

# UR7s

NATIONAL SEVENS  
ACADEMY

## PROSPECTUS 2024 - 2025

[WWW.ULTIMATERUGBYSEVENS.COM](http://WWW.ULTIMATERUGBYSEVENS.COM)

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“UR7s National Sevens Academy essentially started me out on the Sevens path that’s taken me to places I never thought I would go”

**Will Wilson**

Academy Graduate, Oxford Blue, England 7s & Wasps RFC





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# OVER 10 YEARS OF EXCELLENCE

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The National Sevens Academy is the most advanced grassroots rugby sevens performance programme, dedicated to developing young, talented rugby players from across the country.

It was launched in 2013 to provide a place for young people to gain a valuable insight and understanding into what it takes to play sevens at the highest level, whilst also developing skills that will benefit them as young people once they have graduated.

The Academy is currently split into four regions - South East, South West, Midlands and North. The season begins with a Summer Residential running in each region and culminates with the Regional Festival. We combine on-field training sessions, dedicated to rugby sevens, with online sessions covering a wide-range of topics from 'Mindset & Performance' to 'Nutrition' and more. During their time with the Academy, players receive a holistic approach to the journey of a young aspiring athlete.

The programme is coached and led by current & former international 7s players, Olympians and high-performance experts on and off the field.

# OUR PHILOSOPHY

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The academy focuses on nurturing talent through the interactions between the players and the environment we create for them, and we use 7s as the vehicle for this.

We combine the knowledge and experience of international 7's players with role model coaches to allow the Academy to be a creative learning environment. We are passionate that our coaches understand the value of positive role models and encompass values that support young people to thrive in an ever-changing world.

We believe in learning through play, allowing players to develop their skills in game based scenarios as much as possible, learning from each other as well as through their own successes and failures.

Players are encouraged to take ownership of their personal development on and off the pitch and we provide a variety of resources to help them achieve that; from the Academy training sessions to online sessions covering a range of relevant topics.

Our aim is to produce the next generation of sevens players, equipped with experiences and knowledge that will enhance their ability to perform in all walks of life.



# ENTRY

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All players have to be invited into the academy. We find players through 3 main avenues:

**Tournament Programme** - our coaches visit school and club tournaments across the country and identify potential players we would like to invite into the Academy

**Talent Development Days (TDDs)** - over the years we have developed these sessions as a way of support the growth of sevens at schools and clubs across the country each year. We run sevens specific sessions with players and as part of this we invite players into the academy

**Trials & referrals** - through trusted networks, UR7s will offer places to players who have been suggested to us, as well as offering spaces at sessions for players on trial, or running standalone trial days to assess new players.

At all of these events, players are scouted based on their potential and on attitude. Our coaches observe key elements such as technical ability, athletic ability, particular skills and their want to develop in the game of sevens. Most importantly players need to have an attitude that will allow them to develop.

If a player is offered a place in the Academy they will have the chance to join for the full season, including our summer residential, in-season sessions, virtual sessions and Regional Festival, taking place in April each year. Alternatively, players can join for the in-season sessions only, which excludes the summer residential element of the season. If a player is offered a space after the Autumn in season sessions, half season options are available.



# UR7S ANNUAL CALENDAR

Following the feedback and previous seasons' data on attendance, The Academy season has been altered to maximise the experience and the quality for players, whilst complementing other commitments young athletes will likely have with school, club and other activities.

Starting in August, the season opens with the Summer Residential, a unique environment where players will take part in training on and off the pitch over a 3-4 day period. We then hold our first 'In-season session' in October. In previous years this session has been in September, however, we recently changed this due to players starting their school, club and DPP rugby schedules. Following this we will run our winter virtual series, mentoring programme and have a short break over the Christmas and January. The academy re-ignites in Feb/Mar for the next in-season sessions, before running our final sessions in April, culminating with regional festivals to give the players opportunities to play

April - in a new approach, we will run 2x in-season sessions 1-week apart, just before the regional festivals. Why? We want to build momentum, give everyone the opportunity to attend an easter session (acknowledging school trips and holidays can be prevalent at this time), build in more formal game playing and lead into the marquee event of the season:

All in-season sessions are run on a Sunday afternoon across each region except the final two in April, which are full days and make use of the Easter break. The Regional Festivals are a full tournament formatted day run exclusively for all Academy players and the the culmination of the Academy season.



