

# Think Like A Chief

23/24 Programme Review



*Maddy*  
MADDY'S MARK



# Recap

## The what and why?

Think Like A Chief is a programme designed to give girls an opportunity to play rugby, as well as receiving mental health awareness.

Working alongside Give A Ruck who want to help everyone in rugby, from players and coaches to club members and volunteers to become more comfortable in talking about their mental health.

Give A Ruck aims to help give these people the necessary tools to raise awareness, signpost to relevant services and to inspire others to talk about their mental health.

It is great to have Give A Ruck helping us with the mental health content in the programme. This means all the girls we deliver to have the best advice regarding mental health as well as the opportunity to consistently take part in rugby over a six-week period.



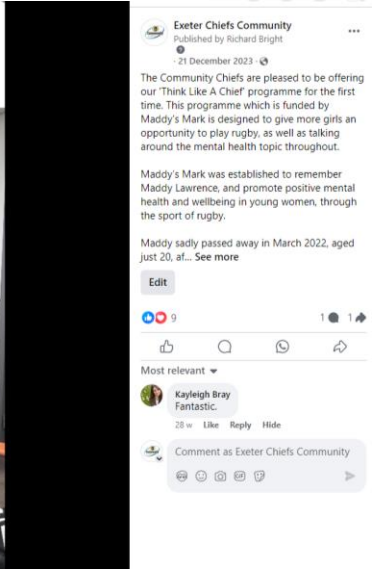
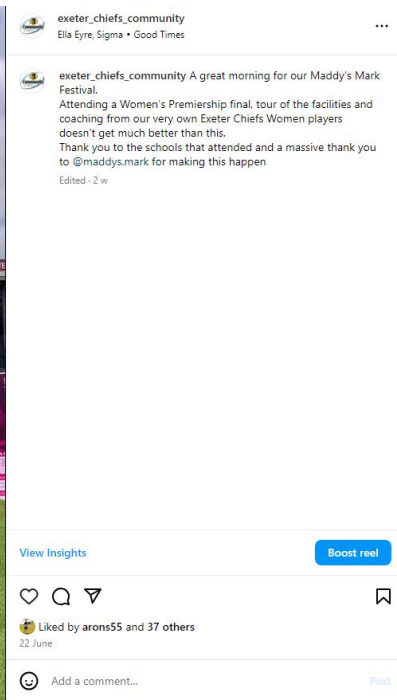
# Brand Awareness

## Digital Assets

Dedicated website page on the Exeter Chiefs Website (Link Below):  
**[Maddy's Mark Think Like A Chief](https://www.exeterchiefs.co.uk/maddys-mark)**  
**(exeterchiefs.co.uk)**

Programme promotional video on the Community Chiefs YouTube channel (Link Below):  
**[Think Like A Chief Programme - 23/24 Season Introduction](https://www.youtube.com/watch?v=...)**  
**(youtube.com)**

Social media posts across Community Chiefs, Facebook, LinkedIn and Instagram.



