



# THIS IS TOUCH

A SPORT FOR ALL **AGES**  
A SPORT FOR ALL **GENDERS**  
A SPORT FOR ALL **SEASONS**  
A SPORT FOR **ALL**



# ANNUAL REPORT 2018/19



# 2018 YEAR OVERVIEW

England Touch organised and delivered the biggest European Touch Championships ever, 20% bigger than 2016! This tournament included 63 teams from 17 countries, 1,200-plus athletes, four days and eight fields at the University of Nottingham in July

14 teams represented England on the international stage, 10 at the European Touch Championships and four at the Junior Touch Championships

England was the only nation to win a medal at every international tournament, including retaining the Overall, Opens and Seniors titles from the European Touch Championships

England Touch ran 25 days of competition, with five levels of National Touch Series tournaments plus five days of The Nationals

Over 100 Clubs are now affiliated

Over 1250 individual members, more than 36% being female

98% of individual members played in an England Touch tournament in 2018

Over 20 new appointments to our team, including nine Executive and Non-Executive Director roles

First fully paid staff member appointed

27 coach and referee courses conducted, with over 270 participants passing

Increased turnover to £490,000, more than double that of 2016/17

New partnerships were signed with the Rugby Football Union and Bhubesi Pride Foundation

England Touch finalised and submitted a pre-application document to Sport England, a significant step on the road to formal recognition

17 days of tournaments were streamed live; some 150 hours of broadcasting. There were 1.5 million viewing minutes on YouTube, and 100,000 viewers watched the European Touch Championships on BBC Sport Online. The Nationals Finals Day were also on BBC Sport Online

Inaugural #OneEngland Volunteer Workforce awards launched  
Crowdfunding and Sponsorship reward schemes were launched for the first time

Touch was showcased at Twickenham during the 2018 Autumn Internationals

Ground breaking project to use Touch to help rehabilitate prisoners was signed with Koi Sports CIC

Schools work was expanded, with more tournaments and an application made to the Department of Education for Touch to be considered in the GCSE and A Level PE curriculum

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## CHAIR REPORT MARK CROSTON

I would like to thank members and colleagues for bestowing on me the honour of serving as the Chair of England Touch.



I am truly grateful to all the players, officials, volunteers and my fellow board members for all their endeavours throughout 2018 – a year which has seen the organisation establish itself as a thriving business, recognition as the national governing body and, crucially, further success on the field of play - not only hosting the most successful ever Euros but also winning the Overall, Opens and Seniors titles.

2018 was a pivotal year for England Touch. Although we remain a volunteer-based organisation we are working towards becoming a more professional and paid workforce, led ably by Gregg Cropper as Chief Operating Officer. Equally, the new appointments to the Independent Board have brought experience and knowledge from outside of Touch.

My year has been largely focused on establishing this new governance framework and ways of working, establishing the sport's high level strategy, and crucially ensuring that England Touch was recognised as the national governing body among the wider sporting environment in England and internationally.

In 2019, I look forward to the further development of these plans and seeing the organisation grow with more people, more sponsors/partners and more eyeballs on the sport, particularly through our prized relationship with the BBC and the platform they are providing for the sport. We are also working towards formal recognition from Sport England, which will be a massive game-changer for us.

Equally, we will be extending and developing the #OneEngland programme, which will enable the organisation to work as one, reward and retain our workforce and ensure we are able to adapt

to the growing demands of the sport and capitalise on the emerging opportunities for the sport, whilst also building and growing for further success, starting with this year's Touch World Cup in Malaysia.

One of the first things I asked people when I became involved was 'When are we going to win a World Cup?' Overwhelmingly I was told that the gap between the top two nations and England was vast.

Having worked with the High Performance Team and seen the talent pool we have, I quickly realised we have a structure as good as any, and most of the key ingredients for World Cup success. We are now working on the recipe and the investment into our systems to enable us to climb that ladder and bridge that gap - the impact of winning World Cups will be huge.

