



**WE PLAY  
RUGBY**

# BIRMINGHAM 2022 COMMONWEALTH GAMES LEGACY TOOLKIT

CLUB GUIDE



# INTRODUCTION

In 2022 we are proud to be working with Birmingham Commonwealth Games (B2022). We want to create a legacy focused on introducing more people to the sport of rugby, reflecting the diversity of society, and developing the game for future generations.

Together with B2022, we aim to inspire and enable citizens to improve and sustain levels of physical activity, which we know has a positive impact on mental wellbeing. Our particular focus is on the most inactive and under-represented groups who often face inequalities and barriers to taking part:

- **14-18 YEAR-OLDS, ESPECIALLY GIRLS**
- **OLDER PEOPLE**
- **ADULT WOMEN**

We want to increase awareness and understanding of all the different rugby formats on offer, and to highlight rugby opportunities at both a local and national level.



# B2022 LEGACY

To extend the reach of our campaign, we are running events at the B2022 Rugby 7s matches taking place at the Coventry Stadium, and at three community-based sites across the Midlands:

- **ASSEMBLY FESTIVAL GARDENS, COVENTRY**

- **CASTLE GARDENS, TAMWORTH**

- **YARDLEY FESTIVAL SITE**

We want to increase awareness and understanding of all the different rugby formats on offer, and to highlight rugby opportunities at both a local and national level.



# FORMATS

# THE TOUCH UNION

The Touch Union is the RFU's non-contact format of the game. Fun, fast-flowing and social, it helps build on the core rugby union skills and is perfect for any age or playing ability.

The four basic principles of The Touch Union are:



The attacking team's objective is to score a try by touching the ball down on or over the opponent's goal line.



The defending team aims to stop the attacking team scoring by making two touches on the ball carrier at armpit level or below.



The attacking team has 6 phases of two-touches to score.



Rules of play, player numbers and pitch size can be adapted to meet the needs of participants.



## FORMATS

# WALKING RUGBY

Walking Rugby is a simplified version of rugby. It's suitable for ex-players, injured players and non-players of all ages, abilities and gender who enjoy an active and competitive passing game using a rugby ball.

The basic principles of Walking Rugby are:

# 1



Players must not run at any time during the game.

# 2



The aim is to score more tries than the opposition by carrying the ball over the opposition try-line.

# 3



A defending player can stop an attack with a simultaneous two-handed touch to the shorts of the attacker (a tackle) after which the defender should step back or away.

# 4



The ball may be carried any distance and transferred between teammates by passing backwards or transverse.

# 5

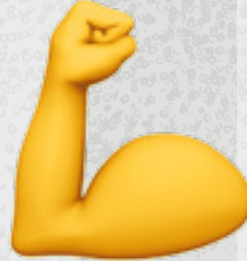


A game consists of four quarters of five minutes duration. Player numbers and pitch size can be adapted to meet the needs of the participants.

# HOW YOU CAN HELP

We have created a range of brand assets to help spread the word about all the different types of rugby formats. You can access them in the [following link](#) and can use them to:

- **CONNECT WITH EXISTING MEMBERS AND RETAIN PLAYERS BY PROMOTING OTHER FORMATS THEY COULD PLAY AT YOUR CLUB.**

“**HAVE YOU THOUGHT ABOUT TRYING TOUCH UNION? TO GET BACK IN THE SWING... IT'S GREAT FOR FITNESS!**” 

- **REACH OUT TO YOUR LOCAL COMMUNITY AND DRIVE THE RECRUITMENT OF NEW PLAYERS.**

“**IT GETS YOU FIT, IT'S SUPER FRIENDLY AND THERE'S NO PRESSURE... WHY NOT GIVE IT A GO!?**”  

