



ENGLAND TOUCH

ENGLAND TOUCH ANNUAL REVIEW 2025

englandtouch.org.uk



ENGLAND TOUCH

Annual Review 2025

ANNUAL REVIEW 2025

CONTENTS

2

OVERVIEW FROM THE CHAIR

TIM LOVERIDGE

5

CEO'S STATEMENT

VINCE MAYNE

7

FINANCIAL REPORT

OVERVIEW

PROFIT & LOSS / BALANCE SHEETS

9

HIGH PERFORMANCE

YOUTH PATHWAY

OPENS TOUCH CUP 2025

SENIORS TOUCH CUP 2025

ATLANTIC YOUTH TOUCH CUP 2025

11

EVENTS

THE NATIONALS

NATIONAL TOUCH SERIES

BUGS UNIVERSITY TOUCH CHAMPIONSHIPS

13

YOUTH

JUNIOR NATIONALS

SCHOOLS TOUCH CHAMPIONSHIPS

SCHOOLS GAMES

JUNIOR TOUCH CUP

15

WORKFORCE

2025 APPOINTMENTS

CURRENT STAFF LIST

17

REGIONS

MIDLANDS

NORTH EAST

NORTH WEST

SOUTH EAST

SOUTH WEST

WEST

23

COMMERCIAL

CIMA

VERMEER

25

MEMBERSHIP & MARKETING

DIGITAL

MEMBERSHIP OVERVIEW



ENGLAND TOUCH ASSOCIATION
RECOGNISED NATIONAL GOVERNING BODY



**SPORT
ENGLAND**



OVERVIEW FROM THE CHAIR TIM LOVERIDGE



I firmly believe that the hard work done by everyone in 2025 has put us in a very strong position for the future and growing both our sport and our organisation for years to come.

Your Board of Directors and Management

The end of 2024 was a busy period for the Board as I undertook the task of finding our new CEO to take us forward after great success earlier in the year at the Touch World Cup. After a intense and thorough selection process, we were all very glad that Vince Mayne joined us as CEO and he came on board in December 2024. Welcome Vince!

2024-25 was always going to be a year of consolidation after the great successes of 2023-24, as we took a step back to review our overarching strategy, looked at our key objectives for the future and focussed on how we take the organisation forward.

The first step on the journey was to look at our organisational structure. This was already ongoing with a review led by Crystal Ravenscroft and input from all areas of England Touch. The Board approved the proposed restructure and implementation started and continued throughout 2025. This has led to new appointments across the whole of England Touch and I would like to thank everyone for their commitment and patience while this has been ongoing. We have brought in some fantastic new people into our community to work alongside our existing people.

I firmly believe that the hard work done in 2025 has put us in a very strong position for the future and growing both our sport and our organisation for years to come. Thank you!

The development of our 2026-2030 Strategic Plan has been ongoing and is nearing completion. We hope to share this with all members in the very near future.

I must congratulate Sarah Bellew on her appointment to the Board last year and it has been great working with her during the year. I would also like to congratulate Sammie Phillips on her appointment as our new Director of Pathways and Performance and wish her all the success in her new role.

In early 2026 Emi Beredugo stood down from the Board due to other work and personal commitments. Whilst it is always difficult to lose good people and their contributions to the ETA, I would like to take this opportunity to thank Emi for all she has given to the ETA, the Board and the wider sport. I know both Emi retains a strong interest in our sport and still remain party of our family. Thank you for your valuable contribution – we all appreciate it.

We have a number of both Elected and Appointed Director vacancies which we are seeking to fill at the AGM and immediately afterwards, specifically in Performance Sport, Marketing & Communications, Business & Commercial Development, Governance & Safeguarding, Education Policy.





Annual Review 2025

OVERVIEW FROM THE CHAIR TIM LOVERIDGE

On the Pitch

We continue to go from strength to strength on the pitch with another year of successful competitions.

At home the season kicked off with a very successful Nationals Tournament in Nottingham and a record breaking NTS series across the summer. For me the highlight of the domestic season was the Junior Nationals at the end of August, our biggest ever with 450 players across 6 categories and every Region represented. What an incredible achievement – congratulations to everyone involved!

On the international stage we entered a full complement of teams into the 2025 Atlantic Youth Touch Cup in Limerick and came away with 6 gold medals, a silver and 2 bronze. Another fantastic achievement.

There was no rest for the performance teams as we headed to Stirling for another fantastic weekend of Touch at the 2025 European Seniors Cup. What a weekend - bringing home 7 gold medals, 3 silver and one bronze.

No sooner had that finished than all eyes turned to Calvisano, Italy for the European Opens Touch Cup, where England fielded 3 teams in both Women's and Men's Open. Another successful championship bringing home 2 gold medals, 2 silver and a bronze.

None of this success would be possible without the hard work and dedication of so many – Coaches, Team Managers, Physios, Sports Psychs, Analysts, Marketing Team and many more. Thank you so much – it is greatly appreciated.

Whilst it is very much a team effort, I would like to say a personal Thank You to both Ben Powell and Pippa Bourke, whose unwavering dedication and commitment over so many years to the High Performance Programme and England Touch has made this success possible. Thank you so much from everyone at England Touch.

2025 Medal Haul



6 GOLD
1 SILVER
2 BRONZE



2 GOLD
2 SILVER
1 BRONZE



7 GOLD
3 SILVER
1 BRONZE





Annual Review 2025

OVERVIEW FROM THE CHAIR TIM LOVERIDGE

Around the Country

If we are to continue the past successes at all levels we must focus on Growing the Game and seeking to introduce as many people as we can to our great sport. Growth in participation at all levels will increase the enjoyment and competition within the sport which will help to drive higher standards at all levels of the game.

Whist our longer term objectives in this regard will form part of our 2026-2030 Strategic Plan, a lot of effort has been focussed on our schools and university programmes in 2024-25.

