

# Annual Report 2013



**ENGLAND TOUCH**

*We are England Touch. We are the players. We are the supporters, willing us on. We are the medals, waiting to be won. We are the Touchdowns, waiting to be scored. We are the men and women of all ages. We are the talent of today. We are the potential for the future. We are one team. We are England Touch.*



*Compete  
with the elite  
Make the leap*

## Contents

04	President Report
06	Governance Review
08	Development Review
10	Membership Review
12	Referees Report
14	High Performance
17	Strategic Priorities 2014
19	Financial Review
20	Medical Team Report
21	Competitions & Events Review
22	PR & Marketing Review

## 2013 – Our most active and successful year ever

England Touch is the governing body of Touch in England. Our role as custodians of the game is to promote, encourage, foster, develop and extend the sport of Touch in England, under the Federation of International Touch rules and guidelines.

### About the ETA

England Touch is responsible for the governance and development of Touch in England. We are a non-profit organisation funded by membership fees and managed by an Executive Committee selected by our members. We provide affiliated leagues around the country with support and services that ensure anyone wanting to play the sport can do so in a safe, consistent and enjoyable environment. This is done in a variety of ways, from administering referee and coaching courses, hosting player development days, promoting events and tournaments, player protection policies, liaising and working with a number of partners to deliver the sport, developing and selecting National squads and working with the European and worldwide Touch community to grow the game. We believe Touch is a sport in its own right and the individual skills, technical and tactical elements and rules make the sport unique and individually distinct. This is why so many players come from a variety of other sports to play Touch.

### 2013 – What a year!

This has been the most active and successful season in the association's history. From the rapid growth of grass-roots level Touch, in part due to the recent ETA-RFU Touch delivery agreement, to the success of the elite level sides at this year's Home Nations Championships, 2013 has been a very successful season. All of these successes are built from the tireless behind the scenes work undertaken by our voluntary workforce, and as we continue to expand our sport, a huge amount of further time and effort will be required to keep up with the increasing demands and enquiries for information and action.

2013 has been an important year for the ETA:

ON field we were crowned overall Home Nations champions, following on from our European Championship victory in 2012, and continued to strengthen our elite national competitions

(Touch Nationals and NTS), along with developing grass roots participation (launch of the CTS and increasing the number of affiliated Touch operations).

OFF field the personnel and positional board changes made during 2011 and 2012 were embedded and built upon, with a few new faces joining the committee. The new structure ensures the ETA is compliant with current Sport England NGB guidelines. England Touch is also now a recognised NGB by the Sports and Recreation Alliance in England. We worked hard cementing changes to our committee and voting structure and brokered the provision of Public Liability Insurance for all affiliated members and laid the groundwork of a promising partnership with the RFU. The ETA constitution was updated to include an important voting right amendment which restricts the maximum number of votes any one 'Touch entity' can control, to ensure a fair representation of all affiliated members.

That said, there is still a lot to do. The ETA are keen to recruit to keep pace with the extraordinary growth in activity. We, the committee, are a small and extremely dedicated team of volunteers with grand ideas for further expansion and as such are always looking to recruit supplementary board members to bolster the strength and expertise at committee level.

Additional volunteers are also required to share the increased workload and help us pick up the new initiatives in our development plans.



“WOW, what an amazing year! 2 Touch Nationals, 6 out of 8 categories won and 2nd place in the other 2 at HN13 and preparations underway for the 2014 season. An amazing testament to the hard work everyone has put in over the last 12 months!”

Coaching and refereeing course demand continues to rise and we've set ourselves high expectations for 2104 and beyond. We are also exploring the development of our own 'Community Coaching Course' to assist the promotion of the game at grass-roots level. Plans are afoot to write our own course (in conjunction with the EFT) that would be compliant with the current UKCC framework, enabling autonomous delivery of certified Touch coaching qualifications, which will be a great benefit to the development of Touch standards throughout Europe.

Over the past 2 seasons, the ETA invested in several sessions for our national coaches. We welcomed John Singh (Touch Football Australia) to present and assist us in both national and regional coaching and development sessions and also Peter Walters (Touch New Zealand) for 'up-skilling' coaching sessions. These were both extremely beneficial to all involved and following the positive feedback is something we will continue to do.

Committed to increasing the standards and numbers of referees within our game, Shelley Grace, as Nationals Director of Referees, has worked tirelessly on referee development pathways and opportunities. We're now running our National Touch Series solely with full-time referees and have referee coaches in attendance at all of these working hard to up-skill those in attendance.

The 'Touch Nationals' competition, was held twice this year and has increased participation in, and improved the quality of Touch played throughout the country, plus gives a new format by which national representative teams were selected. The trials were a huge success and the players who trialled (in both the Nationals and Open Trials) were very impressive!



As we look to find the next generation of Touch players we were inundated with registrations from players vying for a spot in the elite programme, including for the 1<sup>st</sup> time an U18s division. With well over 300 players at the event, it puts us in a great position to select the cream of the crop for next years' international spots.

The Touch Nationals in 2013 also saw incorporation of North vs South regional Masters and new requirements for the inclusion of four under 21 players in each region. With the projected increase in player numbers and probable subsequent expansion of regions, there will likely be more divisions and further age categories at future Nationals events.

