



UR7s

NATIONAL SEVENS
ACADEMY

PROSPECTUS
2026/27

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ABOUT THE UR7S ACADEMY

DEVELOPING THE NEXT GENERATION OF RUGBY SEVENS TALENT.

Since 2013, the UR7s National Sevens Academy has been the UK's leading high performance programme for young sevens players aged 13-18 looking to take their game to the next level.

We deliver elite sevens coaching, high-intensity competition, and world-class mentoring in an inspiring environment, designed to offer players insights and values from the international sevens circuit.

At UR7s, we believe in high performance in all walks of life using rugby sevens as the vehicle to help every player reach their full potential on and off the field.

THE UR7S WAY

AT UR7S, WE'RE ABOUT MORE THAN RUGBY. WE'RE ABOUT CREATING CONFIDENT, CREATIVE, AND RESILIENT YOUNG ATHLETES WHO LOVE THE GAME, THRIVE UNDER PRESSURE, AND UNDERSTAND WHAT IT TAKES TO PERFORM AT A HIGH LEVEL. OUR PHILOSOPHY IS BUILT ON FIVE CORE PILLARS THAT DEFINE THE UR7S EXPERIENCE:

1. THE GAME OF SEVENS

Sevens is fast, intense, and full of opportunities to learn. It teaches players to think quickly, adapt under pressure, and work as a team - developing skills that translate to every format of rugby and every part of life.

2. HIGH PERFORMANCE

Everything we do mirrors the standards of elite rugby and international sevens. From purposeful training to professional habits, players learn what high performance looks like.

3. GOOD VIBES

We believe players thrive in a positive, energetic environment. Strong connections and relationships are key to success in sevens, and that's exactly what we aim to build in every session.

4. WORLD-CLASS COACHING TEAM

Olympians, Internationals, Premiership players, and National League athletes - our coaches bring world-class experience and set the standards that push our academy members to excel.

5. HOLISTIC DEVELOPMENT

We develop the whole athlete. Through mentoring, mindset guidance, and age-appropriate strength & conditioning, players grow as leaders, teammates, and well-rounded individuals.



MEET THE COACHES

UR7S IS POWERED BY OVER 100 ELITE COACHES - INTERNATIONALS, INVITATIONAL PLAYERS, AND NATIONAL LEAGUE ATHLETES WHO BRING REAL-WORLD EXPERIENCE TO THE NEXT GENERATION. HERE'S A GLIMPSE OF JUST SOME OF THE AMAZING PEOPLE WHO MAKE OUR ACADEMY SO SPECIAL.



ABBIE BROWN
England & GB 7s,
Loughborough Lightning



AMY WILSON-HARDY
England & GB 7s



ELLA CROMACK
UR7s Graduate,
Harlequins



EMMA UREN
GB 7s, Trailfinders
Women



GRACE CROMPTON
England & GB 7s,
Harlequins



ISLA NORMAN-BELL
GB7 s, Trailfinders
Women



LAUREN TORLEY
England & GB 7s, Harlequins



MARCUS WATSON
England & GB 7s, Wasps



ROSS McCANN
GB 7s, Scotland XVs,
Edinburgh Rugby



RYAN APPS
GB 7s, Bedford RFC



TOM BOWEN
England & GB 7s



TOM BURTON
UR7s Graduate, GB 7s



UR7s gave me confidence and creativity on the ball - it changed how I play.

ELLA CROMACK
UR7s Graduate, Harlequins



Every residential is inspiring - both Alfie and Ava come back motivated and grateful for the opportunity to be part of UR7s.

JOANNE H - Parent of North Academy Players 2025/26



We're super impressed by everything Archie has experienced so far in his time with you all, it's a whole different step up to anything we've done before & he is loving it.

VICTORIA T - Parent of South East Academy Player 2025/26



UR7s was an amazing experience and helped me learn and develop new skills that I use in my career now.

HARRY RANDALL
UR7s Graduate, Bristol Bears and England Rugby



Rafa LOVED it - he learned loads, made new friends, and grew in confidence and ability.

JONNY K - Parent of South West Academy Player 2025/26



Being coached by professionals has made a real impression on Ben. I asked him on the way home if he wanted to come next year, and he answered without hesitation, yes!

