

ANNUAL REPORT 2013/2014



Everyone has the **DESIRE** to WIN, but only
CHAMPIONS have the **DESIRE** to PREPARE



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PRESIDENT (Report)

Another hugely successful and personally rewarding year, targets exceeded and exciting times ahead for the association.

I'd like to start my report with a massive vote of thanks to all of those involved in the 'behind the scenes' work that makes the England Touch Association (ETA) the success it is. Some of the exertions that our dedicated volunteers have made to the association throughout the past season have been monumental and I applaud, congratulate and thank you most sincerely for this. Much of it goes unnoticed, so firstly and most importantly, I'd like to formally acknowledge the huge contributions and sacrifices you've all made, without which support the sport simply would not exist.

Touch is an entirely volunteer-led sport and as such we are ALL indebted to those people that put their hand up and make things happen; next time you take to the pitch as a player to play the sport you love consider the countless hours that have been put in by our volunteers to enable you to do so. Whether it be at club, regional or national level the contribution of our coaches, managers, administrators and players all combine to make Touch the great sport that it is. It has been a privilege and honour working with each one of you, and I look forward to continuing and developing our relationships.

In 2013-14 the sport has continued in a very exciting phase in its history with the continuation and development of the Partnership Agreement with the Rugby Football Union (RFU). This partnership has been the culmination of numerous years of work by both parties. From the ETAs point of view partnering with world renowned and commercially-oriented partners places the sport in a great place to meet the wide range of challenges at both a strategic level and a practical/member level. The encouraging feedback the announcement has had across the sport reflects the understanding people have of the importance of this development for our present and future as a sport.

As with any coalition, it also brings new and motivating challenges for us too. We need to ensure we capitalise on the opportunities it presents along with meeting the targets we've set ourselves.

We must look at growth and development with a different and more open mind set than previously and work together with our new partners in a proactive way. This is an exciting opportunity for us all to take the sport as a whole to another level and leave the next generation of participants and administrators of the sport in a very strong position. Commonly problematic to judge whilst absorbed in the role at hand, it is my personal view that history will look propitiously on the accomplishments and successes of the last few years. We will now take stock together and look to progress the sport to the level we all believe it can be, leaving a legacy for all to enjoy.



I'm enormously proud of the achievements of all of our 2014 national teams at the European Championship. Taking 9 playing squads, a team of referees and a medical team was the largest contingent we've ever taken, which in itself creates logistical difficulties. A place in every available category final at the European Touch Championship, culminated in England coming away with 5 silver and 4 gold medals along with the open's, master's and overall tournament winners trophies. I have every faith in the fact that lessons learned in Swansea and the experiences gained, will stand us in good stead in the years to come. The team of people involved in this have progressed the professionalism of the setup phenomenally and the results have shown that too.

As an association, we are also heavily invested in the growth of the sport within England. We have started developing specialist resources for schools to deliver Touch in line with the National Curriculum. We have run more courses, both coaching and refereeing, than ever before, engaging new and existing players and clubs into taking that next step in their progression.

England, as one of the leading and progressive nations in the Northern Hemisphere, is also currently involved in numerous global strategies and commissions. We are part of two hugely important commissions dedicated to the improvement of the sport in different areas. These being: FIT Income Stream Committee, assisting in the strategic direction of FIT with particular reference to the financial funding of the Federation and secondly the Children and Youth Commission providing global standards in their development including ethics and codes of conduct for safety, wellbeing and enjoyment of the sport. We are committed to paving the way for new generations of the sport, laying the foundations and making changes for the future.

« 2014 European Champions and a place in EVERY final, it just shows what dedication and professionalism can achieve. »

This coming year I will be looking to create a development and legacy plan, along with a solid succession plan for myself and each area. We need to strengthen some areas to ensure sustainability and so that long term objectives can be met and critical projects can maintain momentum.

From time to time the board needs to reassess what it has accomplished, how it functions and how to continue doing so. The current team I am privileged to lead, succeeded in an array of capacities and it is unmistakable to me that this was done by being an inspirational, reliable and cohesive unified team in all that we do, supporting each other to be the influential frontrunners of the sport, through dedication and pure commitment to the endeavours we have set.

This year's personal highlights was the inaugural U18s team that we created and the successes they have had over the season, along with being able to officially present the playing jerseys to every representative player in our final #TeamEngland camp. It's times like those that make me proud to be your president and makes it all so worthwhile.

I look forward to the challenges and opportunities of the forthcoming season as the growth of our sport continues to accelerate. The Touch World Cup is the focus of the High Performance team and elite squads for 2015 and we also have an exciting season of domestic touch to look forward to as well, with the increasingly competitive NTS and CTS competitions taking place, followed by the 'Touch Nationals' later in the year. Development is on the up and schools Touch is set to progress too. Exciting times and I for one can't wait to get going!

Gregg Cropper



England Touch - President

VICE PRESIDENT (Report)

Our great sport has continued to grow through increased participation and the continued dedication and contribution from outstanding people

2014 was another big year for referee development spearheaded by Shelley Grace. This year has seen the greatest number of referee courses conducted and badge upgrades. Our England refereeing team is now one of the strongest within Europe. In the lead up to the European Championships applications from English referees exceeded the referee allocation set by European Federation of Touch. As a result referees now undergo a selection process to represent England at international tournaments. It is also pleasing to welcome our newest and youngest referees, Jake Hill and Kathy Van de Rijt, both of whom refereed at U18 European Championships. Many thanks to Shelley and her team of helpers that have helped drive this success.

With Tim Osborne as Head of Elite Coaching supported by High Performance Team, the quality and number of coaches is steadily growing each year. At the recent European Championships all 9 England squads had a Head Coach, Assistant Coach and Manager ensuring that key personnel were in-place. The Euro's was a great success with all 9 teams reaching the finals in their respective divisions. A large part of this success was due to the dedication and professionalism of our coaching, managerial and medical staff. The High Performance objectives have also started to come to fruition as reflected in the speed and style of play by our national squads. Team England's momentum and focus now turns to 2015 Touch World Cup in Australia. Taking on the world's best teams is an exciting and challenging prospect and we are sure our players and supporting personnel will represent England with pride.

Establishing and communicating pathways is a key component for the development of our sport. Being a current England squad member, attending the [#TouchNationals](#) tournament as a member of your regional team or attending the Open trial are the key selection pathways for national squads. National Coaches select from these pools of players, for all England squads. The 2015 Open trial this year was held in Cambridge involving players with a spread of experience and abilities aged from 16 to 56. With warm weather, plenty of coaches, space and 70 enthusiastic players the setting was set for an enjoyable day. We worked on drills to develop fundamental skills and then moved on to attack plays. After lunch we finished the day with a mini round robin tournament to give players the opportunity for some game time.

19 new players have been selected from the trial and are now a part of England training squads for 2015 Touch World Cup. The day was a great success and thank you to all the players who attended. Special thanks to Lesley McCallion, Ian Moody, Jeff Bimson, Brett Milligan, Dave Ratcliffe, Chris Garland, Puila Tuiono and Crystal Ravenscroft for their time and commitment.

An Open trial will be held annually, usually at the same location and date as Nationals so look out for this if you want to attend next year. All ages and abilities are welcome.



In May, [Pete Walters](#) travelled from New Zealand to England to help with coaching and player development. Although Pete was only here for 10 days he managed to run development sessions in Manchester, Nottingham, Bristol, Cambridge, Reading and London. Pete also worked with England Open Men's and Women's, and jointly ran the L2 Coaching course with Simon Ebbett. Thank you to all those that helped and supported Pete whilst he was here. England touch would also like to thank Pete and Simon for their time and being great Ambassadors for our sport.



Another long journey is the one our newest and youngest players have undergone in their lead up to the 2014 Euro's. It all began back in October 2013 when players trialled for the first ever England MX18s squad. Over the next 9 months they went on to play in the Challenge Touch Series, attend squad trainings and All England Camps, competed at the European Championships and finally finishing with Nationals. That's a lot of touch! We hope the experience and knowledge gained will stand them in good stead as they progress their touch careers and promote our sport.

The vision of an MX18s grade was the initiative of England Touch and required collaboration and teamwork from across Europe for inclusion. Based on the success at the recent Euros and the spirit of cooperation being shown across Europe we feel youth development will continue to grow. Younger players now have an international platform to showcase their talent and aspire too.

Special thanks to Nicholas Matenga and Tracy Andrew, for coaching, Nigel Scadden for managing and finally to the very supportive parents in their multi roles as mum/dad, chauffeur and bill payer!

As youth player numbers grow this will increase the demands for inclusion and development at all levels. We would ask Club Presidents, schools, senior players and coaches to help with the development of our younger players. Strong clubs playing in local leagues and the inclusion of more U18 Regional teams will provide platforms for youth to enjoy, development and progress their touch. The recent 3 Game Series at 2014 Touch Nationals between Southern Mavericks and the Northern Stars reflects that demand is already present and growing.

England Touch will continue to innovate and work hard at all levels in a unified manner to achieve our goals of enjoyment, development and growth. We feel these measures will position our sport in a positive and healthy manner. If you would like to become involved within England Touch please get in contact:

mike@englandtouch.org.uk

gregg@englandtouch.org.uk

Mike Roa

England Touch – Vice President

GOVERNANCE (Review)

Summary:

Good governance continues to be an integral part of the ETAs' priorities, ensuring that we develop as an organisation but equally adapt to respond to the rapid growth of our sport.

An effective board will provide good governance and leadership by:

- **Working effectively both as individuals and as a team.** The ETA has recruited new board members with the skills, experience and diversity our organisation needs.
- **Being open and accountable.** The ETA has evidenced this by handling complaints impartially, effectively and efficiently.
- **Behaving with integrity.** The ETA has put this aspect into practice by taking decisions and actions based on ethical standards.

Key Areas of Development:

As an essential feature for good decision-making capability the ETA has developed the following new formal structure and practice to deal with discipline and grievance cases

- Judiciary and Advisory Panel Procedure including Terms of Reference to deal with discipline and grievance cases

Ultimately good governance presents a challenge, but as an essential feature for good decision-making capability the ETA has facilitated the development of additional (1-3) and existing (4-5) documentation

1. Health and Safety Policy in response to clubs utilising Students' Union Volunteering Services
2. Data Protection Policy to integrate sports science based player data collection
3. Sponsorship Guidelines to protect our reputation and enhance our member benefits
4. Code of Behaviour for All Participants to ensure equality for all ages
5. NTS / CTS Rules incorporating new tournament logistics allowing two series to be played on the same day

Key Areas Working Towards:

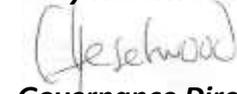
1. As an organisation we continue to set good internal policies and procedures but this also requires keeping them up to date. The board will work towards a basic timetable for reviews and revisions to achieve this
2. Supporting the evolution of our player demographic we endeavour to launch our Safeguarding and Welfare Policy, requiring all of our member clubs, tournament and regions to accept responsibility
3. Sign Up to the Sport and Recreation Alliance Voluntary Code of Good Governance

Key Areas for Consideration:

To use the Scotland Disciplinary Practical Guidance document and provide our experience, feedback and advice back to Scottish Touch Association periodically.

« As the sport of Touch continues to expand, it is important that our structure and practices are fit for future purpose. The Code will provide our governing body with a valuable tool that will allow us to incorporate the best possible governance to overcome challenges and broaden our horizons. »

Carly Heselwood



Governance Director

Online Disclosure Services

England Touch are driving forward our safeguarding and child protection policies and it is a requirement that all clubs affiliated to us, identify their main coaches who are working with any U18 or vulnerable adults. It is our duty to ensure that all coaches working within our touch community hold relevant, up to date DBS checks. We have a support system in place to enable identified coaches to go through the process of obtaining an enhanced DBS check.

We have continued to provide support to affiliated clubs/coaches with their online disclosure checks. We have completed twelve DBS online checks since we started the process, and several awaiting ID verification, but still have the majority of affiliated clubs who have not yet registered their coaches or evidenced their DBS registered numbers. It is a priority area to ensure that all clubs within the ETA have at least one named coach who can provide their DBS reference number that will be stored on a secure database at the ETA.

