



SCOTTISH  
RUGBY

WOMEN & GIRLS'  
STRATEGY  
**22-26**

EXECUTIVE  
SUMMARY





# Introduction

Scottish Rugby recognises and understands the opportunities that women's rugby presents and has identified it as one of three main areas of focus in the 'Wellbeing, Women and Winning' 2021 -2024 Corporate Strategy endorsed by the Board.

This strategy delves deeper into what is required to ensure we make the right changes for the women and girl's game in Scotland which will take the 'Women' section of the strategy through to 2026.

It has been created not only to grow the game and visibility of women's rugby in Scotland but to build on the incredible work that has gone on in the club and the international game over the last three decades.

From the pioneers of Scotland's first international game at Raeburn Place in 1993 and the Grand Slam win in 1998 to our current heroes qualifying for the 2021 Rugby World Cup (played in 2022), Scotland Women have and continue to be inspiring role models, promoting the positive opportunities the sport can provide for women and girls at all levels.

Off the field Scotland has led the way in terms of women in leadership positions when Dee Bradbury became the first female President of a Tier One Nation.

On the field over the last decade women and girl's rugby in Scotland has increased with participation levels growing from 2,680 to 6,173. As rugby emerges from the COVID 19 pandemic we have seen an unprecedented rise in participation figures, and we need to capitalise on this growth.

This strategy will address a broad range of changes required in women and girl's rugby in Scotland to ensure that we have not only the infrastructure within clubs to support further growth

and development but also the pathway to ensure Scotland Women can have further successes in the international game and players have a clear route to progress through the game or simply have an enjoyable experience on and off the field at their respective level.

Last year Scottish Rugby invested £1.6m directly into the women and girls' game. The board has agreed to an additional investment of up to £2.5m for the first year of the strategy, more than doubling the amount previously allocated up to £4.1m.

Following a consultation period with those involved in women and girl's rugby in Scotland we have been provided with essential insight into the direction of travel the strategy should take which allows for creative and innovative ideas to be developed.

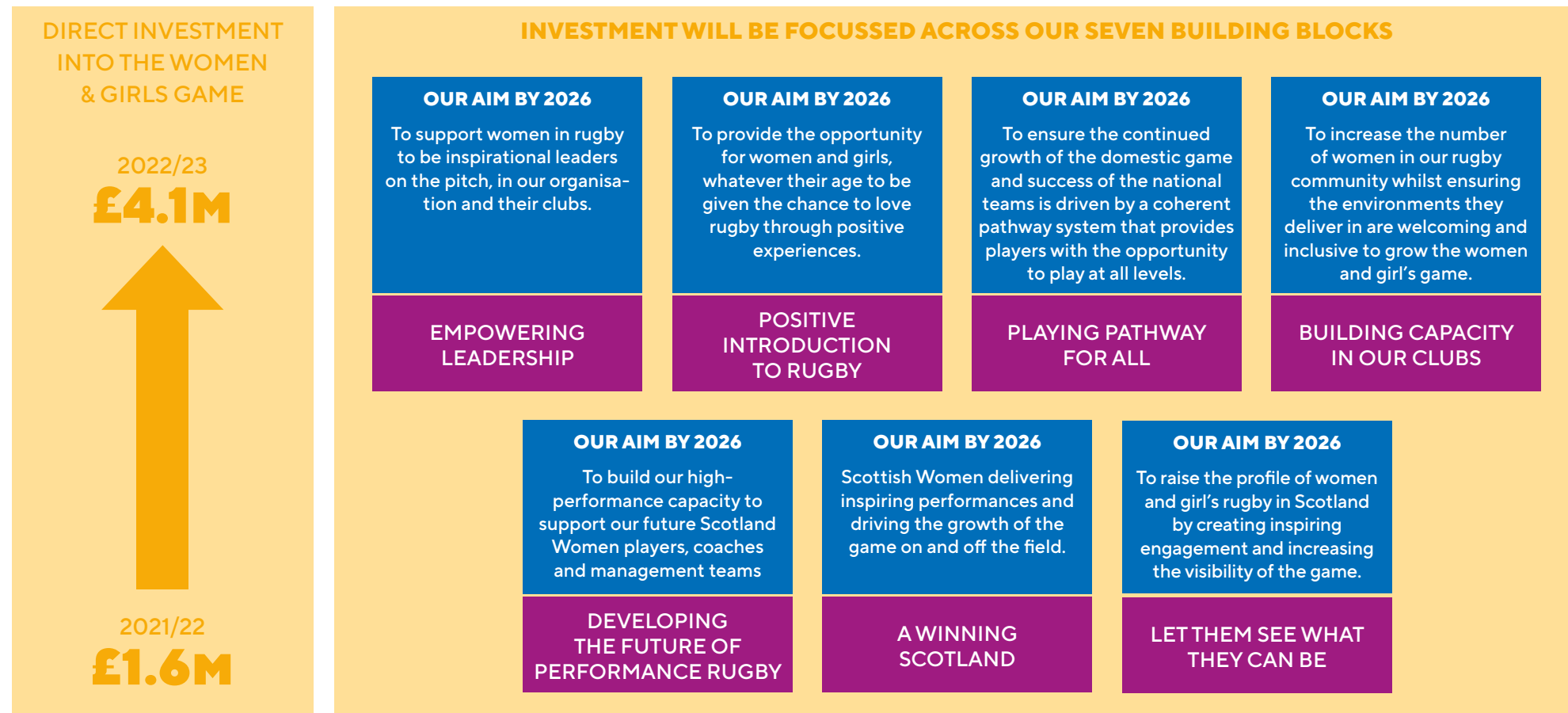
The focus of this strategy will be around four P's; Participation, Pathway, Pipeline and Performance and these are underpinned by a holistic approach which is needed to develop the women and girl's game. Investing in isolation into one area alone will create an imbalance that will impact on long term growth and sustainability.