As with all organisations, particularly sporting ones, we face challenges – yet the one thing that has struck me about Touch during my tenure is how much fun and enjoyment the sport offers.

We will grow, develop, not only as a sport, but also as a way to get people active, healthy and happy.



## COO REPORT GREGG CROPPER

Last season has been the most challenging of my career to date, yet also the most rewarding.



The Euros was an exciting, tiring, emotional, exhilarating, proud, challenging, nerve-wracking, satisfying and groundbreaking week, a tournament like no other. From writing the original hosting bid two years ago, to packing down the last marquee on the Sunday post finals day, it certainly was a mix of emotions throughout it all.

But while this was the understandable highlight of 2018 the year as a whole represented a significant new era in England Touch.

I firstly want to say huge and heartfelt thankyou and pay tribute to everyone who is continually pushing our sport forward, for their hard work to make our progress possible, and for countless hours put in to help grow the Association to where we are today.

Over the last 15 years England Touch has grown from a small group of enthusiastic expats and friends who enjoyed the sport into an Association with a fully-functioning board; strong executive management and a full-time member of staff; a number of excellent partners; four tiers of events; an elite performance pathway from Under-15s to Over-45s; over 30,000 people regularly playing the sport each week; and a strong financial position.

In short, we are well placed to take the next step to achieve our ambition of making Touch a leading recreational sport in the country.

We have recently submitted our Sport England recognition pre-application documentation, which, if approved, will give us 12 months to apply for full recognition status. Embarking on this monumental submission follows the collaboration work done last year with the Sport and Recreation Alliance and Oneside Law, where we developed new Articles of Association.

Using the Alliance's templates as a starting point, along with the Voluntary Code of Good Governance too, helped us to navigate how we wanted England Touch to function, following best practice within the sports sector.

This huge piece of work has brought large parts of the team together in order to show our progress and development over the years as a maturing National Governing Body, of which I'm incredibly proud. We believe that everything is in place to meet Sport England's requirements, which would in turn open the door to new funding streams and the wider responsibilities that go along with becoming a recognised NGB.

The growth of Touch is on the up, and we've shown the rest of Europe (and the world!) that England Touch are at the forefront of pushing the sport to the next level.

I'm very grateful to work with such a dedicated team, but we are not resting on our laurels:

**Our Board** We have a more diverse board, including a number of independent non-executive directors, resulting in more effective decision making based on a diversity of views which complement the experience of the executive group.

**Our Partners** We have re-signed our three longstanding partners in Belief, SPORTTAPE and Steeden, three brands that have become synonymous with Touch over the past few years. We also finalized an updated partnership agreement with the Rugby Football Union, an alliance will see England Touch and

## COO REPORT CONTINUED



the Rugby Football Union work together to increase participation in Touch in both organised clubs and the wider community in England through financial investment and additional resource. We are having discussions with other potential partners, who are all excited about the positive direction the sport is heading.

**Our Reach** The agreement we reached with the BBC to live stream the 2018 European Touch Championships via their red button, website and interactive TVs was another huge step forward in terms of promotion and reach for the sport globally. When we took the plunge and decided to live stream all of our elite club events this year, we wanted to give Touch the increased exposure it deserves, and it is fantastic that BBC Sport agree that the quality of what we've done is good enough to be carried on their platforms. We used this event as a springboard to further drive participation in schools, inspiring the next generation to choose our sport.

**Our Future** We will see a more collaborative approach to the grassroots development of the sport, leading into the pathways available, whilst working together on numerous projects over the coming year. This will be underpinned by increasing the number of Touch referees and coaches, and with new support for England Touch's representative teams coming from the RFU, there will be wider pathways for players to progress all the way to the international stage. New Schools Touch Development officers have been appointed and a strategy and framework put in place which they will be looking to implement and work within over the coming year has been developed.

**Strategic Planning** In order for us to successfully transition into being a fully-recognised NGB we must become more process driven, commercial focused and strategically led. At the same time we cannot leave behind the things which make Touch so special, such as the inclusivity, friendliness, and camaraderie we see at all our tournaments and events..

