New Driving Force Behind Rugby4All Programme

Wednesday 25 February, 2015

PREMIERSHIP RUGBY are delighted to announce that Tim Mathias is joining the team to head up the Rugby4All programme.

Rugby4All is Premiership Rugby's innovative programme backed by the Equalities and Human Rights Commission (EHRC) to promote diversity and equality in rugby. The programme aims to increase the number of women and girls involved in the sport, to provide better access for disabled people and to promote the game among Black and Minority Ethnic (BME) groups.

Formerly Operations Manager at Chance to Shine running the StreetChance inner city cricket initiative in London for five years, Mathias developed the initiative to engage with over 40,000 young people. 84% of these young people were from BME groups and 30% were girls.

"With Premiership Rugby reaching more and more homes, the Rugby World Cup kicking off in September and rugby 7s returning to the Olympics in 2016, this is a golden era for rugby and the ideal time to broaden the appeal of rugby union into new communities," said Premiership Rugby's Community and CSR Director, Wayne Morris.

"Tim's experience will enable us to develop the Rugby4All programme to reach its full potential. We have a hugely diverse community programme that is race and gender blind but this is the first time that Premiership Rugby will deliver a programme specifically designed to increase participation within these two target groups.

"Tim will be working with the Premiership Rugby clubs, to recruit and train 240 BME coaches. Also, in high BME communities, 1,800 primary school children will be given opportunities to try rugby, and there will be taster sessions for 600 11-15 year olds with 240 of them progressing into a player development programme.

"The programme will also provide 7,200 secondary school girls with the chance to play rugby, and will support female players to join local rugby clubs. In addition, 480 teachers and volunteers will be trained to support the growth of girls' rugby.

"We are confident that Tim's proven track record will enable him to achieve these objectives and are delighted to welcome him to the team."

Please visit premiershiprugby.com/rugby4all for more information about the Rugby4All programme.

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