



ATLAS All Schools - Development Plan

Background

Atlas Foundation Founder and Chairman, Jason Leonard OBE and Atlas CEO, Sally Pettipher set up a project called "All Schools" when they worked together at the RFU in England. This was a legacy project for the RWC 2015 which eventually put rugby into 750 non-playing schools and linked them to community rugby clubs.

A True Legacy

By 2019 the programme will have reached all 750 schools and 1 million children. To date 10% of boys and girls reached in school have joined community rugby clubs bringing 60,000 new players aged 11-18yrs into the game, and a route for them to stay in the game after their school life. 97% of schools continue to play rugby after the All Schools intervention.

Child Development

For Jason and Sally, and now for the ATLAS Foundation, the programme was designed to give children the benefits of rugby beyond the pitch: academic uplift, an alternative to violence and crime, and supportive social networks with people who will have your back for life. The academic uplift in the most deprived schools was 12% for critical UK exams at 16 yrs, for the whole school, not just the rugby players. The programme substantially improved behaviour in the players, and in so doing, made a more peaceful learning environment for the whole school.

Deliverable and Replicable

The All Schools programme works in clusters of one community club and three senior schools (children aged 11-18yrs). This allows new rugby schools to train and to play each other at the same level, and also feeds sufficient new players of each gender and age group into the community club to allow creation of age grade teams. This in turn offers sustained playing opportunities beyond school and into adulthood, and a pathway for talented players.

ATLAS All Schools

For ATLAS this is all about child development. For clubs and unions it is about recruitment and retention of players. ATLAS will follow the delivery model which was so successful in the UK, and can be rolled out as quickly or as slowly as funds allow. As the retention rates are so high, funded intervention is only necessary in each location once, making it a hugely efficient and sustainable programme.

Delivery Model

The All Schools programme has a tapered intervention to encourage sustainability. Costs vary considerably depending on average wages in each country. While it is a schools programme we expect delivery to be **all year** round, with club based sessions after-school and in the holidays to maintain children's engagement. Atlas will pay for a coach based at a community club. For each cluster of **three schools**:

Year 1

Direct coaching by club coach with selected year groups in three schools

Training of sports staff in rugby coaching

Organisation of competitive tournaments with other schools in the cluster, at school and club

Coach & Management Requirement: 20 hours p/w

Cost : UK £5,000 South Africa £3,000 India £1,500

If we can find funding or donations, we like to offer each school kit and equipment too.

Year 2

Mentoring of coaching by schools staff, some direct coaching in schools

Start of leadership training of young people in coaching, fixture management and officiating

Mentoring schools in arranging fixtures and tournaments, at school and club

Coach & Management Requirement: 12 hours p/w

Cost: UK £3,000 Israel £2,000 India £1,000

Year 3

Mentoring schools staff in rugby coaching in school

More young leaders training

Oversight of competitive fixtures in school cluster, and at club.

Coach & Management Requirement: 8 hours p/w

Cost: UK £2,000 Israel £1,000 India £500

Year 4 onwards

Clubs and schools are self-sustaining with trained coaches and teachers, and new children entering the schools and clubs on an annual basis.



We are delighted to announce that our Global Rugby Champion for All Schools is England and Lions second row, and World Rugby nominee for Player of the Year: Maro Itoje.