Each club has the opportunity to use the services of the ETA to help administer these checks. The ETA is working with GBG Online Disclosures (formerly the TMG CRB group) one of the largest criminal records checking providers in the UK, to administer online checks. GBG, are an Umbrella Body for the Disclosure and Barring Service (formerly the Criminal Records Bureau). <http://www.onlinedisclosures.co.uk/about-us/>

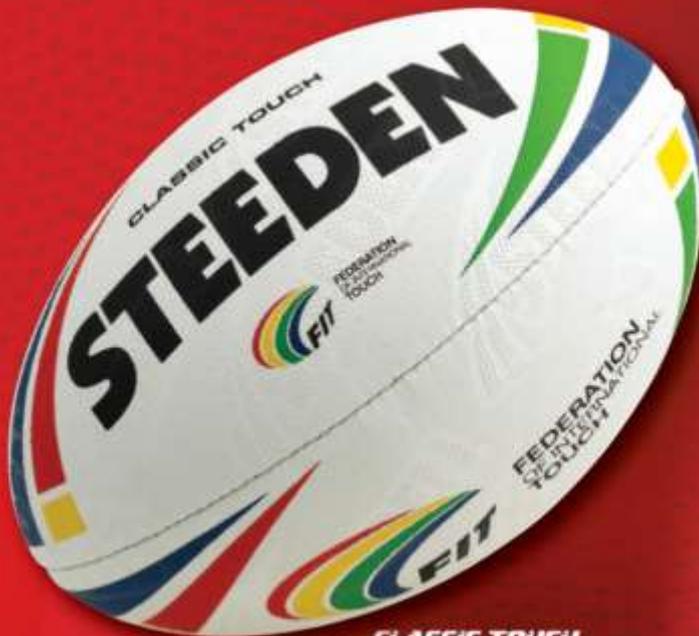
We now have three ID verifiers in place so as to create more opportunities for the completion of checks as this was an area in the process that proved to be the most lengthy given that the verifiers need to see the applicants ID first hand and geographically, all the applicants were not within easy access of the verifiers.

Julia Kang



Disclosure Manager

Classic Touch: £13.50 + Delivery*



CLASSIC TOUCH
SIZE: Senior

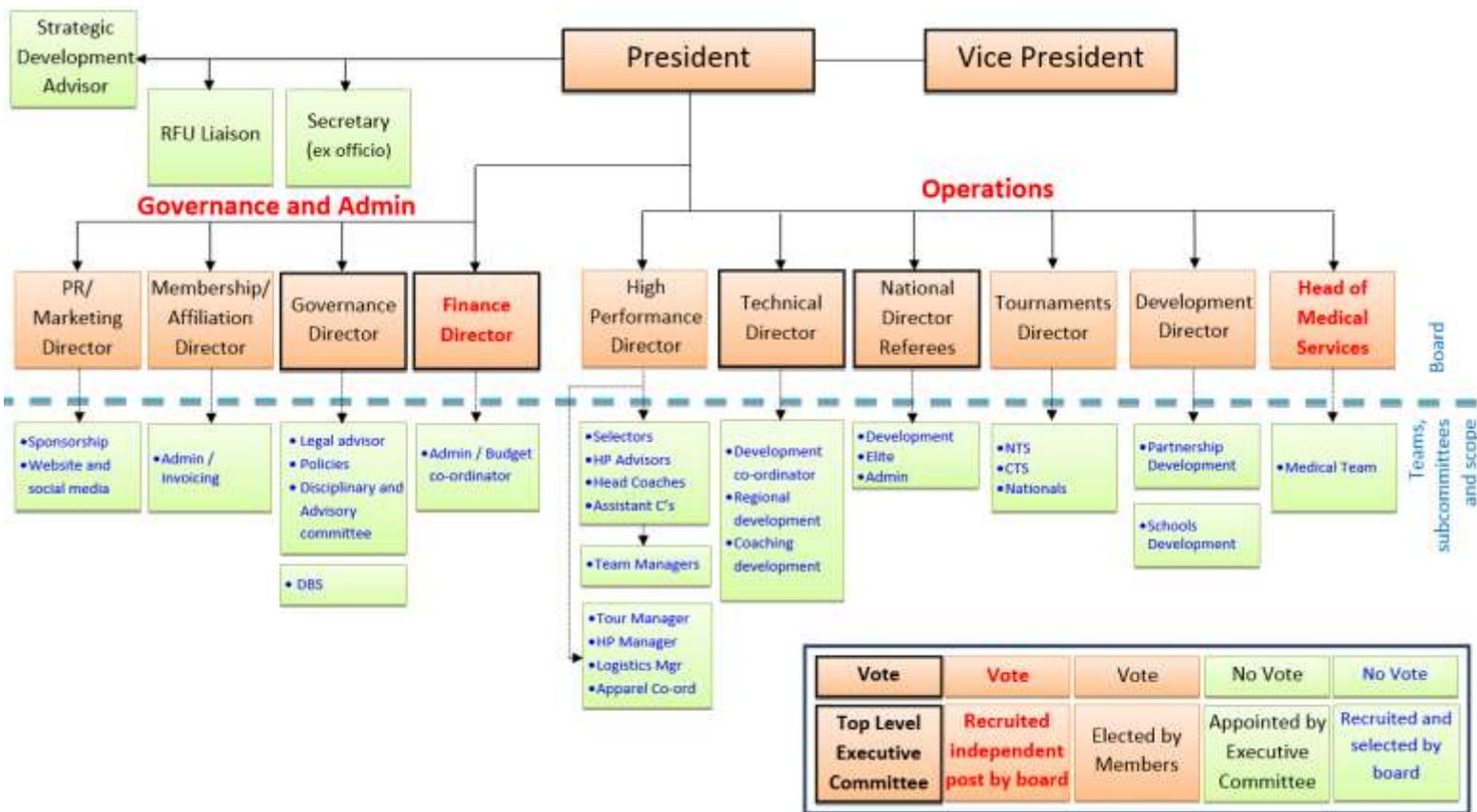
Mighty Touch: £11.50 + Delivery*



MIGHTY TOUCH
SIZE: Senior, Junior

*Free delivery on all orders over £125.





Key Personnel

President

Gregg Cropper: Gregg@englandtouch.org.uk

Vice President

Mike Roa: Mike@englandtouch.org.uk

Technical Director

Ben Powell: Ben@englandtouch.org.uk

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High Performance Director

Tim Osborne: Tim@englandtouch.org.uk

National Director of Referees

Shelley Grace: refs@englandtouch.org.uk

Governance Director & DBS Manager

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Schools Touch Liason

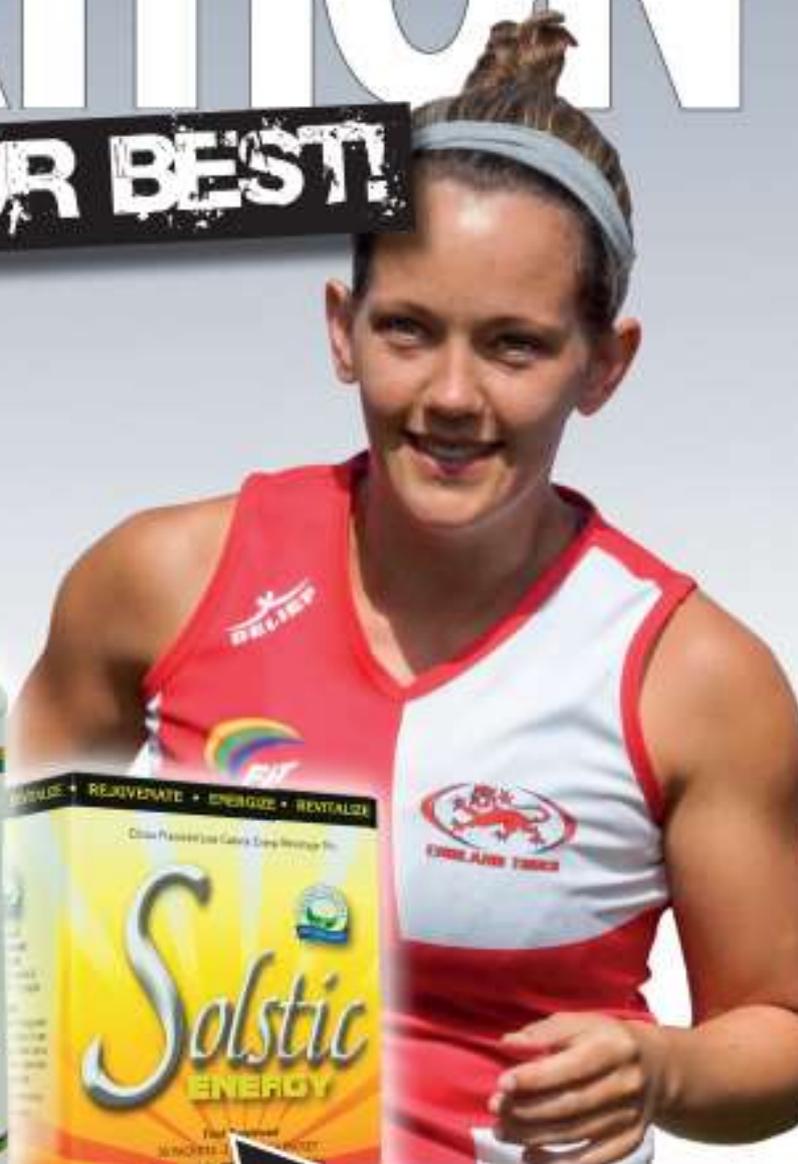
Paul Farrington: Paul@englandtouch.org.uk

Strategic Development Advisor

Louaz Hofton

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Justin Conway - England Men's Open

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Sarah Acheson - England Women's Open

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MEDICAL (Review)

« Maximising player performance and minimising injury is our priority! »

Staffing

This year's England Medical Team (EMT) has seen a loss of 3 of its members. With increased work commitments, Nikki Pritchard, Nathan Wharton and Heidi Greenslade had to take a back step this season, we are sad to see them go, but wish them all the best for their future endeavours. The remaining 5 members of the team have continued in full force and we have also added a sport science department to our armoury, enabling the continued GPS monitoring and introduction of fitness testing as a regular component to Team England All-Squad training sessions.

Staff Development and Player Development

The team have continued to maintain their individual CPD and training. Cari Thorpe (Head of Medical Services) has undertaken a diploma in Sports Massage as well as increasing her knowledge and understanding in anatomy of functional lines. Emma Knott (Head Physiotherapist) has completed the first 2 components of her Pilates training and Gareth Marlow has undertaken courses in the Approach to Orthopaedic Medicine. This training not only enhances their knowledge but enables their continued development of rehab/prehab programmes to aid player performance and fitness. Both Emma and Gareth were also involved in the [2014 Commonwealth Games](#) physiotherapy team, in Glasgow, learning both new skills and consolidating their prior knowledge in the sporting arena. These skills will now be integrated into the team set up as we move forward to strength the medical team.

Whilst continuing with enhanced fitness, Cari and her team have begun to look more in-depth into injury prevention. The aid of the GPS, fitness and functional performance monitoring has encouraged players to increase their fitness levels more in-line with the demands of the game. This year specifically has seen the use of GPS and heart rate monitoring to inform the certain squads about the intensity of their pre-game warm-up and the possible impact this may have had on players in this year's European Championships.

2014 has also seen the publication of the Medical Teams first paper discussing the demands of Touch at both international and regional competition. The importance of this paper and the continued on-going research is to aid our understanding of the game. To improve player performance and assist coaches, trainers and physiotherapists in the tailoring of strength and conditioning programmes to the sports' demands. This is the first of many discussions and in-depth investigation into this rapidly growing sport. Further research into fatigue, recovery and injury prevention is in the 'pipeline'.

The medical team keeps moving forward and ensuring that all protocols and procedures are in place, up-to-date and in line with other major sports within the UK, recent additions to the listing are in-depth concussion protocols. EMT also gave presentations on injury prevention and nutrition, which were both very well received by the elite players.



Looking forward

2015 will likely see the medical coverage of the NTS come under the umbrella of the ETA Medical Team. There will be a mass recruitment of qualified Physiotherapists to ensure that all NTS and CTS competitions are covered by highly qualified staff with standardised policies and procedures.

Research will continue with further development of touch specific strength and conditioning programmes. Cari and Emma will continue to work evaluate the injuries sustained in touch and develop and investigate screening programmes to highlight at risk players.

We will continue to work closely with the Sport Science Department and Martin Wright (coach of the senior mixed nationals side) to improve fitness and enhance performance in line with the demands of the sport. Highlighting the specific demands and components of the sport, defining the anthropometrics of the ETA player, enhancing performance and reducing risk of injury are the major research objectives for the immediate future.

The continued work of the Medical Team in collaboration with the HP team, Sport Science department as well as individual players, will help to demonstrate just how far The ETA has come. This continued improvement in fitness and skill has been highlighted in the achievements of all squads in the 2012 and 2014 European championships, the 2013 Home Nations and will be very visible at the 2015 World Cup!

Cari Thorpe



Head of Medical Services



10 Months in planning

9 Playing teams

8 Referee upgrades

7 Physiotherapists

6 Euros records broken

5 Silver medals

4 Gold medals

3 Undefeated teams

2 Open grades won

1 Team!

#TeamEngland

Opens, Seniors and OVERALL

EUROPEAN

CHAMPIONS!

