Cumbria GM - RFU Representatives Report – Neil Marston 12.11.2024

Community Game Future

Work is continuing on implementation of Community Game Future and also on the new delivery model. As work on the structure of the delivery model evolved there would be opportunities to consider alignment with the Governance and Representation Review.
Cumbria will be amalgamated with Durham, Northumberland and Yorkshire.
The system is expected to be operational from July 2025.

Governance and Representation Review

The Governance and Representation Review (GRR) Group is at the end of the information gathering stage and is now moving to collating its findings and then to proposing possible models for discussion. Council call last night to discuss and put forward views from all Council Members.

Volunteer Recruitment Grant

Not many applications from Cumbria Clubs for the Volunteer Recruitment Grant currently and closes in about a week or so. It has to be based around recruitment for the Women & Girls game predominantly, but if it has a wider impact then that is fine.

RFU Webinar Programme

We would like feedback from clubs on the RFU Webinar Programme. It is very rare we have anyone on them despite covering topics the clubs say they themselves are struggling with. Is there a reason for them not attending the sessions?
Is it too much commitment?
Are the times inconvenient?
Are they too busy with other stuff at the club?
Are they fed up of webinars?
No criticism from Liam, just keen to know and feedback on behalf of the clubs as we may need to look at other platforms for people to learn from these sessions.

Registrations

- Adult & Age Grade Registrations – We need to encourage our clubs to register their players for a couple of reasons.
    - It gives us ALL the most up to date picture of the game and its health. It also allows clubs to use GMS as a communication mechanism and EMC's too where appropriate.
    - The regulation states that players must be registered within the 45 day window… (From the start of the season if a current player or from the first session at the club if a new player).

Total Adult Registrations	**Male**	**Female**
96,665	79,544	17,111

Total Age Grade Registrations
162,000

Women's Leadership Programmes

Women's Leadership Programmes are open, very few from Cumbria have applied, please spread the word to encourage. This has been shared far and wide on social media.

T1

T1 – Usual promotion and the club launch will come in the New Year prior to our Non-Contact Season starting post May 2025.

RWC2025

RWC2025 – A reminder for those with Women & Girls Sections to 'Maximise the opportunity'. Key milestone dates like 100 / 50 days out etc… could be great for recruitment efforts and taster activity, as well as post event efforts.

Enriching Lives: The Social Value of Community Rugby Union in England' - What Rugby Union is worth to the nation

Everyone involved in our sport knows Rugby Union has a huge and positive impact on lives and communities, adding huge value to our nation. But what that value amounts has never been discovered, until now.

'Enriching Lives: The Social Value of Community Rugby Union in England' is the first-ever detailed research into Rugby Union's social value, and it has unearthed a remarkable £2.03bn being contributed during the 2023/24 season alone.

Commissioned by the RFU, the research focus was to determine the extent of Rugby Union's impact on society. The report covers playing, volunteering, and our core activities including investing in facilities, community rugby programmes, and workforce training and development.

One significant finding was that Rugby Union has a high social value in the most challenging areas, while improving the lives of people from all backgrounds and communities across England. For a speedy summary of the research finding, give this short video a watch.

Here's some of the positive impacts of Rugby Union as shown by this research:

- **£707m** of value through **improved physical and mental health**
- **£736m** of value from more than **24 million hours devoted to others** by rugby volunteers, with **one volunteer to every four players**
- **£823.5m social and community value**, which includes **£20.6 million in charitable giving**, **£3.5m in crime reduction**, **£62m benefits in education and employment**
- **£502 economic growth** through employment, investment in infrastructure and expenditure on players' requirements

It's hoped that this research and the published report will help attract more funding and investment in Community Rugby