We will invest in seven strategic priority areas, our key building blocks, that will impact across the four P's. These are; 'Empowering leadership', 'Positive introduction to rugby', 'Playing pathway for all', 'Building capacity in our clubs', 'Developing the future of performance rugby', 'A winning Scotland' and 'Let them see what they can be'.

This strategy will harness this momentum and create long lasting, transformational change, allowing women and girl's rugby to define its own unique identity within the rugby landscape in Scotland.



# TRANSFORMATIONAL CHANGE = TRANSFORMATIONAL INVESTMENT



# THE 4 P'S



PARTICIPATION



PATHWAY



PIPELINE



PERFORMANCE

The four P's will work together and create a pathway for success in women's rugby in Scotland, supported by the seven building blocks.

**PARTICIPATION:** The cornerstone of our sport covering the first introduction to rugby up through the competitive regional leagues for women and girls. Fulfilling the needs of those entering their rugby journey as well as those that aspire for more progressive competitive rugby. Underpinned by a strong local and regional rugby community that is welcoming and inclusive.

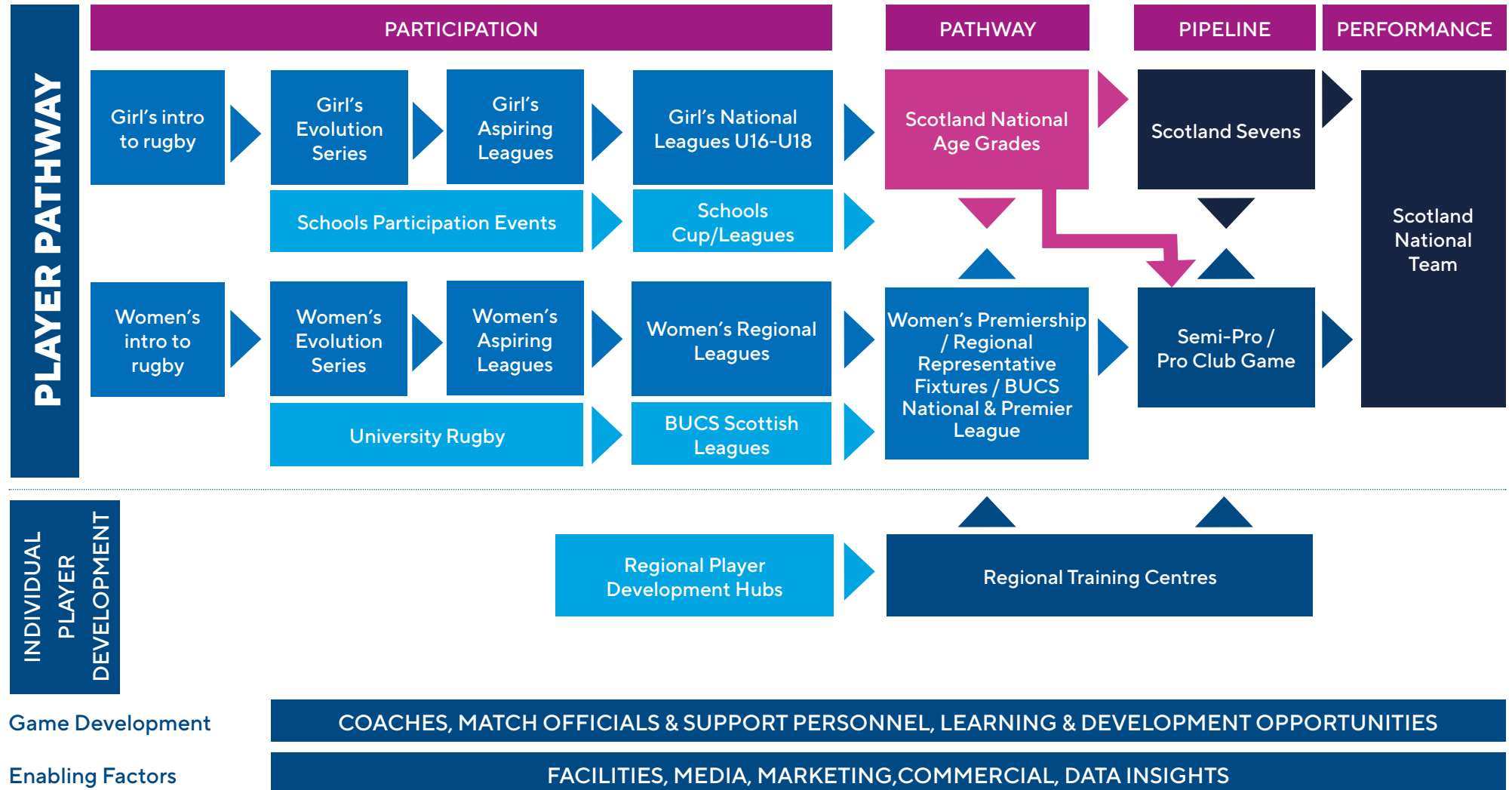
**PATHWAY:** Focus on developing players, coaches and match officials through increased training and playing performance environments.

**PIPELINE:** Enhancing and developing a winning mindset on and off the pitch. Providing high-performance environments and competition, bridging the gap between domestic club competition and international rugby. By concentrating talent, we will drive competition and performance.

**PERFORMANCE:** Pinnacle of our system is about improving performance, moving from preparing, to delivering consistently on the world stage.

# OUR ECO SYSTEM

By investing in our building blocks we can create an eco system that connects all aspects of our women & girls' game together. Growing our capacities and capabilities will help us deliver our vision for the future.





# NEW ACTIVITIES THAT WILL DRIVE GROWTH 2022-2026



## PARTICIPATION

- Season restructure & league expansion
- Targeted state schools programmes
- Leadership academies & programmes
- Targeted mentorship programmes for players, coaches and match officials
- Embedding community coaches regionally
- Transition and retention programmes



## PATHWAY

- 3 new regional training centres
- New national age grade programmes
- New competition opportunities regionally & nationally
- Increase in women specific coaching resource and development
- Increase in support services



## PIPELINE

- New semi-professional teams will be launched
- New semi-professional competition will be established in conjunction with partners
- 30+ players on professional rugby contracts
- Commonwealth Games 7's representation



## PERFORMANCE

- Capitalising on success of Rugby World Cup qualification
- Launch of new WXV Global Competition
- Increase in player welfare support to manage transition to professional –era
- Increased events & marketing to increase visibility.






