

What Legacy Means



England 2015



Total Economic Benefit of the RWC 2015

(Low, 2015)

- £85m infrastructure investment
- £2.2bn increase in GDP
- 466,000 international visitors engaging with the sport
- 41,000 Jobs supported

HOW RUGBY BENEFITS

Economic Legacy (Rugby Football Union, 2013)

Building capacity:

- Better facilities:
 - £10million investment for 500 clubs nationwide
- Investing in supporters and volunteers:
 - £1million plus investment in newly qualified coaches and referees. 4,000 new volunteers in clubs and schools



Socio-Cultural Legacy (Osborne, 2015)

Increased Participation:

- Returning players:
 - £500,000 invested over next two years bringing 16–24 year olds back to the game.
- Touch rugby:
 - Inspiring 15,000 new players to take up rugby through O2 Touch Initiative
- Cultural engagement:
 - Getting more people talking about rugby by raising its profile in local communities and using art, photography and local history to bring rugby to life
- In-School Development:
 - To increase rugby union as part of secondary state school curriculum from 400 to 750 schools by 2019



What RWC Legacy Means to Local Clubs

Events and their Benefits as a Result of RWC Legacy

- Clubs can incorporate different RWC themes and events within their community:
 - Logos on memorabilia would raise awareness of the sport – acting as a common interest and bringing groups of people from different backgrounds together.
 - RWC themed games and matches to encourage regeneration of interest and enthusiasm of the 16-24 age range in the sport.
 - Strengthening bonds in junior and mini age ranges by creating links with local primary / secondary schools.
 - Involve people who aren't aware of the benefits of rugby
 - Local teams partner up with local businesses, such as bus companies offering a free transport service, leading to increased awareness and participation
 - During the RWC families and friends were encouraged to watch the host nation's matches at their local club house – this created cohesion between the locals and their clubs in turn promoting the sports values and ethos.

Barriers to Benefits and Events

- England's early exit of the RWC means much of the expected funding could now be considerably reduced meaning fewer events that could help to increase participation
- National pride in the sport has been affected negatively which in turn could affect the number of newly introduced participants.
- The targeted age group (16-24) are now even less likely to engage with the sport due to poor role models and performance on the international stage.