Our University BUCs championship goes from strength to strength with increasing university numbers and teams, which has assisted in building our relationship with our University Partner CIMA, who has now committed to a longer term partnership.

Our schools and junior competitions grow exponentially as entrants are doubling year of year with over 250 teams entered for the 2026 Schools Cup. We have been working the Youth Sport Trust to develop a Primary School Introduction to Rugby Programme along side Rugby League and Rugby Union. We recently found out that Touch will be included in the School Games for the first time in 2026, which is a remarkable achievement.

Alongside this, we continue our partnership with In2Touch and other affiliated operators to provide competitive leagues across the country. As we see the growth in participation in schools and universities, we will also need to develop our clubs and leagues in our regions to broaden playing opportunities.

We continue to seek sponsorship opportunities to develop local programmes for growing the game and a continued dialogue with Sport England to explore funding opportunities aligned with our strategy.

None of what we do would be possible without the massive contribution that so many of you give to the sport that we all love. I would like to take this opportunity to say a **VERY BIG THANK YOU** to all of you for everything you do and hope we can continue to move forward this year.





CEO'S STATEMENT VINCE MAYNE



The major structural change occurred within the performance and pathways space. The Performance and Pathways Leadership Team was created to ensure a joined up approach to supporting our top level athletes as well as cascading good practice down through our pathways to our regions and clubs

The year between April 2025 and 2026 has been a very busy one! There has been some significant change, a constant delivery of high-quality competitions and many notable successes.

Participation and Competition

If we start at the younger age groups, we started working with TrySports as a partner in the school space and the success of this has been exceptional. Whilst establishing our partnership has been rightly challenging, we have a common goal of getting more young people playing touch rugby. We have moved from c. 75 schools taking part in previous years, to now having c. 210 schools signed up for competitions.

Alongside this we have worked with the Youth Sport Trust, RFU, RFL and NFL to produce a jointly branded set of resources for teachers in primary schools, focussed on the core skills required in the various sports. In March 2026 we were delighted to announce, along with the YST, the inclusion of Touch Rugby in the School Games, opening the doors to thousands more young people to compete for their school and discover what Touch Rugby is all about. This alone could be a significant driver for future growth and is something we need to prepare for.

At university level we have just seen the largest ever UTC events, thanks in no small part to the work of Ian Tankard who always goes above and beyond to deliver great events for the

students. With the support of CIMA we were able to provide kit for the referees and also have initiated an Ambassador programme to help grow the game in universities without Touch teams and to increase the depth of offer in those universities that do. We are very much looking to grow the number of universities entering our competitions and are looking at the potential for an "Alumni" competition offer for those who have graduated in the last 3 years, to provide a bridge into the community game and prevent drop-outs from Touch.

NTS was incredibly popular again and we saw maximum entries in most competitions. We successfully ran our largest ever Junior Nationals event, and on asking one young player how we could improve it for next year, he simply said, "How can it get better than this?", customer feedback of the highest order! Nationals equally was a huge success and great credit should go to Kevin Hill, our Events Manager for delivering these outstanding events. The quality of delivery has really improved during the year and we look forward to these being even better as we progress.

You will read later about our success in International competition but suffice to say we have had another hugely successful year.



CEO'S STATEMENT VINCE MAYNE

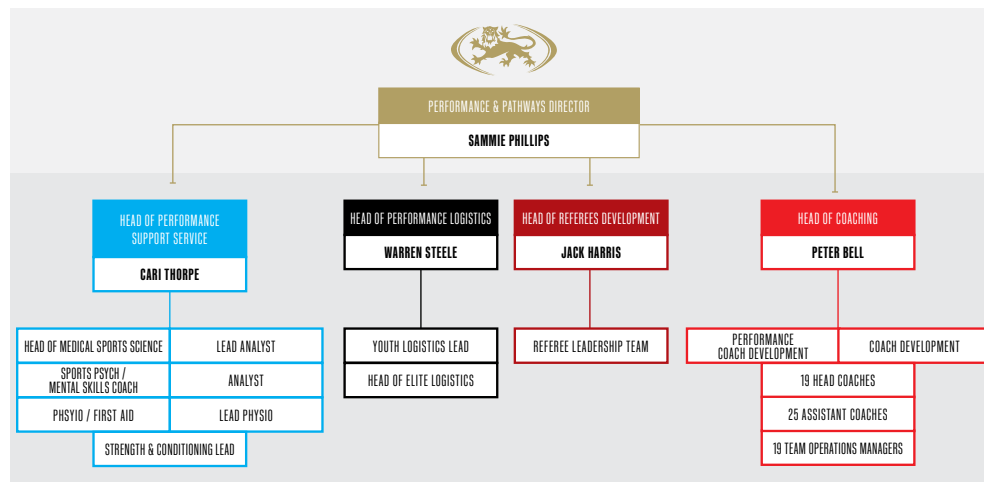
Staffing and Structural Changes

Following the appointment of Kevin Hill last year, we have appointed two new roles in recent months. Sadi Musson joins us as our Administration Assistant and Member contact, to support the team across a range of functions and to provide a single point of contact for members and any external queries. Angus King has also joined as our Participation and Pathways Officer, to help us really grow the community game and provide support to regions and clubs.

The major structural change occurred within the performance and pathways space. The Performance and Pathways Leadership Team was created to ensure a joined up approach to supporting our top level athletes as well as cascading good practice down through our pathways to our regions and clubs. The PPLT is aligned as in Fig. 1 below

Whilst it has rightly taken a little while to get the team together it is now starting to deliver some real changes to improve the programme further and give us the best chance to succeed. The diagram above gives a sense of just how important our volunteers are in supporting the delivery of just one area of our programmes.

