



SRU RFU Council Member Election Candidate Becky Williams



About me

I am passionate about all things rugby and want to see our game thrive on and off the pitch. I work closely with our clubs to support them in meeting regulations and making decisions, that are right for all players and volunteers. I always communicate openly and honestly, and I am always willing to help anyone involved in the game. Over the years I've gained experience at the coalface across all areas of rugby. I cover grassroots, coaching, player pathways, refereeing, governance, regulations and RugbySafe. This breadth of understanding helps me appreciate the different challenges that clubs face. I make it a priority to be available and approachable, so clubs feel able to share their concerns and know they are supported.

Why I am standing

I am standing because I want to play a constructive role in influencing improvements across our game. I believe my knowledge and understanding of the RFU and its structures can help strengthen how things are done. I wish to use this experience to support positive, practical change. I naturally take a thorough and organized approach to my work. I see real value in being able to check, challenge and contribute in a way that benefits the RFU, our CB and our Clubs.

My motivation is also rooted in supporting our clubs and members, so views are heard and understood. I want to ensure that changes are communicated clearly and consistently. This will reduce frustration and help everyone feel informed and confident about what is coming. I believe I can add value by bridging the gap between national decisions and club realities, ensuring clarity, transparency and support throughout.

I know the RFU can do better and feel confident that in this role, I can influence what is achieved.

Rugby Experience

I have 22 years of playing experience, including 17 seasons in the Premiership, and have represented County, Regional, Divisional and England programs. Alongside my playing career, I have held extensive coaching roles as Chair of Coaching for the CB, Coach Educator, Head Coach, Director of Rugby, Mentor and Programme Lead for the RFU Player Pathway.

I am also a qualified referee with a strong understanding of the laws of the game and competition regulations. Administratively, I have served 16 years as a club Executive and over 25 years in CB roles, including Chair of Coaching, RugbySafe and W&G. My club roles have included Fixtures Secretary, Director of Rugby, Head Coach, RugbySafe Lead and Club Coach Coordinator.

At national level, I have completed the leadership program, the Women's Leadership Collective, RFU fixtures and regulations reviews (age-grade and adult), RugbySafe regulation development, and have served as a Competition Officer for RFU Competitions.

Relevant Professional or Voluntary Experience

I am a Chartered Director with the Institute of Directors. My professional career, as a business owner and consultant focuses on organizational leadership, governance and strategic transformation. I support global organizations through complex change, including mergers, acquisitions and regulatory alignment. I have a strong emphasis on clear decision-making and communications. I also bring extensive international sports

governance experience, consulting for the International Federation of American Football and previously leading British American Football's international programs for ten years, including European Championships. This work has strengthened my leadership, compliance and strategic planning skills, all directly relevant to the RFU Council role.

Key Priorities

1. Strategic Plan 2030

My priority would be to fully understand the key actions within the RFU Strategic Plan 2030 and what this means for the future of our game. I would translate this clearly for our clubs into practical implications and opportunities. I would work closely with the CB, to ensure our local action plan aligns with national priorities and is cascaded effectively into how we support our clubs.

2. The challenges of our clubs

I want to deepen my understanding of the challenges facing our clubs. My current work gives me a strong foundation, I am committed to turning this insight into a clear, tangible action plan. I will work closely with the CB, to ensure alignment with existing activities and with the RFU's strategic priorities. I will identify where work is already underway and where issues need to be raised or progressed at Council level. Communication is central to how I operate, and I will ensure I remain accessible to clubs so they can share their challenges openly and know their voices are being represented.

3. Understanding my new role.

To be effective and influence the changes the game needs, I must first understand the Council role in full. Ensure I have the knowledge and clarity required to contribute from the outset. This understanding will help me make informed decisions in the best interests of the game and ensure I represent our clubs accurately and confidently. By grounding myself fully in the role, I can ensure that my contributions are purposeful, aligned with RFU priorities, and supportive of the wider game, our clubs and the CB.

4. Age Grade Rugby

Age grade rugby is the future of our sport, and we must nurture it from the very start. Everyone involved in age-grade rugby is shaping what the adult game will look like in years to come. With the current regulations under review, it is essential that we understand what changes have already been agreed, how they align with our CB's activity, and where further work is needed. I am fortunate to have a detailed understanding of this area. I currently work closely with all our clubs to address many of the challenges they face. The next step is to align this experience with what is coming nationally in the short term, identify any gaps for the next phase of change, and ensure that club insight is represented effectively at Council level.

5. Player Welfare, Retention & Attracting New Players

A strong welfare culture makes rugby more attractive to players. Whether they are returning after a break, transitioning from age-grade rugby, or trying the sport for the first time. People are far more likely to join a club where they see visible care standards, trained volunteers, and a positive playing experience. My aim would be to ensure that welfare is not seen as a compliance burden, but as a core part of how we grow and sustain the adult game across the CB and how this influences the game of the future.

Final Words

If elected, I will represent Staffordshire with clarity, purpose and a firm commitment to supporting our clubs. I will ensure your experiences and challenges are brought directly into national discussions, and I will work to make sure the RFU decisions are communicated clearly, consistently and in a way that genuinely helps you plan and move forward. My focus is on strengthening the connection between clubs, the CB and the RFU, reducing frustration, and ensuring you feel informed and supported. I will bring constructive challenge, strong governance experience and a deep understanding of the game to the Council table, and I am ready to work hard on your behalf.