RFU PARTNERSHIP

Background to the partnership

- RFU had traditionally viewed touch as a version of 'leisure rugby'
- Change of stance in 2011/12 – to make 'Touch' a core part of RWC2015 delivery strategy
- New contact at the RFU lead to a positive opportunity to get involved
- RFU target of 5,000 new players by 2015-16
- Partnership with RFU from 2013 until May 2016

PROTECT THE PRODUCT
GROW THE SPORT

England Touch, the RFU and O2 Touch

- Long term partnership agreement covering the 2013-2016 seasons
- Joint aim to grow participation of the sport throughout England
- Standardise delivery of the product as to create a better grassroots game enjoyable for all
- Provide ETA Membership for O2 Touch Clubs and hence open the player pathway
- Maximise cross-marketing opportunities to promote the sport to new demographics
- Provide access to Canterbury playing kit
- Explore ETA event hosting at O2 Touch Clubs to allow spectators access to the top end of the sport
- Deliver coaching and refereeing courses to clubs to assist in their growth and self-sustainability

Achievements to date

- 150+ players/organisers attending coaching courses
- 400+ players/organisers attending refereeing courses
- Presented the ETA at the O2 Touch Conference
- 100+ O2 Touch Clubs (not all active yet)
- O2 Touch players now representing England
- Hosted 2014 Series finals at Droitwich RFC
- Several examples of joint working at regional level
 - e.g. Gosford All Blacks – Touch club successfully integrated into RFC, but remains separately affiliated to the ETA
- Estimated 2,000 more people playing FIT Touch

What does the future hold?

- Two more years of mutual benefit (June '16)
- Target 5,000 new players and 250 clubs or leagues
- Continue standardised delivery of products
- Develop cross-marketing opportunities
- Work more closely around event hosting
- Train and develop 200 more referees and coaches
- Continue to promote the player pathway
- Focus on the growth of Touch in HE and FE

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NETBALL



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GARMENTS BEING MANUFACTURED IN THE FACTORIES USED BY
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ENGLAND TOUCH



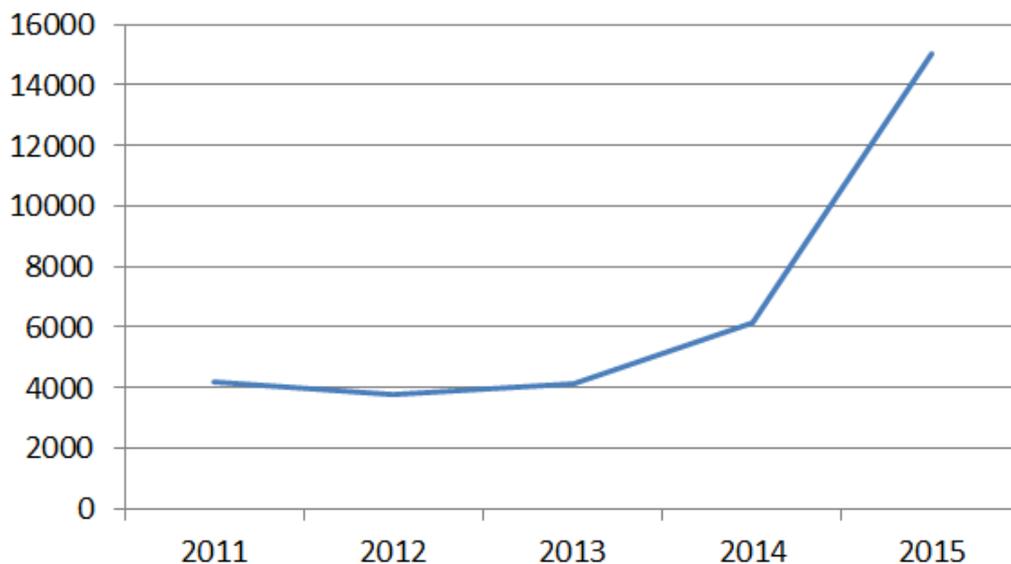
- AS ONE OF THE FASTEST GROWING SPORTS CLOTHING COMPANIES IN THE WORLD, WE AT BELIEF SPORTS KNOW WHAT IT TAKES TO BE ON THE CUTTING EDGE OF COMPETITIVE PERFORMANCE
- WORK ALONGSIDE OUR DESIGNERS TO MAKE THE PERFECT KIT FOR BOTH ON, AND OFF THE FIELD TO GET THE LOOK YOUR TEAM WANTS, AND STAND OUT FROM THE CROWD
- WITH 6 WEEKS FROM ORDER TO DELIVERY, YOUR TEAM COULD BE KITTED OUT AND READY FOR BATTLE IN NO TIME

MEMBERSHIP (Review)

The aim of England Touch is to develop the sport & ensure people get the most out of it. In order to do this effectively there needs to be agreed and maintained rules, standards and principles of operation. With this in place England Touch can control and administer the game across the country, for the enjoyment of all.

2014 saw a continued increase in participation and growth of affiliated members. The addition of the O2 clubs and leagues has contributed but, the overall trend remains positive in all areas. General attitudes to affiliation have changed to recognise it as an important requirement to play Touch in England and to take advantage of the opportunities to play in events and gain access to insurance along with development resources. We created an extensive [FAQs](#) website section on affiliation, which has assisted in the understanding of membership.

Estimated Player Numbers by Year



As predicted in 2013, the rise of players playing in affiliated leagues has increased by circa 50%, up from 4104 to 6168 in a little over 12 months. This trend is expected to increase by another 150% in the coming 12 months, with more O2Touch clubs coming on board, as well as Universities. This is a great opportunity for England Touch to develop the sport into areas it's not had the opportunity or resource to do previously.

Moving to membership software 'WebCollect' in 2014 to administer and manage our membership payments has required a lot of initial administration but we are now better placed to collect and manage membership data and payments as a result. Every ETA member has been inputted into the new system giving a much more visible, live and updatable structure to membership. There's an interface for members to update their information directly, along with the ability to send out group emails. All O2Touch contacts will also be completed by the end of the calendar year.

This new tool will assist us to invoice early in January for 2015 membership ensuring all clubs and leagues are covered by affiliation prior to the season starting in earnest. The new system will require minimal input from an administration point of view, which is a huge step forward.

*"By becoming a member of England Touch
YOU are England Touch"*

Looking forward to 2015 and beyond

Aims for the membership arm of the association for 2015 are to further investigate how to collate better data from our membership and look at how to engage them more too. The newly formed O2 Touch data will also be included, giving us the most complete data set of Touch in England we have ever had.

Plans for the future include development of the '[Where to play?](#)' section of the website, including searchable maps and including contacts to enable people to connect directly to their local clubs and leagues directly from our website. This will need a lot of resource and planning to get it right, but we feel this is a worthy allocation of time and effort and will be a very useful tool for the future expansion of our game.

Updating the [benefits](#) document for 2015, as a visual tool for each membership type to instantly see what they're paying for and where their money is going, is also on the to do list for year end. [Membership applications](#) will also be moving to an online system, making the process simpler at the click of a button.

Number of Members & Income 5 yrs Data



Steve Cleary

Membership Director

REGIONAL TOUCH

Boundaries



Contacts

NORTH EAST Raiders

Regional Lead – Lesley McCallion
NorthEastRaiders@EnglandTouch.org.uk



NORTH WEST Blades

Regional Lead – Ben Powell
NorthWestBlades@EnglandTouch.org.uk



MIDLAND Tigers

Regional Lead - Kellie Lee James
MidlandTigers@EnglandTouch.org.uk



WEST Wildcats

Regional Lead – Jose Dias Luis
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SOUTH WEST Saxons

Regional Lead – Nina Gulati
SouthWestSaxons@EnglandTouch.org.uk



SOUTH EAST Taipans

Regional Lead – Crystal Ravenscroft
SouthEastTaipans@EnglandTouch.org.uk



SOUTH EAST Sharks

Regional Lead – Tracy Andrew
SouthEastSharks@EnglandTouch.org.uk



Masters

NORTHERN Monkeys

Masters_North@englandtouch.org.uk



SOUTHERN Samurais

Masters_South@englandtouch.org.uk



MIDLAND Storm (new for 2015)

Masters_Midlands@englandtouch.org.uk



Under 18s

NORTHERN Stars

Junior_North@englandtouch.org.uk



SOUTHERN Mavericks

Junior_South@englandtouch.org.uk



EVENTS (Review)

Touch Series Overview

By delivering NTS and CTS in combined tournaments, 2014 provided a fantastic focus for the Touch clubs in England and produced very competitive and enjoyable occasions for all levels played. We freed up weekends in the already busy Touch calendar, allowed the pooling of referees from UK and Europe and also gave Regional and National coaches an opportunity to see new and emerging talent over the season.

Manchester hosted 18 CTS clubs and in doing so delivered the largest ETA clubs event ever, with 36 teams, over 450 players and over 35 referees from across Europe. The great work that Nottingham started with a very well executed initial tournament (and stepping into the unknown with the new tournament format) continued across the summer with the numbers at Oxford and the Droitwich hosted finals also increased in well delivered events.

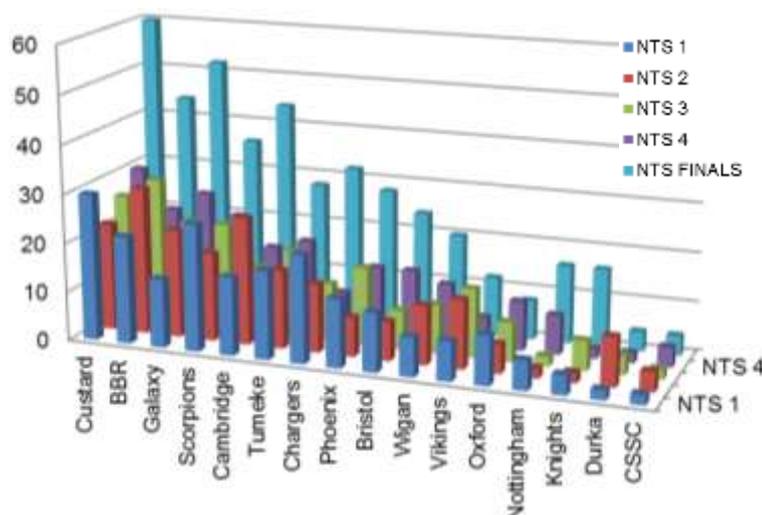


XBlades NTS

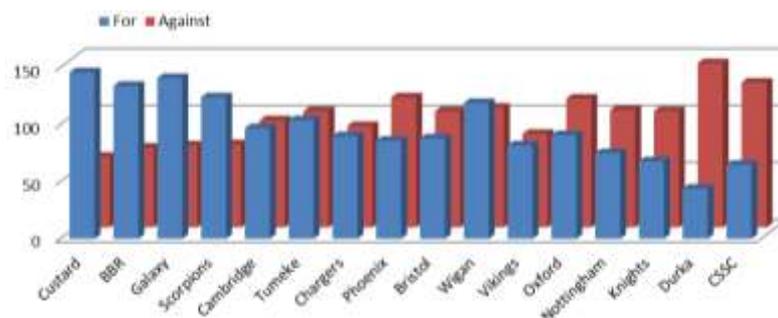


At the top of the table teams were constant in their progression in the Cup competition. A bright start by Hot Custard in the first tournament gave way to an extremely competitive Bareback Riders squad over the two days in a wet Manchester. London Galaxy came back stronger in series 4 and the end of season Final, but both of these tournaments were again won by Hot Custard to claim the overall title for the first time.

Team	NTS 1	NTS 2	NTS 3	NTS 4	NTS FINALS	TD F	TD A	DIFF	POINTS
Hot Custard	30	22	26	30	60	146	62	84	168
Bareback Riders	22	30	30	22	44	134	70	64	148
London Galaxy	14	22	22	26	52	141	72	69	136
London Scorpions	26	18	22	22	36	124	73	51	124
Cambridge Hornets	16	26	14	16	44	97	94	3	116
Tumeke Sports	18	16	18	18	28	104	102	2	98
Manchester Chargers	22	14	12	8	32	90	89	1	88
Phoenix Touch	14	8	16	14	28	86	114	-28	80
Bristol Fijans	12	8	8	14	24	88	102	-14	66
Wigan Touch Warriors	8	12	10	12	20	119	109	14	62
Thames Valley Vikings	8	14	14	6	12	82	82	0	54
Oxford Touch	10	6	8	10	8	91	113	-22	42
Nottingham Hoods	6	2	2	8	16	75	104	-28	34
Galaxy Knights	4	2	6	2	16	68	102	-34	30
Durka Touch	2	10	4	2	4	44	144	-100	22
CSSC Phantoms	2	4	2	4	4	65	127	-62	16



Rank	Name	Club	NTS1	NTS2	NTS3	NTS4	FINALS	TOTAL
1	Sam Grant	Wigan Touch	4	6	7	4	5	26
2=	Michelle Cobcroft	Hot Custard	6	4	3	7	4	24
2=	Jake Melling	Wigan Touch	3	3	3	10	5	24
4	Rena Nelson	London Galaxy		2	11		7	20
5	Ben Stark	Hot Custard	7	2	2	6	1	18
6	Michael Short	Bareback Riders		4	4	4	5	17
7=	Michael Stibbs	London Scorpions	7	1	2	3	3	16
7=	Hannah Chrisp	Bareback Riders	1	5	3	2	5	16
9=	Nathaniel Turner	London Galaxy	3	5		7		15
9=	Jack Fedigan	Wigan Touch	1		3	6	5	15
9=	Derrick Cant	Bareback Riders		5	3	2	5	15



SPORTTAPE CTS



Incorporating the [SPORTTAPE](#) CTS tournament into the [XBlades](#) NTS event provided many benefits that were suggested before the season but with one that proved true and stood out from the rest: *“Provide a platform for which the CTS teams can watch the country’s premier clubs and pick up tips”*. All SPORTTAPE CTS tournaments were oversubscribed which provided many challenges for the organisation and hosting clubs and each tournament provided space for more clubs than were initially scheduled.

