



Rugby Football Union  
Rugby House, Twickenham Stadium  
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5th Mar 2015

**RFU MARCH 2015 DATA CENSUS**

Dear Club / University / College

Thank you for your efforts in completing the RFU censuses over the last 18 months.

The results of the last census in October 2014 have showed that the playing base compared to the same time last year is flat, but that many clubs want to grow over the coming year. Knowing more about our clubs and players has allowed us to be more targeted in our work. Some examples of how the data has added value to the RFU's work with Clubs, Universities and Colleges include:

- Understanding where and how we grow one more team in certain areas
- Accelerating growth of the Women and Girls game
- Predicting and validating our Sport England growth targets to maintain funding

In addition to the data obtained in the Census we are also gathering data and a picture of the game's health through better tracking of our competitions data, and through our new customer relationship management system. This will enable us to be even more targeted in our work to the benefit of clubs and the game overall.

This is the last census before the Rugby World Cup and will be an important marker for us to measure the growth of the game before and after the event.

We understand that completing the census is sometimes time consuming, so this time we are reducing the number of questions, and because of the timing of Easter, collection will take place over just a two week period.

The Census will need to be measured in either of the following 2 weeks

- W/C 16<sup>th</sup> March 2015
- W/C 23<sup>rd</sup> March 2015
- Please target the week/weekend with the most teams playing. The Survey will close on Sun 5th Apr 2015

Last time we asked some questions relating to refereeing, and club intention to grow another team. This proved useful in developing future plans in these areas, but there is no need for us to ask again at this stage. However we would like to look at coaching and medical (First Aid) in Clubs/Unis/Colleges, so please expect some questions in these areas instead.

The process will be similar to last time i.e. survey emailed to Chariman or Hon Sec (or equivalent) in Clubs / University / Colleges, for completion. Please expect your local RFU contact to be in touch.

We thank you in advance for your support once again for this vital piece of work, for the last time until the autumn, and we look forward to sharing with you in more detail the results and actions taken.

**Yours sincerely**

**Constituent Body & Area Manager**

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Teamwork Respect Enjoyment Discipline Sportsmanship

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