

DEVON RUGBY STRATEGY 2030

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Devon Rugby Strategy 2030

One County. One Game. One Future.

Supporting every club. Developing every person. Representing every community.

Why This Strategy Matters

Rugby in Devon has always been about more than the game itself.

It is built on volunteers giving up evenings and weekends, coaches inspiring the next generation, referees ensuring the game is played with integrity, clubs bringing communities together, and players of every age pulling on a shirt with pride.

As the governing body for rugby in Devon, our responsibility is not simply to administer the game. It is to help it thrive.

Over the next three years, rugby will continue to evolve. Participation patterns are changing, volunteers are under increasing pressure, expectations around inclusion and the rugby offer are changing, and clubs face new challenges both on and off the field. This presents exciting opportunities to grow the game, strengthen our communities and inspire the next generation of players, coaches, referees and volunteers.

This strategy sets out how Devon RFU will seek to do that.

It aligns our work with the RFU's long-term vision for the game and the new CB Partnership Agreement, while remaining true to what makes rugby in Devon unique: strong clubs, passionate volunteers, representative excellence and deep community roots.

Our ambition is simple:

- To support every club.
- To develop every person.
- To strengthen every community.
- To represent Devon with pride.

Everything we do over the next three years will contribute towards these goals.

This strategy is not intended to sit on a shelf. It is a framework for decision-making, a guide for our clubs, players and volunteers, and a shared commitment to everyone involved in rugby across Devon.

Together, we will continue to build a game that is inclusive, sustainable and proudly Devon.

One County. One Game. One Future.

Our Purpose

To strengthen rugby across Devon by supporting clubs, developing people and creating opportunities for everyone to enjoy, stay in and succeed within the game.

Our Vision

To be the beating heart of grassroots rugby in Devon - inclusive, progressive and proud of our heritage.

Our Mission

To provide and facilitate rugby union for all the community of Devon… at the highest quality and widest provision possible.

Our Values

- *Community First* – We exist for the people and clubs of Devon, driven by local pride and a shared love of the game.
- *Respect & Integrity* – We uphold the values of the game, showing respect to players, officials, volunteers and supporters, and acting with transparency and accountability in everything we do.
- *Inclusive Growth* – We are committed to a game that is open to all, creating opportunities for every age, background and ability, while protecting the heritage of Devon rugby and building for its future.

Our Strategic Principles

- *Clubs First* **-** Everything begins with our clubs.
- *People Before Programmes* - Success is not measured by how many events we deliver.

- *Build for the Long Term* **-** We make decisions that future generations will thank us for.
- *Listen Before We Lead* **-** We will not assume we know what clubs need.
- *Learn, Improve, Share* **-** Rather than claiming to have all the answers, Devon Rugby will continually improve.
- *Measure What Matters* **-** We value outcomes over activity.
- *One County. One Game* **-** Every decision should strengthen the whole game.

Strategic Framework: Six Pillars

Growing the Game	*Strong Clubs*	*Develop People*	*Representative Rugby*	*Connected Communities*	*Strong Governance*
Growing Participation across Devon, includes	Helping every Devon club become healthier and more sustainable, includes	Investing in the people who make rugby happen, includes	Creating inspirational pathways that make Devon proud, includes	Making Devon Rugby visible, inclusive and valued, includes	Creating an organisation fit for the future, includes
Age Grade Rugby Education Female Rugby Inclusive Rugby Walking Rugby T1 Rugby Recruitment New Playing Opportunities	Club Development Volunteer Support Funding Governance Support Facilities Safeguarding Inclusion Club Visits Leadership	Players Coaches Referees Volunteers Young Leaders Board Members Leadership	County Championship & Tamar Cup Age-Grade Devon Deaf Club XV Senior Vets Talent identification Player welfare	Communications Marketing Commercial Partnerships Education Community projects 150 Legacy Diversity & Inclusion	Improving Governance Finance Risk Policies Compliance Board Digital Reporting Strategy Succession Planning
Success look like	Success look like	Success look like	Success look like	Success look like	Success look like
More registered players More female participation Better transition into clubs More schools engaged Increased playing opportunities	Every club has an annual development plan More volunteers Better governance Increased funding secured Strong relationships Volunteer recognition	More coach CPD Volunteer Academy established Referee recruitment Leadership pathways Youth leadership programme High-quality coaching	Clear and fair county pathway Increased player representation Strong player experience County success	Better communication Increased partner investment More social reach Community engagement Positive reputation	Modern governance Clear accountability Financial sustainability Better reporting Strong volunteer succession Visible to Clubs Representative of Devon

Four Recuring Themes: **Participation**: How are we getting more people involved? **Retention**: How are we keeping people involved? **Inclusion:** Who are we not currently reaching? **Sustainability:** Will this still be benefiting rugby in five years?

Three-Year Roadmap

Year One	Year Two	Year Three
Build Strong Foundations	Grow Participation	Lead and Inspire
Improve governance Strengthen structures Improve club engagement Establish our baseline data Enhance volunteer recruitment Establish a development framework	Increase participation in female rugby Improve our education offer More players playing age-grade rugby Further enhance coach development Develop commercial partnerships Strong representative pathways Visible and accessible club support	Improve regional leadership Promote innovation Enhance our county reputation Long-term sustainability Sharing best practice nationally