

A photograph of a male coach with dark skin and dreadlocks, wearing a black jacket, smiling and holding a white rugby ball with yellow and black patterns. He is surrounded by a group of young boys in yellow and black patterned rugby jerseys, who are huddled together with their backs to the camera. The scene is outdoors on a green field with trees and houses in the background.

# SERGE BETSEN RUGBY


A COACHING PROGRAMME FOR ALL

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**SERGE  
BETSEN**  
RUGBY



Both intellect and sports should be a part of what we define as success. However, it is not what people usually believe in. My vision? A system where all your achievements can be acknowledged, both on and off the pitch.

As an ex-professional rugby player, I drew from the English pragmatism and the French creativity to develop this unique coaching programme. 

SERGE BETSEN

63 CAPS (FRANCE), LONDON WASPS, BIARRITZ OLYMPIQUE

CEO AND FOUNDER OF SERGE BETSEN RUGBY



# ABOUT US

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## DRIVEN BY EXPERIENCE BUILT BY PASSION

Our story starts when Serge Betsen decided it was time to hang up the rugby boots. Guided by his determination to give back to others what he learnt during his exceptional rugby career (France, Biarritz Olympique, London Wasps), he created our coaching programme, open to all.

And since 2014, we've been sharing his vision and experience all over London's schools and rugby clubs.

Serge Betsen Rugby is about a legacy. More than just a game, rugby has given Serge Betsen the tools both on and off the pitch. And this is the governing principle of all our programmes.

Our vision? Helping every boy and girl becoming their better selves. Our objective? Putting a rugby ball in everybody's hands. And how do we do that? By delivering high-quality coaching through innovative techniques to engage each and every one of them.

A background image of a rugby field. In the foreground, two young players in black kits are tackling each other. In the background, other players and spectators are visible on the field, with a tall apartment building and trees in the distance.

# 2,500

CHILDREN SINCE 2015

# 12

RUGBY  
FESTIVALS  
ORGANISED

# 1<sup>ST</sup>

ROSSLYN PARK HSBC  
NATIONALS SCHOOL 7S

# 46

QUALIFIED COACHES





# THEY ARE WORKING WITH US





BELONGING. GROWING. WITH SBR.

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# BEING WITH YOU AT ALL TIMES, EVERYWHERE

The foundations of our competence?  
Tailoring our expertise to every environment we face.

We have developed three services so we can stay close  
to you, no matter what you do, no matter where you are.

- Schools & Co: to build the new generation
- Events: to give a taste of competition
- SBR activities: to offer that extra step, open to all.

## WANT TO GET IN TOUCH?

For any school related projects (Programmes or Events),  
reach out by email or phone.

For any of our SBR activities, visit our website to find out more  
Online bookings available

contact@sergebetsenrugby.com  
+44 (0) 203 441 4360  
[www.sergebetsenrugby.com](http://www.sergebetsenrugby.com)

## SCHOOLS & CO

**In School Programmes**  
**After School Programmes**

All year long  
From Nursery to Y13  
Blocks of 10 weeks

## EVENTS

**Schools Festivals**  
**Cup Competitions**

End of year Festivals  
SBR Events  
International Competitions

## SBR ACTIVITIES

**Hyde Park Sessions**  
**Holiday Camps**

Privileged SBR sessions  
Multiple locations  
Parents offer



WELCOME TO THE SBR TEAM

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NURSERY  
PETITE SECTION

Early learning activities  
Motion & Ball centered  
Multisport based

Y1  
GRANDE SECTION

Y2 / CP

Tag Rugby  
Introduction to Basics  
Focus on Agility, Vision  
and Skills Acquisition

Y6 / CM2

Y7 / 6 EME

Touch and Contact Rugby  
Development & improvement  
Specific Skills Actions

Y13  
TERMINALE

## SHARING OUR RUGBY SCIENCE

"Rugby is the best sport in the world"  
A common saying for Serge Betsen.

So it only seems fair to get the best of people to teach it.  
Our SBR coaches work with you following the same passion and precision as Serge's. They are drawing from his personal experience during our specific SBR training, and continuous assessment.

On top of that SBR training, all our coaches are:

- DBS checked
- First Aid trained
- RFU qualified

Our SBR coaches always work as a pair if there is no other adults with them to deal with the group (teachers, assistant or parents).  
We have a 1 to 15 students ratio for Y2 / CP and above; and a 1 to 6 students ratio for Y1 / Grande Section and below.

Our coaches are encouraged to work in a bilingual mindset, and are more than willing to accommodate if you have any request.



IN SCHOOL PROGRAMMES

# IN SCHOOL PROGRAMMES

## MAKE THEM GROW STRONGER

At Serge Betsen Rugby, we believe schools build a privileged environment in which young people should foster their abilities and thrive as their better selves. And for us, rugby is the key to help you, help them achieve that goal.

From basic skills acquisition to in-depth clinics sessions, we adapt our expertise to your needs to build a on-demand experience for your students. Sessions are game oriented, with a clear monitoring system so you can reflect on every one's progression.

### Want to go further?

Ask about our Legacy Project  
Build the name of your school's jersey with us.

## ASSESS

- Timeline definition
- Coach/teacher ratio
- Pedagogical content
- Students & Rugby

## BUILD

- Blocks definition
- Facilities check
- Equipment

## DELIVER

- Hand in hand with your PE department
- Bilingual environment
- Access to sessions and monitoring system



# AFTER SCHOOL PROGRAMMES

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# AFTER SCHOOL PROGRAMMES

## MAKE THEM DISCOVER TOGETHERNESS

After School Programmes are the occasion for everyone to come as one. With a wide range of abilities, age groups and expectations, those sessions are more than diverse.

Challenging? Not for us!

Our emphasis for After School is to include everyone in the group. And then we adapt, and offer individual attention to all our participants, so we can make sure they're going where they want to go. Differentiation in our Skills learning are the key to compose with such diversity.

### Want to go further?

Ask about our Legacy Project: build the name of your school's jersey with us.

### ASSESS

- Timeline definition
- Number students
- Philosophy of work
- Students & Rugby

### BUILD

- Blocks definition
- Facilities check
- Equipment

### DELIVER

- Hand in hand with your PTA
- Bilingual, English or French environment
- Flexibility on times and school's organisation
- End of year activities



# FESTIVALS AND EVENTS

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# FESTIVAL AND EVENTS

## MAKE THEM CHALLENGE THEMSELVES

Through our Rugby festivals and events, we give the possibility to children to enjoy themselves in a different set up, while meeting new schools, from new horizons.

We believe that rugby should be accessible to everybody. And what better occasion than getting 350 children all together to put a ball in everybody's hands?

Great opportunity for children to forge some solid memories of their time spent at school, and we're pretty sure teachers and parents appreciate it too!

Want to help us and get involved?

Get in touch about any sponsorship opportunity by email or phone

### ASSESS

- Timeline definition
- Guests list
- Facilities enquiry

### DELIVER

- D Day staff on site
- Running of all event
- Medals and Awards ceremony
- All equipment provided

### BUILD

- Registration management
- Documentation and Matrix for D Day
- Facilities
- Equipment & Logistics



[WWW.SERGETBETSENRUGBY.COM](http://WWW.SERGETBETSENRUGBY.COM)

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