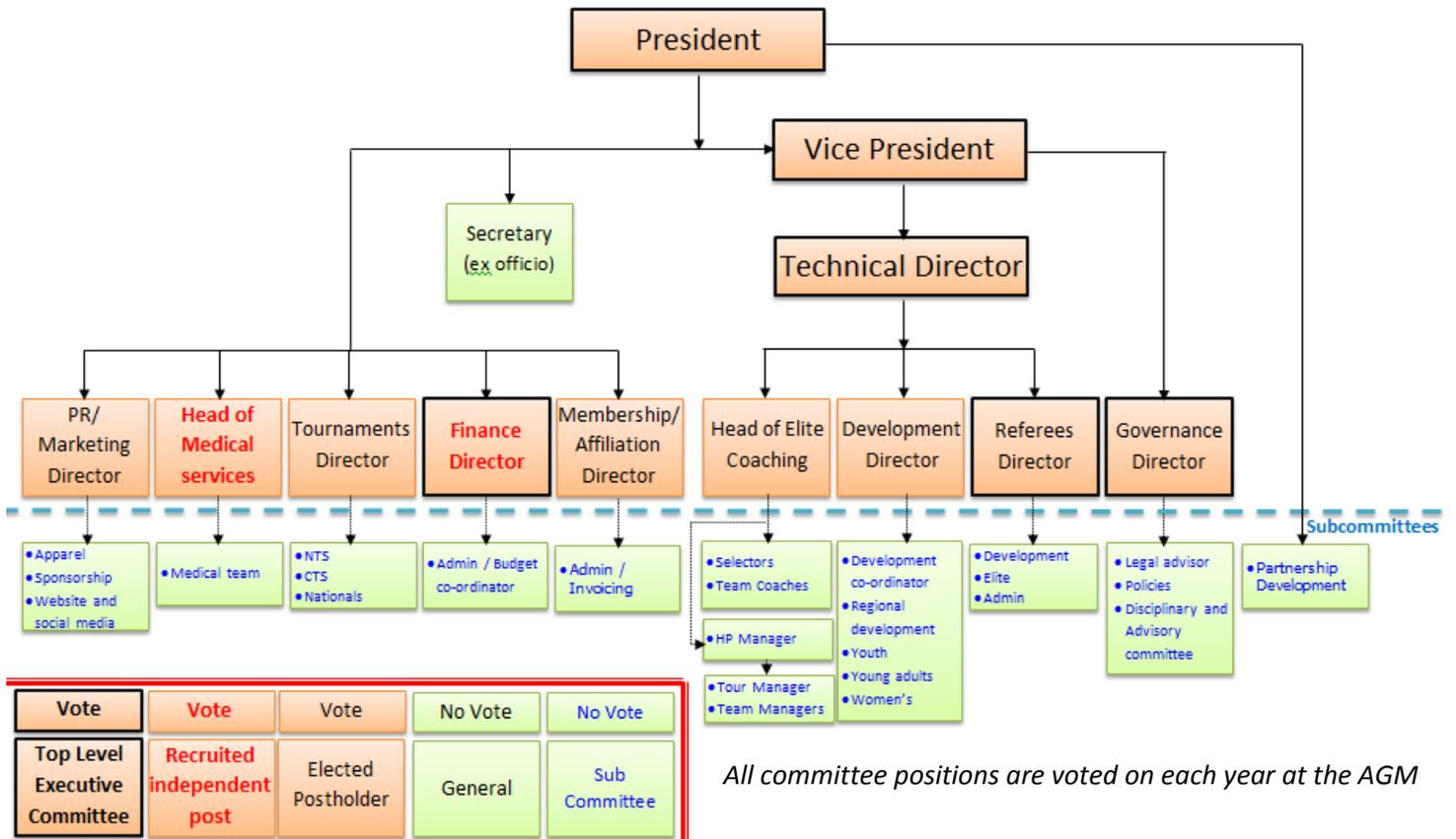
#### Thanks

I'd like to thank all the directors and operational members, without exception, for their massive contributions to the dynamic progress that has been made over the last two years. I also recognise, acknowledge and thank all the affiliated clubs and newly formed regions, for their efforts in sustaining and growing the game in England and the enthusiastic work that's been undertaken by their dedicated membership and input.

We look forward to hearing from anyone currently involved or seeking to be involved in growing this great game!

**Gregg Cropper** ETA President

# Governance (Review)



Introduced in 2011, the role of the Governance director is to ensure the ETA has effective corporate governance ensuring both regulatory and ethical procedures and processes are adhered to. This encompasses document control, policy formulation, legal compliance and safeguarding. The role also entails leading initiatives to compile our organisation's best practices in partnership with the Sport & Recreation Alliance and Sport England.

The governance development of the ETA continues to improve and further recruitments have been made in the positions of Disclosure Manager and Disclosure Verifier to oversee DBS checks. The importance of this going forward is vital, as we develop further with the introduction of the under 18s category and for example with increased liaison between affiliated members and their local University Students' Union Volunteering Services to support ETA affiliated events. All this means that our commitment to good governance is necessary to ensure that universities are referring students to a safe environment.

A new Chairman has been selected to head up our Judiciary and Advisory Panel. This independent group will oversee resolution of any Local and National issues concerning the ETA and its members that cannot be addressed and dealt with locally.



Gregg Cropper  
President

Mike Roa  
Vice President

Ben Powell  
Technical Director

Carly Heselwood  
Governance

Mike Abromowitz  
Financial Director

Shelley Grace  
Referee Director

**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

**Affiliation and Membership Enquiries**

Steve Cleary: Steve@englandtouch.org.uk

**Competition and Tournament Enquiries**

Email: Events@englandtouch.org.uk

**Development and Coaching Enquiries**

Ben Powell: Ben@englandtouch.org.uk

**National Squad Enquiries**

Tim Osborne: Tim@englandtouch.org.uk

**Refereeing Enquiries**

Shelley Grace: Shelley@englandtouch.org.uk;

refs@englandtouch.org.uk

**Governance Enquiries**

Carly Heselwood: Carly@englandtouch.org.uk

**Medical Enquiries**

Cari Thorpe: Medical@englandtouch.org.uk

**General Enquiries - Secretary**

Julie Walker: Jules@englandtouch.org.uk

**Executive meetings**

No. of 2012-13 meetings held: 6

No. of minuted meetings involving ETA committee: 4 (of which 2 were required and deemed to be quorate for changes to be made by ETA committee)

**AGM & OGM 4/11/12**

8 of 12 (75%) ETA Committee members and 16 of 21 (76%) ETA financial members present, therefore meeting deemed quorate

**SGM 13/4/13**

8 of 12 (75%) ETA Committee members and 6 other eligible (voting) members present, therefore meeting deemed quorate

**Strategic Partnerships**

England Touch have many partnerships at local, regional and national level, this list is not exhaustive.

**Key Achievements**

- Sport and Recreation Alliance Member Organisation
- Acceptance of Trade Mark Registration No.2656529
- TMG CRB Service Contract
- DBS for affiliated members

**Policies Written**

- Secure Storage, Handling, Use, Retention & Disposal of Disclosures and Disclosure Information.
- Recruitment of Ex Offenders.
- Customer Charter Policy, Procedure & Record Form.
- Parental Consent for club, regional & national levels
- Conflict of Interest Policy
- Equity and Inclusion Policy (required for Students' Union Volunteering Services)

**Key Areas Working Towards**

- Judiciary and Advisory Panel Procedure (constitution to be amended to reflect the workings of the Panel)
- Terms of Reference for Judiciary and Advisory Panel (recruitment pending)
- Health and Safety Policy (required for Students' Union Volunteering Services)
- Safeguarding and Welfare Policy (good practice in line with U18 squad development)
- Intellectual Property of FIT Playing Rules (carried over from 2012 proposals)
- Recruitment and Selection of Volunteers (good practice in line with Sport England governance)
- Sport and Recreation Alliance Voluntary Code of Good Governance.