**AUG**

**SUMMER  
RESIDENTIAL**



**OCT**

**IN SEASON  
SESSION 1**



**NOV/  
DEC**

**MENTORING &  
VIRTUAL SERIES**



**FEB/  
MAR**

**IN SEASON  
SESSION 2**



**APR**

**IN SEASON  
SESSION 3 & 4**

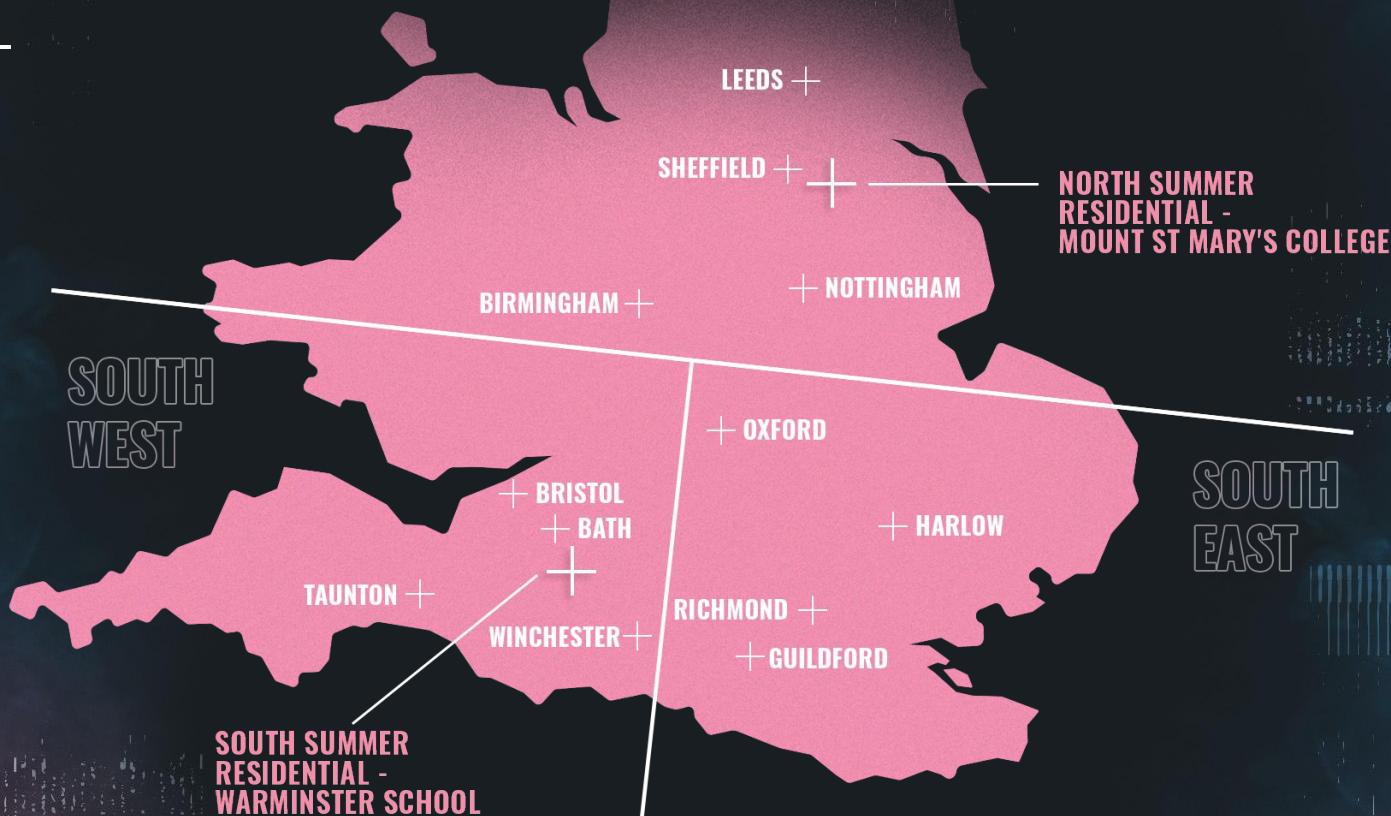


**APR**

**REGIONAL  
FESTIVAL**

# GIRLS REGIONAL MAP

NORTH



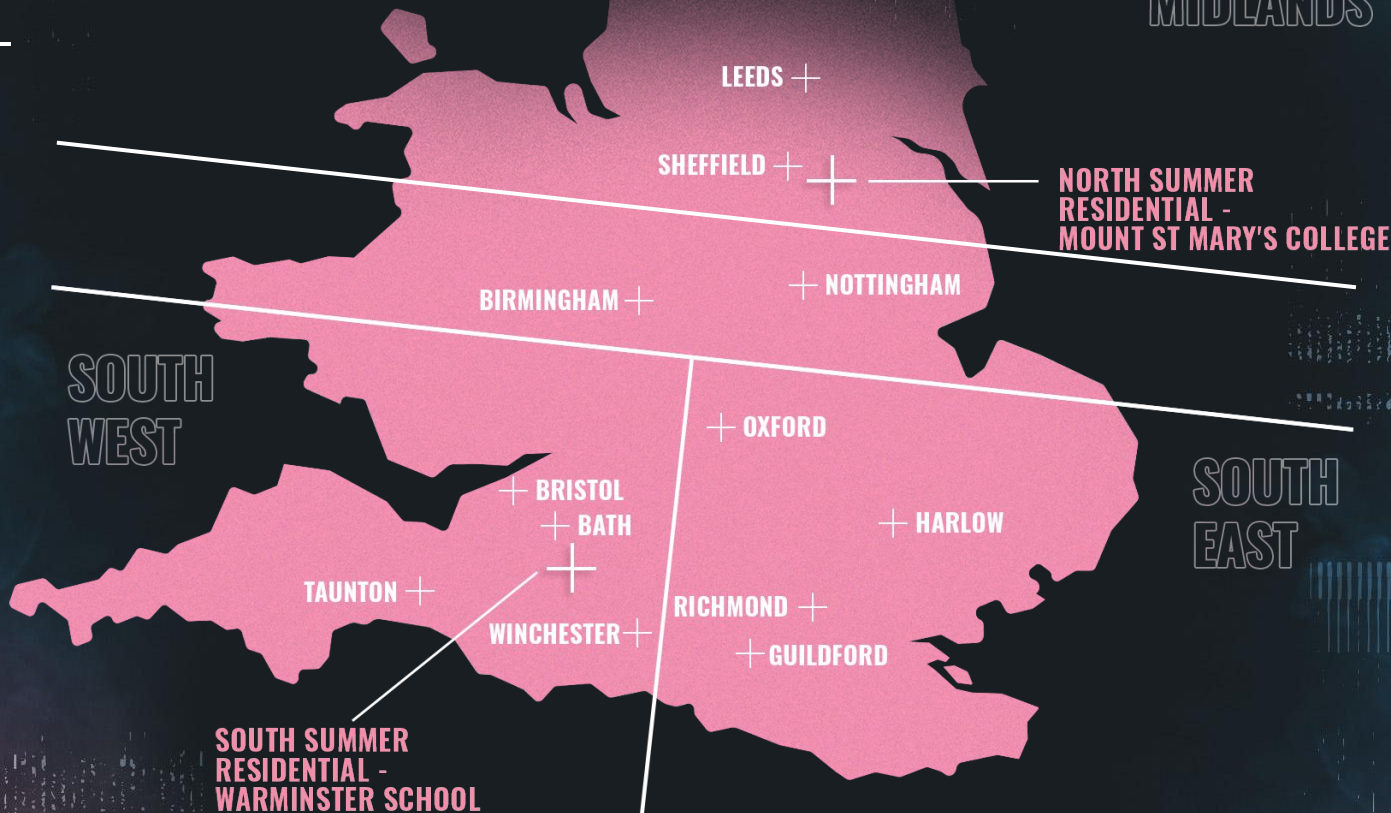
We endeavour to fix these locations wherever possible though there are subject to change due to host club availability and weather



# BOYS REGIONAL MAP

NORTH

MIDLANDS



We endeavour to fix these locations wherever possible though there are subject to change due to host club availability and weather



## RESIDENTIAL & TOP-UP

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The season kicks-off with a residential camp in each region.

We hold them at some of the top schools in the country to ensure the best possible environment for players.

The residential takes place over 3 days and 2 nights (unless you opt in for the top-up day package), split between the Junior and Senior sections of the Academy in each region, where players are able to work with some of the best players and coaches from the world of rugby sevens.

The experience is unique and affords players the opportunity to develop their skills and ability both on and off the field. Players from last year rated this experience 9.6/10.

# IN-SEASON SESSIONS

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The in-season sessions take place in, October, February/March and April on a Sunday afternoon, except the April session, which makes use of the Easter break and is run over two full days.

The sessions are designed to focus on a particular aspect of the game so that our coaches can help players gain a more detailed insight.

Whilst the objectives we focus on in each session change, the players will be expected to develop these skills in game based scenarios as much as possible. Our coaching teams are afforded the creativity to design sessions that maximise the opportunity for the players to learn and come from their wealth of experience as current elite players and coaches.

The in-season sessions in April is designed to prepare players for tournaments, including our own Regional Festival, which is held later in the Easter break.



# THE REGIONAL FESTIVAL

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The UR7s Regional Festival was founded as a one-of-a-kind event with all Academy players expected to take part and play matches across a full day to ultimately crown the winning region. It has been a huge success and marks the end of the Academy season. It was designed to allow players to showcase everything they have learnt as well as develop their experience playing in a high performance competition.

