



DISABILITY STRATEGY

2017 – 2020





Over the next three years we will increase and enhance regular engagement and participation, across all ages, formats and competitions, in strong vibrant 'clubs' and educational settings that retain the values of rugby and provide **EVERYONE** with **'Positive Rugby Experiences'** whilst contributing to the long-term health and wellbeing of society.

This is a game for everyone in Wales.

OUR VISION: MORE DISABLED PEOPLE, MORE OFTEN AND WITH MORE ENJOYMENT.

Our Purpose: This is a plan to grow, develop and enhance the offer of rugby union in Wales by modifying the traditional approach and ensuring we are inclusive and engaging to all people and communities.

Our Ambition: Increase and enhance regular engagement and participation, across all ages, formats and competitions, in strong vibrant 'clubs' and educational settings that retain the values of rugby and provide everyone with a 'Positive Rugby Experiences' whilst contributing to the long-term health and wellbeing of society.

Our Objectives:

- To determine the contribution that the WRU can make toward the inclusive forms of the game for disabled people, including deaf rugby, Unified (mixed ability) rugby and wheelchair rugby;
- To ensure that the community game is inclusive for disabled people, including playing, officiating, refereeing, coaching, volunteering and supporting;
- To identify the steps that will need to be taken to ensure that the WRU workforce and wider 'family' are supported and upskilled to adopt a more inclusive approach to rugby;
- To ensure that the WRU's governance is reflective and responsive to the needs of disabled people;
- To identify how the WRU can contribute to other disability sport pathways, including but not exclusively Paralympic, Deaflympic and Intellectual Disability.

What will success look like?

- There is a positive change in the perception of disabled people within rugby communities.
- Disabled people are better able to participate in rugby activities and the wider community.
- Disabled people feel more engaged in the rugby community and have a true sense of pride in the contribution they make to it.
- Wellbeing increases through participation in rugby.



HOW WILL WE ACHIEVE OUR AMBITION?



Strategic Leadership:

We will work to develop and enhance the profile and leadership of disability inclusion across the organisation.

Governance:

We will work to ensure there is equitable practice across our governance policies and regulations.

Workforce, Recruitment and Development:

We will increase the number of referees, officials and coaches that are confident and inclusive with their approach in working with disabled people.

Marketing and Communications:

We will work to ensure that our communication and marketing platforms are accessible and reflect the diversity of rugby.

Alternative and Inclusive Formats:

We will work to increase the number of unified (mixed ability) teams and links to inclusive community clubs and hubs for disabled rugby participants.

Monitoring & Evaluation:

We will commit to aligning the monitoring and evaluation for disabled and non-disabled vision.



ACTION PLAN



Strategic Leadership

- Disability Inclusion Action Plan
- Board / SMT endorsement
- Strategic Disability Inclusion Community Lead
- Inclusive Rugby Models agreed
- Embedded in Community Strategy
- Communications & Marketing Plan
- International Influence



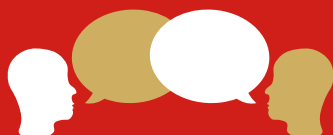
Governance

- Review core governance policies - equitable practice
- Accessible documentation
- Review format rules / regulations
- Diversity within Recruitment Strategy



Workforce Recruitment & Development

- Board & SMT Inclusion training
- Job Roles commit to inclusive delivery
- Confident Workforce on disability matters
- Referees / Officials confident
- Coaches confident
- Volunteers training
- Additional training on impairment specific activity
- Disabled Coach / Volunteer Recruitment



Marketing & Communications

- Accessible communication platforms
- Marketing Materials reflect diversity of the game
- Tell the story of disability rugby



Alternative & Inclusive Formats

- Community School FE Inclusive Hubs
- Links to Inclusive Community Clubs and Clusters
- Increased number of Unified (mixed ability) community teams
- Community Deaf Rugby Programme
- MOU with Welsh Deaf Rugby
- Partnership to support profile of Wheelchair Rugby
- Gateway to disability sports and talent feeder system