Tim Osborne  
Elite Coaching

Steve Cleary  
Membership

Julie Walker  
Secretary

Dave Cope  
Development

Cari Thorpe  
Head of Medical

Chris Simon  
Partnerships

# Development (Review)

2013 has been a year of finding our way, trying things out and learning what works in order to achieve the objective of growing Touch in England, getting more players playing more regularly and developing their skills so that they can feed into elite-level Touch. Looking forward, we plan to structure our activity around development through a strategy that encourages and supports the whole England Touch community in meeting our objective.

The biggest change in relation to Touch expansion in the last year has been the RFU entering into the Touch market with their O2 Touch initiative, partnering with ETA in order to assure the quality of the game that their members are playing. There have also been some highly successful development activities led and delivered at a local and regional level. Alongside a very busy year for elite Touch (two Touch Nationals, the Home Nations competition and the

biggest ever UK trials event), there has been real progress across England in broadening the appeal of Touch.

The decision to introduce an Under 18s mixed category in the Euros in 2014 has given the ETA the opportunity to move quickly into promoting youth Touch. There have been several areas of strength in youth Touch across England, and this development will allow the ETA to harness that level of interest.

In order to try to structure the way that ETA can encourage and support the development of Touch across England, we have launched a player survey. The results of this will feed into plans for next year alongside capitalising on opportunities in the run up to the Touch World Cup in 2015 (e.g. Commonwealth Games in Glasgow, Rugby World Cup in England). Connecting elite Touch to the grass roots will be a key part of that plan.



The England Touch Association has formalised their progression for coaches at club, regional and national level, which will include the National and Challenge Touch Series' (NTS CTS), National and International competitions. The progressive outlook will hopefully achieve the following outcomes:

1. The presence of coaches throughout all levels of competitive Touch within the ETA.
2. The development of coaches throughout all levels of competitive Touch within the ETA.
3. Improve the standard of our coaches throughout all levels of competitive Touch within the ETA.
4. Increase the number of 'practising' coaches within of levels of competitive Touch within the ETA.
5. Provide a strategic structure to the developmental expectations of all coaches within the ETA.

These levels of coaching progression will provide to all current and prospective coaches the expectations the ETA have of them, as well as enabling us to grow and develop our sport throughout all levels.

The standard of play is increasing, and continues to increase with each tournament. However, whilst the amount of coaches is positive, the presence and standard of coaching needs to start progressing.

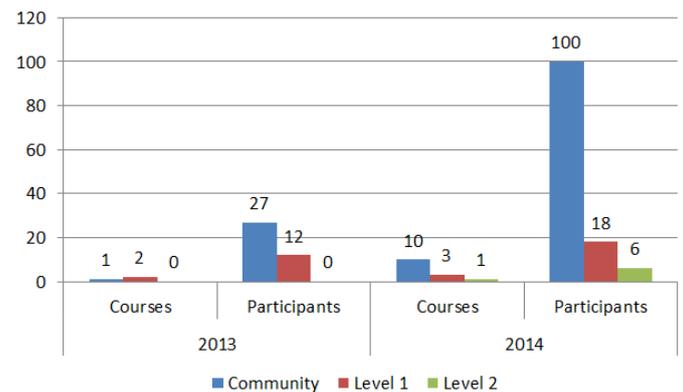
The ETA has committed itself for 2014 and beyond to increase the number of community level, level one and level two coaching courses to be conducted throughout the year. And also to provide a number of opportunities for qualified coaches to be 'up-skilled' in their knowledge and approach.

This season was crucial in ensuring we stayed on track to meet the requirements of our newly designed 'Coaching Progression Pathway', which meant there has been a huge focus on Coaching Development and Coaching Education throughout the season. Although the ETA had set out to deliver 3 x L1 Coaching Courses, 2 Community Coaching Courses and 1 x L2 Coaching Course, due to various reasons beyond our control, we were not able to fulfill those all of our ambitious aims.

## Coaching Courses

Next year the ETA is focussing on ensuring our progression plan sets off on the right foot, and as such has set high targets for its development.

	2013		2014	
	Courses	Participants	Courses	Participants
<b>Community</b>	1	27	10	100
<b>Level 1</b>	2	12	3	18
<b>Level 2</b>	0	0	1	6



## Workforce development

Whilst we don't have the capacity to provide a resource to every single enquiry, we do have the vision, strategy and skill set to begin spreading that knowledge and building the resource pool.

The ETA is in talks with various organisations to develop resources, to support our development and become self-sustaining in terms of delivering Community, Leadership and Level 1 courses.

We are looking to increase our portfolio of session plans and coaching materials, allowing adults with a background of sport in education to complement their existing skills with delivering Touch sessions. Plans are on-going to provide such adults with the appropriate accreditation to deliver and coordinate their own opportunities. Continuing support and mentoring is one area where we are looking to expand.

We have also taken on 3 regional development officers and are looking to utilise these much more and also expand on this number in 2014.



# Membership (Review)

## Affiliation

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.

Just as a football team would affiliate with their National Governing Body and a Rugby team likewise, we are working hard toward getting everyone involved in delivering Touch to affiliate to the ETA.

Once affiliated, England Touch can offer support and assistance to get you started. All applications for membership of England Touch are governed by the Constitution, Regulation and By Laws of England Touch. The ETA offers 3 membership schemes:

- League / Venue Membership
- Club Membership
- Event Membership

England Touch provide a range of activities and services for local venues, including referee training, coaching courses, insurance, website promotion and technical advice. England Touch also organise National Touch competitions, NTS/CTS as well as administering regional and international representative sides. Affiliation gives your teams and players access to all of these. As an individual player, at whatever level you play, there are opportunities to benefit by playing in affiliated leagues.

## Benefits

There are numerous benefits to becoming affiliated to the sport's NGB:

- Develop your knowledge of the sport.
- Recognition by NGB - Essential if any of your players wish to represent your region or England.
- Promotion and Marketing - Of operation.
- Access to policies - Compliance Support.
- DBS checks at reduced rates.
- Insurance cover from Sportscover. Public Liability and Professional Indemnity for all affiliates.
- Player and referee pathways opened up.
- Guaranteed minimum standards.
- Access to partnership arrangements negotiated by the national body.

Finally, and an important point to consider, is that by becoming a member of England Touch, **you are England Touch**, you have voting rights you can use to have your say in how England Touch is run and you can help progress the development of the sport.

The ETA and the RFU now have a working agreement that aims to expand our sport of Touch, into previously uncharted territory. We are actively working with the RFU to raise the profile of the game. By partnering with the strongest brand in world rugby, we truly believe we can take the sport to new levels – both in terms of participation numbers and performance.