# PARTICIPATION IN FOCUS - LEAGUES & CAPACITY GROWTH

MORE PLAYERS = MORE TEAMS, EXPANDED PLAYING OPPORTUNITIES AND MORE OF THE RIGHT PEOPLE TO GROW OUR GAME



# PATHWAY IN FOCUS

## REGIONAL TRAINING CENTRES & NATIONAL AGE GRADE PLAYING OPPORTUNITIES

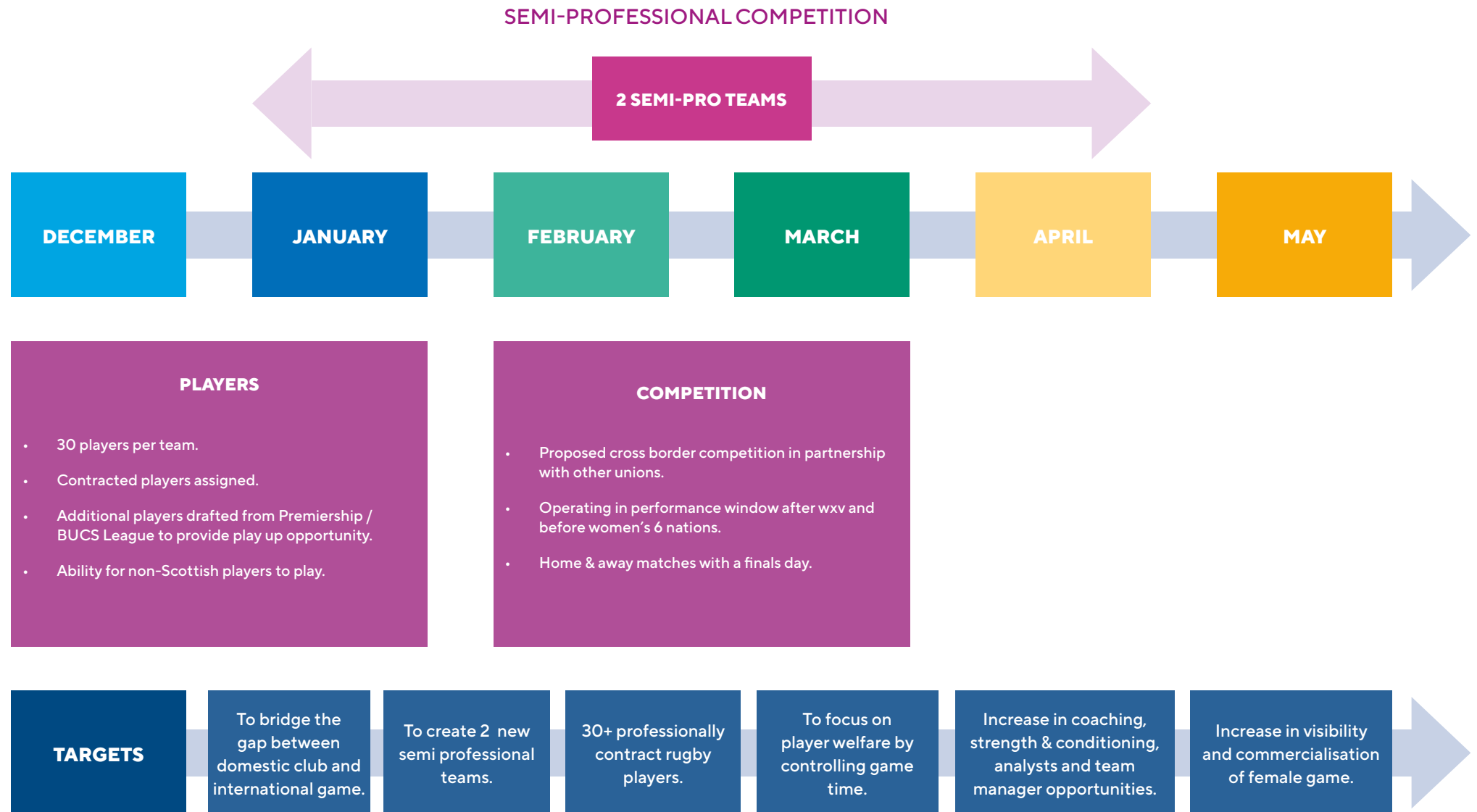
NATIONAL AGE GRADE PLAYING OPPORTUNITIES		RUGBY SKILL 	S&C 	PHYSIO 	SPORT PSYCHOLOGY 	LIFE SKILL 
<ul style="list-style-type: none"> <li>Women's Six Nations home &amp; away fixtures</li> <li>Scotland 7s</li> <li>Regional Games Series (including players from national league clubs)</li> </ul>	<b>SENIOR FUTURES</b>	✓	✓	✓	✓	✓
<ul style="list-style-type: none"> <li>U18 Six Nations Festival</li> <li>U18 Rugby Europe 7s</li> <li>Regional Games Series</li> </ul>	<b>SCOTLAND U18 &amp; U18 7S</b>	✓	✓	✓	✓	✓
<ul style="list-style-type: none"> <li>Youth Regional Games Series</li> <li>Internal pathway matches</li> </ul>	<b>U16 PATHWAY PROGRAMME*</b>	✓				