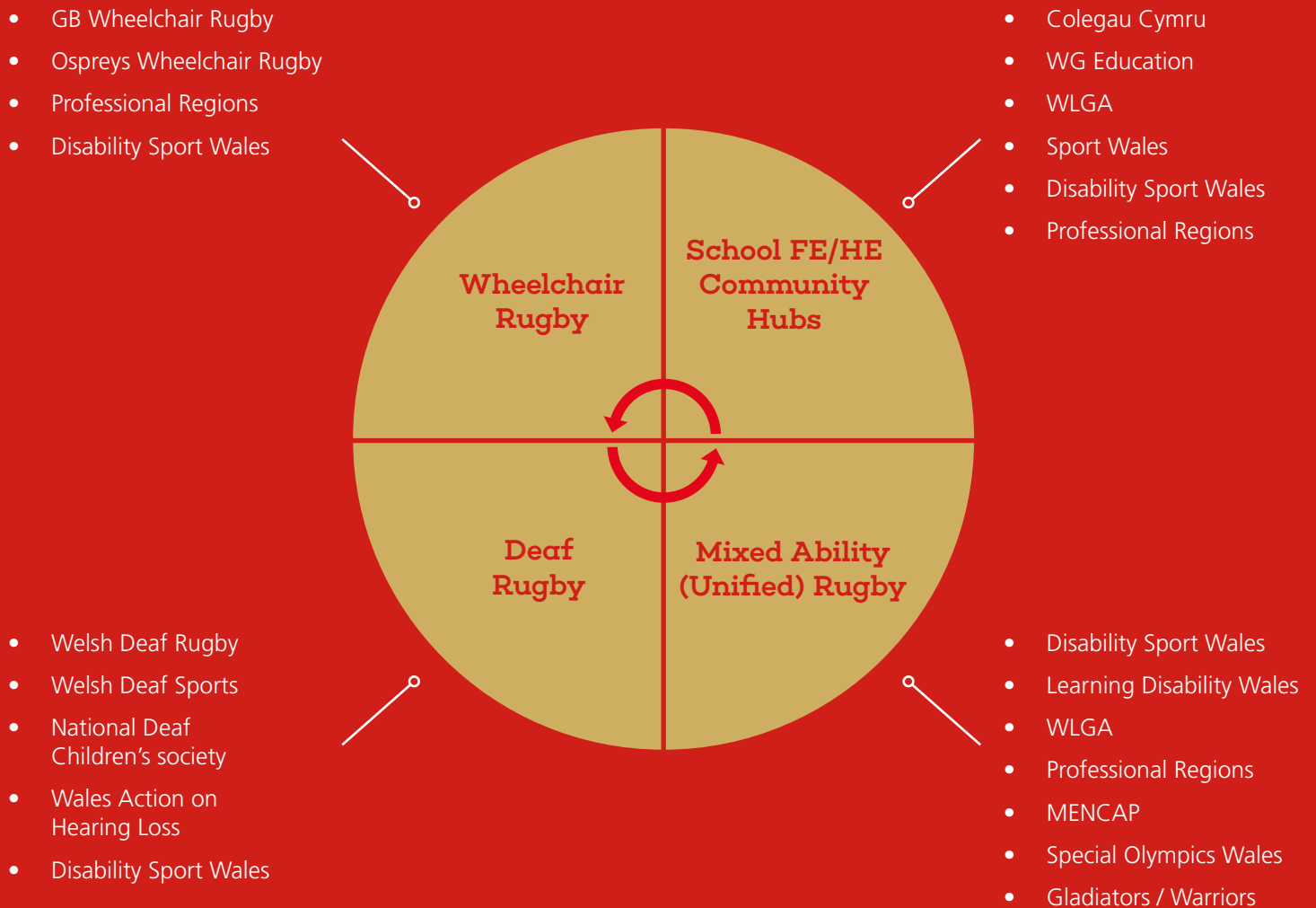
Monitoring & Evaluation

- Disability inclusion plan forms an integral part of the work of the WRU insight team
- Alignment of M&E outcomes for both disabled & non-disabled
- Identify social outcomes for disability
- Evaluate the value and impact of the plan
- Commit to insport
- Commit to Equality Standard

WORKING TOGETHER

Collaboration will be key to the successful implementation and delivery of the strategy. The WRU is keen to work in partnership with a wide range of organisations all of whom will bring specific expertise and knowledge that will enhance the experience of all participants.

This Stakeholder Map identifies many of those partners who can help us to achieve our goals. Over time, we recognise that many more organisations will be able to support and we look forward to welcoming them into our inclusion journey.





Acknowledgements

We would like to thank Jon Morgan of SINSIR, who was commissioned to work with the WRU and it's wider network to develop this Strategy and Action Plan.



THIS IS OUR GAME
THIS IS WELSH RUGBY
