



RUGBY WORLD CUP 2025: LEGACY OVERVIEW

AUGUST 2022



1. The main reason the RFU bid for RWC2025 was to enable the delivery of a legacy programme alongside the spotlight that the tournament will bring to the women's game.
2. HM Treasury has committed significant funding to the legacy programme's delivery and on the basis that 75% of benefit will be felt outside of London and the South East, in line with the Government's levelling up agenda.
3. The legacy programme will accelerate the delivery of the RFU's Every Rose women & girls strategy, specifically supporting the aim of reaching 100,000 players by 2027 by enhancing capacity.
 - Women and girls will be able to easily access rugby and play in a way that is enjoyable and an important feature of their lives
 - Our female role models and leaders will be reachable and visible and in a position to inspire the future generation
4. Whilst the legacy programme will be national in scale, the RFU wish to focus a significant amount of programme resource and investment in targeted locations, including RWC 2025 host cities / locations. This would include all strands except international performance development.
5. The RFU see partnership working as essential to land the different strands of the legacy programme locally, aligning to local development plans for sport, health and wellbeing, community cohesion, etc. Utilising local expertise and collaborating with relevant local stakeholders will be essential to ensure prioritisation of resource in the right places and return on investment.
6. The RFU anticipates alignment to, and commitment of, local people and programme resource to ensure effective collaboration and return on investment.
7. Whilst there will be an opportunity for those bidding to ask questions via an online meeting(s), relevant colleagues are encouraged to reach out directly to the legacy Project Manager: andrewchaston@rfu.com should you wish to discuss in more detail.

RWC 2025 LEGACY: VISION & OBJECTIVES



PURPOSE: To accelerate the accessibility of all aspects of rugby for women & girls by delivering a multi-generational legacy

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Legacy strand	Purpose	Objective
Facilities	Create capacity by:	Enhancing female club experience by improving toilets, upgrading changing rooms and developing social spaces
Coaching & Officiating		Increasing the number, quality and visibility of female coaches & match officials in the age grade and adult game
Playing & volunteering	Create a multi-generational legacy by:	Increasing the adult female playing and volunteering base in universities, transitioning more players and leaders into clubs, and increasing the playing base of teenage girls
Community & Fan engagement		Driving more women, who have never been involved in rugby, into rugby clubs
International Performance Development	Support International Development by:	Collaborating with home unions to develop domestic level of rugby, with a view to delivering high quality players to the national teams ahead of RWC 2029 qualification

RWC 2025 LEGACY: WHAT WE WILL DO



Create Capacity

Facilities

Enhancing female club experience by improving toilets, upgrading changing rooms and developing social spaces

- 120 female friendly social spaces
- 88 changing rooms in 44 clubs specifically designed for females
- 200 female toilet upgrade projects including sanitary provision
- 300 sanitary provision packages
- 550 clubhouse welcome packs

Coaching & Officiating

Increasing the number, quality and visibility of female coaches & match officials in the age grade and adult game

- Initial recruitment and training of 1,000 coaches and 500 match officials (female)
- Retain and develop coaches and match officials through CPD and mentoring
- Develop and highlight role models in community and performance game

Playing & volunteering

Increasing the adult female playing and volunteering base in universities, transitioning more players and leaders into clubs, and increasing the playing base of teenage girls

- Recruitment, retention & transition programmes for females in up to 60 universities – linking to local clubs
- Training, development and deployment of 300 female clubs leaders of the future
- Capacity through partnership delivery for schools and clubs to engage more teenage girls in rugby, focusing on the Touch Union
- 200 local collaborative festival of rugby events in the year leading to the World Cup

Community & fan engagement

Driving more women, who have never been involved in rugby, into rugby clubs

- Undertake work with 200 clubs to establish activity programmes to engage targeted groups of non-rugby women
- Develop partnerships with national/regional organisations working with the target group to create opportunities for them to engage in rugby activity
- Provide all clubs with self help & promotional support to engage women in activity at clubs in the lead up to, & during RWC 2025

International Performance Development

Collaborating with home unions to develop domestic level of rugby, with a view to delivering high quality players to the national teams ahead of RWC 2029 qualification

- Coach and match official development targeted at domestic / premiership level, and supporting the transition of players and coaches into the national teams. Up to 120 female coaches and 30 match officials supported

Support International Development

Create a multi-generational legacy

HOSTING RWC 2025: ALIGNMENT TO GOVERNMENT SPORT STRATEGY



	Physical Wellbeing	Mental Wellbeing	Individual Development	Social Development	Economic Development
Outputs	Maximising international and domestic sporting success and the impact of major events.		More people from every background taking part in sport and physical activity, volunteering and experiencing live sport.		A more productive, sustainable and responsible sport sector.
RWC 2025 Legacy	International - develop GB Coaches and MOs		Universities - club support programme – recruit / retain / transition	Facilities – modernise toilet facilities / sanitary provision	Universities – develop future club leaders
	Fans - harness AP15s as spectator experience		Universities - Festival of Rugby	Facilities – upgrade changing rooms	Fans - open clubs for non rugby use
	Fans – encourage attendance at local matches		Coaching – provision in age grade and adult game	Facilities – develop social spaces	Coaching - mentor scheme

HOSTING RWC 2025: ALIGNMENT TO SPORT ENGLAND STRATEGY



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<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Sport England 10 Year Strategy</p>	<p>Recover and Reinvent</p>	<p>Connecting Communities</p>	<p>Positive Experiences for Young People</p>	<p>Connecting with Health and Wellbeing</p>	<p>Active Environments</p>	
	<p>Recover from Covid and reinvent a vibrant network with opportunities that meet the needs of different people</p>	<p>Focus on sport's ability to make better places to live and bring people together</p>	<p>Focus on positive experiences for children and young people as the foundation for a healthy life</p>	<p>Strengthen connections between sport and health/wellbeing so more people feel the benefit</p>	<p>Create and protect spaces that make it easier for people to be active</p>	
	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">RWC 2025 Legacy</p>	<p>Facilities - Upgrade changing rooms</p>	<p>Facilities - Develop social spaces</p>	<p>Coaching - provision in age grade and adult game</p>	<p>This section is RFU business as usual</p>	<p>Facilities - Modernise toilet facilities / sanitary provision</p>
		<p>Fans - Open clubs for female groups non rugby use</p>	<p>Universities - club support programme/Festival/leaders</p>	<p>Fans – Encourage attendance at local matches</p>		

HOSTING RWC 2025: SOCIO ECONOMIC OUTPUTS



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Total Economic Impact	Initial conservative estimated value of £50.6m - RWC2015 economic impact of £982m
Media/Broadcast	RWC2017 – 1,536hrs global coverage, 33.9m TV views/48m social media views with England fixtures receiving av. 689k live views per match
International Development	To be determined in subsequent feasibility phases (based on GB + Ireland Premier 15s)
Civic/National Pride	Not monetised – e.g., Netball WC 2019, 72% attendees felt happier than normal, 89% felt prouder of being from Liverpool
Volunteering	Initial estimated value of £1m based on an assumption of 500 volunteers recruited
Participation/Development	Initial conservative estimated value of £50.4m (2021-28). Based on player targets and hotspot work.
Skills/Training	To be determined in subsequent feasibility phases based on the coaching/refereeing aspect of legacy work
Facilities Development	To be determined in subsequent feasibility phases

Initial conservative estimate of **£102m** - BCR to government investment **3.8** at minimum