The format is that of a typical sevens tournament, with each age-group split into teams and playing matches against the other teams in the group over the course of the tournament.

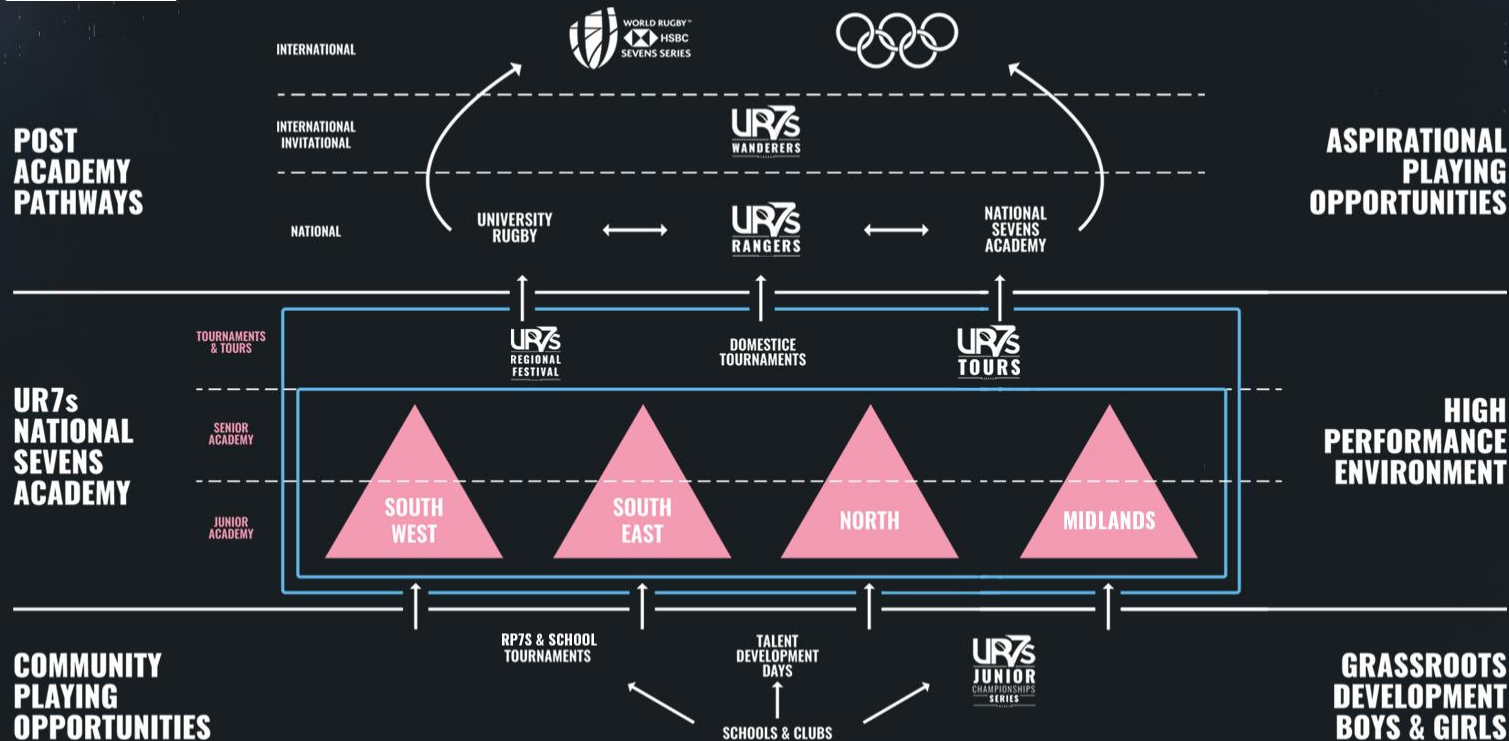
As our regions have grown, we will now be looking at how to effectively run this as a multi-event competition, to ensure we maximise the opportunity and experience for each region whilst not losing the novelty of playing against other regions.

A fitting end to the Academy season and a a great opportunity for all players.

A large, stylized graphic for the UR7s Regional Festival. The text 'UR7s' is in a very large, bold, white font with a slight shadow. Below it, 'REGIONAL FESTIVAL' is written in a smaller, bold, white font. The background of the graphic is a blurred image of a rugby player in a white jersey with 'NORTH' and the number '8' on the back, and another player in a red jersey with 'UR7s' and 'ULTIMATE RUGBY SEVENS' on the front. The overall background of the page is a dark, textured image of a rugby match with vertical light streaks.