Figure 1:
The Performance and Pathways Leadership Team



Commercial Income

The programme to increase commercial income has started well with an income of c. £67k in the year to September 2025. This has continued with some generous donations from companies like Stratton, Vermeer and CIMA as well as some individual donations to support the development of female leaders within Touch. The target has increased this year and we are fast closing in on that with some exciting bids submitted. This will ensure a solid base for financial sustainability as we develop further.

Technology Developments

To enable us to collect better data, and make it easier for people to join the ETA, we have explored a range of tech platforms which will meet the needs of the ETA both in terms of a robust CRM system but also driving our league and events competitions. We have selected our preferred partner and are working through the development phases to ensure it is “bespoke” to our needs and has been tested prior to being launched. This will make life much easier for our staff team but also for you as members, and will provide micro-sites within the platform for clubs and regions to utilise.

England Touch profile

Whilst we achieved Sport England recognition, there are still many people in the sporting landscape who do not know what Touch Rugby is. We have worked hard to change that over the year in a number of different areas and are starting to turn that tide. Our work with the YST, contribution to data collection from the Sport and Recreation Alliance which fed into government lobbying have certainly helped our cause. Latterly as CEO I was successful in being selected to sit on the Management Committee for the NGB CEO Coalition, the group representing all NGB's to Sport England, DCMS and wider government departments. This will truly put England Touch in the eyeline of many organisations and confirm our place at the table for the sport sector both representing and influencing for sport.

Whilst much of the work over the past year has been about rebuilding and solidifying the foundations for England Touch, it has put us in a really strong position as we now push forward. We will identify the key areas which will require future investment, to give you as members the greatest return for your membership and ensure that we meet the targets for growth within our membership to ensure we are truly accessible and representative of the communities we play in. This is a really good time for England Touch, and we haven't even talked about the potential of an Olympic Games yet....!



FINANCIAL REPORT FY 2025 OVERVIEW

2025 represented a year of consolidation and steady progress for England Touch Association following the exceptional World Cup cycle in 2024. Without the unique operational and financial impact of a major international tournament, this year's results provide a clear view of the underlying strength and sustainability of the organisation.

Our volunteers, staff, and wider community once again played a vital role in supporting competitions, participation programmes, and high-performance activity throughout the year. Their ongoing commitment remains central to the growth and resilience of the Association, and we extend our sincere thanks for their continued contribution.

Financial Performance

The Association generated turnover of £743,172, compared with £1,511,776 in FY24. Cost of sales reduced in line with activity levels, totalling £527,905, resulting in a gross surplus of £215,267. Administrative expenses fell to £178,703, driven primarily by lower event-related travel and subsistence costs and disciplined overhead management.

The Association recorded an operating surplus of £36,564. After interest income and tax charges, the surplus for the financial year was £34,396, an increase on the £29,823 delivered in FY24. This marks the second consecutive year of surplus, demonstrating improved financial resilience.

Balance Sheet Strengthening

The Association's financial position strengthened further during the year. Net assets increased to £75,044, up from £40,648 in FY24. Cash at bank and in hand at year end was £150,345, compared with £96,723 at the end of FY24. While September represents the seasonal cash high point due to the Touch calendar, this closing balance shows meaningful progress toward the strategic goal of maintaining a minimum year-round cash reserve of £100,000.

Operational Context and Outlook

FY25 allowed the organisation to refocus on core activities, participation growth, and operational stability following the demands of the World Cup year. Revenues across competitions, membership, and performance pathways have returned to underlying norms, and achieving another sustainable surplus provides positive momentum for future planning. With the organisation on a firmer footing than at any point since 2019, attention in 2026 will turn to growth initiatives, including expanding the domestic competition structure and strengthening the workforce.

Conclusion

2025 has been a year of stabilisation and disciplined financial management. Despite the expected fall in turnover following the World Cup, the Association delivered a healthy surplus, strengthened its reserves, and continued building a platform for sustainable long-term growth.





Annual Review 2025

FINANCIAL REPORT

FY 2025 PROFIT AND LOSS / BALANCE SHEET

Profit and Loss	2025	2024
All figures in GBP £		Per PY Stats
Turnover	743,172	1,511,776
Cost of sales	(527,905)	(1,250,224)
Gross surplus	215,267	261,552
Administrative expenses	(178,703)	(220,007)
Operating loss	36,564	41,545
Interest receivable and similar income	863	–
Surplus on ordinary activities before taxation	37,427	41,545
Tax on surplus on ordinary activities	(3,031)	(11,722)
Surplus for the financial year	34,396	29,823

Balance Sheet	30/09/2025	30/09/2024
All figures in GBP £	Notes	Per PY Stats
Fixed assets		
Tangible assets	4	1,630
Current assets		
Inventories		1,980
Debtors	5	41,867
Cash at bank and in hand		150,345
		194,192
Creditors: amounts falling due within one year	6	(120,778)
Net current assets		73,414
Net assets		75,044
Reserves	7	
Profit and loss account		75,044
Members' funds		75,044



Annual Review 2025

ENGLAND TOUCH HIGH PERFORMANCE

Youth Pathway

England Touch's Youth Pathway continues to strengthen with the inclusion of the Centre of Excellence delivered by our partners, Try Sports. Our Youth Pathway now includes the following tiers:

- **School competitions** (delivered by Try Sports in partnership with England Touch) and Youth Sport Trust School Games, club competitions (Junior Touch Cup delivered by In 2 Touch, Regional Series and National Touch Series), local league competitions and university competitions (University Touch Championships);
- **Regional competition** at Junior Nationals;
- **North & South Centres of Excellence** (delivered by Try Sports in partnership with England Touch);
- **England Touch Youth Academy**; and
- **England Youth Teams** representing at international competitions in boys, girls and mixed 15s, 18s and 20s Divisions.

