# EVERY ROSE: 2021–2027 — ACCELERATING THE GROWTH OF THE WOMEN'S AND GIRL'S GAME

Governance

Last updated: July 4, 2024



Every Rose: Accelerating the growth of the women's and girl's game

England Rugby

'Every Rose' is the Rugby Football Union strategy for women and girls. The RFU is the national governing body for grassroots and elite rugby in England. The vision is a successful and thriving game across England, and the objective is to deliver a plan to accelerate the women's and girl's game and create long-term value.

**Brighton Plus Helsinki Declaration Principles:**

Developing participation, High performance sport, Facilities, Resources

**Target audience:**

National Sporting Organisations, Sports Governance

**Background:**

The RFU has laid out a strategy to achieve its objective of accelerating the women's and girl's game and creating long-term value. The strategy runs from 2021 to 2027. Strategy goals to be achieved include;

- The number of female players will have increased to 100,000.

- Twickenham Stadium will have hosted a full-capacity Red Roses match.

- The Red Roses will have embraced the new global season, including two Rugby World Cups.

- RFU will be generating meaningful profits from the women's game which will be re-invested into grassroots women and girls programmes.

**Summary:**

The strategy includes the following elements:

- Review of women's rugby within RFU to date
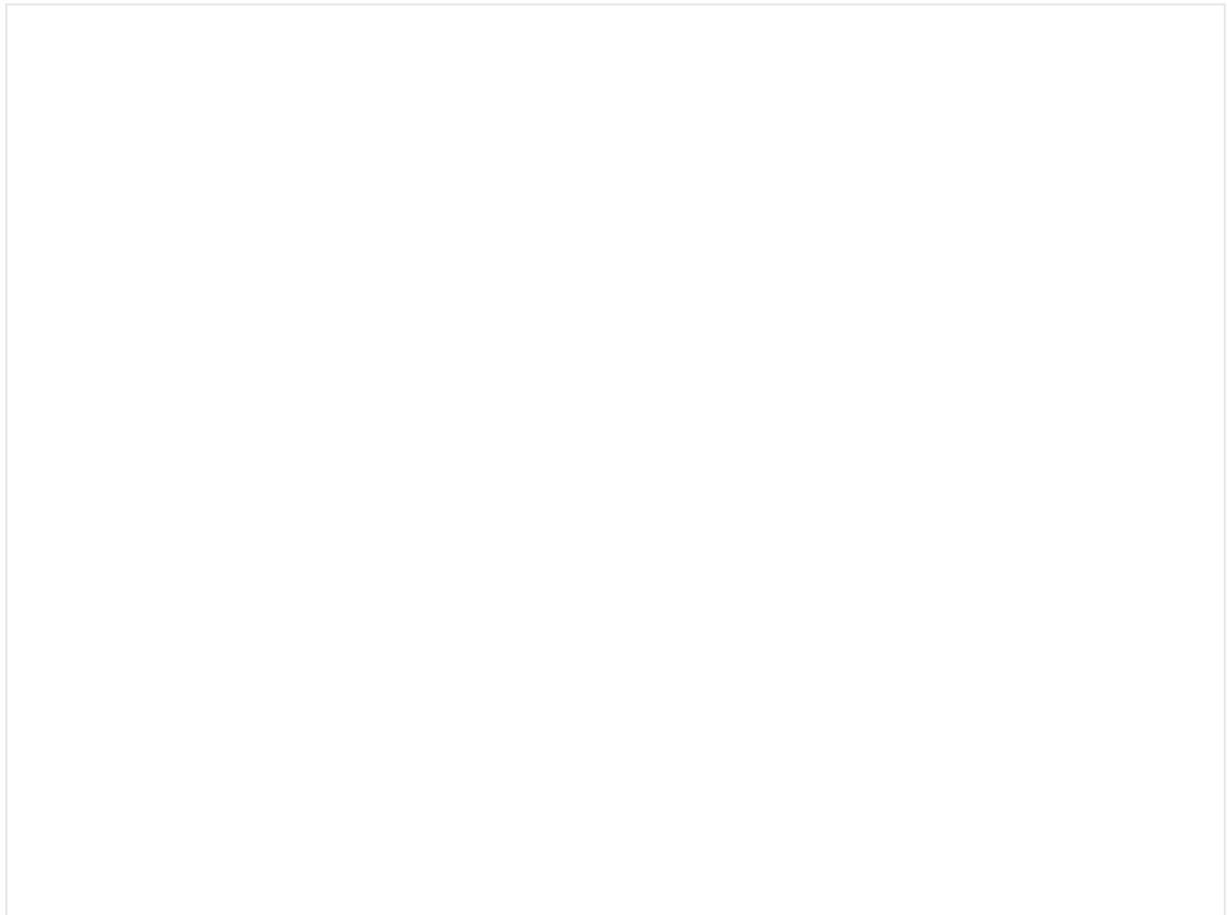
- Headline action plan

- 2027 vision

The action plan headlines include:

1. Accessible – retain and recruit (Increase participation)
2. Successful – England, Allianz P15s, Pathway (High performance)
3. Visible – Fan following, active engagement, broadcast (Visibility)
4. Commercially viable – People, Players

Each element of the action plan is broken down into specific objectives and actions.

[Download and view the RFU Every Rose strategy](#)

## Related Links

https://www.englandrugby.com/dxdam/6f/6f8b1fbb-6c0b-4e7d-9a9d-a973741ea0ab/Every%20Rose%20ActionPlan%2017-27.pdf?spMailingID=17095525&spUserID=NDc2MjM4MzY3MjUxS0&...