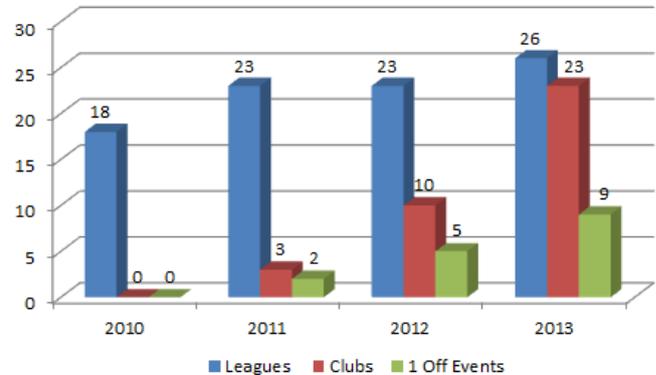


## Participation

Each year, the number of players in affiliated leagues and clubs grows. Exact numbers playing in each is difficult to track, due to independent companies and/or associations running them, however the below figures show how the game has grown and diversified.

*N.b. These figures do not include any unaffiliated leagues or the new RFU/O2 leagues.*

	2010	2011	2012	2013
<b>Clubs</b>	0	3	10	23
<b>Leagues</b>	18	23	23	26
<b>1 Off Events</b>	0	2	5	9



## Expected Growth

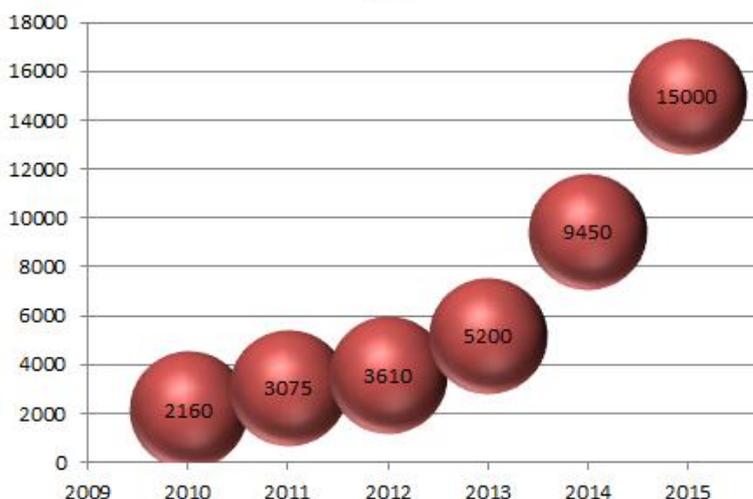
Since the introduction of the RFU/O2 touch leagues and in conjunction of our partnership agreements with the RFU, we expect the number of players to increase 3 fold within the next 2 years.

The last count of affiliated players in England was a little over 5000, however we foresee an upturn in the participation of Touch to around 15000 players, playing at least once a week by 2015.

The increase is being focussed in various areas:

- **Youth:** The crucial way to keep growing, to sustain the sport.
- **Women:** A key area to get more female players involved at all levels.
- **Young Adults:** 20-35. Opportunities to be social, stay fit and meet new people in big cities.
- **University Students:** Enjoyment and opportunities to socialise. Desire new skills and qualifications.
- **Corporates:** Modern day workers wanting simple, easy access to things they love and more social time.
- **Ex or Retiring players:** A great way for people to still be involved but don't know how.
- **Parents of the children that play:** Perfect opportunity to get involved around children's activity timetable.

## Players



*Gregg Cropper Quoted*  
 “The last count of affiliated players in England was a little over 5000; however we foresee an upturn in the participation of Touch to around 15000 players, playing at least once a week by 2015”

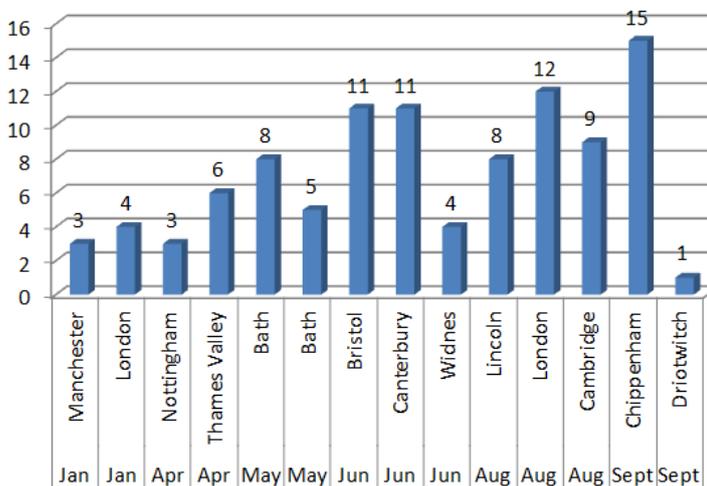
# Referees (Report)

2013 was another big year for referee development in England and we are hoping that 2014 will be even bigger.

## Courses

There has been considerable interest from all over the country, requesting courses to be run (both Level 1 and Level 2). England has now put a Referee course co-ordinator in place to help facilitate individual request. The graph below shows figures from Level 1 courses ran, totalling 100 new referees.

Referees Course Attendees



## Presenters

England hosted a **Referee Recruitment and Retention Course (RRRC)** at the beginning of 2013 with 7 England referees in attendance. Following successful attendance and completion of the course, England now additionally have:  
 5 x L1 Course presenters and L1 Referee coaches  
 2 x L2 Course presenters and L1 Referee coaches  
 England has been in discussions with the Touch Europe Referee Commission to host 2 further RRRC courses in 2014. This will grow our network of referee course presenters and help to spread the workload.

**Referee Upgrades** - In 2013, England had:

- 2 referees upgraded to Level 3
- 3 referees upgraded to Level 2
- 100 referees undertake a Level 1 course (not all have been assessed yet)

Shelley Grace Quoted

“Like players, referees do not start out at the elite level of the game and we must ensure we give referees the same time, attention and training as we do players.”

England Touch Association

## ETA Referee Database

There are currently approximately 428 names on the referee database; however we are still trying to ascertain who our “active” referees are.

This report has been a brief overview of the work that has been done on the referee side in 2013 and the budget and proposal we submitted detail where our major project lies for 2014.

## Referee Coaches

A massive thank you needs to be made to the Touch Europe Referee Commission for supporting England Touch in all ETA events that we hosted this year. England Touch had the pleasure of hosting: Matthew Reid, Kevin Hobbs and Chris Wheeler from the Touch Europe Referee Commission at our events.

## Investment

The investment that England Touch and England Touch Referees made towards the Referee coaches has been invaluable to referees and has helped their development. This investment needs to be committed again for 2014 to really show to all England referees of all skill levels, that we are serious about their development as referees. Only through this investment we will see the game and players grow.