England Touch Performance Overview

England's international squads delivered results that reflect the investment made in the Performance Pathway. Highlights include:



European Opens Touch Cup 2025 Calvisano, Italy

England dominated the European Opens Touch Cup across both the Men's and Women's Open categories, securing Gold, Silver and Bronze positions and demonstrating the strength of England's Open Performance Programme on the international stage by entering three teams into the Men's and Women's competitions.

Mavericks (Mens Open) took Gold at the European Opens Touch Cup 2025, with England Storm claiming Silver. England Phoenix narrowly missed out on Bronze following a battle with Ireland Men's Open. England Phoenix (Women's Open) won Gold at the European Opens Touch Cup 2025, with England Mavericks claiming Silver and England Storm claiming Bronze.





Annual Review 2025

ENGLAND TOUCH HIGH PERFORMANCE



European Seniors Touch Cup 2025 Stirling, Scotland

England's Senior & Masters Performance Programme delivered outstanding results across all age group categories. This represented a near-total dominance of the competition and underscores the quality of England's athlete development beyond the Open Age Grade.

England teams won seven out of eight Gold medals at the European Seniors Touch Cup 2025, with a number of finals contested by both of our England teams playing in the same age grade.



Atlantic Youth Touch Cup 2026 Limerick, Ireland

England's Youth Teams delivered outstanding performances at the Atlantic Youth Touch Cup, claiming medals across all nine categories. England won Gold in 6 out of 9 categories with 1 Silver and 2 Bronzes in the remaining categories; a strong reflection of the depth and quality within the youth pathway and the regional talent feeding into the National Youth Squads. Our two invitational "Lions" teams also delivered great performances against tough international opposition - a fantastic result for our Youth Performance Programme.





Annual Review 2025

ENGLAND TOUCH EVENTS

The Nationals

Our season opener at Nottingham University set the standard for 2025 with intense competition from the Sharks versus Taipans Women opener through to the Saxons pipping the Men's Sharks by one try to win the final game.

Games across the Highfields venue delivered drama and excitement throughout the bank holiday weekend, with a total of 174 games played and 2031 tries scored. Nationals brings together all aspects of the England Touch workforce over the weekend. With so many overlapping roles, it is always a busy but rewarding event.

The South West region won three divisions (MO, XO, M30), while South East (WO, M40) and Midlands (W27, M50) each won two, and West won one (W40).

National Touch Series

Five weekends of Touch saw players and referees from across the country participate in the Men's, Women's, and Mixed divisions in breathless action as the sport started a new 4 year cycle following the home Touch World Cup.

New teams rose through the ranks, established teams found a new generation of players and there were upsets and quality across the fields. The Mixed event in Oxford must have set a record for the most dropoffs in a timeslot as shots were heard across the site during the 2 extra minutes allocated.

London Scorpions dominated both the Men's and Women's top divisions, securing titles through exceptional teamwork and skill as they navigated the knockout rounds. Galaxy South West shone throughout the Mixed season, remaining unbeaten. However, as they began Round 1 in Division 2 it was not enough to secure the points needed to clinch the NTS title in their first attempt. Nottingham Hoods stepped up and defeated NQ Rebels in their final game to win the series.



South West

x3 MO / XO / M30

South East

x2 WO / M40

Midlands

x2 W27 / M50

West

x1 W40



Mens NTS

D1 LONDON SCORPIONS



Womens NTS

D1 LONDON SCORPIONS



Mixed NTS

D1 NOTTINGHAM HOODS





Annual Review 2025

ENGLAND TOUCH EVENTS

CIMA BUCS University Touch Championship

With two Cup titles and a Cup final place in the national rounds, Exeter regained the overall BUCS University Touch Championships title once again, after the crown had spent a year in the East Midlands at Nottingham Trent. But it was a close-run thing for Exeter with long-time rivals, Bath Hawks, who reached two Cup finals and won the Round 3 Cup title to finish just two points behind the Hurricanes in the overall standings.

2024/25 was a year of continued growth for the BUCS University Touch Championships, with 21 universities providing 37 teams during the course of the season. 669 individuals played in 486 matches, and a whopping 3,462 tries were scored!

2025 also saw the BUCS University Touch Championships have a title sponsor for the first time - the Chartered Institute of Management Accountants (CIMA). Team sport is a great way to gain transferable skills which are essential in the world of work, such as communication, leadership, organisation, planning and resilience. These skills are part of the CIMA CGMA qualification, demonstrating a range of synergies between the two organisations.

England Touch was delighted to have CIMA choose to extend their title sponsorship for a further three years.



Exeter University	1ST	HURRICANES
Bath University	2ND	HAWKS
Nottingham Trent	3RD	TIMBERWOLVES



Annual Review 2025

ENGLAND TOUCH YOUTH

Junior Nationals

Building on the great work across the regions, the 2025 England Touch Nationals provided a high quality tournament where our budding future internationals could thrive over a competitive weekend in Nottingham. Thanks to Vermeer's support, an exciting arena was built around the show field. Teams were located together in a village and parents spectated from stands while the live stream and commentary linked to those at home.

Notable successes came from the strong West Wildcats region, which reached 5 of the 6 divisional finals; the North West U17 and U14 teams, which overcame strong challengers in their finals; and the South West Saxons, which won their Girls U14 and U12 divisions.

Parental support throughout the weekend was fantastic, and contributed to a great atmosphere on pitch side. The referee team worked hard, providing the foundation for supporting the younger divisions while also excelling during the fast, competitive finals. We look forward to the continued growth and success of the event as it thrives in our development pathway alongside the Try Sport Schools and Junior Touch Cup events.

Try Sports and England Touch Schools Touch Championship

The Try Sports and England Touch Schools Touch Championship continued to grow in 2025, with 129 teams taking part. This is up from 101 teams in 2024 and almost five times the 26 teams recorded in 2023. The Championships remain the flagship competitive offer for Touch in English schools, providing structured fixtures and age-group finals across the country.