KATIE A - Parent of South East Academy Player 2025/26

TESTIMONIALS

HOW TO JOIN THE ACADEMY

PLAYERS MUST BE SELECTED TO JOIN THE ACADEMY. OUR COMPREHENSIVE SCOUTING PROGRAMME ENSURES WE COVER ALL BASES IN OUR SEARCH FOR THE NEXT GENERATION OF TALENT. IT ALSO MEANS PLACES ARE LIMITED EACH YEAR. OUR SCOUTING OPPORTUNITIES ARE:

1. TALENT DEVELOPMENT DAYS (TDDs) & TRIALS

Open sessions across all regions run by Regional Leads

2. TOURNAMENT SCOUTING

Spotting talent at school and club events

3. UR7S FESTIVALS

Identifying players at our own tournaments

4. REFERRALS & ONLINE APPLICATIONS

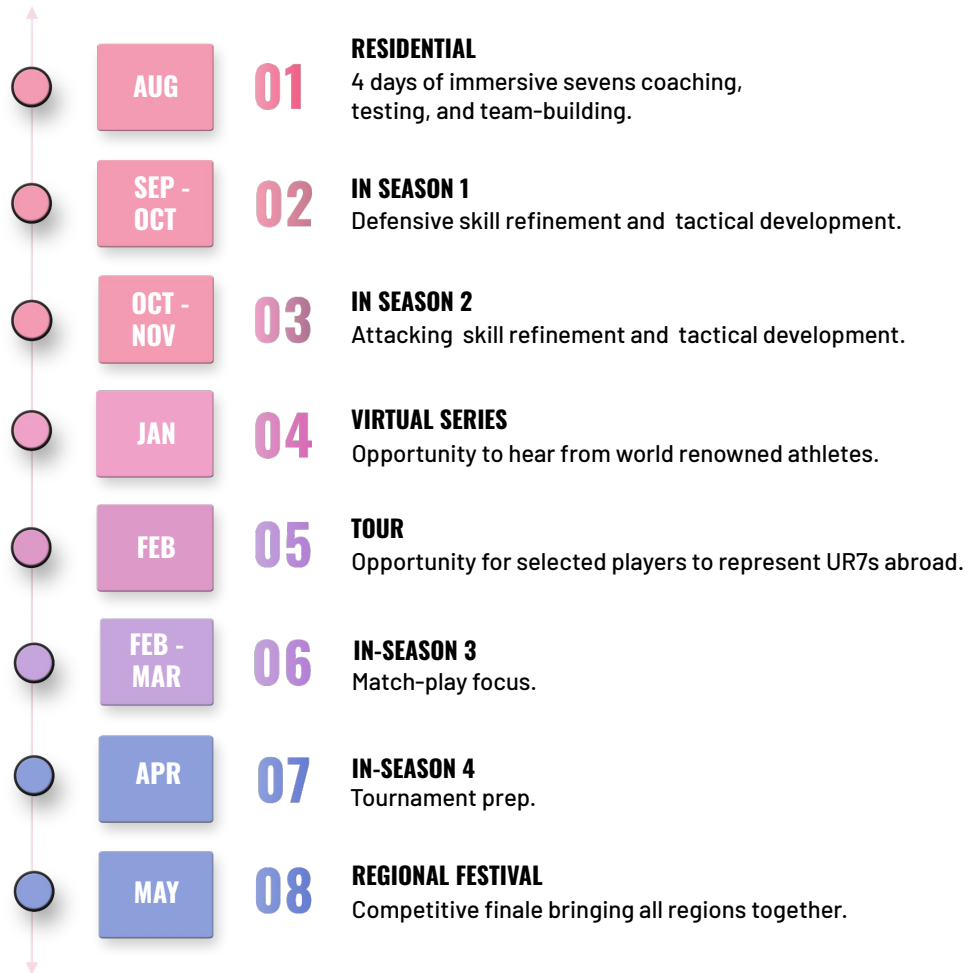
Recommended by coaches, teachers or direct applications



UR7S ACADEMY SEASON

A YEAR-ROUND JOURNEY OF GROWTH AND COMPETITION.