UR7s  
REGIONAL  
FESTIVAL

# PATHWAY OPPORTUNITY



# ACADEMY GRADUATES

**WILL  
WILSON**

England 7s  
Wasps  
Oxford Blue

**TOM  
BURTON**

Exeter Chiefs

**ELLA  
CROMACK**

Harlequins

**EVA  
WOOD**

Sale Sharks

**MILLIE  
DAVID**

Bristol Bears

**OLLIE-HASSEL  
COLLINS**

England XV & 7s  
London Irish

**FERGUS  
GUIRY**

England 7s

**HARRY  
RANDALL**

England XV  
Bristol Bears

**ARCHIE  
CALLAGHAN**

Scotland U20s

**BEN  
REDSHAW**

England U20s  
Newcastle Falcons

**NOAH  
SIXTON**

England 7s

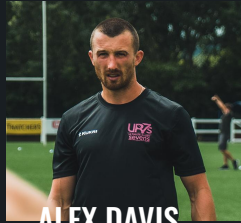


# COACHING ADVISORY GROUP & AMBASSADORS

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**ABI BURTON**  
England 7s, GB7s



**ALEX DAVIS**  
England 7s, GB7s



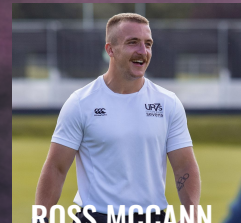
**AMY WILSON HARDY**  
England 7s, GB7s



**MEG JONES**  
Red Roses, England 7s, GB7s



**TOM MITCHELL**  
Ex-England 7s Captain,  
Ex-GB7s Captain



**ROSS MCCANN**  
Scotland 7s



**CHRIS DAVIES**  
Coach Fiji 7s, Fiji XV's,  
Poland 7s

We are lucky enough to work with some of the best sevens players in the world and are great ambassadors for Ultimate Rugby Sevens and the game in general.

These players input into our curriculum, offer their experiences as professionals, provide off-field education to players and coach the Academy players, when not on international duty.

# MEET SOME OF OUR COACHES



**TOM MITCHELL**  
UR7s Academy Graduate



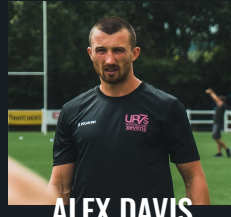
**TOM MITCHELL**  
England & GB 7s Capt. Oxford Blue



**AMY WILSON HARDY**  
England & GB 7s



**ABI BURTON**  
England & GB 7s



**ALEX DAVIS**  
England & GB7s



**ROSS MCCANN**  
Scotland & GB 7s



**WILL WILSON**  
England 7s, UR7s Academy Graduate



**MEG JONES**  
Leicester Tigers, England 7s



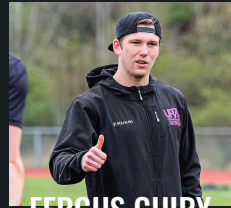
**CHARLIE HAYTER**  
England 7s & England Women's 7s Head Coach



**FIN ROSSITER**  
London Irish



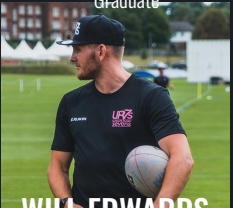
**MATT JACKSON**  
UR7s Academy Graduate



**FERGUS GURRY**  
England 7s & UR7s Academy Graduate



**CHRIS BALLARD**  
UR7s Wanderer, UR7s Academy Graduate



**WILL EDWARDS**  
Harlequins, England 7s



**ADAM MCLEAN**  
UR7s Academy Graduate



**SAOPE SOKO**  
UR7s Academy Graduate



**HELENA ROWLAND**  
England XVs, England 7s



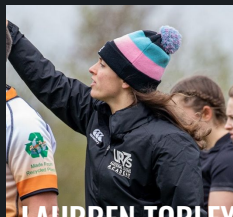
**SAMIR KHARBOUCH**  
England 7s



**EVA WOOD**  
Sale Sharks & UR7s Academy Graduate



**GRACE CROMPTON**  
Bristol Bears, GB 7s



**LAUREN TORLEY**  
Harlequins, GB 7s





# PLAYING OPPORTUNITIES

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Towards the end of each Academy season players get the opportunity to be selected to represent UR7s and play in either Academy development and/or performance teams in tournaments across the country.

Players are selected based on their performance in training across the season, including the summer residential, in-season sessions, mentoring programme and virtual series. Squad members are expected to have a good attendance record and have met any requirements that have been set by the coaches.

The UR7s Rangers was set up to bridge the gap between junior and adult rugby. The squad is selected from members of the Senior Academy section along with academy graduates and some of our core group of coaches. The Rangers tour domestically and give valuable experience to players wanting to take the next step into adult sevens.