# Locations Delivered

## Schools

Exmouth Community College – Exmouth

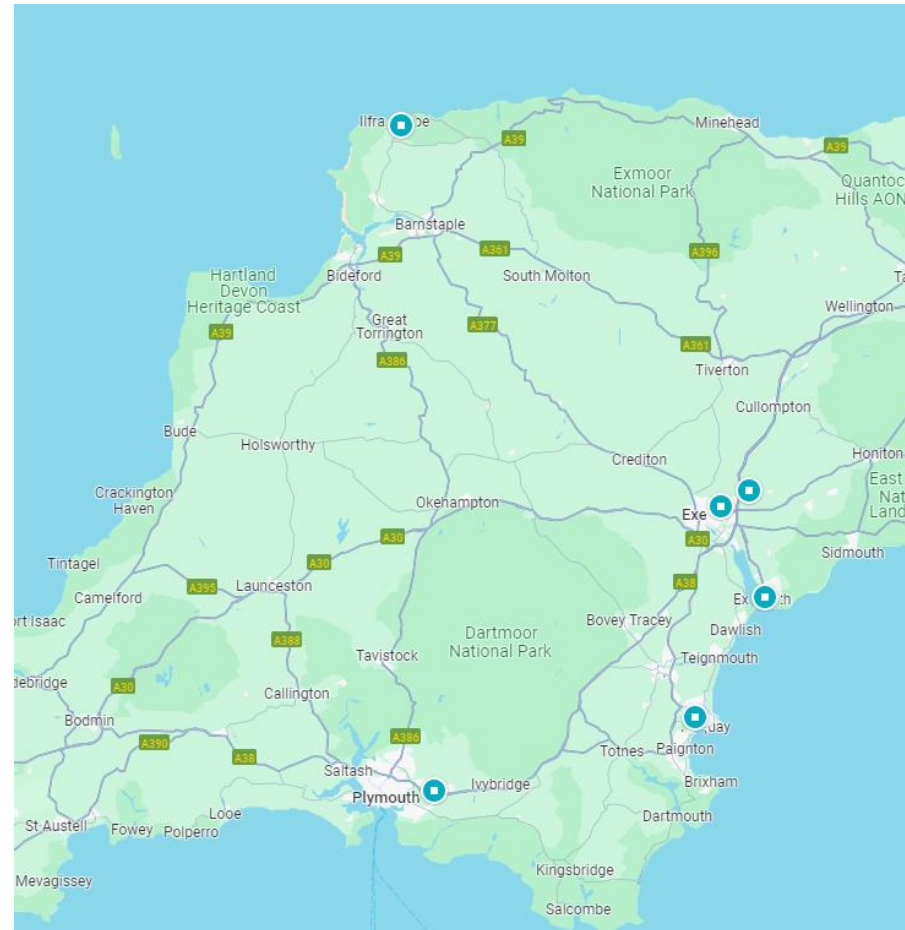
Plympton Academy – Plymouth

Torquay Academy – Torquay

Ilfracombe Academy – Ilfracombe

Clyst Vale – Exeter

St James School - Exeter



# Overall Statistics

## Headline Insights

Locations = 6

Total Female Participants = 520

Total Sessions Delivered = 80

Total Mental Health Awareness  
Sessions Delivered = 18

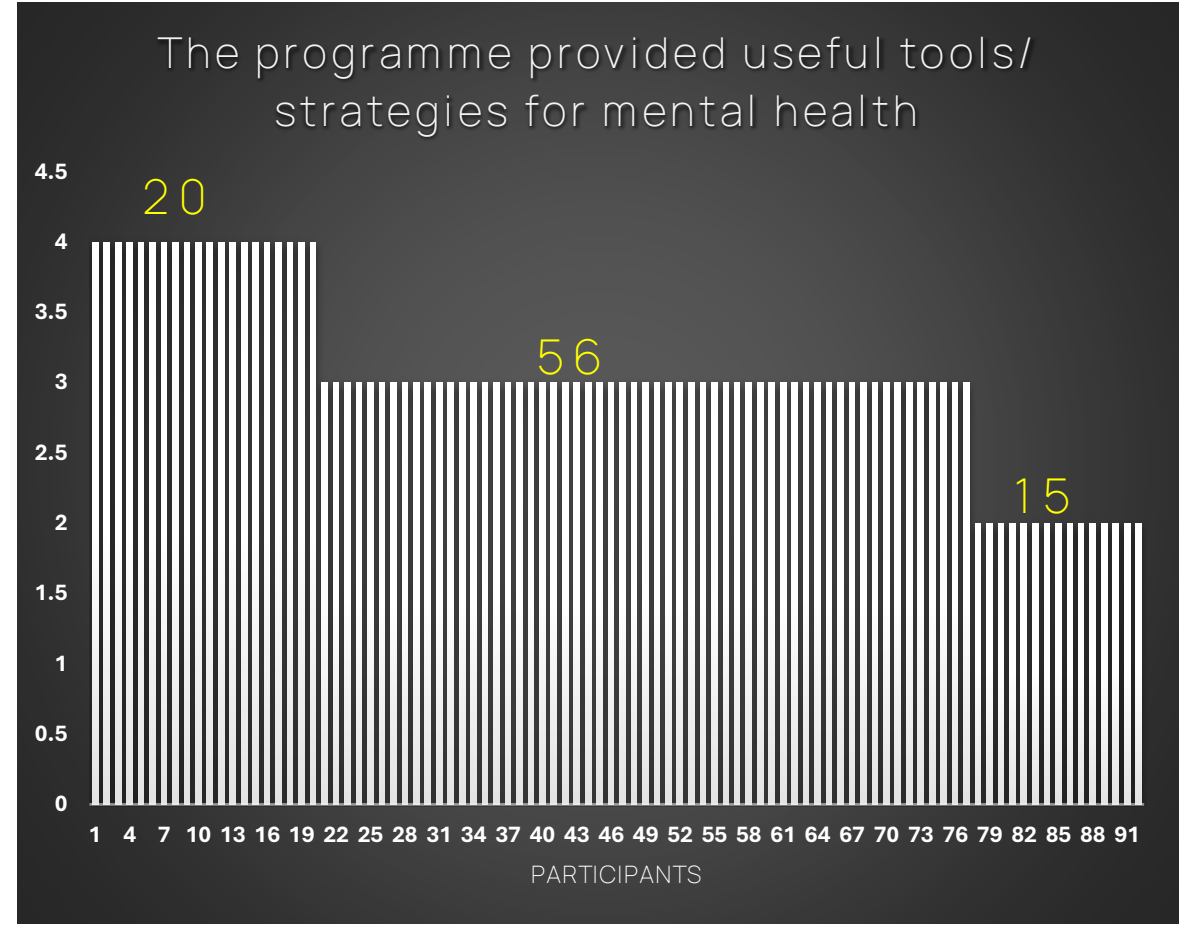
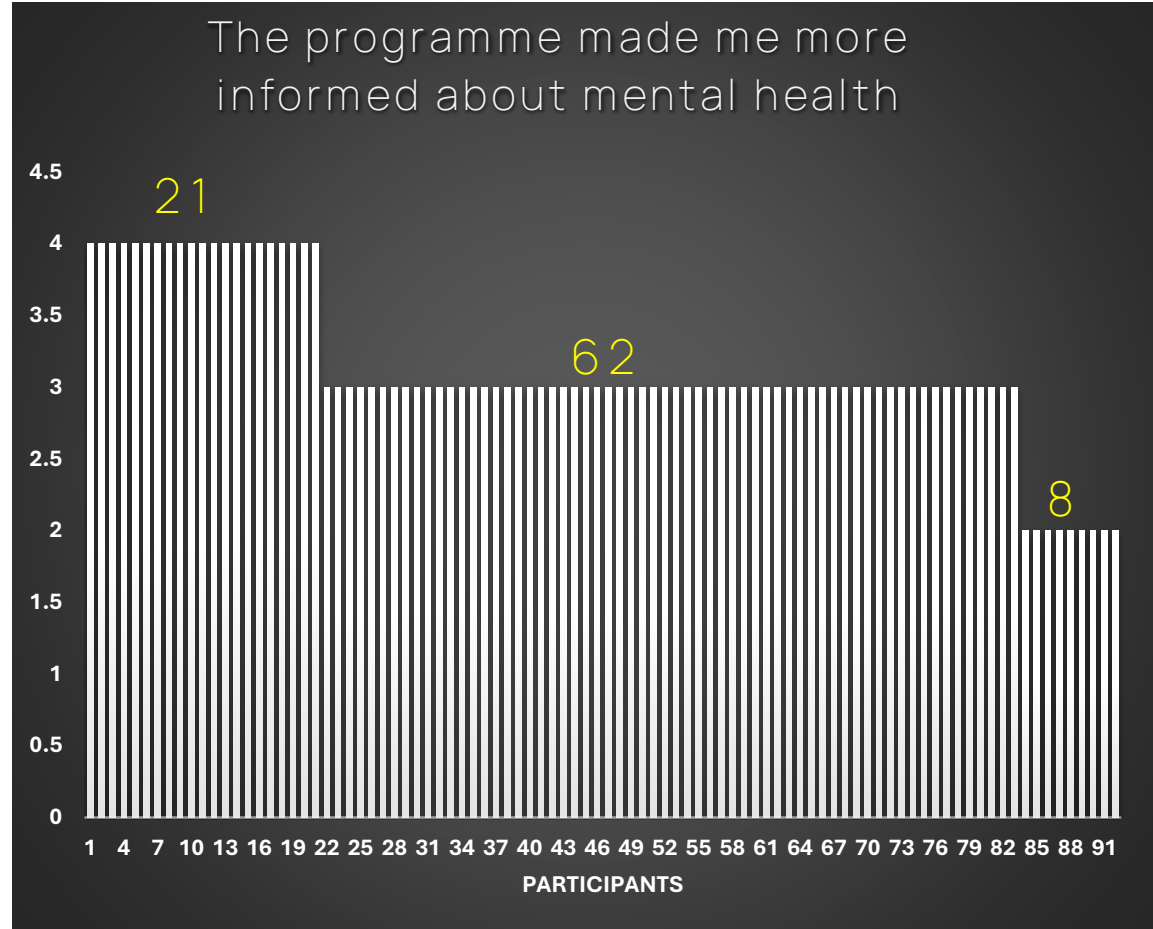
Total Physical Activity Sessions  
Delivered = 62