The partnership between England Touch and TRY Sports in this space continues to grow and develop, to bring more school children the competitive opportunity, and grow playing numbers across all regions. The scale of participation in 2025 confirms the Championships as an established fixture in the schools sport calendar.

School Games Resources

Working in partnership with the Youth Sport Trust, England Touch developed and launched a full suite of touch resources for the School Games during 2025. Touch is now clearly an option within the national School Games programme, giving teachers and SGOs across England quality-assured content to deliver Touch in their settings. The partnership extends the reach of the sport and gives us an opportunity to secure a foothold for touch within a recognised, nationwide schools delivery framework.





Annual Review 2025

ENGLAND TOUCH YOUTH

Junior Touch Cup

The National Junior Touch Cup is run by Paul Farrington, Director and Owner of In2Touch Thames Valley and a Primary School teacher. Heading into its third summer (2026), the Junior Touch Cup is aimed at providing junior clubs with a competition pathway to support their development and players with a stepping stone to regional teams.

In 2025 25 teams headed to Old Leamingtonians RFC for a national event, with eight teams playing in the first Junior Touch Cup North in Leeds.

2026 sees further expansion with a Junior Touch Cup South in London, and a new venue for Junior Touch Cup North in Wakefield. There are also increased links and social media collaboration with both England Touch and Try Sports.

Key work-ons for the future is aligning a specific junior season structure across all stakeholders, along with a co-ordinated strategy to support the growth of junior clubs which capitalises on increased player numbers at school and regional level. The event format will continue to be refined, as will the entry categories.

However, based on the first two years, everyone at Junior Touch Cup is excited by future prospects.





Annual Review 2025

ENGLAND TOUCH WORKFORCE

ETA underwent a period of transformation in 2025, making several workforce changes. The most significant of these was appointing Sammie Phillips as ETA's first Director of Pathways & Performance. Sammie now oversees both regional development and elite performance, of athletes, referees and coaches.

Sammie has been building a team around her, utilising both existing experience and new talent. We have welcomed Mike Evans-Jones to the Pathways & Performance Leadership Team, joining Jack Harris, Warren Steele and Cari Thorpe. Additional recruitment is planned as we continue to work towards the 2028 Touch World Cup.

To support our community growth and pathways into performance, we have appointed Angus King as Participation & Pathways Officer, and formalised our agreement with Dom Tripp (from Try Sports), who will be driving our Schools Development programme.

We were also delighted to appoint Sadi Musson as Administration Officer - providing support to Vince and the central workforce.

A full workforce list - including our other recent joiners - is available on the ETA website.

Additions in 2025

Sammie Phillips
Director of Pathways & Performance

Mike Evans-Jones
Jack Harris
Warren Steele
Cari Thorpe
Pathways & Performance Leadership Team

Angus King
Participation & Pathways Officer

Dom Tripp
Schools Development Programme Lead

Sadi Musson
Administration Officer





Annual Review 2025

ENGLAND TOUCH WORKFORCE

Board and Key Workforce

Chair

Tim Loveridge

Chief Executive

Vince Mayne

Non-Executive Directors

Justin Conway, Geoff Karikari,
Sarah Bellew

Finance Director

Felix (Will) Ten Broeke

Secretary

Alison Devlin

Director of Pathways & Performance

Sammie Phillips

Operations Manager

Kathy Van de Rijt

Events Manager

Kevin Hill

Participation and Pathways Officer

Angus King

Administration Officer

Sadi Musson

Central Workforce

Head of Marketing & Communications

Chris Wearmouth

Digital Marketing Manager

Catrin Dimond

Digital Marketing Officer

Angus King

Head of HR & OD

Crystal Ravenscroft

Safeguarding & Welfare Officer

Jo Hutton

Disclosure & Barring Manager

Sadi Musson

Grievance Lead

Robin Budd

Knowledge, Systems & Memberships Lead

Rich King

Finance and Accounts

Ed Pearce

University Liaison

Ian Tankard

Schools Development

Dom Tripp

Referee Course Manager

Chloe Spencer

Currently vacant

EDI

Head of Governance

Membership Support

Sustainability Officer

Coaching Course Manager

Regional Workforce

South East

Ash Grimsey (Lead)

Andy Penniceard (Junior Lead)

South West

Max Shepstone (Lead)

Vicky Stevens (Junior Lead)

West

Matthew Jaynes (Lead)

Claire Rylance (Junior Lead)

Midlands

Victoria Franks (Lead)

Alistair Dobson (Junior Lead)

North West

Alastair Chadwick (Lead)

David Sharpe (Junior Lead)

North East

Joy Carter (Lead)

John Driskell (Junior Lead)

Pathways & Performance Division

Director of Pathways & Performance

Sammie Phillips

Head of Performance Support Services

Cari Thorpe

Performance Psychology Programme Managers

Becca Hickman and Hanna Gildam-Clarke

Head of Performance Logistics

Warren Steele (Logistics, HP and Youth Logistics)

Divisional Logistics Leads

Gabby Janes, Kirsty Prior,
Wesley McCartney

Head of Referee Development

Jack Harris

Performance Referee Developer

Currently recruiting

Head of Coach Development

Currently recruiting

Head of Athlete Development

Mike Evans-Jones



Annual Review 2025

ENGLAND TOUCH REGIONS



Midlands Tigers

After a difficult year in 2024 for our Men's and Women's Open sides it was pleasing to see them bounce back and perform closer to the level we aspire to. The average ages of the Women's and the Mixed Opens teams were exceptionally young and developing this youth while maintaining some wise older heads has been the theme for the region. The Senior and Masters teams fared well across the board and the interest, particularly on the Men's side, is growing. The region does continue to struggle for numbers in the Senior Women's teams, a trend I mirrored in the England set up and is understandable given the ages of women involved. We continued to bring new players into the mix, particularly in the Senior age groups, and a wide variety of clubs are involved taking their developed knowledge back to their home clubs to develop Touch in our region.