\*New programme with expansion potential dependent on player growth

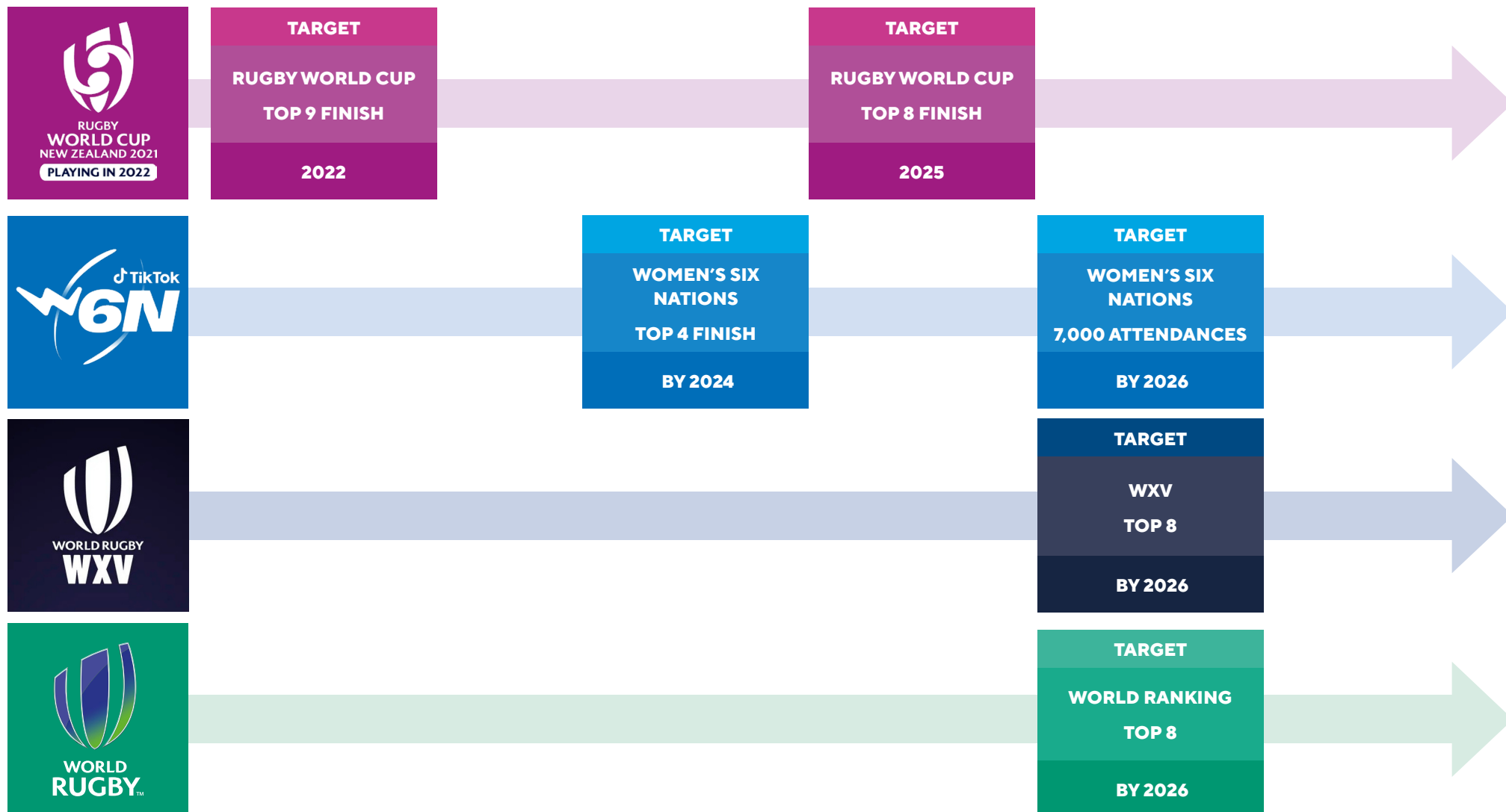




# PIPELINE IN FOCUS - SEMI PROFESSIONAL TEAM(S)



# PERFORMANCE IN FOCUS - SCOTLAND WOMEN



# THE NUMBERS

EMPOWERING FEMALE LEADERSHIP		POSITIVE INTRODUCTION TO RUGBY		PLAYING PATHWAY FOR ALL		BUILDING CAPACITY IN OUR CLUBS		DEVELOPING THE FUTURE OF PERFORMANCE RUGBY		A WINNING SCOTLAND		LET THEM SEE WHAT THEY CAN BE	
LEADERSHIP ACADEMY GRADUATES LEADERS ON SR FORUMS LEADERS IN CLUBS		PLAYERS IN SCHOOLS CLUBS WITH YOUTH TEAMS % CLUBS WITH ADULT TEAMS		WOMEN'S TEAMS (8-17) WOMEN'S PLAYERS (18-35+)		% WOMEN COACHES IN CLUBS WOMEN COACHES IN WOMEN AND GIRL'S GAME WOMEN MATCH OFFICIALS		PLAYERS IN RTC'S PER YEAR PLAYERS ON CONTRACTS PERFORMANCE COACHES OPPORTUNITY		RUGBY WORLD CUP FINISH WOMEN'S SIX NATIONS FINISH WORLD RANKING		RECORD CROWDS WOMEN'S SIX NATIONS TV PEAK AUDIENCES	
2021/22	2025/26	2021/22	2025/26	2021/22	2025/26	2021/22	2025/26	2021/22	2025/26	2021/22	2025/26	2021/22	2025/26
0	▲ up by 60	405	▲ up by 195 600	39	▲ up by 36 75	11%	▲ up by 19% 30%	0	▲ up by 100	9	▼ down by 1 8	3988	▲ up by 3,012 7000
44	▲ up by 31 75	70	▲ up by 15 85	2802	▲ up by 898 3700	123	▲ up by 97 220	5	▲ up by min. 30+	6	▼ down by 2 4	1.3m	TBC
365	▲ up by 165 530	55%	▲ up by 15% 75%	3371	▲ up by 629 4000	59	▲ up by 100 159	7	▲ up by 16	11	▼ down by 3 8		





SCOTTISH RUGBY

BT Murrayfield, Edinburgh EH12 5PJ  
0131 346 5000 | [scottishrugby.org](http://scottishrugby.org) | [@scotlandteam](https://twitter.com/scotlandteam)