Our strategic plan will give us, and everyone involved in the sport, a clear focus and direction for the next three years. Further challenges await, but there's a real sense of excitement around the sport, and while our goals will be ambitious they will be totally worth it!

## STRATEGIC PLAN OUTLINE

### Making England Touch the country's leading recreational sports governing body



England Touch is currently developing its first Strategic Plan.

The strategy is about added value and stimulating growth through the governing body's role as a leader, influencer, facilitator and investor. Delivering this strategy will contribute to achieving the sport's objectives to stand out as a great organisation and as a sport people are proud to call their own.



England Touch wants its members and all of the Touch family to explore and enjoy our sport. At the same time we want to encourage people who are already playing to aim higher, embrace the sport further and spread the word. That will in turn generate growth and opportunity for everyone involved in the sport.

Critically, we want to create an environment that stimulates and supports all our members, players and partners to thrive – now and in the future.

This strategy is about delivering five years of progressive change for Touch with an eye on the longer-term opportunities. It kicks off with quick wins to inspire everyone to work together productively which will set England on a journey to become the best Touch nation in the world.



#### BY 2024

#### BY 2029

100,000 TOUCH PLAYERS

500,000 ADDITIONAL PARTICIPANTS

FUNDED DEVELOPMENT PROGRAMME

WORLD LEADING HIGH PERFORMANCE SYSTEM

£1 MILLION ADDITIONAL ECONOMIC IMPACT  
(BOTH DIRECT AND INDIRECT)

£5 MILLION ADDITIONAL ECONOMIC IMPACT  
(BOTH DIRECT AND INDIRECT)

FULLY EMBEDDED #ONEENGLAND WORKFORCE

25 FULL-TIME EMPLOYEES



## THE EUROS

### The biggest ever European Touch Championships which took the sport to new heights



The attention of the Touch community focused on the University of Nottingham in July 2018 for the latest edition of the European Touch Championships.

This was the biggest ever European Touch Championships to be staged and reflected the overall growth of the sport across Europe.

Seventeen nations were represented, with an opening ceremony at Wollaton Hall, known the world over as Wayne Manor in the final installment of the Batman trilogy The Dark Knight Rises.

It set the tone for four days which were hallmarked by great action, superb sportsmanship, fantastic weather, quality fields and friendships formed that will last for a long time to come.

Fields 1 and 2 were both live streamed, with Field 1 also being carried live by BBC Sport Online and on connected TVs, taking the sport to a new audience both domestically in the UK and across the world.

England took home four Gold medals, and with medals being won in every category it was the hosts who retained their overall titles in all divisions.

For England there were 61 new caps, representing over a third of the overall squad.

The week saw a number of major brands connect with Touch for the first time, including Red Bull and Bhubesi Pride, and there was the fantastic sight of youngsters from across the country taking part in a schools festival, too.

With an after-party in Nottingham city centre that lasted long into the night this was a European Touch Championships which has set a very high standard for subsequent tournaments to meet.



- MEN'S OPEN** CHAMPIONS
- WOMEN'S OPEN** CHAMPIONS
- MIXED OPEN** BRONZE
- WOMEN'S 27s** CHAMPIONS
- MEN'S 30s** CHAMPIONS
- MIXED 30s** SILVER
- MEN'S 35s** TEST SERIES WIN
- WOMEN'S 35s** TEST SERIES WIN
- MEN'S 40s** SILVER
- MEN'S 45s** SILVER

17 COUNTRIES

63 TEAMS

4 DAYS

312 GAMES ACROSS 8 FIELDS



>100,000 VIEWERS ON BBC SPORT ONLINE





# THE EUROS







## IN REVIEW 2018

England won medals in every category at the 2018 European Touch Championships and Junior Touch Championships, the only nation to do so, including five gold medals