Mirroring their NTS counterparts Custard Jägers won the overall title but didn’t have the series their own way with wins from Cambridge in CTS 4 and a very high spirited performance over a difficult weekend for conditions by Percy Park Pirates in Manchester, who also collected the individual male and female top scorers. The SPORTTAPE CTS Finals were increased to the top 12 teams after all teams attended at least 3 of the 4 rounds.

Team	CTS 1	CTS 2	CTS 3	CTS 4	CTS FINALS	TD F	TD A	DIFF	POINTS
Custard Jägers	36	18	30	22	60	99	61	38	160
Cambridge Bees	22	15	26	30	32	95	61	32	145
Percy Park Pirates	12	18	16	18	44	122	66	56	128
Wigan Touch Warriors	22	15	32	22	36	84	66	18	127
Manchester Chargers	18	18	20	14	44	102	85	17	122
Varsity Vandals	14	15	14	26	32	77	56	21	121
Flamingos	28	9	22	16	28	102	66	36	101
Galaxy CTS	10	12	24	14	20	91	80	11	80
Nottingham Hoods	14	12	16	8	24	61	70	-9	74
Thames Valley Vikings	16	6	8	10	28	90	85	14	68
CSSC Shadows	8	12	20	12	16	62	62	0	68
Oxford Touch	0	9	18	6	16	68	68	0	49
Orzell St James	6	9	14	2	0	28	85	-57	31
Halton Touch	4	3	10	8	0	45	75	-30	25
Bristol Fijians	0	6	12	4	0	42	44	-2	22
Lincoln Touch All Stars	8	6	6	2	0	45	99	-54	22
Warwick Knights	2	3	4	0	0	28	66	-38	9
Portsmouth Destroyers	2	3	2	0	0	16	69	-53	7

Rank	Name	CTS 1	CTS 2	CTS 3	CTS 4	FINALS	TOTAL	
1	Stu Findlay	Percy Park Pirates	12	7	6	10	5	40
2	David Heslop	Custard Jägers	20	2	5		8	35
3	Jeff Sue	Galaxy CTS	5	7	7		9	28
4	Richard Moody	Percy Park Pirates	6	5	4	3	2	20
5	Mike Green	Nottingham Hoods		5	7	3	2	17
6	Jeffrey Bimson	Wigan Touch Warriors	4	5	7			16
7=	Richard House	Varsity Vandals	3	1	4	3	4	15
7=	Simon Bowker	Wigan Touch Warriors	2	6		3	4	15
9=	Sam Marsh	Thames Valley Vikings	2	1	2	6	2	13
9=	Jonny Kennedy	Manchester Chargers	1	3		5	4	13
9=	Aimee Rutter	Percy Park Pirates		5	4	4		13

Corporate Games

The ETA were also involved in the organisation and delivery of the [World Corporate Games](#) Touch tournament in Liverpool. It was a very well received event and saw great play across a very mixed level of experience with a high learning curve achieved by the second day. This was a great demonstration of the sport and a link that we hope can benefit the sport.



YouTube

The XBlades NTS caused a stir in the world of Touch as Drone footage of the Oxford and Droitwich tournaments swept across [YouTube](#) and social media platforms. The unique view produced has provided a great talking point and delivers invaluable analysis opportunities. It was great to see the interest that was generated from an ETA hosted tournament and thanks to Nick Gray for all his efforts and hours of editing in producing the footage.



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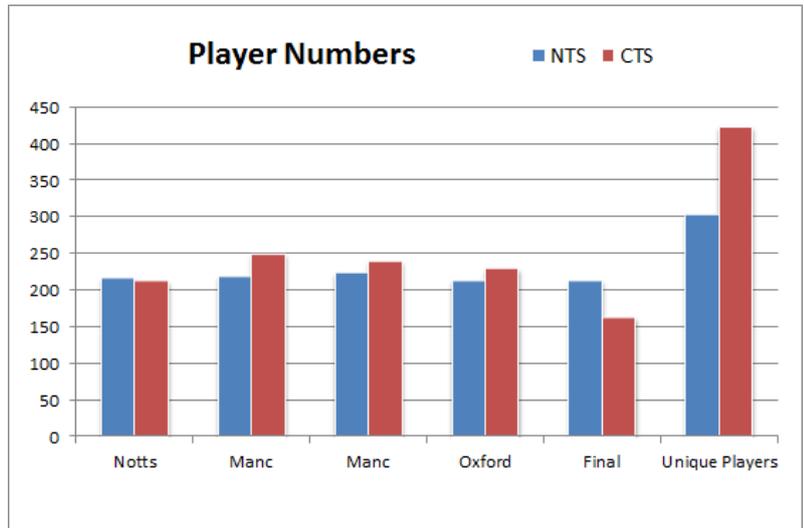
www.sporttape.co.uk

Review

There was positive feedback throughout the NTS season from clubs about all aspects including the rise in refereeing standards, atmosphere, logistics, information and player experience. A much higher proportion of NTS matches were dual refereed and by full time refs. There are various requirements to ensure that the learning from 2014 allows tournaments in 2015 to continue this including reviewing draws and continuing to ensure rules on eligibility are followed, but on the whole systems are now in place to administer the season so improvements should be achievable with the continued support of the clubs that made a great contribution in their feedback and advice throughout the year. There were no players suspended in 2015 through ill-discipline and continuing to work on this aspect with clubs, through the performance and referees teams we will hopefully ensure there are fewer players asked to leave the field at our tournaments.

One key success was providing an automatic scoring portal (following a simplified registration option for clubs) which also tracks individual scorers and this developed into a visual portal on TV screens at events as well as twitter integration. This will all be developed further for 2015.

Tournament days saw around 1000 requests to view live results of NTS/CTS and there were 684 unique players who played in the 2014 series, very impressive numbers showing growth of our sport at all levels.



2015 and beyond...

Following the [FIT Touch World Cup](#) in Australia the domestic Touch season will be a little condensed to allow the appropriate level of competition for clubs and the ETA Performance team requirements. There will likely be 3 NTS events – hosted by clubs in the North / South / Midlands areas with a final hosted again in a neutral venue by the ETA. The NTS format will remain as is and will undertake a full review and possible restructure for the following season. A 12 team competition at the same venue based on the top 12 in the CTS in 2014 will also be delivered. A further series will be created and delivered in a similar way to the CTS in 2013 with different venues and will allow more clubs to host tournaments and also to allow the development of new, and up and coming clubs, players & refs. This will assist the integration of aspiring clubs, and provide an easier spread of events for these teams to access.

The structure will be constantly reviewed throughout 2015 to get to the stage where we have 3 strong divisions going into 2016.

Our hope is to have series and nationals dates for 2015 set by November 2014, as to give more time to plan and support other tournaments. A new online form will be produced for hosts to submit their tournaments to be added to the ETA website and calendar.

Work will continue to get O2 clubs involved, including encouraging them to pool in their local area. Getting to the point where there is a Touch club engaged in every county in England has to be an aim of these tournaments and therefore looking into the future, local divisions run to gain entry into the National tournaments has to be an aspiration of the Tournaments Director.

Further development in the exciting area of University Touch could quickly produce many more players and teams and is therefore another target for the Tournaments team at ETA. With contacts at several Universities already looking to 2015 with a view to hosting events the future will only continue to grow.





TECHNICAL (Review)

The proceeding report outlines the Technical, Coaching and Playing (Club & Regional level) progression throughout the preceding 12 months.

Policies and Procedures

At the beginning of the 2014 season, the behavioural and disciplinary policy underwent some minor changes to incorporate the following;

- Stronger clarity on what happens if a player is sent off for a period of time, and if a player is sent off for a period of time more than once within a season.
- Increase of severity and length of suspension if a player is sent off for the remainder of a game.

The behavioural and disciplinary policy was very successful this year. It resulted in the following:

- 23 players being issued with an official warning letter to indicate that they had been sent for a period of time for a behavioural and disciplinary issue and if it were to happen again they would be issued with an automatic ONE game suspension.
- 0 players were sent for a period of time more than once.
- 0 players were sent for the remainder of a match.

For next season the following improvements will be made:

- Each club will need to indicate electronically that they have received and read the Behavioural and Disciplinary policy, and that they will abide for the rules of the Behavioural and Disciplinary policy.
- Greater clarity needs to be provided to clubs on what constitutes a 'Behavioural and Disciplinary issue'.
- The scorecards need to be changed to allow a referee to clearly indicate the following:
 - Why a player has been sent for a period of time.
 - Who the player was; both name and number.

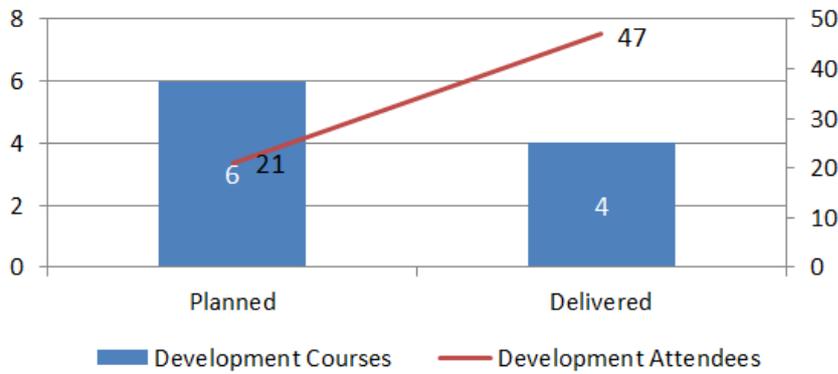


Coaching Courses & Development Sessions

It has been a busy year in ensuring coaching courses and development sessions fit around the national and international playing schedules. It has been a significant year in the increase of participants attending coaching courses and development sessions. The ETA were fortunate enough to have Peter Walters come over from Touch Zealand who delivered an Advanced Coaching Course and 7 Development Sessions. Peter offered a number of 'up-skilling' opportunities for our club, regional and national coaches and also met with the High Performance team to aid our preparation for the 2015 Touch World Cup.

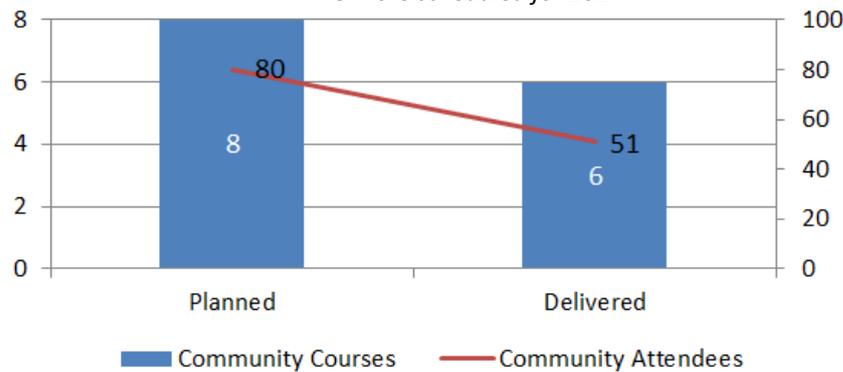
The following courses occurred throughout the 2013/14 season:

Development Sessions

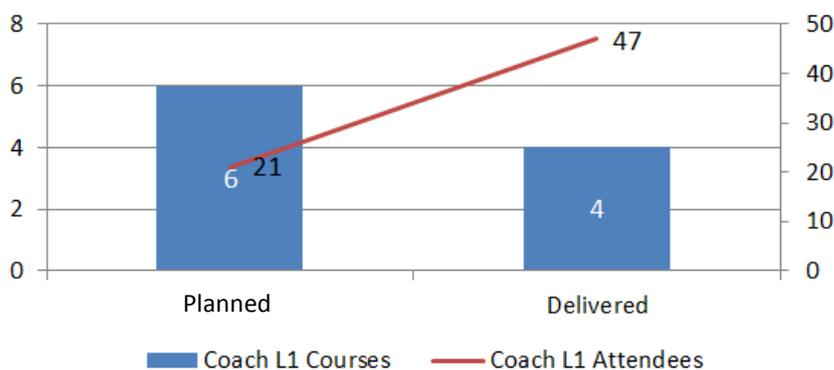


Community Coaching

3 more scheduled for 2014



Coaching Level 1



Coaching Courses and Development Sessions ran and participants attending courses was extremely high this season. And with 3 courses still scheduled before the end of the calendar year, the amount of participants attending should increase even further. Our aims for delivery in 2015 are being reviewed as we appraise the demand for each course type.