# Survey Data

Programme Performance  
Data from 91 Participants

KEY  
4 = Strongly Agree  
3 = Agree  
2 = Neutral



# Strengths

## Key Insights

Great feedback from all participants who took part.

Getting more young women playing rugby, increasing physical activity and promoting mental health awareness.

Having Exeter Chiefs Women's player Ebony Jefferies coaching on the programme and promoting aspirations for becoming a professional Womens player.

Finishing the season year with a fantastic festival during the PWR Final at Sandy Park with around 60 young women who took part in the programme in attendance.



# Areas For Improvement

## Key Insights

Survey question format changes to make data easier to use.

Make the programme a 12-week course rather than 6 weeks. As participants wanted more time.

Create a workbook for the final workshop to allow participants to have something tangible to remember the programme by.

Have branded equipment in place from the start to promote the programme and branding of those partners involved.





# 24/25

## Overview

We would like to continue the Maddys Mark Think Like A Chief into the 24/25 season.

Looking at an overview of:

- 6 Secondary Schools (Girls Only Groups)
- Aiming for 100 girls per school
- A mental health workshop at every school
- Programme workbook
- Gathering key data to provide programme key insights

With each school receiving:

- 11 weeks of fun rugby based physical activity sessions
- 1 mental health workshop
- A celebration festival at a Womens match



# 24/25

## Finances

Due to inflationary increases across wages and goods, our costs have significantly risen.

Also, we propose sorting all associated programme equipment as we didn't receive any for the 23/24 season.

With the total cost to run the programme in 24/25 season being: £13,726 + VAT

Transport	£1,400
Branded Equipment *Bibs	£1260
Match Day Festival	£1,400
Programme Management	£1,400
Staffing/ Referee Costs:	£8,266



**Thank You**

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