A more coherent approach to World Cup training was introduced with centrally-organised High Performance Camps at a variety of venues spread across the country. We have had access to a better standard of training venues, including indoor facilities

This coherence was also applied to the High Performance structure, across central management, coaching staff, team management and support staff (technical and medical)

The High Performance management has been actively seeking to develop our England coaches with continuing professional development and sharing best practice, including utilising the experience and knowledge of Australian coaching legend, Peter Bell

More players were selected in the wider High Performance Training Squads, with the more competitive nature of the National Touch Series and The Nationals encouraging a better standard of individual player

The High Performance management team has actively listened to the feedback from players and actioned improvements where possible

## HIGH PERFORMANCE Setting the standards at the elite end of Touch in England

## LOOKING AHEAD 2019

England is sending its biggest and most prepared squad to a Touch World Cup with teams in 10 categories, including the first ever Women's 35s tournament at this level

England is aiming to improve in every division from 2015, bringing a better overall finishing position out of the 28 nations and territories participating in Malaysia

England is seeking to improve on overall results at the Junior Touch Championships and win gold medals in multiple categories

The High Performance management will continue to develop coaching and support staff

A streamlined structure is being introduced at regional level to improve the development of players and coaches, and ultimately give England a better pool of individuals to choose from

The Nationals will have a new structure which builds on successive expansions over the past few years. In 2019 the Juniors and Opens will be competing on the same weekend, with Seniors and Masters competing on their own weekend

England Touch will actively encourage all High Performance head coaches to become Level 2 qualified, with Asst Coaches Level 1 qualified, and will identify candidates to run CPD sessions during summer tournaments

## MEDICAL, SPORTS SCIENCE AND PERFORMANCE

The team behind the team, supporting players at tournaments and with England

### IN REVIEW 2018



A 13-strong multi-disciplinary team of physiotherapists, doctors, osteopaths and sports therapists, along with sports therapy and physiotherapy students, supported the 10 England teams at the European Touch Championships, along with providing medical support for the entire event



This provision was a great success from a medical standpoint and the medical cover provided continues to be outstanding. The medical personnel supporting the competition gained valuable experience working on such a large scale and those teams unable to provide enough support were able to call upon their expertise



England players experienced significantly fewer injuries during the European Championships with the majority of these minor. We have observed a similar trend over the last 4-5 years and believe this is, in part, due to the increase in support provided to players through physio support, strength and conditioning as well as the education on training and managing injuries of all involved in the game



The Medical and Sport Science Team continues to work closely with players and coaches for the World Cup campaign, with particular emphasis on:

- Providing exceptional programmes based on the data we collected over recent years
- Preparing our players appropriately for the demands of the game as well as monitoring training loads, especially with a focus on heat acclimatization
- Regular fitness testing has been included and has allowed the sport scientists and coaches to see the great improvement in movement proficiency, strength, power and fitness of all players

### LOOKING AHEAD 2019

The Medical, Sports Science and Performance team remains committed to cross-disciplinary working and learning, building on more than 60 years' cumulative experience. Sharing treatment techniques, injury management and wellbeing measures ensure players readiness to compete. Furthermore, we have continued to develop our understanding of the game through world leading research. We now have a number of staff within our team who have started postgraduate qualifications with research exploring injury risk factors in Touch. This work will subsequently lead to improvement management of our players

Further ahead we will be looking to:

- Maintain current staffing levels in order to support the Elite England Touch teams
- Creation of a centralised hub to store S&C programmes, videos and training load information; medical information; performance testing data; coaches plan; research
- Integrate S&C into coaching/training sessions
- Provide and deliver strength and conditioning programmes, creating a pathway from youth to opens
- Continuing to build on the relationships between medical/sport science, coaches and players
- Promote and develop players with appropriate physical characteristics that moderate injury risk
- Explore the existing tournament structure with a review supporting proposed changes
- Create a relationship with universities hosting our UNTS tournament.
- Research, research and more research