The junior scene also continues to progress in the region. Spearheaded by the successes at Nottingham Touch this has been mirrored in our regional junior set up. With 102 players representing the region at Junior Nationals in 2025 and close to 130 trialling there are good signs for the future. Particularly pleasing was an addition in the junior girls with an entry to the G14 division again meaning more girls having an opportunity to represent the region at Nationals.



Thanks to Alistair Dobson for all his hard work leading the Juniors for the past few seasons.

Grassroots touch continues to develop rapidly in the Midlands. The increasingly popular Eastern Regional Development Series (ERDS), which runs throughout the winter months, finished 2025 with 21 different teams taking part in some or all of the rounds across two divisions. It picked up where it left off at the end of 2025 with the series expanding to a capacity of 16 teams per round, on occasions operating a waiting list of teams to be involved in the series. Six new teams participated at the end of 2025 compared to the start of the year including a Midlands Juniors development side. Thanks to Josh Bingley for his continued work having set this series up many years ago now!





Annual Review 2025

ENGLAND TOUCH REGIONS



North East Raiders

2025 saw a healthy increase in clubs offering Touch Rugby. These new clubs predominantly came from Rugby Union backgrounds, seeking to offer a social form of the game within their communities.

Through a small number of clubs offering junior sessions, we laid the foundation for the region to enter two teams into the Junior Nationals for the first time. This demand for junior touch was further strengthened and increased by continued support from Try Sports Academy.

The region also continued to be well-represented on the international stage, with players representing England and Scotland at both the Youth Atlantic Cup and the European Senior Touch Cup.





Annual Review 2025

ENGLAND TOUCH REGIONS

NORTH WEST

North West

The North West junior Touch programme continued to grow steadily in 2025, with increased participation across our Juniors training camps. Junior Nationals saw a strong engagement, with our biggest turnout so far, especially in the Under-15 and Under-17 age groups, supported by improved coaching structures and regional development days. Player numbers rose compared to 2024, reflecting ongoing efforts by volunteers and local organisations to expand grassroots access.

At the Open level, the North West competition calendar remained competitive and well-attended, with established clubs and emerging teams contributing to a balanced and dynamic development league structure. Participation numbers stabilised, with slight growth in Mixed and Women's divisions with more teams entering the national league structure than ever before. The overall standard of play continued to improve, with several players progressing to national-level training squads. Regional tournaments and league fixtures are beginning to grow, with the establishment of leagues within Liverpool and the implementation of Opens training camps, benefiting from improved scheduling and stronger collaboration across the region.

Senior and Masters Touch in the North West demonstrated resilience while participation in older age categories remained smaller in



comparison to open divisions. Retention rates were high, with experienced players continuing to contribute both on and off the field. Masters competitions in particular saw renewed interest, and supported long-term involvement. Overall, the North West region showed stable growth in total player numbers across all categories, underpinned by a committed volunteer base and a growing pathway from junior to senior participation.





Annual Review 2025

ENGLAND TOUCH REGIONS



South East

We are excited for the upcoming Open, Seniors, and Masters Nationals. Over the past months, our teams have been working hard— training, developing game plans, and continuing with a new setup introduced last cycle to ensure we're ready to compete at the highest level. With tweaks for the next cycle already in place, the landscape is constantly changing!

The Junior Nationals pathway is well underway. We've had several training sessions from under-12s to under-18s, with a growing number of clubs across the region starting junior training sessions, helping build the base of the player pyramid. It's exciting to see more juniors entering the sport, and the Junior Nationals platform is a fantastic way to foster their competitive spirit. Most coaches are in place, and the schedule is set for the run-in.

This past year, we hosted our popular South East Development Series. We ran three mixed development tournaments, two elite men's and women's tournaments, and one development men's and women's tournament over the winter, all with great feedback. Looking ahead, we have off-season plans to expand, with eight tournaments proposed for the next cycle!





Annual Review 2025

ENGLAND TOUCH REGIONS



SOUTH WEST SAXONS

South West Saxons

2025 was a historic year for the South West Region. At Senior Nationals, Saxons claimed 3 of the 8 division titles: a 3rd consecutive Men's 30s title, a first Mixed Open title since 2018 and a first ever Men's Open title. These results combined with strong performances in the other divisions, led to Saxons claiming the overall National Title.

Junior Nationals brought similarly historic results for the South West Region in 2025. With record numbers attending training camps and squads entered into 5 of the 6 divisions Saxons came home with 2 division titles: G14s retained their title from 2024 and G12s won the division in its inaugural year. Best ever finishes for the B14s, B17s and G17s put them in contention for the overall title but they narrowly missed out, finishing 3rd behind West Wildcats and the North West. Following these performances at Nationals, record numbers of Saxons players have been selected for England training squads this year. The South West is now second only to the South East region in this regard.

The South West regional series expanded in 2025 to mirror the National events program: a 2 round Men's and Women's competition followed by a 3 round Mixed competition. 14 teams from across the region entered at least one event, a 17% increase from 2024. Saxons also hosted Wales and Ireland squads for friendly games ahead of Senior Nationals.



At the university level, South West teams dominated, Bath and Exeter contested all 3 of the National round finals and South West universities swept the silverware at the final National round. At NTS Galaxy South West won the final 2 rounds of the mixed series to go alongside their promotions to Divisions 1 and 2 in the Women's and Men's competitions, respectively, in their debut season. Hopefully the South West can match and even outdo these results in 2026!