The UR7s Wanderers first toured New York in 2008, winning the competition that year. Since then they have toured all over the world, often following the World Series where invitational tournaments are available. The Wandies embrace the spirit of touring and aims to integrate ex-internationals with young up and coming players. Our pink and blue strip is the highest level of accomplishment for any Academy graduate.

# OFF-FIELD SUPPORT

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All players in the academy will receive access to the following services:

## 1. STRENGTH & CONDITIONING

All players in the academy will receive a base level of strength and conditioning support. At our residential camps we will help to build a physical profile in order to inform future training and our S&C partners will be present at sessions throughout the year, running specific drills..

## 2. MENTORING PROGRAMME

All players at the residential camp will receive a mentor coach as a key point of contact for pastoral support and for playing feedback. We are looking to implement report cards from these coaches to better support the parents in educating and supporting their children's development.

## 3. PHYSIO COVER

All sessions will have appropriate medical cover, following the RFU's guidance.

## 4. SPORT PSYCHOLOGY SUPPORT

We have a dedicated sports psychologist who will present during the summer residentials and virtual series

There is an opportunity to upgrade the support provided above in all of our 'PLUS' packages.





## PLAYER WELFARE

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Players welfare is critical at the UR7s National Sevens Academy. This is true for both mental and physical wellbeing. We work with a team of top physios, with specific rugby experience, to offer players advice and guidance where needed. If players choose to, we can also connect directly with these physios so that they can provide more dedicated support at a reasonable rate.

Our UR7s team are mental health first aid trained, and we have a number of coaches who have also received this training.

In addition, we are taking a lead on player welfare management through our partnership with Prime Practice, a leading sports medicine company, which provides world-class injury management solutions. We are working to offer our players the opportunity to opt into a package that will support remote support and face-to-face discounts with the practitioners.

We're conscious that players will often have school and club physio/medical support so are careful to compliment this and share any notes where required.

We also uphold a clear safeguarding policy, which is promoted across our coaches and supported by the management team.

# PARTNERS

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We work with some great partners and with their help are able to subsidise the cost of the Academy, contribute to our Bursary fund and offer some exclusive discounts to our members. Some of our key partners are shown below.



THE PRIME PRACTICE

RECOVER • REFINE • RESTORE

Physiotherapy partner



EMPOWERING  
EXCELLENCE

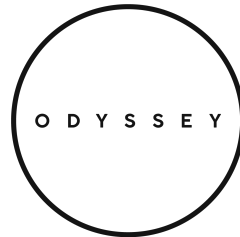
Sport Psychology partner

**SYSTEM**

Strength and Conditioning partner



Officials partner



Website and player profile partner



Streaming partner

# COACHING DEVELOPMENT PROGRAMME & WORK EXPERIENCE

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Over the years we have used our philosophy of working with role model coaches to design an in-house coaching development programme. Academy graduates are afforded the opportunity to apply to become graduate coaches and start to develop their skills delivering Sevens based coaching sessions, alongside the more senior Academy coaches to begin with.

We have a number of examples of players who have been members of the Academy and become coaches with UR7s, all of whom enjoy the opportunity to develop their skills in leadership, planning, organisation and creativity within the structure offered Tom Mitchell as Head of Performance & Player Experience.

In addition to this, and wherever possible, we develop opportunities for work experience so that our players can develop their skills away from the rugby pitch. Previous opportunities have included working in financial institutions, marketing and PR.

In keeping with the Academy's strategic plan, we believe that rugby 7s can be a vehicle to understand high performance in all walks of life and this element of the programme is therefore something we are passionate about.

# REFERENCES FROM PARENTS

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Our son has really enjoyed and benefited from being part of the UR7s Academy. Not only has he had access to professional coaching from players at the top of their game, he has also found the one to one mentor sessions where he gets feedback on how to improve his performance really helpful. The academy really focuses on developing the whole player on and off the pitch, we're impressed he's even learnt to cook through the online cookery sessions.

## **Dave & Chrissy C. - Parents of North Region Academy Player**

Being part of the UR7s Academy has not only given my son massive development opportunities through access to high level coaches, but he has also made strong friendships with other boys he may not otherwise have met, bonding over the love of the game and action packed shared experiences thanks to tournaments and Residentials. Over and above the rugby development opportunities, the Coaches are relatable and have great rapport with the boys. They are fantastic role models and mentors, I cannot recommend UR7s enough!