## European Championships 2014

England Touch referees are looking to implement minimum attendance at England events and minimum fitness requirements to be considered for selection for the Euro's as well as being eligible for subsidy.



Our blood, our sweat  
YOUR tears



# High Performance (Report)

## Home Nations 2013 Champions

The 2013 Home Nations (HN) Championships were difficult to navigate as it fell within the England Domestic Season, however, the preparation through the Nationals Tournament, the NTS & CTS series' and National Squad sessions, helped the England Touch Association again gain supremacy against its rivals in securing the MO, M30, SMX, W27, M35 and M40 divisions and were named overall **2013 HN Champions**.

The Home Nations Touch Championships were hosted in Dublin during June 2013. For England Touch, 128 national representative players, across 8 divisions, crossed the sea to Ireland for the tournament. The teams competed in anywhere from 4 to 6 games each during the two day tournament; there was an exceptional level of sportsmanship evident during the course of the event, as was there an exceptional level of competitive Touch on display.

Results for England saw success in the Men's Open competition, with both the Mixed Open and Women's Open both coming second by narrow margins. In the Senior and Masters divisions all England sides experienced the jubilation in victory for their respective division.

### What an achievement

England Touch walked away (emphatically) with the Open's, Senior's and Overall Championship titles. Not to be outshone, the players were backed up with superb performances by their respective coaching and managerial teams as well as the always amazing medical staff.

*A huge thanks to all players and ETA staff involved!*



England Touch Association

### Nationals and Open Trials

The sun was shining, the Touch was flowing and we hosted the biggest national Touch trial that the UK has ever seen. The addition of an open trial was brand new to the Nationals programme, this proved to be a huge success. With numbers close to 200 participants, the National selectors were hugely impressed with the potential that graced the fields of Droitwich Rugby Club from all over the country.



### This annual tournament worked two fold.

1. To increase player's exposure across England to coaching, improve coaches' skills and lift the standard of England Touch across the board.
2. To showcase the best players from each region and used as a basis for selection for the national squads open, senior and U18s sides.

*“The standard of competition was the highest we have seen in both the Men's and Women's division at National level, and throughout the day, the closely fought victories and gripping draws illustrated that both titles were in the balance”*

Ben Powell Quoted

# High Performance (Review)

## Coaching team

With all 2014 coaches signed up and raring to go, England are set to enter teams in all of the 9 available divisions for the European Touch Championships in Swansea, Wales. The high-performance leadership team is comprised of the three Open's coaches - Ben Smith, Tim Osborne and Noel Forde - with Tim in the role of Head of Elite Coaching

### Mixed U18

Head Coach – Nicholas Matenga

### Men's Open

Head Coach - Ben Smith

### Women's Open

Head Coach - Tim Osborne

### Mixed Open

Head Coach - Noel Forde

### Mixed 30s

Head Coach - Martin Wright

### Men's 30s

Head Coach - Nathan Bourke

### Women's 27s

Head Coach - Teariki (Ted) Mahutariki

### Men's 35s

Head Coach - Mike Roa

### Men's 40s

Head Coach - Jeff Bimson

## Planning for the future...

Following the end of the domestic season, the last few months has seen the technical and high-performance teams doing a significant amount of planning in the background for upcoming international tournaments in the next 18 months: the 2014 European Touch Championships (Swansea, Wales) and 2015 Touch World Cup (Coffs Harbour, Australia). The culmination of this planning exercise saw the necessary running of a Nationals tournament, for the second time this calendar year, in September - this was set alongside an open trial for the national teams. This decision was taken based on the need to select expanded national divisional squads prior to winter 2013 in order that phasing of campaigns for the next one and a half years occurred in the most optimal manner.

## New division and youth development

The European Federation of Touch recently announced that a Mixed Under 18s division will be a part of the 2014 Euros tournament. This is certainly an exciting time for junior elite development and England will be fielding a side in this division led by the newly appointed Head Coach for the '18s', Nicholas Matenga. Over 80 under 18 players came to the 2 staged trials in Droitwich and Reading, a great indicator that Touch is spreading to the masses and youth.

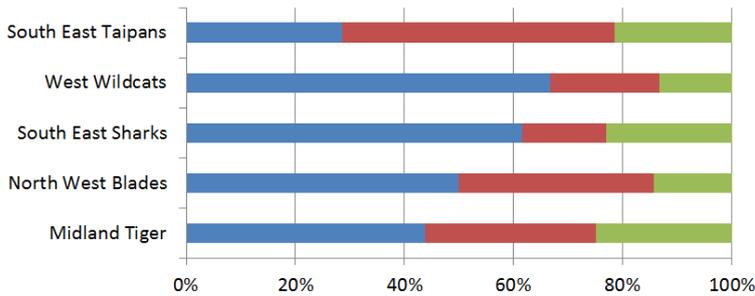


# High Performance (Review)

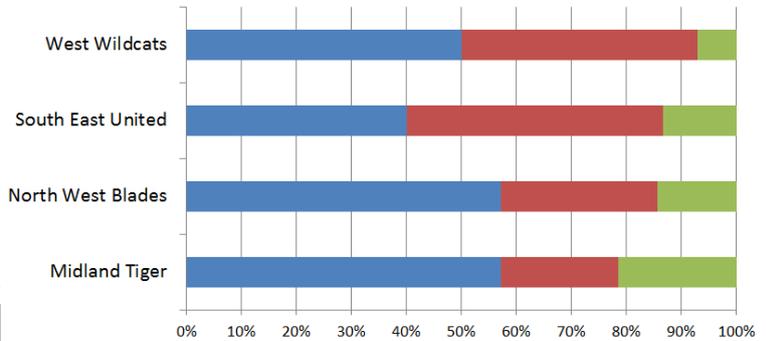
The below graphs show the demographic spread of ages in our current regional teams. This, along with lots more data we collected, gives us a good indicator of which areas are growing and those we need to assist in developing their youth sections.