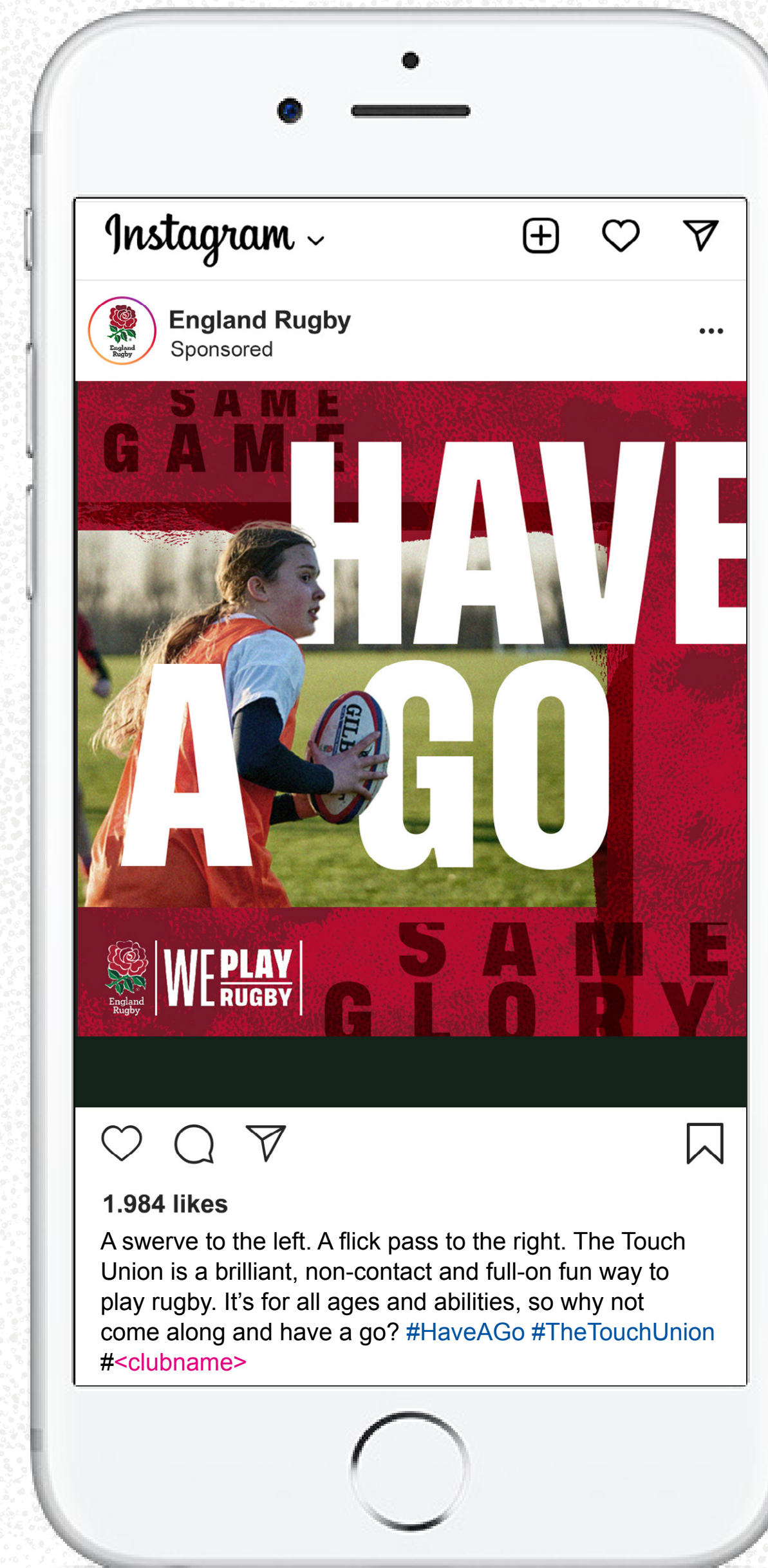
# SOCIAL MEDIA

Social media is a brilliant way to recruit new players and build an engaging platform for your club members.

We have created a variety of social posts to send out both during and after the B2022 games. There are also frame overlays to help you carry on getting the message out using your own images.

To get new players involved, ask your followers to share your posts so that they get seen by a fresh audience. You could also consider using paid search to increase the reach of your posts. A small budget can go a long way if you set up your targeting correctly!

Remember to share any posts on local community forums within Facebook. Asking existing members and players to like and comment on posts will help increase interest and engagement too.



# EMAIL

Our email templates have been designed for you to send out to your members and supporters.

You can easily tailor the messaging to suit your own club. For instance, you can edit the copy to reflect the different playing formats you offer and add important information, such as training times.

CLICK  
EDIT  
SEND

**EASY  
AS  
THAT**



Hi [Name],

With the Birmingham 2022 Commonwealth Games up and running, the non-stop, adrenalin-fuelled sport of Rugby 7s is taking centre stage.

And anyone and everyone can be part of the action, because there are lots of different non-contact formats to suit boys, girls, youngsters and veterans.

**Have you tried The Touch Union?**

Fun, fast-flowing and sociable, The Touch Union is perfect for any age or playing ability. You can play it with mixed teams and it's a great way to learn and sharpen up your rugby union skills or develop brand new ones – without the scrums, lineouts and mauls.

**GET IN TOUCH TODAY**

For all the information you need more information and our training sessions timetable.

[Insert club contact details]



# PRESS ADS AND POSTERS

The press ads and posters are a great way to promote your club within your local community and clubhouse.

To help your club really stand out, we recommend working with local businesses such as cafes and pubs – and making use of community notice boards – to highlight the different playing formats you offer.



**HAVE A GO**

England Rugby | **WE PLAY RUGBY**

With loads of non-contact ways to play, rugby is a fun and sociable game that's ready to welcome anyone and everyone – and that includes you. Go on, give it a try.

**GET IN TOUCH TODAY**

[Insert Club contact details], [Insert Club contact details], [Insert Club contact details],  
[Insert Club contact details] [Insert Club contact details], [Insert Club contact details]

CLUB LOGO HERE



England Rugby | **WE PLAY RUGBY**

**HAVE A GO**

With new non-contact and low-impact playing formats, rugby's a game for anyone and everyone. If you want to get into the action for the very first time or carry on playing the game you love for longer, give it a try.

**GO ON, GIVE IT A TRY**

[Insert Club contact details], [Insert Club contact details]  
[Insert Club contact details], [Insert Club contact details]  
[Insert Club contact details], [Insert Club contact details]

CLUB LOGO HERE

# THANK YOU

If you have any questions or want to know more about our B2022 campaign, please get in touch with us at [TheTouchUnion@rfu.com](mailto:TheTouchUnion@rfu.com).