## **Tandi N. - Parent of South East Region Academy Player**

I have been impressed with the professional approach of the UR7s team from the very start. The standard of communication has been nothing short of excellent and I am pleased to say my son's experience on the pitch has been just as good. My son was lucky enough to gain work experience with UR7s sponsors, which he really enjoyed and has helped him form a career path. Despite all the recent challenges from Covid, we continue to recognise the efforts made by UR7s and this has helped my son to develop both as a rugby player and a confident young man

## **James H. - Parent of North Academy Player**

UR7s has been great for my son both on and off the pitch and especially so in helping him overcome his mental health issues and difficulties at school level at the time UR7s first scouted him back in 2017. UR7s was the light in his otherwise dark world and all the coaches and team at UR7s have supported him throughout. Special mention also for your continued support for all the boys during this past, very difficult Covid year.

## **Mark E. - Parent of South West Region Academy Player**

My son has enjoyed the structure and content of the sessions and meeting up & playing with 'new' rugby friends throughout the region. The coaching is excellent and he has gained so much more understanding of the 7s game and particularly loves the relaxed manner & banter he has with the coaches. He loves it and his game has developed and improved, not only 7s, but his vision in the 15s game too. He now looks at his health differently, what he eats, his exercise etc. All round it has benefited him and his lifestyle, without actually realising.

## **Alan J. - Parent of North Academy Player**

The coaching, support and encouragement is superb and is pitched at exactly the right level for each age group. The coaches are young with real experience of the game of 7s. They build great connections with the players and can relate to them in a way much older coaches cannot. Most importantly, UR7s is just as concerned about the activities and development of their young people off the pitch; something that has stood out from the start of my son's involvement with UR7s.

## **Cordelle S. - Parent of South East Region Academy Player**



# **PACKAGES & PAYMENT OPTIONS**

# 2024-25 PACKAGE DETAILS

## IN SEASON ONLY

**£455**

- ✓ IN SEASON SESSIONS
- ✓ REGIONAL FESTIVAL
- ✓ KIT
- ✓ VIRTUAL SERIES
- ✓ MENTORING
- ✓ BASIC S & C

## IN SEASON PLUS

**£595**

- ✓ IN SEASON SESSIONS
- ✓ REGIONAL FESTIVAL
- ✓ KIT
- ✓ VIRTUAL SERIES
- ✓ MENTORING
- ✓ S & C PLUS
- ✓ PSYCH PLUS
- ✓ PHYSIO PLUS

## FULL SEASON

**£695**

- ✓ SUMMER RESIDENTIAL
- ✓ IN SEASON SESSIONS
- ✓ REGIONAL FESTIVAL
- ✓ KIT
- ✓ VIRTUAL SERIES
- ✓ MENTORING
- ✓ BASIC S & C

## FULL SEASON PLUS

**£845**

- ✓ SUMMER RESIDENTIAL
- ✓ IN SEASON SESSIONS
- ✓ REGIONAL FESTIVAL
- ✓ KIT
- ✓ VIRTUAL SERIES
- ✓ MENTORING
- ✓ S & C PLUS
- ✓ PSYCH PLUS
- ✓ PLUS

## FULL SEASON & TOP-UP

**£795**

- ✓ SUMMER TOP-UP DAY
- ✓ SUMMER RESIDENTIAL
- ✓ IN SEASON SESSIONS
- ✓ REGIONAL FESTIVAL
- ✓ KIT
- ✓ VIRTUAL SERIES
- ✓ MENTORING
- ✓ BASIC S & C

## FULL SEASON & TOP-UP PLUS

**£945**

- ✓ SUMMER TOP-UP DAY
- ✓ SUMMER RESIDENTIAL
- ✓ IN SEASON SESSIONS
- ✓ REGIONAL FESTIVAL
- ✓ KIT
- ✓ VIRTUAL SERIES
- ✓ MENTORING
- ✓ S & C PLUS
- ✓ PSYCH PLUS
- ✓ PHYSIO PLUS



# 2024-25 PACKAGE DETAILS

## TOP UP DAY

- ✓ ADDITIONAL DAY AND NIGHT AT THE START OF THE SUMMER RESIDENTIAL
- SMALLER GROUP SKILL SESSIONS WITH EXPERT COACHES E.G.
  - ✓ *- DROP KICKING WITH TOM MITCHELL (EX-GB CAPTAIN)*
  - ✓ *- SPEED & ACCELERATION WITH SYSTM PERFORMANCE PARTNERS*
  - ✓ *- HALF-BACK PLAY WITH MEG JONES*
- MORE 1:1 PLAYER FEEDBACK ON CHOSEN SKILLS SESSIONS
- EXTRA TALK PROVIDED IN THE EVENING

