



SRU RFU Council Member Election Candidate Becky Davies



About me

Rugby has been part of my life for over 30 years, not just as a game but as a community I care deeply about. I started as a player and club volunteer at Eccleshall RUFC and, like many others, got involved wherever help was needed — coaching, refereeing, fundraising and supporting volunteers.

That journey led me into leadership roles with Staffordshire Rugby Union and the RFU, including serving as SRU President and Chair and becoming a co-opted member on the RFU Council. Alongside this, I have developed strong governance and leadership skills as a qualified CEO of a sporting organisation and through the World Rugby Women in Rugby Executive Leadership Scholarship.

I am passionate about supporting clubs, valuing volunteers, and making sure decisions are grounded in the realities of the grassroots game.

Why I am standing

I am standing for election because I care deeply about the future of rugby in Staffordshire and want to ensure our clubs have a strong, informed and trusted voice at the heart of the RFU. Having spent time on RFU Council, I have seen first-hand how decisions are made, where influence lies, and how important it is that the realities of the grassroots game are clearly understood and represented.

My experience at club, county and national level has shown me both the pressures clubs face and the opportunities that exist when the right support and investment are in place. I believe my background allows me to bridge the gap between strategy and delivery, ensuring that national policy reflects what actually works on the ground.

I am standing to advocate for sustainable clubs, to champion volunteers, and to promote clear, accountable governance that serves the whole game. If elected, I will listen to SRU clubs, communicate openly, and represent their views with confidence and integrity, ensuring Staffordshire rugby continues to thrive.

Rugby Experience

I have over 30 years' experience in rugby, rooted firmly in the grassroots game. I began as a player and volunteer at Eccleshall RUFC, where I supported the club across junior and senior sections as a coach, referee, first aider and fundraiser, and captained the club's inaugural women's team.

My work at county level has focused on helping clubs develop and thrive, including roles as Staffordshire Rugby Union Community Rugby Lead, Club Development Chair and Facilities Lead, working directly with volunteers on participation, facilities and sustainability. I later served as SRU Vice President, President and Chair.

Alongside this, I have contributed at national level through RFU Club and Constituent Body committees and as a coopted member of RFU Council, ensuring grassroots perspectives inform national decision making. I am also an England Rugby Pioneer and a World Rugby Women in Rugby Executive Leadership Scholar.

Relevant Professional or Voluntary Experience

I am a retail entrepreneur with experience running and growing businesses. I work as a world-class sports injury therapist with elite athletes, including GB cycling, and as a British Horse Society coach, trainer and competitor. I have also been an elected parish councillor, with experience in community leadership and public accountability.

Key Priorities

1. Recruiting, Retaining and Rewarding Volunteers

Volunteers are the lifeblood of our clubs, yet many feel overstretched, undervalued and at risk of burnout. Recruiting new volunteers and retaining existing ones must be a shared priority across the game, supported by practical solutions rather than additional demands.

I will champion the sharing of best practice between clubs and constituent bodies, focusing on reducing administrative burden, improving support, and recognising the contribution volunteers make at every level. Clear guidance, simple processes and realistic expectations are essential.

Reward does not always mean financial recognition. Time, training, appreciation, and feeling listened to all matter. I will advocate for systems that value volunteers properly and make volunteering sustainable and rewarding.

2. Positive Rugby Culture and Behaviour

A positive rugby culture underpins everything we do. Standards of behavior on and off the pitch must reflect the values of our game and create environments where players, volunteers and officials feel safe and respected.

I support consistent, proportionate discipline processes that are fair, transparent and understood by all. Discipline should educate as well as sanction, reinforcing standards rather than simply punishing poor behaviour.

The Active Bystander initiative has a key role to play in empowering people to challenge unacceptable behaviour. I will support its continued development and practical rollout, so it becomes embedded across clubs, competitions and events.

3. A Safe, Sustainable Adult Contact Game

Concerns around the adult male contact game cannot be ignored. Player welfare, enjoyment and retention must sit at the centre of decision making if we want adults to continue playing and volunteering within the game.

I will support evidence led approaches to managing risk, reviewing regulations and adapting formats where appropriate, while protecting the core values of rugby. Solutions must be practical and clearly communicated to clubs and players.

A sustainable adult game is one that people want to stay involved in — as players, referees, coaches and supporters. Listening to those on the ground is essential to achieving this.

4. Strong School-Club Links and Junior Player Recruitment

Growing junior rugby is vital to the long term health of the game. Strong, well supported links between schools and community clubs help create clear, welcoming pathways into rugby.

I will advocate for joined up approaches that support volunteers and teachers, reduce duplication, and make it easier for young players to transition from school sport into club environments.

Recruiting and retaining girls is a particular priority. Providing positive first experiences, visible role models and sustainable pathways will help ensure junior rugby reflects the communities it serves.

5. Inclusive Growth and Sustainable Club Development

Rugby's strength lies in its diversity of formats and participants. Fifteens, women's and men's rugby, wheelchair rugby, touch and other formats all play a vital role in growing the game and widening access.

Successful rugby development should lead to sustainable clubs, increased participation and investment in facilities. Making the most of existing assets — “sweating assets” — is often as important as new build.

I will support approaches that help clubs plan for the long term, align participation growth with facilities development, and ensure investment is targeted where it will have the greatest impact.

☒ Final Words

Rugby has been part of my life for many years, and I care deeply about the people and clubs that make our game what it is. I understand the challenges facing volunteers, players and committees because I have been there myself, working alongside them at club and county level.

If elected, I will be a visible, approachable and accountable voice for Staffordshire Rugby Union clubs. I will listen carefully, stay connected, and make sure your views and experiences genuinely shape the conversations and decisions at RFU Council.

Above all, I want to help our clubs feel supported, valued and confident about the future, so rugby in Staffordshire remains welcoming, inclusive and strong for generations to come.