## Regional Affiliates' Player Composition in England National Squads

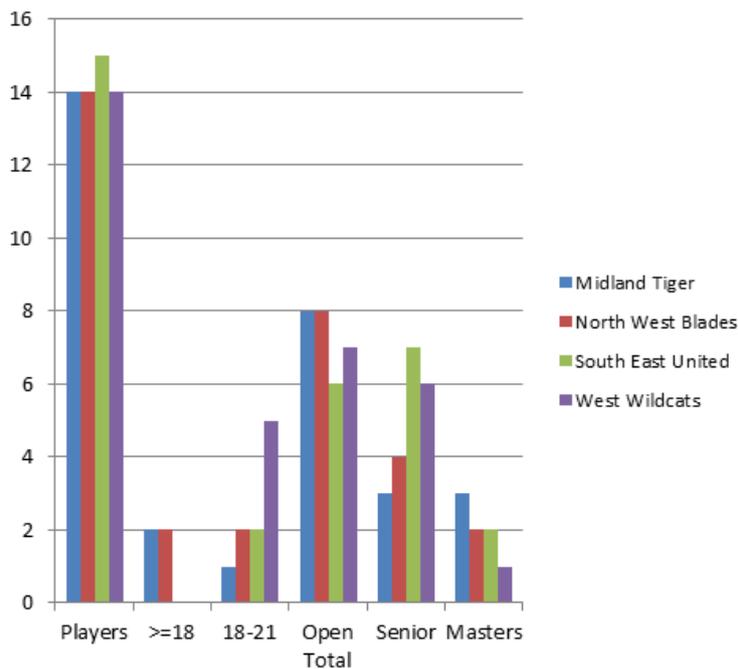
Men's Category stats



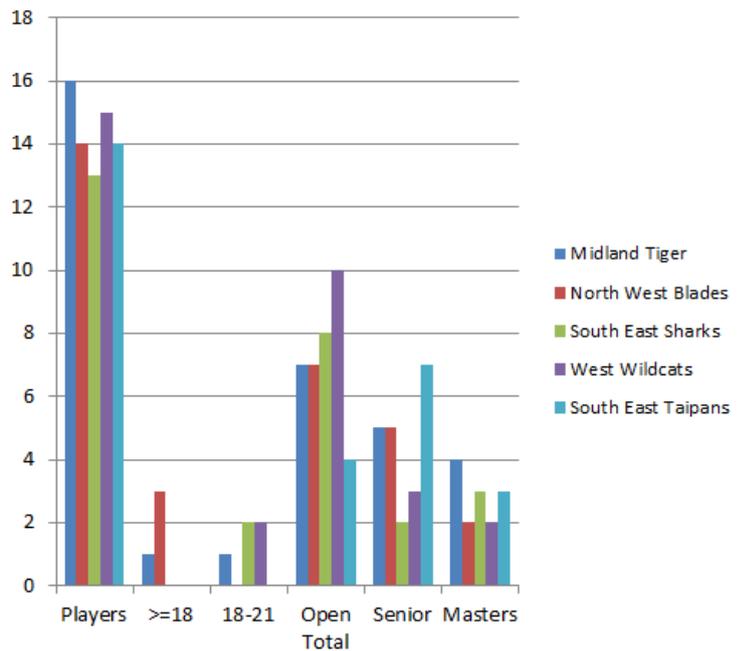
Women's Category stats



## Men's Stats for Mini Nationals



## Women's Stats for Mini Nationals



# Strategic priorities (for 2014)

Strategic planning is pivotal for effective administration of our sport and its development.

We are currently writing our plan, which will outline the foundation of our efforts, programs and focus over the next few years. The plan will provide a clear direction for the sport, provide an outline of the activities we will undertake and set some ambitious but achievable targets for our sport to obtain.

This plan will be the result of extensive consultation and collaboration between stakeholders at all levels in the game. These people gave of their time, shared their thoughts and hopes for the future of the sport. Once complete, readers of it will understand ETA's strategic priorities for the next period and know the initiatives that underpin the implementation of these strategic priorities.

## Elite Strategic Priorities for 2014 and 2015

Future international competitions – the European Touch Championships and the Touch World Cup – that will occur in the next 18 months are the main focus for the high-performance team.

For the Euros in 2014, from a high-performance perspective, we aim to replicate and continue our successes from the 2013 Home Nations and 2012 Euros tournaments, i.e. winning the Overall National Touch Association Championship title. We also would seek to ensure that our supremacy of the Open's and Master's/Senior's titles, achieved during Home Nations, is maintained; and equally importantly, it is unquestionably our ambition that all of our national sides taste success in their respective divisions.

Ultimately however, the World Cup in Australia will be the litmus test of how England's elite programme and players compare to the world's best Touch-playing nations: Australia and New Zealand. Moreover, the geographical adjacency of the Australian east coast to Pacific Touch-playing nations (e.g. Fiji, Tonga, Cook Islands, Niue, Japan and Singapore), coupled with the international growth of the sport, means that the standard of Touch at the 2015 World Cup is anticipated to the very high indeed. Despite this, we believe that England Touch is strong enough to complete for a medal (in one or more divisions) at the 2015 World Cup – although we are realistic that the colour is not likely to be gold or silver.

In order for us to achieve our World Cup ambitions, the high-performance team are focusing on two key areas: player performance and player availability for strategic squad selection.

In terms of player performance, aside from increasing our elite player base through Touch Nationals and greater exposure to qualified coaches, the high-performance team has taken inspiration from Olympic-winning rower Ben Hunt-Davis' maxim: 'will it make the boat go faster?' To this extent, and to compete with the world's best, we believe our success at the World Cup will be enhanced by asking the following questions: What makes us fitter? What make our skill level higher? What makes our speed of execution faster? What makes our teams more cohesive?

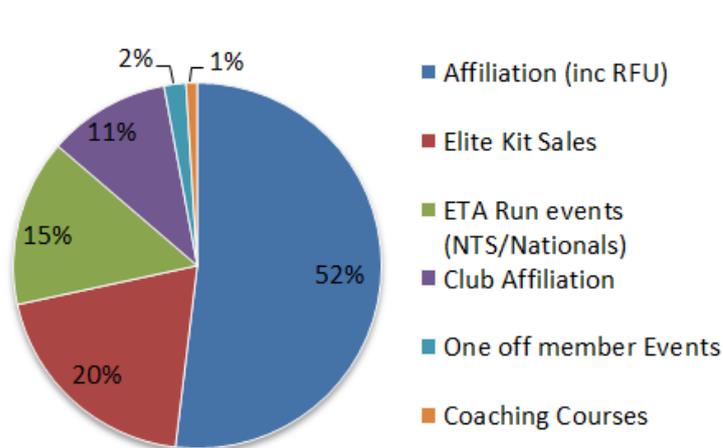
With regards to player availability and strategic squad selection, the high-performance team with the support of the Vice-President are about to release a player expression of interest survey to the 2014 Euros squads. It is hoped that this survey will benefit in two ways: firstly, it will give elite players an 18-month planning horizon with regards to fiscal and time-related commitments (meaning less last minute withdrawals); and secondly, it will provide data to the high-performance team and coaches that will enable us to strategically determine which sides to focus on for the World Cup given our number of committed, elite players.