## S & C PLUS

- ✓ ACCESS TO OUR S&C APP FOR AN ENHANCED USER EXPERIENCE, INCLUDING VIDEO DEMOS AND HELPFUL TIPS
- ✓ 3 x 6-WEEK PROGRAMMES UPLOADED VIA THE APP
- ✓ REGULAR UPDATES AND GROUP FEEDBACK
- ✓ ACCESS TO CHALLENGES ACROSS THE SEASON TO COMPARE TO TEAMMATES
- ✓ 10% DISCOUNT OFF ONE-2-ONE TAILORED PROGRAMMES AND SESSIONS

## PSYCH PLUS

- ✓ AN INITIAL 20-MINUTE CONSULTATION WITH OUR SPORTS PSYCHOLOGY SPECIALIST
- ✓ A PSYCHOLOGY WORKBOOK TO COMPLETE OVER THE SEASON
- ✓ ACCESS TO GROUP SESSIONS ON MONTHLY BASIS OVER THE COURSE OF THE SEASON
- ✓ 10% DISCOUNT ON ONE-2-ONE SPORTS PSYCHOLOGY SUPPORT

## PHYSIO PLUS

- ✓ FIRST VIRTUAL PHYSIO CONSULTATION PROVIDED FOR FREE AT ANY POINT DURING THE SEASON
- ✓ ACCESS TO GROUP FORUM FOR ADVICE OR TIPS ON INJURY MANAGEMENT, PREHAB AND REHAB
- ✓ 20% DISCOUNT ON STRAPPING PRODUCTS

All bookings for 1-2-1 sessions must be made directly with the third party and may be subject to availability at the time

# OUR PARTNERS

## S&C

**SYSTEM**

(Harrison Edgson)

- ✓ S&C coach for: Richmond, Ealing Trailfinders and Esher RFC.
- ✓ Head of Athletic Performance at St John's Leatherhead.
- ✓ Harrison is also a specialist 'Speed Works' coach - where he uses his skills to develop speed, acceleration and agility for pathway athletes.

## PSYCH



EMPOWERING  
EXCELLENCE

- ✓ Becca worked with Loughborough lightning netball, supporting their superleague win in 2023
- ✓ Becca works with England Touch - supporting their Men:s team to a 5th European Championship win in a row
- ✓ Becca was at the northern residential in 2023 and received excellent feedback

## PHYSIO



THE PRIME PRACTICE  
RECOVER • REFINE • RESTORE

- ✓ They work with major rugby schools across the country
- ✓ All physios have been outstanding
- ✓ The communication on injury and management is excellent
- ✓ They have an online portal that we will use to signpost players who opt into the physio package

# PAYMENT PLAN OPTIONS

PACKAGE	TOTAL COST	PAYMENT OPTIONS	
		2 MONTHLY INSTALLMENTS	3 MONTHLY INSTALLMENTS
IN SEASON	£455	£227.50	£152
IN SEASON PLUS	£595	£297.50	£199
FULL SEASON	£695	£347.50	£232
FULL SEASON PLUS	£845	£422.50	£282
FULL SEASON+TOP-UP	£795	£397.50	£265
FULL SEASON+TOP-UP PLUS	£945	£472.50	£315

# WHY THIS STRUCTURE FOR 2024-25

## Key points:

- We are always looking to improve the quality of the experience for players and their parents and we capture feedback and data throughout each season to help with this. The new structure reflects some of that feedback and the rising costs we have absorbed over the past 5 years, and will help us enhance our product. For example:

- We are increasing overall coaching/contact time by 1x day from last season
- We are increasing the number of 'full-day' sessions to allow us to increase game time where players are playing contact and non-contact sevens
- We are investing in our off-field support to ensure the basic package is consistent and clear
- We are investing in better quality systems and partners to bring in improved communication, reports and enhanced package options

- We want to reflect the financial diversity in the academy – offering different packages that will allow people to buy in where they feel comfortable and become a more personalised product



# UR7S LEADERSHIP TEAM

## BARNEY PASCALL

Director



## TOM MITCHELL

Head of performance, Academy Graduate, Assassins 7s, Esher XV, Previous career in Teaching



## EMMA ANSTEY

Academy Support Officer, Previous parent of academy player



## DOM TRIPP

Head of Operations, previous England Rugby role for 6 years in ops and logistics, and in community England Touch Men's Captain



# UR7s

NATIONAL SEVENS  
ACADEMY

DIRECTOR  
**BARNEY PASCALL**  
barney.pascall@ur7s.com

HEAD OF PERFORMANCE  
& PLAYER EXPERIENCE  
**TOM MITCHELL**  
tom.mitchell@ur7s.com

ACADEMY SUPPORT OFFICER  
**EMMA ANSTEY**  
emma.anstey@ur7s.com

HEAD OF OPERATIONS, TOURNAMENT &  
PARTICIPATION  
**DOM TRIPP**  
dom.tripp@ur7s.com

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