Annual Review 2025

ENGLAND TOUCH REGIONS



West Wildcats

Nationals Highlights:

- W40 winning age category
- Mens Open and Womens Open winning a game each for the first time in many years, Mixed Open getting a draw
- Just about having a team in every category - despite none having 16 players (some had 10)
- Low cost delivery of adult and junior training sessions and integration of Spond team management system

Juniors: Five of six finals had West sides in. All competitions saw the West fielding at least one side and eight teams entered in total. The West is very much proving to be the region to beat at youth level, but very difficult to translate this into Opens success due to the way players are able to select between university or home side when it comes to Nationals, leading to the creation of 'super sides' rather than a transition through the ranks.

The lack of NTS clubs through the centre of the region also means limited opportunities for young players to continue their Touch journey after having played Nationals. The Midlands Ladies League has a reduced age limit to 12 for young girls, so we are hoping to see that as a development opportunity for girls. There is a general lack of opportunity for boys to play alongside and train as there is general disdain for non-contact rugby in rugby clubs.



Overall, the size of the region and location of clubs and Universities makes it hard to create a coherent strategy. For 2026, we have run all training camps out of Old Leamingtonians RFC to create a 'home' location in the centre of the region. While this has been a relative success in terms of Opens numbers, there has been very little interest and attendance across the senior sides, most of whom are 'comfortable' in knowing they will get selected regardless.



Annual Review 2025

COMMERCIAL CIMA

Chartered Institute of Management Accountants

The partnership between England Touch and the Chartered Institute of Management Accountants (CIMA) is rooted in a shared commitment to developing future-focused skills through sport. CIMA's sponsorship reflects strong synergies between the CIMA qualification, business environments and the skills developed through team sport.

Touch provides students with a practical setting to build CIMA Power Skills such as critical thinking, adaptability, decision-making and collaboration by evaluating tactics, analysing performance, responding to challenges and working effectively within teams. These experiences closely mirror the professional behaviours required of management accountants and future business leaders.

This alignment has been showcased throughout the BUCS University Touch Championships, proudly sponsored by CIMA. The 2026 season launched with record engagement, bringing together c.550 students across 40 teams. The UTC plays a vital role in supporting England Touch's long-term vision by strengthening university pathways and reinforcing Touch as a sport of choice on campus. Participants develop leadership, teamwork, resilience, and communication skills while competing in a high-performance yet inclusive environment - capabilities that translate directly from the pitch to the modern workplace.

CIMA's investment has also enabled the delivery of the CIMA-funded University Touch Ambassador Programme, creating lasting impact beyond competition. Ambassadors focus on increasing participation and playing opportunities by recruiting at Freshers' Fairs and university events, raising awareness of touch rugby through social media and campus engagement, and cultivating vibrant club cultures. They collaborate with other sports and societies, represent their university clubs at events, promote CIMA's role as programme sponsor, and gather feedback and data for England Touch and CIMA.

In return, ambassadors receive limited-edition CIMA-branded kit, online training from both organisations, access to spare equipment where available, and ongoing support from England Touch's Participation & Pathways Officer. Together, the UTC and Ambassador Programme demonstrate the clear value of the England Touch and CIMA partnership in growing the sport, supporting students and developing the next generation of leaders.

Together, England Touch and CIMA are delivering clear, shared outcomes through this partnership. For England Touch, the sponsorship strengthens university pathways, increases participation, and helps embed leadership, resilience, and inclusivity across the student game.

For CIMA, the partnership is working on enhancing brand awareness and relevance within the university space, positioning the organisation alongside sport, teamwork and future-ready career skills. Through the National Universities Championships and the University Touch Ambassador Programme, students gain meaningful sporting and professional development experiences, while both organisations extend their reach and influence across UK campuses.

This collaboration continues to demonstrate the power of sport as a platform for developing people, raising brand visibility, and achieving sustainable, mutually beneficial impact.





Annual Review 2025

COMMERCIAL VERMEER

Vermeer UK

Vermeer UK's investment as a commercial advertising partner with the England Touch Association presents a compelling opportunity to elevate brand exposure across a diverse and growing audience. As the holder of rights to the global Vermeer Corporation brand within the UK & Ireland, Vermeer is well positioned to leverage the inclusive and wide-ranging demographic of the Touch Rugby community. This partnership enables the business to align its brand with a sport that attracts participants from varied professional and social backgrounds, ensuring balanced and meaningful visibility across multiple segments.

Beyond brand awareness, the collaboration creates a valuable pathway into the industry through Vermeer UK's involvement in the Try Sports programme. This initiative provides a practical bridge between sport and career development, introducing participants to opportunities in mechanical and electrical engineering, manufacturing, and B2B sales. By engaging at this level, Vermeer UK not only strengthens its employer brand but also supports the development of future talent, reinforcing its commitment to skills development and long-term industry growth.

At a grassroots level, Vermeer UK's support of England Touch reflects a strategic, long-term vision. As the sport continues to expand



nationwide, the business anticipates growing alongside it, benefiting from increased countrywide exposure and deeper community engagement. This alignment is further strengthened by the active involvement of General Manager Warren Steele, whose personal commitment to England Touch underscores the authenticity of the partnership and positions it as a natural and credible commercial collaboration.





Annual Review 2025

ENGLAND TOUCH MEMBERSHIP & MARKETING

Digital reach

Thanks to the efforts of Digital Manager, Catrin Dimond, England Touch's social media channels achieved new heights of reach and engagement in 2025.

During the month encompassing the Atlantic Youth Touch Cup in Limerick, the European Seniors Cup in Stirling, and European Opens Cup in Calvisano, content views of the ETA's Instagram page alone topped 2 million, with >150,000 accounts reached. Earlier in the year, the BUCS CIMA University Touch Championship saw accounts reached also hit the 100,000 mark, with nearly 620,000 content views.

What is all the more remarkable is that these figures were achieved purely organically, with no amplifying spend via Meta. In 2026 we will build on this experience to enhance the social media reach of the sport even further.