The Academy runs from **August to May**, starting with the residential camps, then on to the in-season sessions, and ending with competing for the Regional Title at the Regional Festival. Throughout the season, players receive feedback on their performance, strength & conditioning support, access to the virtual series, sports psychology guidance, and online mentoring.



RESIDENTIAL

RESIDENTIAL

THE CROWN JEWEL OF THE ACADEMY SEASON.

The UR7s season begins with a 4-day, 3-night residential camp hosted at some of the country's leading boarding schools. Each region unites to train, compete, and learn under the guidance of world-class sevens coaches and players.

Blending enjoyment with high performance, the residential gives players a true taste of life as a professional athlete - living, training, and recovering together in a high-performance environment designed to inspire growth and connection.

PLAYERS CAN EXPECT:



ON-FIELD TRAINING SESSIONS



RECOVERY SESSIONS



STRENGTH AND CONDITIONING TESTING



HIGH-PERFORMANCE TALKS



COMPETITIVE MATCHES



EVERYONE'S FAVOURITE: COACHES' TOUCH



QUALITY TIME WITH LIKE-MINDED ATHLETES



EXPERT GUEST SPEAKERS (E.G. SPORT PSYCHOLOGY)

RESIDENTIAL DATES

DATES	GROUP	VENUE
3rd – 6th August	SW Boys (Year 8 – 10)	Wellington School, Taunton
7th – 10th August	SW Girls	Wellington School, Taunton
11th – 14th August	SW Boys (Year 11 – 13)	Wellington School, Taunton
7th – 10th August	North Boys (Year 11 – 13)	Stonyhurst College
12th – 15th August	North Boys (Year 8 – 10)	Stonyhurst College
18th – 21st August	SE Boys (Year 8 – 10)	Epsom College
22nd – 25th August	SE Boys (Year 11 – 13)	Epsom College
27th – 30th August	SE Girls	Epsom College
22nd – 25th August	Midlands / North Girls	Denstone College
26th – 29th August	Midlands Boys (Year 8 – 13)	Denstone College



IN-SEASON SESSIONS

Our in-season sessions are designed to help players **explore, enhance, and master** the core skills of rugby sevens. Much like the game itself, the sessions are fast-paced, expressive, and packed with touches of the ball, encouraging creativity and confident decision-making. Players develop a deeper understanding of the game by diving into key areas of sevens - such as defensive structure, attacking in space, and decision-making under pressure.

Sessions run on Sunday afternoons, with the final April session delivered as a full-day event in preparation for the Regional Festival. Sundays allow our full coaching team to attend, as many compete in the National League on Saturdays. We understand that some scheduling conflicts with club rugby are unavoidable, so players are always welcome to attend sessions in other regions if needed.



IN-SEASON DATES

IN-SEASON 1

20th Sept	North
27th Sept	SE
4th Oct	Mids
11th Oct	SW

IN-SEASON 2

25th Oct	North
1st Nov	SE
8th Nov	Mids
15th Nov	SW

IN-SEASON 3

21st Feb	North
28th Feb	SE
7th March	Mids
14th March	SW

IN-SEASON 4

4th April	North & Mids
11th April	SE & SW

REGIONAL FESTIVAL - 2ND MAY





UR7s

REGIONAL FESTIVAL

THE REGIONAL FESTIVAL IS A FULL DAY OF SEVENS ACTION, BUZZING WITH MUSIC, ENERGY, AND FESTIVAL VIBES AS PLAYERS FROM ACROSS THE REGIONS GO HEAD-TO-HEAD FOR THE REGIONAL TITLE.

Each age group plays multiple matches in the traditional sevens format, putting their skills, decision-making and teamwork to the test. As the culmination of the Academy year, it's a high-performance environment where players get to showcase everything they've learned, all while enjoying the fun, lively atmosphere that makes the day unforgettable.



UR7S ANNUAL TOUR

WHERE PERFORMANCE MEETS ADVENTURE

For many of our coaches, rugby sevens has been a passport to the world, allowing them to travel, compete internationally, and experience new cultures through the game. Now, we're thrilled to give our top Academy players that same opportunity - to represent UR7s abroad and compete at an International Youth Sevens Festival in Lisbon, taking on top clubs and academies from across Europe.