Synopsis of Coaching Course Feedback

80% of participants who attended courses (Community Coaching Course & Intermediate Coaching Course) gave the content of the course at least 7/10.

90% of participants who attended courses (Community Coaching Course, Intermediate Coaching Course & Advanced Coaching Course) gave at least 8/10 for the presentation of the course.

75% of participants hoped for a larger practical element to the coaching course in both the Community Coaching Course and the Intermediate Coaching Course.

100% of participants gave at least 8/10 for the communication given prior to the course they attended.

90% of participants gave at least 8/10 for communication given after the course they attended.

100% of participants said they would look to attend another course in the future.

Coaching Progression

All areas of the ETA Coaching Progression has made significant headway throughout 2014.

Challenge Touch Series (CTS)

72% of CTS teams that played in the 2014 season had a Community Level or an Intermediate Level coach within their team, and all CTS teams had a nominated Team Manager. It is hoped by 2015 all CTS teams have at least one qualified Community Level or Intermediate Level coaches within their team or associated with their club.

National Touch Series (NTS)

87% of NTS teams that played in the 2014 season had a Community Level or an Intermediate Level coach within their team, and all NTS teams had a nominated Team Manager. It is expected that each NTS team will have at least one qualified Community Level or an Intermediate Level coaching within their team or associated with their club. Whilst not always possible, it is desired that NTS teams will have a non-playing coach OR a non-playing assistant coach in 2015.

Touch Nationals- Regional Coaching

60% of Regional Teams that played at the 2014 Touch Nationals had non-playing coaches and 65% of Regional Coaches were a qualified Community Level, Intermediate Level or Advanced Level coach.

National Coaches

90% of National Head coaches were qualified Intermediate Level or Advanced Level coaches and 100% of National Teams had nominated Assistant coaches and Team Managers. All Team Managers were non-playing. However, only 45% of Assistant coaches were qualified Community Level or Intermediate Level coaches. All unqualified National Coaches were invited to attend an Intermediate Coaching Course free of charge in 2014. As part of the 'up-skilling' process, all NTS, CTS, Regional and National coaches were invited to a coaching seminar with Peter Walters at the Manchester NTS in 2014. Over 75 people attended the session.

2014 Touch Nationals

The 2014 [Touch Nationals](#) took in Cambridge and once again acted as the primary selection pathway for England representation in the 2015 Touch World Cup. The Nationals was bigger and better than previous seasons with over 300 players involved in the National Tournament and the 'Open Trial'. This year saw the introduction of the U18s division in which the Southern Mavericks played the Northern Stars in 3 game tri-series. In the open divisions 6 out of the 7 regions attended. Unfortunately this year there was no masters division.

Aims for the 2015 Touch Nationals:

- Re-introduction of the Masters Division, with the possible inclusion of a Midlands Masters team.
- Continuation with the U18s division with the possible introduction of a third U18s team.
- Possible further expansion in terms of divisions and/or duration of tournament.
- Work towards having all 7 regions participating in the Opens Division.
- Reduce the number of ineligible players per team from 2 players to 1 player.

Benjamin Powell



Technical Director

7 REGIONS: MEN'S AND WOMEN'S OPEN



2015 **TOUCH NATIONALS**
EVEN BIGGER!

MASTERS

U18s

& OPEN TRIAL

SCHOOLS/YOUTH (Review)

Overview / Intro

With the growth of Touch across the country and the new U18 development squad recently announced, England Touch is taking the next steps to develop a Schools Touch programme and we need your help. Touch is an ideal school sport, with minimal contact year groups and boys and girls can be mixed. In addition, no specialist equipment is required, just a ball, making it so simple to deliver in PE lessons or as an After School Club. Numerous schools across the country are already playing Touch, and the sport is now being played at the School Games in some counties.

With the potential for the sport to be huge at secondary school level, England Touch is developing specialist resources for schools to deliver Touch in line with the National Curriculum, to meet the needs of PE teachers and to engage more players than ever. An Education Group has been established, consisting of a range of current Touch playing PE teachers to shape the programme. We have had interest from about 20 teachers interested in delivering Touch in their school, to try resources, provide feedback and help facilitate the growth of Touch in their region, through competitions

2014 - Review

- Started to strategically plan on how to successfully deliver Touch in schools.
- Created a schools development role, Paul Farrington is the lead.
 - Paul has over 10 years of Touch experience, having played and coached at the highest level of the game. Having developed adult competitions, devised the original NTS format and coached at the Touch World Cup in 2011, he is now turning focussing on developing the next generation of Touch player. He is overseeing the delivery of a Touch programme in schools in the Berkshire area, and has successfully launched Junior Touch Camps. Paul now works in education, and is bringing together a team of education experts to deliver a Schools Touch programme.
- Created an educational panel of current Secondary school PE teachers to assist in creating quality content.
- GCSE Curriculum conversations with EdExcel discuss rewrite

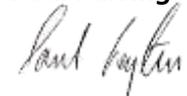
2015 - Plans

- Create Teacher resources/Toolkit, training and guidance to help deliver the sport in line with National Curriculum, whilst reflecting the specialist techniques and ethos of the game, inc guidance for Primary and Secondary delivery (rules, formats, recommendations for delivery).
- Trial group of children using resource
- Recruitment and expansion of team to create a network of teachers in regions who can contact each other to develop local competitions (possibly through School Games/SSP/CSP support) and share knowledge.
- Develop a Competition structure (local, regional and eventually National).
- Input on the Edexcel GCSE Touch paper
- Touch Community Coaches Course as a CPD programme for teachers

Aims and objectives for 2015 and beyond

- Develop a National schools Touch event as a player/referee pathway.
- Input on the FIT Children and Youth Commission.

Paul Farrington



Schools Liaison



HIGH PERFORMANCE (Review)

The elite success experienced by England Touch in 2013, emphatically winning the Open's, Senior's and Overall Championship titles at Home Nations in Dublin, was a great platform from which we would launch our 2014 [European Touch Championships](#) and the 2015 Touch World Cup campaigns.

European Touch Championships

At the beginning of the 2014 European Touch Championships campaign in September 2013, the HP Team's goals were to: win the Opens points title at Euros; win the Overall points title at Euros; and to develop our elite player pool and build our elite teams with the aim to medal at the Touch World Cup in 2015 in one or more divisions. While the last of these three goals is still in progress, the first two goals were successfully achieved at Euros in a professional manner whilst maintaining the highest levels of sportsmanship.

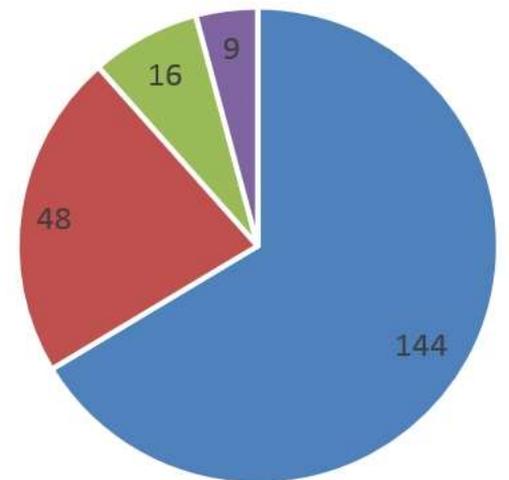
A survey of the figures below gives both an indication of the hard work that has gone into the 2014 European Touch Championships campaign (by players and staff alike), as well as the extent of success experienced by the England Touch team that ventured to Swansea University during the first week of August in 2014:

Time:

- 287 days (41 weeks) = campaign duration from announcement of squads in October 2013 to tournament commencement
- 20,000 hours (in excess of) training by all touring players (circa 134 hours per player, calculated as follows: 3 x 1 hour fitness sessions a week, plus 2 hours of Touch games a week, plus four All-England Camps @ 12 hours)
- 6 days of tournament competition

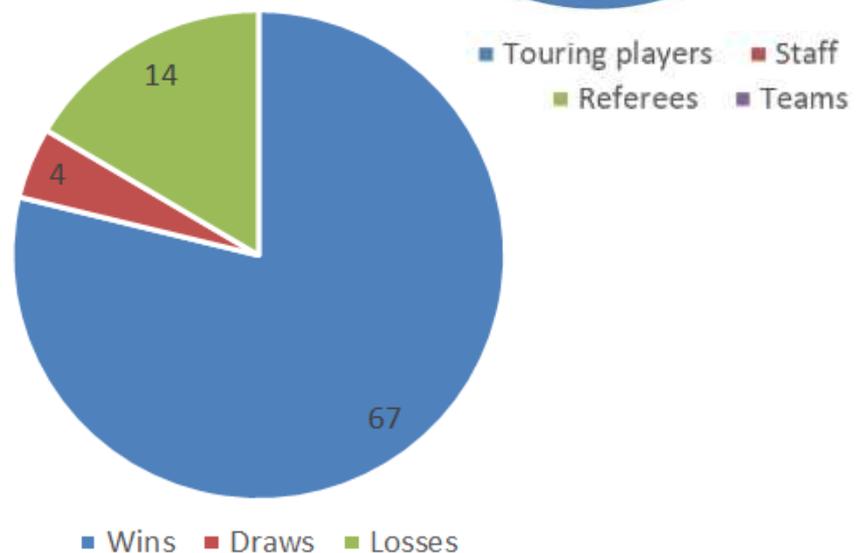
People:

- 212 squad players
- 144 touring players
- 48 members of staff (across the whole campaign)
- 16 England referees
- 9 Teams



Tournament statistics:

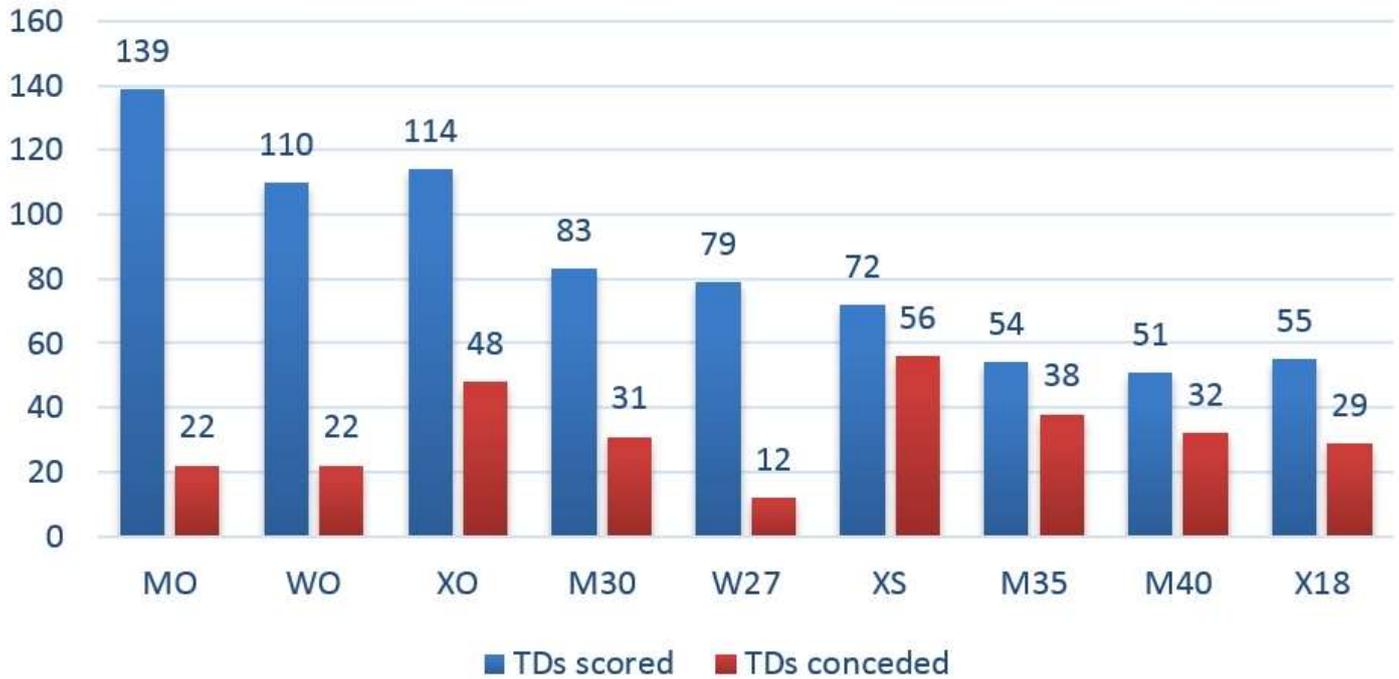
- 85 games
- 67 wins
- 4 draws
- 14 losses
- 757 touchdowns scored
- 290 touchdowns conceded