tournaments participation investment  
 Students successful structure  
 competitions high-performance committed  
 committee Membership planning  
 Community members regional priorities  
 policies NTS affiliated increase  
 event tournament  
 NGB working player national course increasing  
 selection CTS team ETA Review huge  
 leagues coaching teams Open knowledge  
 country local Cup season support  
 numbers coaches series squad  
 European Home Nations  
 clubs Report sport trials  
 fitness High players youth  
 rules Performance focus  
 Policy referees development grow  
 progression Insurance elite Referee levels success progress  
 Alliance plan events Nationals achieve  
 develop divisions courses Nationals involved  
 competitive Strategic World services activities  
 Recreation international governance squads  
 hosted Championships developing  
 opportunities Europe Recruitment  
 Volunteering

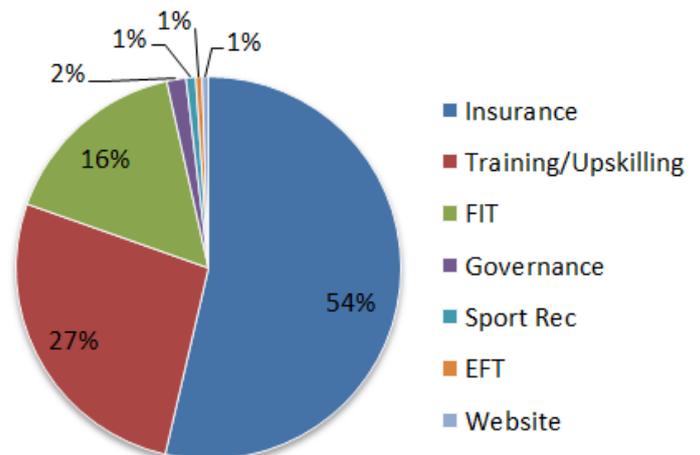
# Financial (Review)

As a not for profit association, all of our surplus revenue is invested back into our sport to achieve our goals at every level.

## Income 2013



## Outgoings 2013



### Insurance

The biggest change in 2013 finances was the provision of comprehensive insurance cover we provided for all our members. The provision of Public Liability Insurance is absolutely vital to protect the interests of our members against any legal liability for accidents or damage to third party property. This has been arranged through a specialist sports insurance broker Endsleigh Insurance with Sportscover. The total cost of this insurance is £10,000 which equates to £2 per person for all 5,000 people currently affiliated to England Touch.

### Player contribution

2013 will see the ETA commit to paying a £30 contribution to each player in the elite squads, as part of our ongoing initiative to reduce costs. This reinvestment is funded from the sale of off field kit.

### ETA Rewards

The ETA are looking into launching a rewards scheme for people involved with England Touch. The notion is that players, managers, coaches, physios, referees etc are encouraged to be even more active in Touch development through logging contributions and then giving them payback.

There are numerous ideas for the point scoring activities, some of which include:

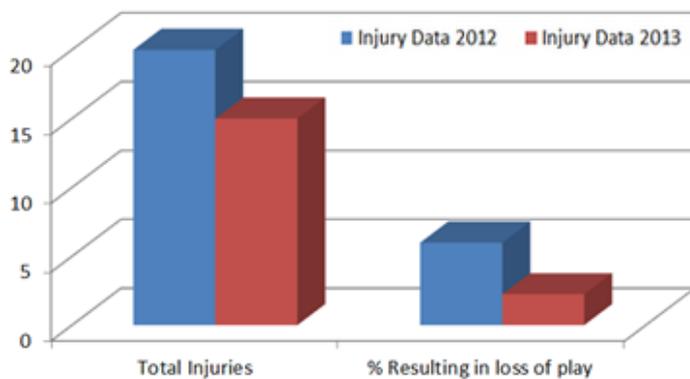
- Running a structured Touch session in a school.
- Referee obtaining an upgrade at an ETA ran event.
- Volunteering for an ETA (sub) committee position.
- Physio volunteering at an ETA event.
- Players conducting ETA-approved outreach activities.
- Developing opportunities to promote Touch and increase participation.

# Medical (Report)

The multi-disciplinary team has now been fully established since 2011, with 8 team members maintaining responsibility for each ETA squad during the season. The team established new members in 2013 and this team will continue through the coming season in 2013/2014, so elite teams have a consistent point of contact.

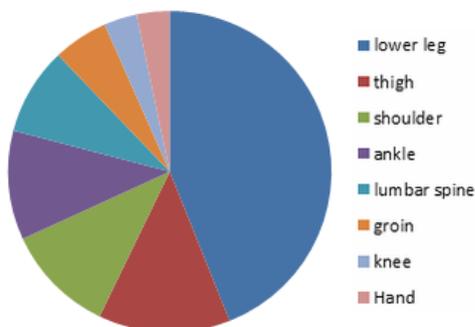
The medical team's role is not limited to the field of play, but providing preventative advice and information. Part of this role has led to a variety of pre-habilitative programmes as well as plyometric videos to minimise the risk of injury.

**Injury data** - The team has over 40 years of combined experience and each year proves more successful than the last. Over the past 2 seasons, we've seen a reduction in injuries, both in total injuries and those which resulted in loss of play.



This valuable data allows the team to further understand the games demands, to focus on specific areas in order to reduce the injury rate even more.

## Injury by area



Cari Thorpe Quoted

“HN saw some minor injuries compared to previous years; we are hoping this is down to the professionalism of all involved and the input of conditioning and plyometric programmes”

England Touch Association



## GPS - Global Positioning Systems

In the name of science and sport, Cari Thorpe (ETA head of medical services) and Emma Knott (ETA lead physiotherapist) have joined forces with Dr. Craig Twist, Senior Lecturer in Sport and Exercise Physiology at Chester University. This team is embarking on a new and exciting development within Touch. Work has begun on researching movement and match demands of the sport using portable Global Positioning Systems, Touch injuries sustained during international tournaments, as well as the effect of pre-tournament training and psychosocial factors on tournament performance.

Having obtained some interesting data, which is offering valuable insight into the specific demands of Touch at elite level, this information is serving to assist with the elite training programs and supporting with tactical planning, injury prevention and improvement in fitness levels and inform players and coaches with specific recovery strategies. The use of GPS and regular fitness testing is now being introduced during the 2014 season, the first of which is planned for the end of November 2013 where all selected players will undergo a battery of fitness tests. This is to aid coaches with the selection process and ensure players receive the information to guide their training ready for the up and coming season.

# Competitions & Events (Review)

## Touch Series

This season saw an extremely successful NTS & CTS campaign, in which both series were more competitive than ever before. 2013 was, in earnest, the 1<sup>st</sup> year in which the CTS became a series in its own right, with teams now aiming for top 8 for entry to the finals and vying for promotion.