In February 2025, we took two boys' teams to Portugal, where both sides performed brilliantly - the U16s finishing 2nd out of 16 teams.

In February 2026, we're expanding to four teams (two boys & two girls) marking an exciting step forward in our commitment to developing all players.

The tour gives players the chance to put their high-performance habits, resilience and teamwork into action. It's also serves as an opportunity to connect with players and coaches from across the academy and create unforgettable memories.

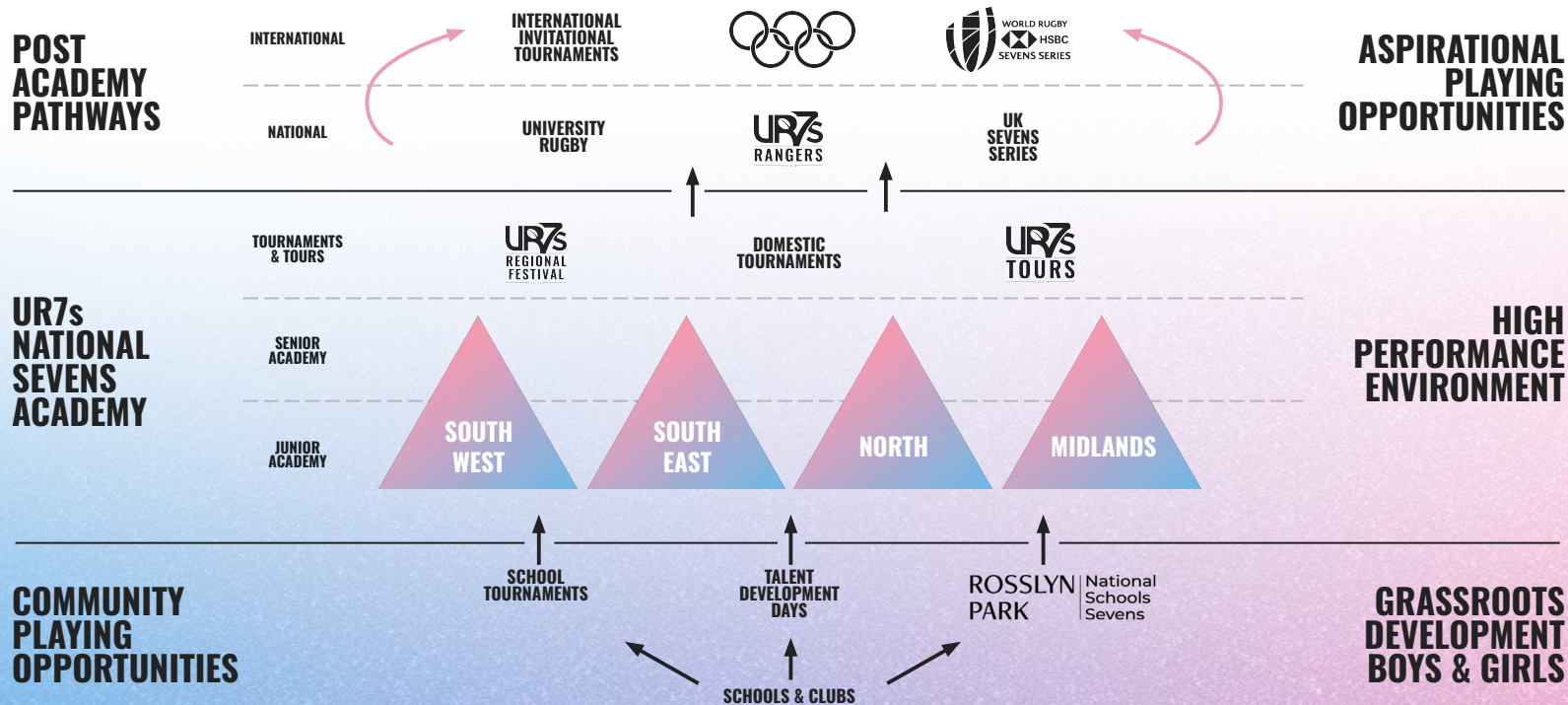
This is an annual tour, and while dates for 2027 are yet to be confirmed, UR7s will once again be aiming to compete on the international stage.