## EVENTS

The tournaments which give our players and teams the opportunity to compete

### WINNERS ROLL OF HONOUR

	Midlands Tigers
	BBR
	Wigan (Men) London Scorpions (Women)
	Yorkshire Thorns
	Exeter (18/19)

### IN REVIEW 2018

2018 saw the biggest changes to the Events programme in England Touch's history to date. These included:

- Bringing all tournaments under the 'National Touch Series' brand
- Two-day tournaments for Elite club NTS events with 40-minute games, designed to help the transition from club into representative Touch
- Live streaming on YouTube at all Elite club NTS events, as well as The Nationals Opens
- Six new venues in new areas of the country, including Birmingham, Oxford and Cheltenham, and a return to London for the first time in a number of years

In all there were 25 days of competition across five different Series, together with five days of Nationals, and a further four days of European Touch Championships, also organised by England Touch

Over 1,100 individuals played in a National Touch Series event, with a 60/40 split between male and female players

A new tournament was introduced for Emerging Men's and Women's single gender teams

The University NTS continues to go from strength-to-strength, with new universities joining the core group all the time

### LOOKING AHEAD 2019

The Events team has been expanded to include two assistants as well as the Events Manager. This will help ensure consistency of delivery across all England Touch tournaments

The Association has listened to feedback collated throughout 2018 and has made several adjustments, including:

- Freezing the entry price from 2018 into 2019, and continuing the Early Bird savings for teams who enter over a month in advance
- Limiting the number of teams in each event
- No 'Finals Day'; the overall champion for each competition will be the team which finishes top of the table, accruing league points at each event. The league information will be published clearly on the England Touch website
- Returning to the venues which had strong feedback, while also taking the NTS to new towns such as Banbury, Wymondham and Chester
- Giving the Emerging Men's and Women's NTS their own specific days, and making them on the same weekend as three of the Development NTS tournaments at the same location
- Requiring all teams in the Elite NTS and Elite MW NTS to provide a full-time referee
- Restructuring The Nationals so that the Opens and Juniors play on the same weekend as each other, and the Seniors and Masters will play on the same weekend as each other. Both events to be live streamed on YouTube, an increase on 2018

## REFEREES

Great matches and tournaments  
need great officials

### LOOKING AHEAD 2019

As the sport continues to grow having qualified referees becomes increasingly important to ensure the quality of the National Touch Series, together with regional events and The Nationals

#TeamRef has been restructured, with a National Referees Manager, Assistant National Referees Manager, International Referee Liaison, Referee Tournament Co-Ordinators and Regional Referee Co-Ordinators to work with Regional Leads in developing referees across the country

Referee courses have now been incorporated into the Development department to help the Association's overall aims of growing the sport with consistency and continuity

### IN REVIEW 2018

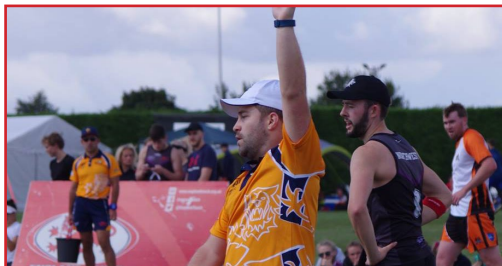
England Touch now leads the way in Europe with the number of referees and opportunities to officiate. England now has 88 referees of Level 2 or higher, 41 of whom were active at high level competitions in 2018

18 Level 1 courses were held in 2018, with 184 individuals passing the classroom assessment and 36 going on to complete the on-field assessment

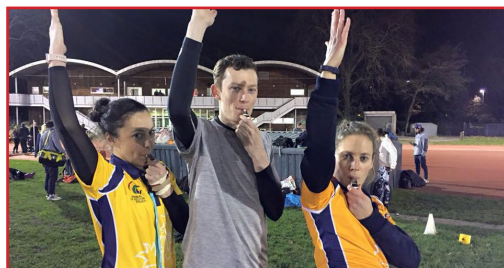
28 individuals successfully completed Level 2 courses, with 11 receiving their on-field assessments and badges

