Twitter Thread by Phil



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A simple solution for Welsh rugby, achieved by splitting the administration and control of the community and professional game.....1/

The professional game owns the competitions it plays in (so the actual clubs are the shareholders) and form an organisation similar to PRL in order to best serve their commercial interests. Competition & broadcast income no longer flows through the accounts of the WRU but 2/

rather is paid to the incorporated organisation owned by the clubs (with the WRU having a share, so an interest, in that organisation). The WRU share isn't dividend paying, however. That organisation then deals with all aspects of the professional game 3/

from dealing with CVC, to negotiating competition and broadcast income, to sponsors for the Autumn International series, to working with World Rugby on the World Calendar - everything. 4/

From the funds of that corporation, a licence fee is paid to the WRU for the use of the stadium. This licence fee replaces the grant the professional game pays (north of £10m at the moment) to the community game each year. This money, plus whatever the community game 5/

generates itself, is then used to fund that part of the game. The WRU Council administers this fund without influence from the professional game and the 300 + clubs get on with their own thing. 6/

This licence fee can obviously be made flexible dependent upon non-rugby events at the stadium, so when the stadium is busy the community game gets more cash. The maintenance of the stadium is paid for by the licence holder, as are all of its costs. 7/

This way, the Community game has a guaranteed income stream but no influence over the direction of the professional game, which is only right on both counts 8/

With regards to the 'crossover' area of age grade rugby, this is the domain of the professional game who should bear all costs of it. The schools programme should be paid for solely by the professional game and this should start with Primary School initiatives 9/

All international age grade rugby comes under the professional game, as does Dewar Shield involvement. The WRU influence over the professionally incorporated body oversees this work and audits it 10/

The Welsh Premiership and whether the game pays players is then up to the WRU Community Council to decide. The pro game should no longer place players at that level (as they should be running A teams) without specific agreements in place (i.e. age of player / injury rehab) 11/

This way, the Community game governs itself by a Council perfectly experienced enough to deal with a budget of £10-15m a year. It can focus on community matters, the needs of community clubs and be one big district 12/

Meanwhile, the professional game is governed and controlled by suitably qualified professionals free of the need to consider a vastly different shareholder base with vastly different needs and requirements. This way, both games flourish