**** Entry to the tour is selection-based - only the top U16 and U18 players are chosen.**

[Our 2025 tour rundown](#) [Lisbon Junior 7s](#)

PATHWAY OPPORTUNITY

This pathway shows the opportunities UR7s provides to support player development, rather than a guaranteed route to future playing levels.



OFF-FIELD SUPPORT

BASIC PACKAGE:



Feedback - via 360Player platform



Mentoring - live and virtual group sessions



Dedicated physio partner - present at all sessions

OPTIONAL ADD-ONS:



Personalised Sports Psychology



Personalised Strength & Conditioning









Personalised Sports Nutrition



INTRODUCING 360 PLAYER

FROM JANUARY 2026, 360PLAYER WILL SERVE AS THE CENTRAL HUB FOR ALL ACADEMY-RELATED ACTIVITIES

WHAT PARENTS AND PLAYERS CAN EXPECT:

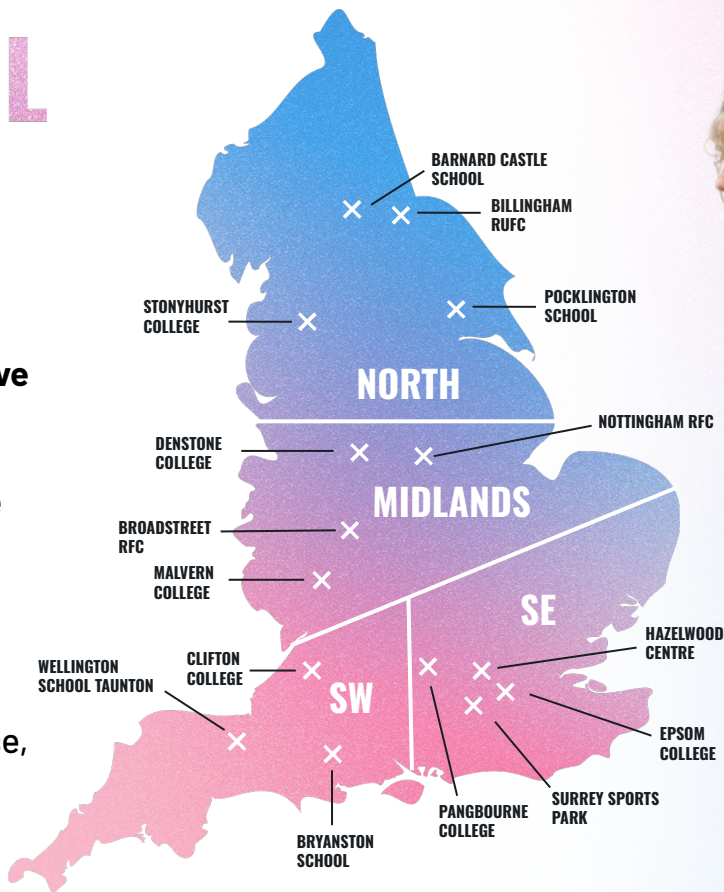
-  All academy communication delivered directly to your phone
-  Push notifications so you never miss important updates
-  Clear calendar view with quick attendance responses
-  Safe, parent-monitored communication
-  Player feedback, goals and development tracking
-  A complete record of your child's academy journey



REGIONAL MAP

This map shows some of the schools and clubs where we've hosted sessions in the past.

While we aim to use the same high-quality venues where possible, locations may vary from year to year depending on availability. The diagram shows venues we regularly use, alongside the regional boundaries. Our aim is to ensure sessions remain accessible across all regions.



BASIC PACKAGE

£ 450

- ✓ IN-SEASON SESSIONS
- ✓ PLAYING KIT
- ✓ REGIONAL FESTIVAL
- ✓ VIRTUAL SERIES
- ✓ GROUP MENTORING
- ✓ INDIVIDUAL FEEDBACK

OPTIONAL ADD-ONS:

SUMMER RESIDENTIAL *(see page 9)*

£ 350

SPORTS NUTRITION *(see page 20)*

£ 125

SPORTS PSYCHOLOGY *(see page 21)*

£ 125

STRENGTH & CONDITIONING *(see page 22)*

£ 125

1 x ADD-ON:
£125

2 x ADD-ONS:
£225
(SAVE £25)

3 x ADD-ONS:
£325
(SAVE £50)

PACKAGE DETAILS



SPORTS NUTRITION

High performance rugby places significant physical demands on young athletes, making nutrition a vital component of performance, recovery, and long-term development. Our Nutrition add-on is designed to support UR7s athletes in fuelling effectively, building strong and robust bodies, and maximising recovery.