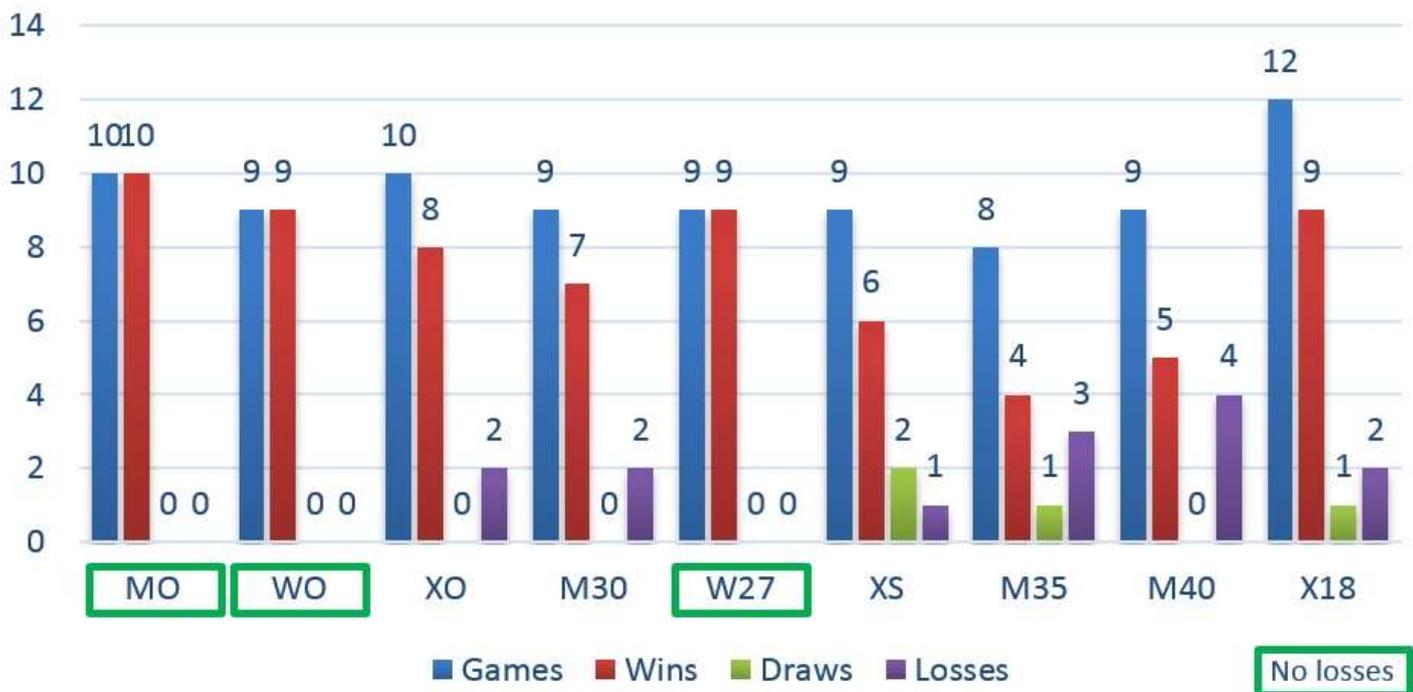
Results from nine England divisional teams:

- 4 gold medals (three undefeated teams)
- 5 silver medals
- 1 Opens points title
- 1 Masters/Seniors points title
- 1 Overall points title

Touchdowns



Results



What is not captured directly in the numbers or graphs above though is the professionalism, fun, passion and sportsmanship on display throughout the campaign and during the tournament. Thanks to all the England players for the commitment (time and money – after all Touch is a self-funded amateur sport), patience and tireless motivation that has contributed to the overwhelming success.

HP and Coaching Team

For the successful **2014 European Touch Championships** in Swansea, Wales, the nine England divisional sides were under the direction of the following coaching teams

Mixed 18s

Head Coach - Nicholas Matenga
Assistant Coach - Tracy Andrew

Mixed Open

Head Coach - Noel Forde
Assistant Coach - Derrick Cant

Mixed Senior

Head Coach - Martin Wright
Assistant Coach - Gregg Cropper

Men's Open

Head Coach - Ben Smith
Assistant Coach - Clint Rowling

Men's 30s

Head Coach - Nathan Bourke
Assistant Coach - Marnie Wills

Men's 35s

Head Coach - Mike Roa
Assistant Coach - Nathan Joyce

Men's 40s

Head Coach - Jeff Bimson
Assistant Coach - Steve Melling

Women's Open

Head Coach - Tim Osborne
Assistant Coach - Kellie-Lee James

Women's 27s

Head Coach - Sammie Phillips
Assistant Coach - Andre le Cornu

For **2015**, we will benefit from continuity offered by eight head coaches returning from the Euros campaign to lead an England team (with the Men's 35s and Men's 40s division merged temporarily as we decide on which teams are entered in TWC):

Mixed 18s

Head Coach - Nicholas Matenga

Mixed Open

Head Coach - Noel Forde

Mixed Senior

Head Coach - Martin Wright

Men's Open

Head Coach - Ben Smith

Men's 30s

Head Coach - Nathan Bourke

Men's 35s/Men's 40s

Head Coach - Mike Roa

Women's Open

Head Coach - Tim Osborne

Women's 27s

Head Coach - Sammie Phillips

Thanks must also go to a whole host of other HP staff who worked tirelessly behind the scenes to get our sides to the tournament. This list includes all nine team managers and medical staff, plus the following notable mentions: Georgia Yurkwich-Spink (Logistics Manager), Aaron Cockfield (Tour Manager), Zoe Parish (HP Manager), Cathryn Ogle (Apparel Coordinator) and Cari Thorpe (Head of Medical Services).



2015 – Touch World Cup and Mixed 18s

The focus for the High Performance team for 2015 will undoubtedly be the Touch World Cup to be hosted in Coffs Harbour, Australia over the period April 29 – May 3. This tournament is the pinnacle of international Touch competition and will be a significant moment to test England’s elite performance against the best Touch-playing nations from around the world. Planning for Touch World Cup has now been in progress for 12 months. In addition to Touch World Cup, a Mixed 18s tournament is also being planning by Touch Europe to ensure this division has international competition continuity in 2015.

Therefore England Touch’s ambitions for 2015 include:

- Take as many England divisional teams to TWC’15 as the number of willing, financially able and suitable elite-level players allows;
- Make a semi-final at TWC’15 in one or more divisions;
- Have 3 further divisional teams placed within the top eight;
- In the overall points category place 6th or higher (England Touch placed 4th at TWC’11 in Edinburgh);
- Match or better England’s 2014 performance in the Mixed 18s European tournament in 2015.

To achieve our goals: we are concentrating increasing the level of sports-specific fitness with the Medical Team with support from Chester University; we are providing opportunities and support to our national coaching staff to develop this skills through formal coursework and mentorship (by ETA and FIT representatives); we are focusing on Touch Nationals each year as the primary pathway to national-side selection; and we are focusing on training our national players to ensure they have the ability to execute skills at speed, under pressure and under fatigue.

Beyond 2015

Following Touch World Cup, the High Performance team will need to refocus on European-level competition for the 2016 and 2018 European Touch Championships and 2017 Home Nations prior to the next Touch World Cup in 2019 in Malaysia.

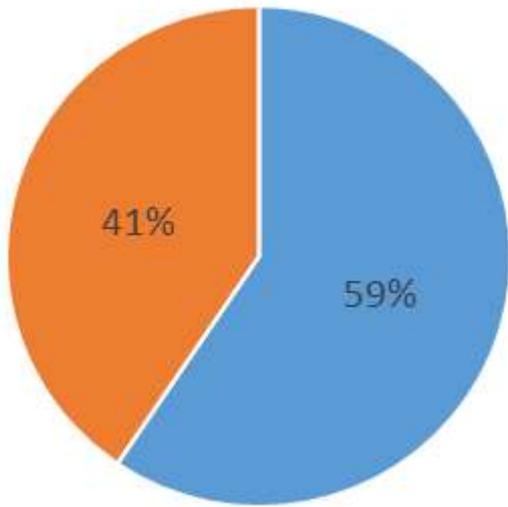
Timothy Osborne



Head of Elite Coaching

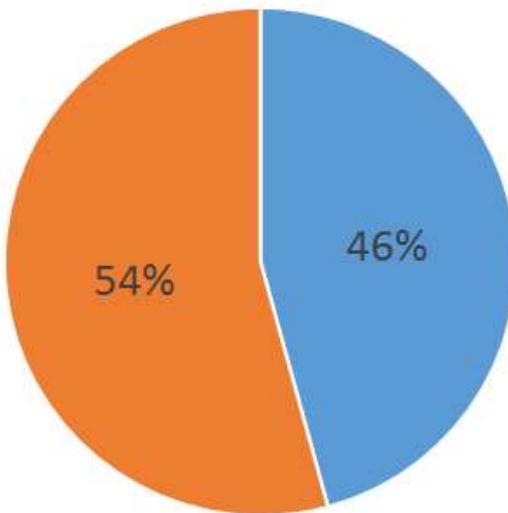


NATIONALS SQUAD SELECTION



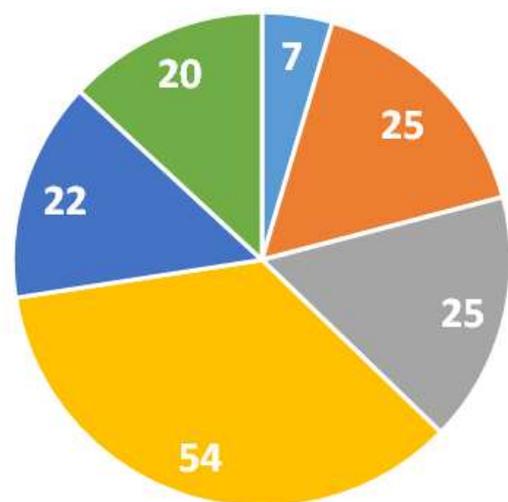
Newbie Vs Retained

The makeup of the elite training squads for the 2015 Touch World Cup is made up of 59% of players who are retained from the 2014 European Championships, with 41% of players coming into the squads. 5 players have moved from the inaugural U18s team into the opens grade this year, a great success story for the development of the sport.



Male Vs Female Ratio

The makeup of the elite training squads for the 2015 Touch World Cup is made up of 54% male players and 46% female. Touch is one of very few sports played in both single and mixed gender categories at the elite level, with Equestrian being the only Olympic coed sport which has a mixed category.



Age Range

The makeup of the elite training squads for the 2015 Touch World Cup is made up of a very wide range. The range goes from 16 years upto 50. Another great advertisement showing that Touch truly is the sport for all.

n.b. data doesn't incorporate our Under 18s team.

- 0-18 ■ 19-23 ■ 24-30
- 31-35 ■ 36-40 ■ 41+



High **ACHIEVEMENT** always takes
place in the framework of high
EXPECTATION



MARKETING (Review)

Another successful marketing year with a new, dedicated marketing team, has allowed us to really focus on the key messages. We have seen social media increase by around 50% so we are on track, ensuring that we continue to engage our audience. The website remains popular internationally which, also strengthens the brand

2015 – Plans

The Marketing team plans to support the committee members in ensuring their key messages and targets are met in particular increasing sponsors and members.

Social Media

- Increase Facebook page likes and Twitter followers by posting regular comments, articles and fun Touch trivia
- Ensure all members are linked to our social media and that we are following them (and vice versa)
- Research paid for marketing methods for social media and provide plan and budget request.

Newsletter

- Increase Newsletter audience through social, word of mouth and better website promotion
- Make it easier to sign up to newsletter
- Increase read/open rates with compelling news that addresses all audiences
- Build a database to allow us to tailor newsletters to the audience
- Find an easier and quicker way to send newsletters to allow more timely sending

The newsletters published in the last 12 months have been sent to over 28,000 recipients and our average open rate is circa 26%. The industry standard is 17% so we are successful but, want to keep growing this number. Our click rate is also above standard (7% vs 5.5% standard) but we need to review further to understand what is driving this number and ensuring we offer the content our visitors want.

Website

The website Bounce rate (people coming, looking at a page and then leaving again) is more than half of visitors (57% and for new visitors alone its 60%!). This shows us that people do stay on the site for longer which, is a key metric and shows that the content is relevant. It's really important we capitalise on this by making sure we include content for all audiences and, it's easy to find

Facebook is working really well, with Google proving to be nearly twice as good. This says that search engine positioning is good and Facebook is a well beaten route to the website.