Final NTS 2013 Table		Tot
1	London Galaxy	104
2	Bareback Riders	99
3	Hot Custard	89
4	Tumeke Sports	86
5	Durka Touch	75
6	Cambridge Hornets	75
7	Phoenix Touch	63
8	Manchester Chargers	57
9	London Scorpions	47
10	Thames Valley Vikings	43
11	Oxford Touch	36
12	Wigan Touch Warriors	36
13	Bristol Fijians	28
14	Nottingham Hoods	11
15	Galaxy II	9
16	Custard Jagers	6

### NTS

This season saw rounds in Nottingham, London, Cambridge and Manchester, with the season finale being hosted by the ETA in Bristol. The winners of the 2013 series were 4 times winners London Galaxy. Bottom place, and therefore relegated were where Hot Custards Jagers team, who will join the teams in the 2014 CTS events.

### CTS

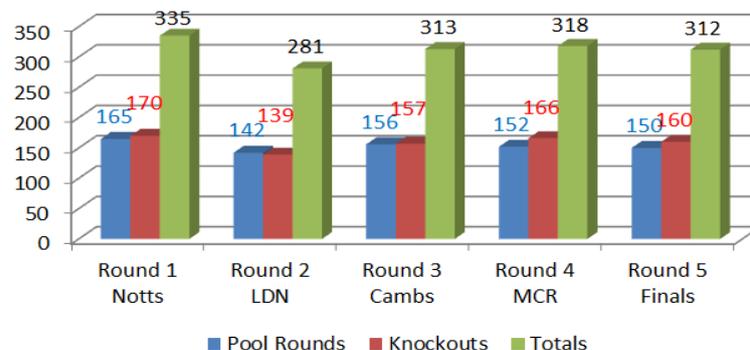
4 series rounds were held around the country, and 27 teams in total made the journeys from Newcastle to Canterbury in order to gain their points. New team to the series, CSSC Wookies won the finals and head straight to the NTS in their first season. A great testament to their development team.

### Playoff

The relegation/promotion battle was between Galaxy II and Wigan Warriors, where both teams had a point to prove. Galaxy II ran out winners, ensuring their place in the 2014 NTS.

Final CTS 2013 Table		Tot
1	CSSC Wookies	99
2	Wigan Warriors	99
3	Canterbury Cougars	72
4	Portsmouth Destroyers	72
5	Galaxy	65
6	TV Vikings	63
7	Nottingham	62
8	Percy Park Pirates	58
9	Halton Touch	30
10	Cambridge Bees	27
11	Meerkats	20
12	Manchester Chargers	20
13	Warwick Knights	13
14	Durkas	10
14	Halton Wildcats	10
16	Blue Coats School	8

### Touchdowns in NTS



### 2014 Series changes

There are to be numerous changes for next season, the major one being the combining of the events, so that the NTS/CTS are on the same day at the same venue. The main benefits for this change are:

- Free up 4 weekends in the already busy Touch calendar
- Bring together the 2 events, allowing economies of scale
- Aid in the logistics for teams to travel
- Allow pooling of referee resources from UK and Europe
- Provide a platform for which the CTS teams can watch the country's premier clubs and pick up tips
- Give Regional/National coaches an opportunity to see emerging talent

### Disciplinary records

The ETA take discipline on and off the pitch very seriously and hence a new 'Code of behaviour' has been derived and implemented throughout.

### Rules

Some of the registration rules are a little 'grey' and in 2014 we will look to tighten these up for clarity, consistency and transparency for all. Registration for CTS will be done via sporting pulse, in line with the NTS format.

# PR and Marketing (Review)

The past year has seen a significant increase in the profile of Touch in England, both with the media and the wider public. Our challenge as ETA is to be able to meet those demands. As this report goes to print, we are in the final stages of signing up some valuable sponsorship deals and entering agreements with numerous stakeholders. The next few years should see these partnerships bear the fruit to allow us to expand the interest in the sport further, for all to benefit.

## Sponsors, Partners & Agreements

England Touch has a number of corporate sponsors and reciprocal partners within the sporting world. Below is a small list of those associates we are currently working with.

**SPORTTAPE** 

**STEEDEN** 

**2XU**  
HUMAN PERFORMANCE. MULTIPLIED.

**X  
BLADES**

England Touch are always on the lookout for advertising opportunities and are interested in talking to further companies and businesses about team sponsorship. Opportunities are available in a wide range of categories.

## Analytics

With today's technology, we can now track how successful our efforts are, by using analytic tools.

### Website:

Hits in September: 2910

Visits: 4842

Unique Visitors: 2910

Pageviews: 13014

Pages / Visit : 2.69

Avg. Visit Duration : 00:02:21

### Newsletter

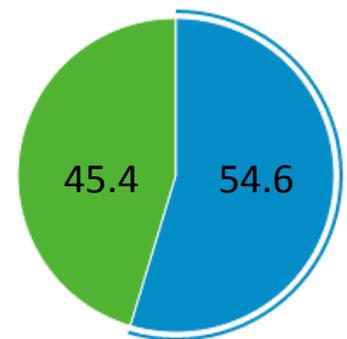
Recipients: 2351

Total opens: 1072

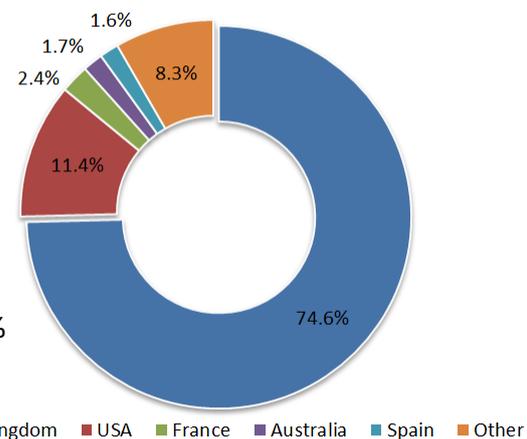
Successful deliveries: 98.8%

Clicks per unique opens: 21.4%

■ Returning Visitor ■ New Visitor



## Top locations by opens



 **EnglandTouch**

 **@EnglandTouch**

### Facebook

Likes: 927

Reach: 1437

# Engaged: 265

### Twitter

Tweets: 1492

Following: 355

Followers: 877

*Coming together is the beginning  
Staying together is progress  
Working together is success*



**FIND A TEAM  
NEAR YOU!  
AND HELP US GROW!**



NORTH WEST



WEST WILDCATS



South East  
**Taipan**



SOUTH EAST  
**SHARKS**  
established 2011



**ENGLAND TOUCH**

FOLLOW US ON TWITTER

 @EnglandTouch

LIKE US ON FACEBOOK

 EnglandTouch