This programme is led by **Ellie Shea**, a Registered Sports Nutritionist (SENr), who understands the importance of appropriate nutrition during adolescence. The add-on provides players with age-appropriate, evidence-based guidance on fuelling for training and competition, developing strength and lean muscle mass safely, supporting recovery between sessions and matches, reducing injury risk, and understanding supplementation.

£ 125



**1 X ONE-TO-ONE CALL
(USUALLY PRICED AT
£100 PER SESSION)**



4 x PLAYER WEBINARS



3 x COOK-A-LONGS



2 x PARENT WEBINARS



SPORTS PSYCHOLOGY

High performance rugby is as much mental as it is physical. Our Sports Psychology add-on is designed to give UR7s athletes the tools they need to perform consistently, manage pressure, and develop the mindset required for high-level rugby.

This programme is led by **Shona Campbell**, a Scotland international rugby player who has represented GB 7s and currently plays for Sale Sharks. Alongside her playing career, Shona is a qualified Performance Psychologist, bringing a rare combination of academic expertise and real-world high performance rugby experience. Shona understands exactly what young athletes face - selection pressure, confidence dips, competition nerves, and balancing performance with enjoyment - because she has lived it at the highest level of the game.

£ 125

- ✓ 1x ONE-TO-ONE CALLS (USUALLY PRICED AT £80 PER SESSION)
- ✓ PRE-CALL SCREENING
- ✓ MONTHLY GROUP WORKSHOP FROM SEPT - MAY





STRENGTH & CONDITIONING

Rugby sevens demands speed, power, strength, and repeatability. Our Strength & Conditioning add-on helps UR7s athletes develop these qualities while building robust bodies that can handle the demands of training, competition, and growth.

Delivered by professional and trusted Strength & Conditioning coaches with elite rugby experience, the programme ensures training is safe, effective, and rugby-specific.

We understand the training demands on our players with multiple sporting commitments. Each player will receive a personalised programme, shaped by their experience, performance goals, and access to equipment. This tailored approach educates players, reduces injury risk, and enhances performance through S&C development.

£ 125

- ✓ **9 MONTH PERSONALISED ONLINE TRAINING PROGRAMME**
- ✓ **INTRODUCTORY WEBINAR**
- ✓ **SEVENS SPECIFIC S&C WEBINAR**



PLAYER WELFARE & SAFEGUARDING

Player welfare is central to everything we do at UR7s, supporting both physical and mental wellbeing.

We work with experienced rugby physios and sports medicine professionals, Prime Practice, to provide guidance and injury management support.

All UR7s' coaches are DBS checked and are required to complete safeguarding training and a safeguarding declaration ahead of all residential camps. Our staff include trained safeguarding leads who are present at every residential camp, and members of our coaching team are also mental health first aid trained, ensuring players are supported both on and off the pitch.

At UR7s, we recognise our duty of care to safeguard and promote the welfare of children. Our safeguarding practices reflect statutory responsibilities, government guidance, RFU requirements, and recognised best practice.

UR7S TEAM



TOM MITCHELL

HEAD OF PERFORMANCE &
PLAYER EXPERIENCE



BRONTE SYKES

BUSINESS OPERATIONS
MANAGER



ANT JACKSON

NORTH REGIONAL LEAD



CHANTELLE MIELL

SOUTH EAST REGIONAL LEAD



LEWIS MCKISSICK

SOUTH WEST REGIONAL LEAD



SAMIR KHARBOUCH

MIDLANDS REGIONAL LEAD



OUR 26/27 PARTNERS



HELLO@UR7S.COM

[@UR7SACADEMY](https://www.instagram.com/ur7sacademy)



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