A full Referee Committee was recruited in 2018

England had a record number of referees officiate at a European Touch Championships, and achieved more finals appointments and upgrades than in any previous year







## IN REVIEW 2018

England Touch has dramatically increased its development provision over the past year, putting in the framework to support future growth at grassroots level

Two Development Managers have been appointed to help drive our growth, along with two Schools Development Managers and a network of 17 Schools Development Officers has been appointed

Sixty children from four schools played in a tournament in Nottingham as part of the European Touch Championships

England Touch has also agreed a partnership with Koi Sports CIC to develop the sport in prisons, with individuals receiving training in coaching, refereeing and then business development to launch a league in their local area once their sentence is completed

There are currently 30 franchised and affiliated leagues across the country

## DEVELOPMENT

### Providing the best support network for the grassroots

## LOOKING AHEAD 2019

Having an effective development programme is key to supporting the overall playing growth of England Touch - the more players we have, the more teams we have in our competitions, and the greater the pool for selection for representative teams

The same applies for coaches and referees, and we will be seeking to expand our range of courses, which are being re-written and endorsed by CIMSPA to make them more fit for purpose

The key focus for 2019 is on generating a steady stream of funding for our grassroots and development projects. A new Funding Manager has been appointed to this end and we continue to follow best practice across the sector

A significant challenge is in overcoming the geographic separation between our staff across the country and we will be working across a number of departments to ensure that silos do not occur, that all our volunteers feel valued, and that the ambitions of the Association are realised

The Development team will be working closely with the High Performance team to grow Touch within the regions under the new amended and streamlined structure

We are aiming to grow from 30 affiliated leagues to 70 affiliated leagues, including the England Touch Leagues franchise programme

We will also seek to implement a programme to evaluate the impact of our work across the country, which in turn assists in our proposals for funding and sponsorships

## VOLUNTEERS

The heartbeat and soul of a growing sport, from clubs to country

### LOOKING AHEAD 2019

England Touch will seek to build on the work done in 2018

A volunteer induction pack will be introduced, which will give all of the Association's workforce a sense of belonging and an understanding of where their contribution helps overall development

The volunteer awards will be expanded and a flagship event staged towards the end of the year

The #OneEngland volunteer strategy will be developed, so as to incorporate best practice from a range of sectors into the sport

The volunteer strategy will be implemented at a national level, then mirrored at a regional and then local level where possible

### IN REVIEW 2018

A Head of Volunteers was appointed to oversee this vital part of England Touch's operations - volunteers have been the bedrock of the sport's recent rapid growth

The England Touch management team has remained relatively stable, bringing greater institutional knowledge and understanding of the sport's landscape

The inaugural Volunteer Workforce Awards were handed out in the following categories:

Club of the Year **CSSC**

Coach of the Year **Russell House**

Referee of the Year **Stephen Dubreuil**

Special Recognition Award **Chris Wall**

Volunteer of the Year. **Joshua Bingley and Clare Heath**

A #OneEngland workforce programme was launched. Over time this will grow to give our volunteers the rewards and recognition they deserve for their efforts, and underpin recruitment, retention and development of the England Touch volunteer team

England Touch has begun working with Team Kinetic to give volunteers the opportunity to record the hours that they dedicate to the organisation





## GOVERNANCE

The support and structure to enable our clubs and Association to grow sustainably

### IN REVIEW 2018

With the rapid growth of England Touch the Association's governance structure has had to adapt to the changing needs both of clubs and players but also sport as a sector

2018 saw existing policies updated and new policies developed for all areas of the Association, which will give England Touch a strong foundation to grow

The new website and updated online membership platform have enabled England Touch to manage data more effectively and securely

### LOOKING AHEAD 2019

Having strong governance is one of the key pillars of England Touch's application for full recognition from Sport England, and the work done in 2018 will go a long way to helping the Association achieve this ambition