Meanwhile, the website - while nearly eight years old - still attracts high numbers of visitors (again, organically), with the highest page views being the 'Where to Play' and 'How to Play' areas. In 2026 we will be moving to a new website provider as part of a total digital refresh that will enhance members' experiences with an end-to-end solution that includes membership and tournament platforms, as well as the external-facing website.

Membership (as of 30.09.25)

Membership and affiliation grew solidly in 2025, with individual memberships increasing by 7% and affiliated clubs increasing by 17% year-on-year. We also saw a huge increase in the number of schools affiliated with us, thanks to our partnership with Try Sports and their 2025 schools competition programme.

This increasing participation among school children is also reflected in a 39% increase in junior memberships. Otherwise, the demographic composition and geographic spread of members remained relatively constant from the previous year. We continue to work toward a more equitable gender profile among our membership, which remained largely unchanged in 2025 (38% female, 62% male, <1% other).

See the following page for a breakdown of these figures and statistics.

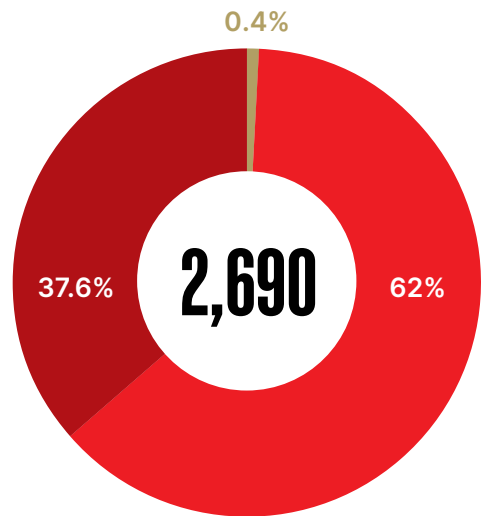




ENGLAND TOUCH MEMBERSHIP & MARKETING

Current membership by gender

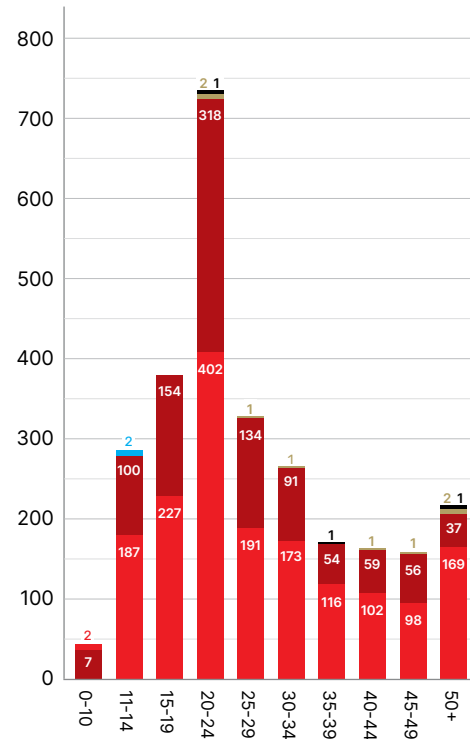
Membership as of end of ETA financial year:
30 September 2025



- Male
- Female
- Prefer not to answer
- Non-binary
- Null

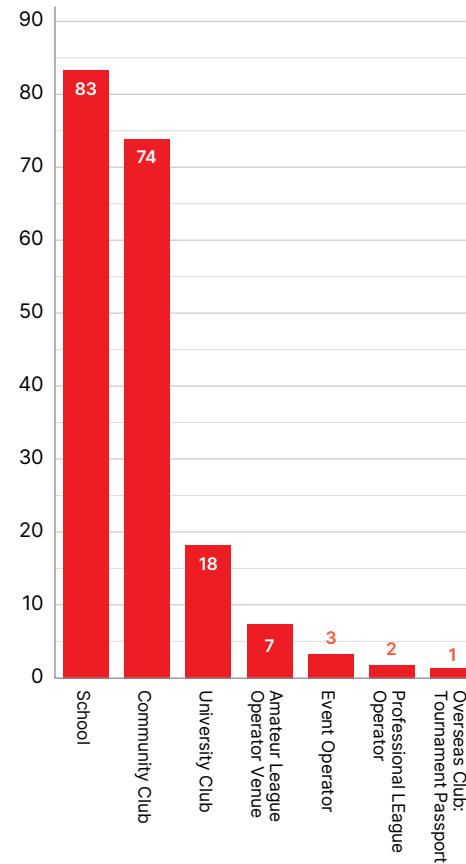
Current members by age

Comparative figure from 01/10/2024:
2,506 individual members

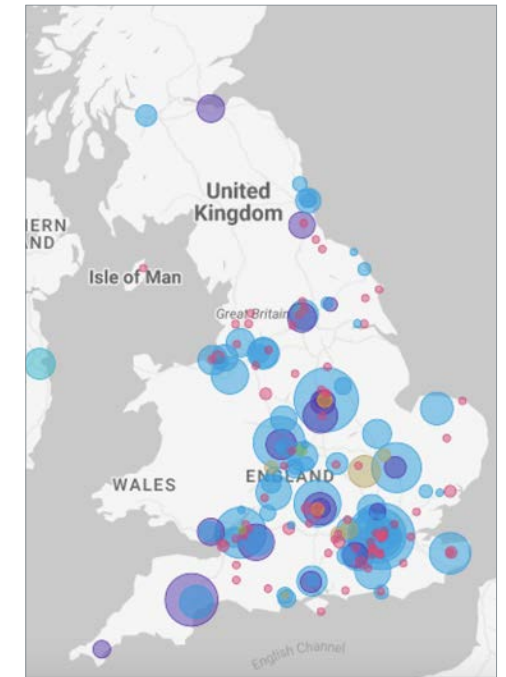


Active operator affiliations

Comparative figure from 01/10/2024:
108 active operator affiliations



Current geographic concentration of clubs





englandtouch



englandtouch



englandtouch



englandtouch

englandtouch.org.uk