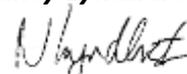
Plans for 2015

- Increase "hits" by at least 20% in 2015 using the various tools available.
- Review website signposting to align with marketing plans
- Revamp and review tournament pre and post-match articles
- Work with Members to ensure reciprocal links and promotion

Strategic plans

- Address grass roots touch – will be working with members to promote the game
- Media coverage- engage various outlets like Sky, BBC and Times Sport to promote Touch and the ETA widely
- Work with relevant teams to sign up new members and sponsors

Nancy Lyndhurst



PR/Marketing Director

STATISTICS (OVERVIEW)

f EnglandTouch

TOP 10%
 1.5K Followers
 1.5K Likes

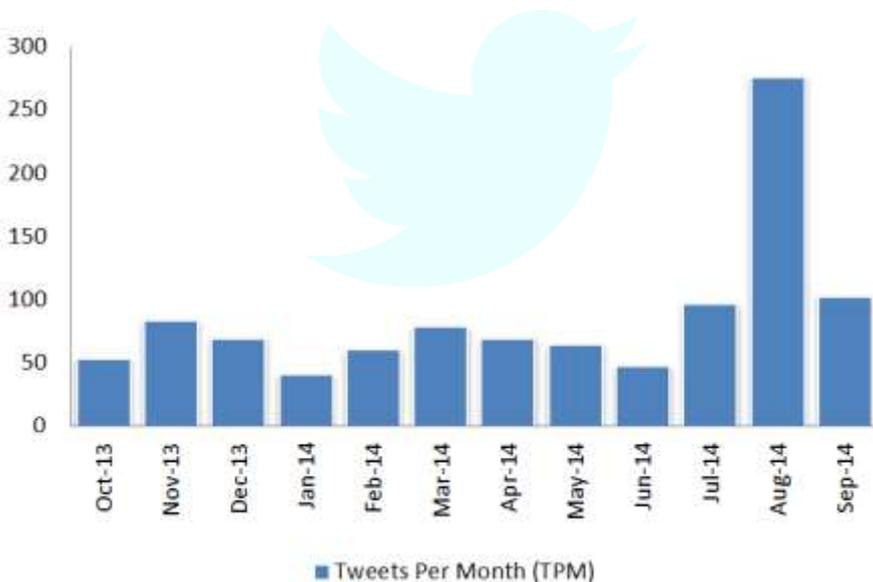
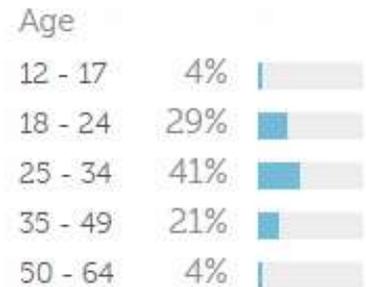


Showing data from 20/09/2014 - 26/09/2014

@EnglandTouch

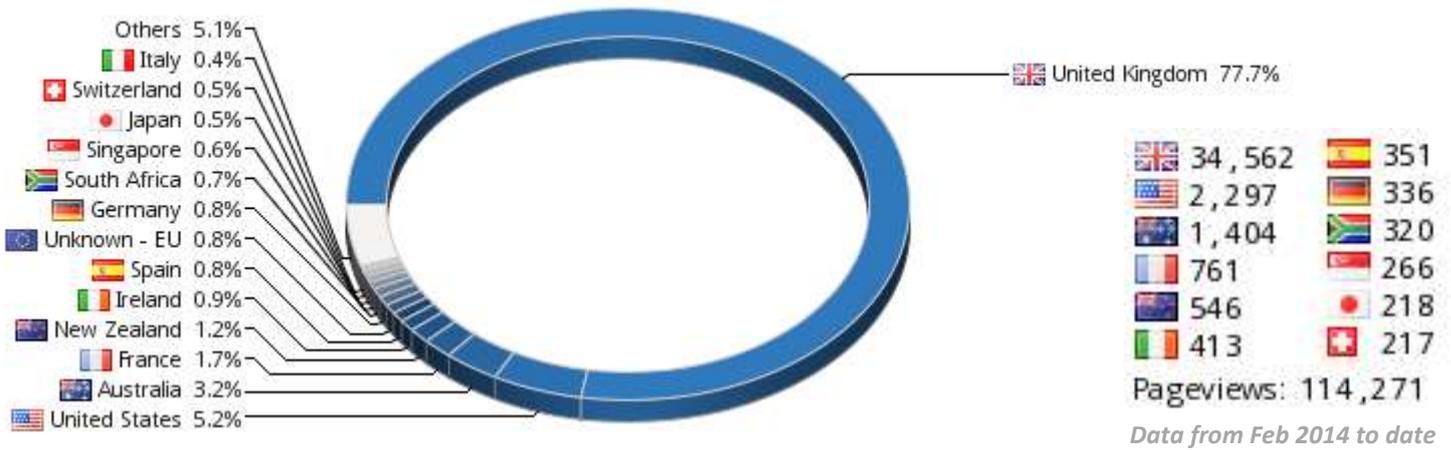
1,494 Followers

55% Male 45% Female

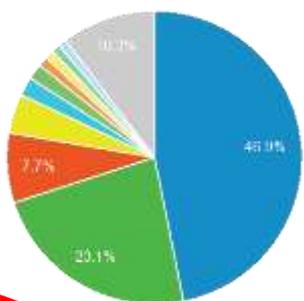
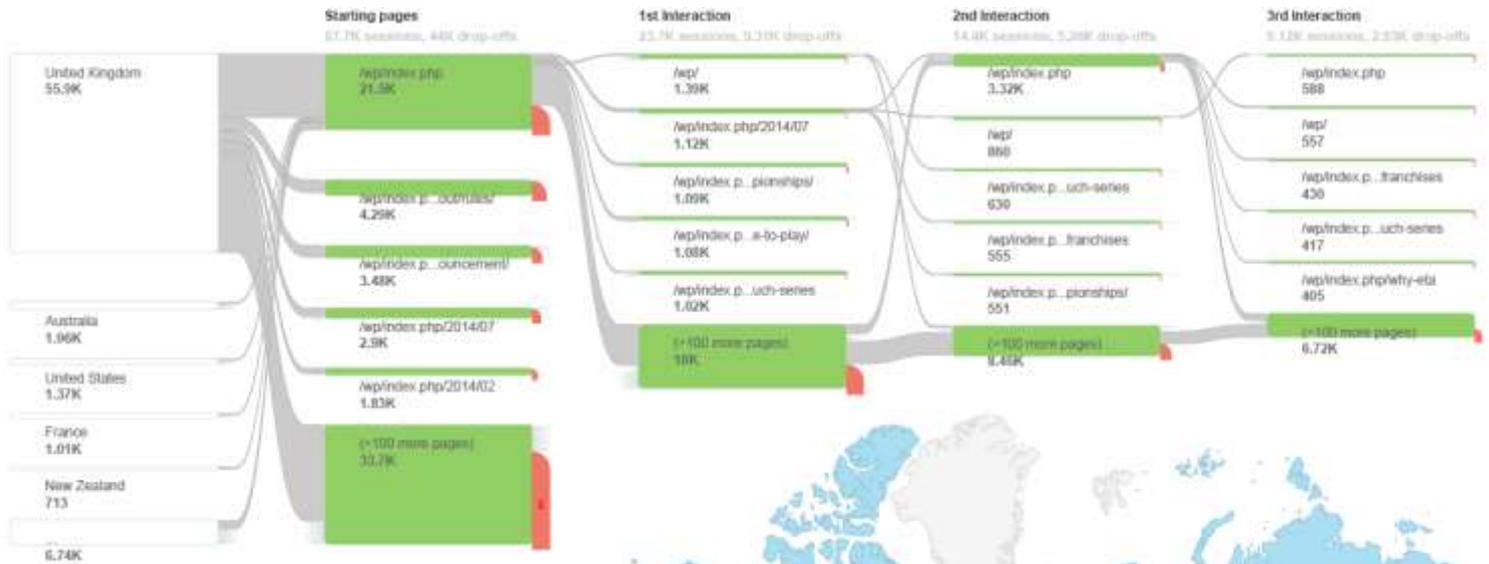
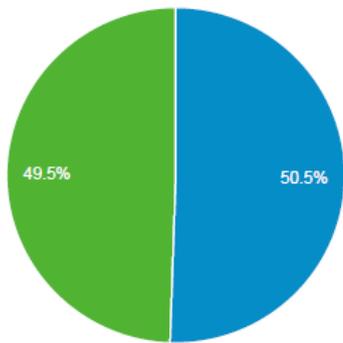


Tweets – 2535 (up 59%)
 Following – 1162 (up 31%)
 Followers – 1494 (up 59%)
 Favourites – 188

Website



■ Returning Visitor ■ New Visitor



46.9% M.facebook
23.1% Facebook
10.3% Newsletter
7.7% Twitter



Newsletter

Total Recipients: 28,630

Newsletters sent

- England Touch - September Newsletter
- England Touch - U18s 2nd trial
- England Touch - October Newsletter
- England Touch - December Newsletter
- England Touch - Seasons Greetings
- England Touch - January Newsletter
- Schools Touch (February)
- Touch Coaching Courses & More (March)
- England Touch - April Newsletter
- England Touch - July Newsletter
- England Touch - Touch Nationals 2014
- England Touch - August Newsletter

Overall ETA Newsletter Open rate:
26.61%

Sports Industry - Average Open rate:
17.67%

Subscribers' Average Click rate:
4.97%

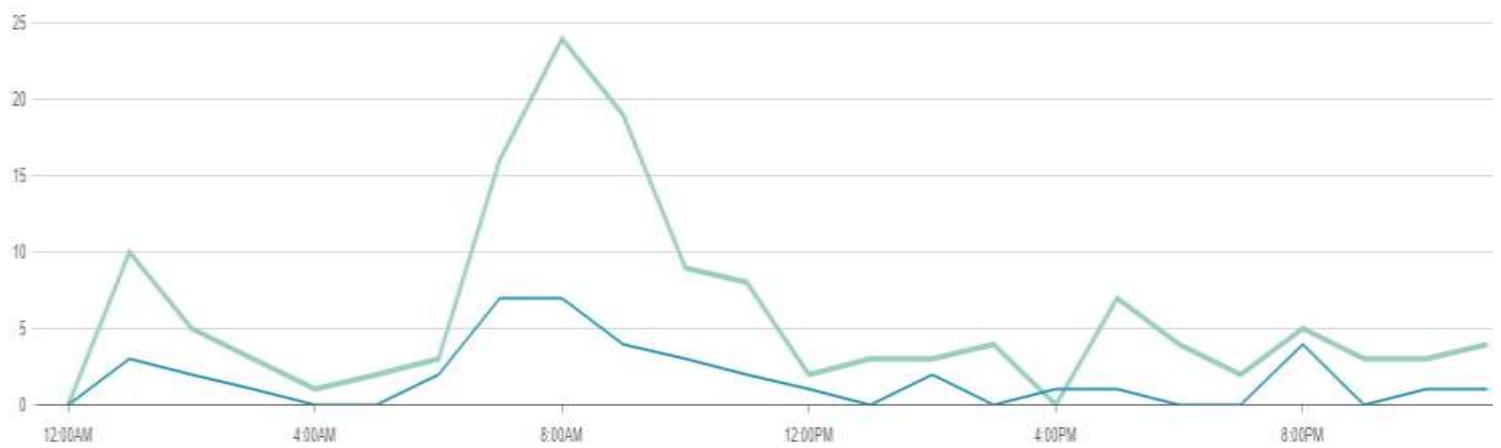
Engagement



Global Engagement



Peak Engagement Period



2014 EUROPEAN TOUCH CHAMPIONSHIPS
COACH OF THE TOURNAMENT



BEN SMITH

ENGLAND MEN'S OPEN COACH

REFEREEING (Review)