Additional work being undertaken in 2019 to make England Touch's governance more suitable to the rapid growth of the Association, including:

- A full review of the complaints procedure
- Development of a Risk Framework
- Building and maintaining effective strategic alliances



## MEMBERSHIP

Players, teams and leagues which underpin the whole Association

### LOOKING AHEAD 2019

### IN REVIEW 2018



As of November 2018 there were 1,250 full individual members, 95% of whom played in England Touch tournaments. Our membership is largely split three ways - 20% are aged under 20, 33% between 20 and 30, and 30% between 30 and 40. 63% of individual members are male, with 37% female



Most income from membership comes in the first half of the season, coinciding with the requirement for all clubs and individuals to be members in order to compete in an England Touch tournament

2018 saw a simplification of the membership structure, with a flat adult fee of £20, regardless of whether you are a player, coach, referee or fall into multiple categories



Event registration and payment, High Performance payment and membership subscriptions have all been consolidated into the same system, which reduces inefficiencies, errors and administrative burden, especially in confirming eligibility for tournaments



England Touch is actively seeking partners who can provide the Association with benefits for its members, such as insurance providers, sports nutrition suppliers, and other relevant areas

The Association is committed to furthering its communications to members

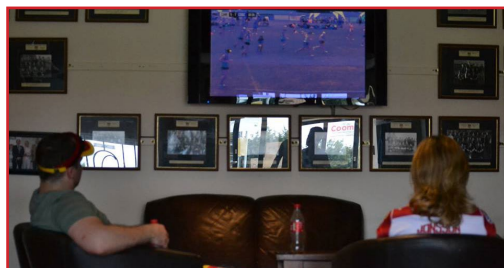
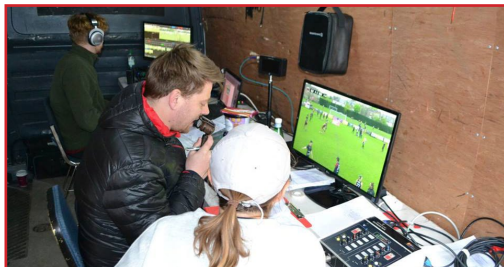
The Association is also going to be following best practice in terms of gathering relevant data from affiliated clubs so as to have a better-informed understanding of participation and growth, and to ensure that the right people at each club receive relevant information

Coach and referee course booking will be migrated into the central membership system

Relevant members of England Touch management will be upskilled in how to manage the membership system, so that issues and queries are handled quickly and effectively, with no undue delays

England Touch will remove the membership requirement for medical volunteers and qualified overseas referees officiating at an England Touch tournament





## MARKETING AND COMMUNICATIONS

Giving England Touch the profile and coverage needed to catch the eye

### IN REVIEW 2018

2018 saw some significant increases in the profile of England Touch within the sporting community, including:

- Live streaming on YouTube and Facebook from all of the Elite National Touch Series and Elite Men's and Women's National Touch Series events, some 10 days in all
- Live streaming on YouTube of all three days of The Nationals
- Live streaming of two pitches from the European Touch Championships
- Significant increases in the reach on Facebook and Instagram thanks to a consistent flow of content throughout the year, both in-season and out-of-season

The success of the live streaming production helped England Touch achieve its first ever broadcast deal with the BBC, which showed both the European Touch Championships and The Nationals Finals Day on the BBC Sport website and connected TVs

Viewing figures on BBC platforms comfortably exceeded targets, with 100,000 unique viewers of the Euros across all four days, and 14,000 unique viewers of The Nationals

In all there were 1.3 million viewing minutes on YouTube during the season

The European Touch Championships Facebook page was managed by England Touch and achieved a reach in excess of 300,000 people

The England Touch website was overhauled to provide the sport with an online hub, including support for clubs and coaches with greater resources to develop the sport

### LOOKING AHEAD 2019

England Touch is seeking to improve on 2018, increasing the number of people within the marketing and communications team, and honing the content production

