	<p>Full lists of resources will be released as soon as final budgets are confirmed. It is expected that this will include:</p> <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 and beginning of 08-09 season • Help Desk Support • Regular communication and updates
CLOSING DATE FOR APPLICATIONS	



Play On Training

Launches

- Mon 18 Feb – Suffolk Committee, ECRU Stowmarket 8pm
- Thu 28 Feb – Norfolk Committee, Lakenham-Hewett RFC 8pm
- Tue 18 Mar – Cambridgeshire Committee, Ely RFC 7:30pm

Player Retention Workshops

Workshops start at 7:30pm and will focus on Clubs producing Retention Plans using examples of best practise locally and nationally.

- Wed 9 Apr – Swaffham RFC (TBC)
- Wed 16 Apr – ECRU Stowmarket

Pathfinder Networking Events

The content of these events is still being finalised but it will be an opportunity for Pathfinders from different organisations to get together to see how best to communicate with each other. The events start at 1pm with a buffet lunch and will finish by 4:30pm. Please try to make yourself available.

- Thu 29 May – Cambridge RFC
- Wed 4 Jun – West Suffolk College
- Tue 10 Jun – UEA Sportspark
- Fri 13 Jun – Colchester RFC

More training will be available at the beginning of the 2008/9 season.



Play On Schemes and Funding

We want to create new opportunities for people to get involved in Rugby so they can participate at a level that they are comfortable with. Schemes for 2008/9 include:

- City Centre Summer Tag
- U23 Floodlit 40s midweek tournaments with Club teams competing against University teams
- Rugby Reunited – Get club players currently at University together again in the holidays for games with their old team-mates
- Player Pooling – Getting 2 or 3 clubs together to regularly pool their excess players to create another team
- Players to Coaches – We will pay towards the coaching course costs for current players to keep them involved after they have stopped playing
- Non-Society Referees – Support for referees who just want to officiate at their club's lower team games or on Sundays but don't want to join the local Referee Society

Details of all these schemes will be made available to Pathfinders.

If you can think of ways to keep your players in the game then some funding may be available. Let us know your ideas and maybe we can help you implement them.



How to Register as a Pathfinder on Rugby First

1 CHECK YOUR ROLE

The Person adding the campaign team needs a Rugby First Login and one of the following permissions:

Webmaster / Full Webmaster
Officer / Hon Secretary

If there is nobody with these roles at your club, please contact rugbyfirstsupport@therfu.com

Address: <http://clubs.rfu.com/Clubs/portals/StudentsRugbyFootballUnionCB/#top>

RUGBYFIRST ONE GAME ONE PLACE ONE CLICK...

Students' Rugby Football Union

RFU HOME CLUBS NEAR ME

2007 Conference
BUSA Rugby
England Students beat France
English Universities
RFU Higher Education Rugby Development Programme (SRFU Rules & Bye Laws
Statement of financial activities
Club Details
Groups
Links

Membership List
[Click here to search for members](#)

List All - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Type	Name
Member	Peter Bath <ul style="list-style-type: none"> ▶ Club Contact / Pathfinder ▶ Committee / Executive / Member ▶ Committee / Management / Member ▶ Committee / Playing and Development / Member ▶ RWC Recruitment Team / Leader ▶ Webmaster / Full Webmaster

2 LOG IN TO RUGBY FIRST

- a) Connect to the internet
- b) Go to www.rfu.com/rugbyfirst
- c) Enter your user name and password
- d) Click on "Login" button

Address: <http://clubs.rfu.com/Clubs/>

RUGBYFIRST ONE GAME ONE PLACE ONE CLICK...

RFU HOME CLUBS NEAR ME

Forgot password USERNAME: PASSWORD: LOGIN

Home

Welcome to Rugbyfirst

The most modern administration system in British sport was launched on the 6th October 2006 by the Rugby Football Union. Rugbyfirst is a game-wide internet-based tool to help run rugby at all levels, with the details of more than one million coaches, referees, players and volunteers held on a single system.

Support

Please Note: The helpdesk will be closed on Wednesday 20th February all calls and emails will be answered when it reopens on Friday 22nd February.