☺ 2014 was the year that England went BLACK! ☺

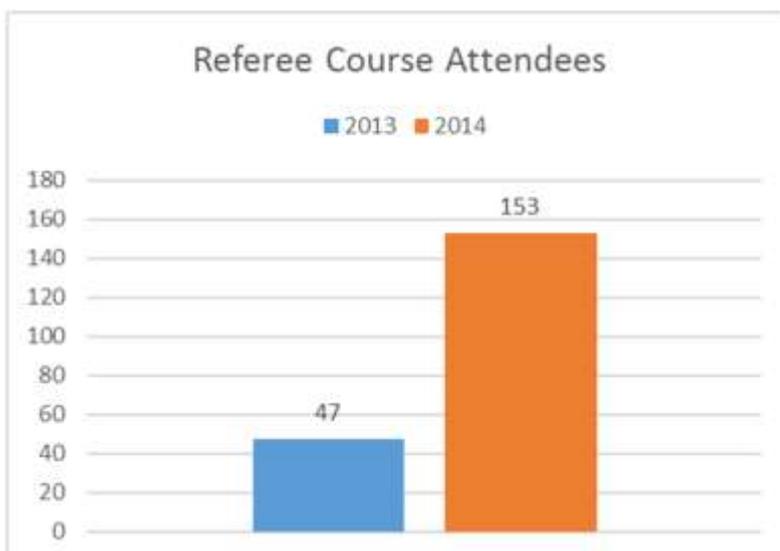
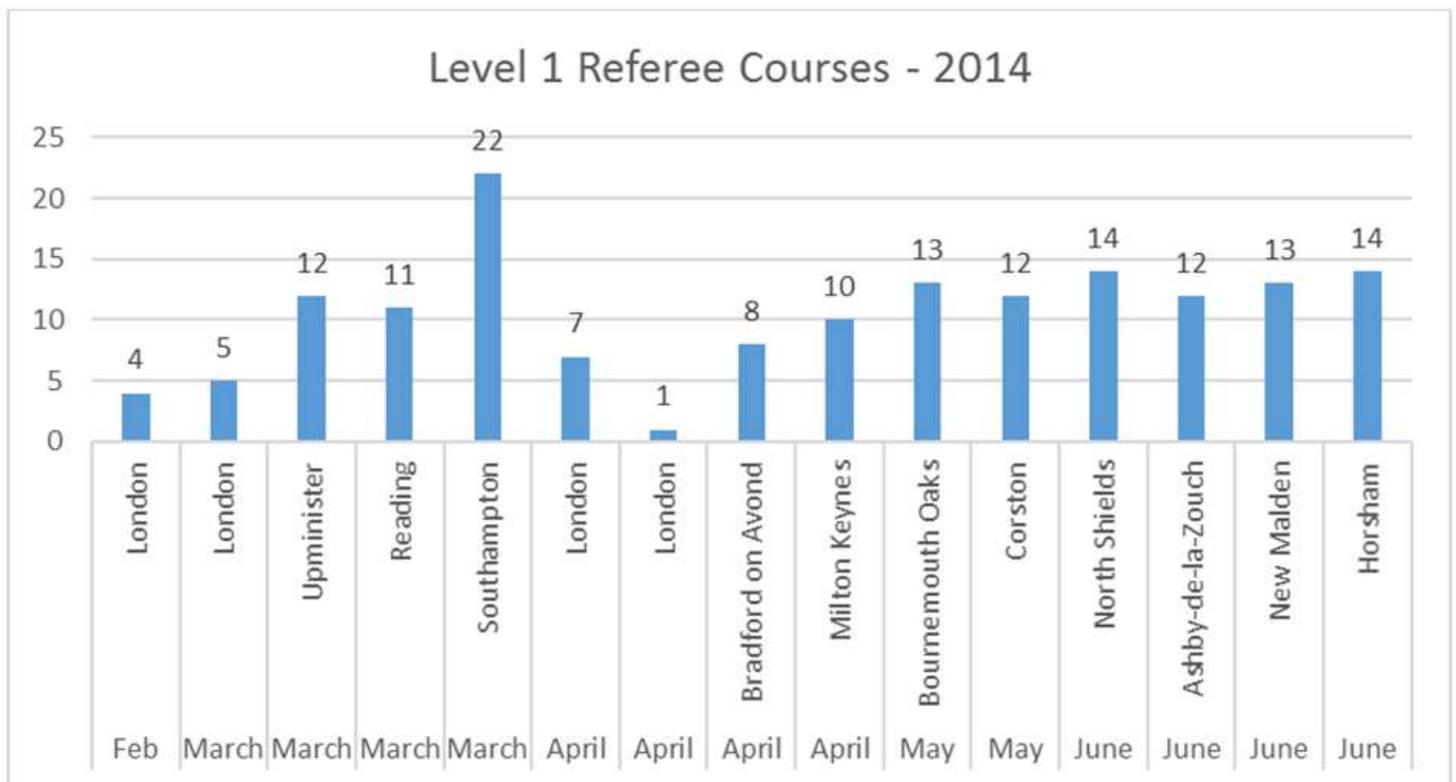
We always knew that 2014 was going to be a big year, but never did we imagine it to turn out to be this big, successful, rewarding and enjoyable. This year saw all referees turn it up a notch.

2014 saw the referees learn from mistakes, made new mistakes, stressful moments, tears, anger, laughter, frustration, new faces, lots of rain (and lots of mud!) and plenty of good times but most importantly we showed the Touch community the team spirit within the Referee contingent.

2014 A year in review:

Courses

England ran a record number of courses in the first half of 2014 with the vast majority of those courses being Level 1's as shown below.



Our course attendance levels have increased from 2013 as a direct result of engaging our membership, better and more marketing along with our active and progressive relationship with the RFU.

2014 was also the first year of England's involvement in Touch Europe Junior Referee Academy, which proved to be successful and it also opened the gateway to the involvement of youth in the sport.

Course Presenters

England hosted a **Referee Retention and Recruitment Course (RRRC)** in early 2014 which saw another 4 England referees attend to be accredited course presenters. England now has:

- 12 x Level 1 course presenters
- 3 x Level 2 course presenters
- 12 x Level 1 referee coaches
- 1 Level 2 referee coach

NTS/CTS Events

The NTS/CTS events with a new structure for 2014 was always going to be challenging from the beginning. Up to 8 fields running all day – referees became the most valuable resource England Touch has. The referees were fantastic and stepped up to take on the challenge, the new format as exhausting as it was still was proven to be popular amongst players and referees alike, there is more teams and people, differing styles of play, a greater variety of skill and a game of touch to meet all referee abilities!

The benefit of having a minimum of two referee coaches present at each event has helped to strengthen the events in the eyes of the European Referee Touch community with many referees travelling to attend our events. Throughout the year, we've managed a full complement of referees to help officiate the days. We've continued with our decision to use player referees and the perseverance of this has started to pay dividends. The standard of player referees has increased dramatically in the last twelve month and will continue to do so into the future. The more equipped our referees are, whether they be full time or player referees, the better and faster the game will develop.



European Championships 2014 – England went BLACK!



The requirement to send referees changed for 2014 and was 1 full time referee per team entered. England entering every division still left the referees over-subscribed. There was a new selection policy implemented for referees within England and within Europe a minimum fitness requirement was also implemented.

2014 saw the first Junior Euro's take place and as successful as it was, there are many learning experiences that have come from this that will hopefully only make the whole event, bigger, better and more successful next time it is hosted in 2016, which will see the junior event fully integrated into the main championships.



The Euro's were without a doubt a successful campaign for the England referees, we had:

- Referee badge upgrades
- Award for the most improved referee
- The top ranking Level 2 referee
- A nomination for the Lucas Von Hoff Award
- The leading female referee
- 6 referees receiving finals appointments

That is a huge sign of the hard work and dedication each referee who attended put into the season! Within England's badge upgrades, we saw upgrades occur to Level 2 all the way through to Level 5! England proudly now has three black badge referees and many Level 4 referees pushing their way to also attain their black badge!

More importantly, every single referee gained experience and exposure, received coaching and feedback and each was introduced to a wider network of referees within Europe and made friends for life.

Looking ahead

The success of 2014 is a measure that will be hard to be repeated, however the England Referee team are always ready for a challenge and we will be ready for everything that 2015 brings our way.

- As a leading nation in Europe, England are key members on the newly formed 'Referee selection and quota work-group' set up by EFT, with the remit of investigating the proposal to increase the referee quota be set to 1.5 referees per team
- We will reviewing our 'skills matrix' for robustness and transparency
- A goal of upskilling of all national players to minimum of L1 has been set and we will be working towards the best way of doing this.

On behalf of all the referees within England, we thank you for your patience as we learn, grow, develop and as we continue to find our way, we are always ready to help the Touch players who make up England Touch! England Touch Referees are also TEAM ENGLAND!

Shelley Grace
National Director of Referees

XBLADES



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www.XBladesSports.com

#DareToBeDifferent

DEVELOPMENT

England Touch have high aspirations for growing the sport of Touch in England. We aim to build participation at the grass roots level, taking special care to tailor the products on offer to encourage girls and women, youth and family consumers and other segments that can be excluded from many sports. Touch is a naturally inclusive, social and enjoyable sport, with very few barriers to participation.

To meet these aspirations we believe we need three elements:

- High quality sport products, with high standards of delivery in accordance with FIT regulations
- The mechanisms to promote our products across different segments and enthuse consumers to try Touch
- The resources to deliver this aspiration across the country.

The development of touch in England over the last year has taken huge strides forward. The partnership with the Rugby Football Union, as part of their O2 Touch initiative, has seen Touch built into the RFU's strategy for growing participation in the run up to the Rugby World Cup 2015. This has resulted in more people engaged in playing touch across the country. The reach of ETA regulated Touch in England continues to grow.

England Touch made the decision to explore opportunities for formally developing a touch programme for schools. With the fielding of the first national youth team at the European Championships, we have already created a demand and vehicle for high performance development of youth. The development of the schools programme will help provide a supply of engaged and skilled youth players for future national stars.

As we grow the number of enthusiastic touch players across England, we know that one of the biggest things they want is the opportunity to learn new skills and improve their performance on the field. For this we need to build the number of active Touch coaches across England. We have already set up the safeguarding policies and CRB checks for this venture.

Looking into the future, we need to continue the good work achieved over the last 12 months. Next year will be a crucial year for the partnership with RFU. We will aim to start delivering a coherent programme across youth sectors, including Universities. We will continue to upskill coaches and provide them with the right support. As we learn from our experiences, and use the Touch World Cup as a means for marketing our sport, we have high hopes for continuing to grow Touch in England.

We are constantly building our volunteer base, through growing the number of affiliated clubs, through our partnership with the RFU and through developing and embedding the regional Touch franchises across England. However, we can always benefit from more people volunteering to grow Touch. Whether you want to learn to coach or referee, develop a Touch club associated with your rugby club, sports group, community group or workplace, or work behind the scenes to support others, there are many ways to get involved.

Get in touch and be a part of growing Touch!

David Cope



Development Director

SPONSOR AND PARTNERS

We would like to thank and acknowledge the generous support of our partners and sponsors, we extend our sincere appreciation to them and invite you to support these great companies.

SPORTTAPE 

[SPORTTAPE](#) is the official ETA elite squads tape supplier and CTS headline sponsor. SPORTTAPE is designed in the UK and manufactured using over a decade of experience producing tape for some of the world's best athletes.

**STEEDEN**

[Steeden](#) are the official England Touch Association ball suppliers. With discounted deals for all members, they continue to lead the way in both Touch ball design.

2XU
HUMAN PERFORMANCE. MULTIPLIED.

[2XU](#), Australia's leading high performance sports apparel brand has joined forces with England Touch in their sponsorship deal. Our exclusive code gives elite team members 40% off RRP prices from www.2xushop.co.uk

X
BLADES

[XBlades](#) Footwear are England Touch's official boot sponsor for the 2014/15 season. Our exclusive code gives the elite team and all England Touch members discounted boots for the forthcoming season.


SPORTSCOVER

[Sportscover](#) is our newest partner and is one of the world's leading specialist sports and leisure insurers with over 25 years experience of providing tailored insurance solutions.

**BELIEF**

[Belief](#) and England Touch are proud to announce a further on-field kit deal, after the sterling job providing the playing kit for the recent European Touch Championships, taking them through to the Touch World Cup.

Opportunities

England Touch are always on the lookout for advertising opportunities and are interested in talking to further companies and businesses about team sponsorship. England Touch has a number of corporate sponsorship and advertising opportunities available in the following categories:

- Junior Teams
- Open Grades – Men's, Women's and Mixed
- Senior Grades (30+) – Men's, Women's and Mixed
- Masters Grades – Men's 35's, Men's 40's
- Medical team
- Referee team



ETA president and Belief CEO seal the deal

FINANCE

The England Touch Association (ETA) is a not for profit association, which exists as an association in financial terms, for the benefit of its affiliated members. The ETA has for many years operated on a 'hand to mouth' basis barely scraping by with affiliation income keeping the association afloat but not allowing it to grow or flourish in any notable way. At times the ETA ran at a cash flow negative position and was supported mainly by the directors and benevolent individuals.

This has changed dramatically over the past couple of years with the advent of department budgeting as well as new partnerships being formed, which has allowed ETA delivery objectives to be able to be planned against forecast income. The ETA has managed to keep a sustainable positive bank balance over the past couple of years and this has only improved during the 2014 year, even with the numbers of coaching and referee courses, events and High Performance support staff increasing to keep up with the demand for these services.

The main source of income has still been from ETA member affiliations, with over £12,000 in income coming from these affiliated memberships. This is anticipated to grow in 2015 as the ETA experiences a growth in numbers requesting support for referee and coaching services, especially with the RFUs O2 Touch initiative reaching more clubs in the lead up to the 2015 Rugby World Cup.

The events and coaching courses run by the ETA have both been slightly cash flow positive (ca. £400) against a budgeted negative cash flow position, even with some capital spending having taken place this year, which should put the ETA in a stronger position for the next few years to capitalise with an even stronger positive cash position by the end of 2015.

The high performance area, encompassing nationals teams and international tournaments, has seen a very slick 2014 European Championships campaign coming off the back of a solid 2013 Home Nations tournament, result in another positive cash position due in main to accurate budgeting and additional kit sales. This will allow the ETA to hopefully continue to contribute towards individual player costs, as there is still a large financial burden on the players to support themselves at international tournaments.

It is hoped that in 2015 with the Touch World Cup allied to additional courses and National events that the financial position of the ETA will improve further such that it will be able to continue to support its members and the growth and outreach of the sport of Touch in England.

Mike Abromowitz



Finance Director

Train **HARD**, Play **EASY**



BELIEF



ENGLAND TOUCH



PLACE YOUR ORDERS NOW AND GET YOUR
TEAM READY TO DOMINATE THE 2015
SEASON WITH YOUR OWN, TOTALLY
CUSTOMISED LOOK



YOUTH

England Touch Association

www.EnglandTouch.org.uk



Graphics by: Gregg Cropper & Jose Luis Dias

Contact: Gregg@EnglandTouch.org.uk

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