England Touch is working to entrench the relationship with the BBC to further increase the sport's profile, and is increasing communications with broader national media outlets

The partnership with 247 Media has been extended for the year, with 15 days of domestic tournaments scheduled for live streaming

A media team is being sent to the Touch World Cup to generate effective video, social media and photography content

England Touch will also be gathering more relevant information from affiliated clubs to better inform the Association's growth and understand how the sport as a whole is developing across the country

England Touch is also committed to giving affiliated clubs a greater profile

There will be effective support for the Association's development programmes, especially in relevant resources for School Development Officers



## SPONSORSHIPS AND PARTNERSHIPS

Developing relationships and revenues to grow the sport today and tomorrow

### IN REVIEW 2018

England Touch renewed the partnership with the Rugby Football Union to promote the pathways from O2 Touch Centres into the England representative system, and to upskill referees and coaches within Centres

Income was generated by the Belief Sports revenue sharing partnership, while England Touch also maintained its good relationships with Sporttape and Steeden

A positive relationship was developed with Red Bull, who provided relaxation facilities and free drinks at the European Touch Championships and University National Touch Series

England Touch signed the Association's first charity partner, Bhubesi Pride, which uses Touch in its work to use rugby as a positive force within Sub-Saharan Africa

### LOOKING AHEAD 2019

England Touch is actively seeking sponsors and partners who can help the Association achieve its ambitions, and has recruited individuals with specialist experience to this end

Maxi Nutrition has agreed to become England Touch's Official Sports Nutrition Partner, with significant discounts available to individual members and clubs and revenue sharing with the Association

Rugbyshield has agreed to become England Touch's Insurance Partner, with a range of rewards and benefits for individual members and revenue sharing with the Association



Kit



Kinesiology Tape



Balls



Pathways



Broadcast



Athlete Experience



Digital



Insurance



Sports Nutrition



Charity





## FINANCE

### Underpinning the successful growth and sustainability of England Touch

#### IN REVIEW 2018

As with other areas of the Association, England Touch's finances have grown year-on-year and the financial viability when pursuing the delivery of our strategic priorities continues to be evident

England Touch has delivered a small surplus at the end of the financial year, performance was largely underpinned by four key drivers:

- A successful hosting of the 2018 Euros
- The renewed partnership with England Rugby
- The overall growth seen in all operating areas
- All additional costs being managed in line with increased revenue

As a consequence to the mentioned growth, England Touch's financial compliance begins to become more onerous. To address this, we are currently considering our position on both VAT and Corporate Tax, ensuring all legal advantages are utilised. We are also assessing opportunities to simplify our financial ledger system, allowing faster and more flexible management reporting, which in turn allows greater control over England Touch's trading activities

Financial highlights:

- Revenue for the period: £490,000 increasing from £213,000 (2016-2017)
- Cash in the bank increased by £20,000
- Membership fees grew by 4.6%, despite a streamlining of fees to a flat £20 per person regardless of whether that individual is a player, coach or referee
- Events and tournaments delivered a 14% gross margin



#### LOOKING AHEAD 2019

With a stable platform that will support the long-term success of our game, the focus now shifts to 2019-2020 and the continued development of England Touch's plans and strategies

Part of this is to continue to invest heavily back into the game, and we are looking at challenging our current approach to budget stewardship, working in parallel to England Touch's overall strategy

Particular emphasis will be on:

- Continuing to focus England Touch's operational activities and resources profile (volunteers and financial means) to our areas of strength
- Improve the quality of activities, services and outcomes
- Ensure that England Touch remains financially capable and viable by a combination of strategies and improved efficiencies

While England Touch is a forward-thinking Association, ambitions have to be balanced between identifying opportunities to grow the sport while encouraging financial prudence at all levels

Emphasis must continue to remain on growing our brand and profile; ensuring sustainable income streams either through new channels or products, and creating a diversification of revenue generation





# ENGLAND TOUCH ONLINE



[englandtouch.org.uk](http://englandtouch.org.uk)



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