A dedicated website helpdesk is available to support all RugbyFirst Users. The helpdesk is operational on the following days and times:

- Monday, Wednesday, Friday and Saturday from 1100-1500 and 1600-1930

The helpdesk can be contacted either by 'phone on 0870 999 2003 (calls charged at National Rate) or by e-mail at rugbyfirstsupport@therfu.com.

The target response time is 24 hours. In the first instance, users should contact their Club Super-User or CB Champion.

3 ADD THE PLAY ON ROLE TO THE RELEVANT MEMBER

- a) Find your club or C.B. then from the left hand menu choose membership > Member list

e-Learning

- Website editor
- Player Registration
- Membership
 - Member List
 - Club profile
 - Referee Functions
 - Referee Society Functions
 - Teams
 - Events
- Member Roles
- Membership Types
- Export Member Data
- Email Members
- View Pending Memberships

- b) Click on the edit button (It looks like a pencil)

If the member is not listed you will need to add them using the 'Membership Quick Reference Guide' available from www.rfu.com/rugbyfirst

Membership List
[Click here to search for members](#)

List All - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Type	Name	Renewal	Status	Phone/Email				
Member	Peter Wheeler ▶ Team Officers / Manager	31/10/2007	FULL		£			
Member	Gareth Woodley	12/07/2007	FULL	garethwoodley@rfu.com	£			

Page Size: ALL Viewing Page 1 (Wheel - Wheel) of 1 Viewing 1 - 2 of 2

c) Click on the Membership Tab

Edit Member - Peter Bath

Membership

Membership Type: Member
 Enquiry Date: 14/04/2003
 Join Date: dd/mm/yyyy
 Default Club: [dropdown]
 Membership No: [input]
 Renewal Date: 14/05/2003
 Status: Full

Membership Statement (This will appear next to your name in the membership list. 255 character max.): confirmed 2007-2008

Role Positions

Role Name: [dropdown] Category: [dropdown] Sub-Category: [dropdown] [Add]

Role	Category	Sub Category	
Webmaster	Full Webmaster		X
RWC Recruitment Team	Leader		X
Committee	Executive	Member	X

1 2

<< Prev New Save Cancel Next >>

d) From the Role Positions drop down list choose "Club Contact"

Role Positions

Role Name: [dropdown] Category: [dropdown] Sub-Category: [dropdown] [Add]

- Committee
- Officer
- Section Officers
- Team Officers
- Club Contact
- Player
- Referee
- Rugby Development Officer
- Club Liaison
- Webmaster
- Referee Appointments
- Referee Re-Appointments
- Advisor Development Officer
- CRB Check
- Competition Roles
- CB Super User
- Scholar
- Coach
- School
- Training Officer
- RWC Recruitment Team

Role	Category	Sub Category	
		1	X

New Save Cancel Next >>

e) Choose from the Category drop down list the relevant role "Pathfinder"

Edit Member - Peter Bath

Membership

Membership Type: Member
 Enquiry Date: 14/04/2003
 Join Date: [input]
 Default Club: [dropdown]
 Membership No: [input]
 Renewal Date: 14/05/2003
 Status: Full

Membership Statement (This will appear next to your name in the membership list. 255 character max.): confirmed 2007-2008

Role Positions

Role Name: Club Contact Category: Pathfinder Sub-Category: [dropdown] [Add]

Role	Category	Sub Category	
Webmaster	Full Webmaster		X
RWC Recruitment Team	Leader		X
Committee	Executive	Member	X

1 2

<< Prev New Save Cancel Next >>

f) Click on the “Add” button

g) You will see the role listed for that person

Role	Category	Sub Category	
Committee	Management	Member	X
Committee	Playing and Development	Member	X
Club Contact	Pathfinder		X

h) Click on the “Save” button to keep that role for that member

i) The system may assign the member a user name and password. To view or change, click on the “security” tab.

j) To check that the role has been given to the member, go to the Membership List

Membership List

[Click here to search for members](#)

List A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Type	Name	Renewal	Status	Phone/Email				
Member	Peter Bath *Club Contact / Pathfinder *Committee / Executive / Member *Committee / Management / Member *Committee / Playing and Development / Member *BYOC Recruitment Team / Leader *Webmaster / Full Webmaster	140650003	FULL	peterbath@tu.com 07754 962987 "condemned 2007-2008"				

k) Repeat these steps for any other club pathfinders.