

A photograph of a male coach with dark skin and short hair, smiling and holding a white rugby ball with yellow and black patterns. He is surrounded by a group of young boys, seen from behind, who are wearing yellow and black patterned rugby jerseys. They are standing on a green field with trees and houses in the background.

SERGE BETSEN RUGBY


A COACHING PROGRAMME FOR ALL

MINIS & YOUTH SECTIONS - CLUBS

**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

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.



2,500

CHILDREN SINCE 2015

12


RUGBY
FESTIVALS
ORGANISED

46

QUALIFIED COACHES



WELCOME TO THE SBR TEAM



U5	Early learning activities Motion & Ball centered Multisport based
U6 / U7 / U8	Tag Rugby Introduction to Basics Focus on Agility, Vision and Skills Acquisition
U9 TO U18	Touch and Contact Rugby Development & improvement Specific Skills Actions

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 (club volunteers or parents).

BEING WITH YOU AT ALL TIMES, EVERY STEP OF THE WAY

The foundations of our competence?

Tailoring our expertise to every environment we face.

For Minis & Youth sections, we have built three scenarios to help you achieve your goals:

- **Coaching Sessions:** Expertise for the greatest number, one age group at a time.
- **Head-coach Sessions:** Focus on performance and continuity for targeted age groups.
- **Clinic Sessions:** Specificity at its best to master a skill set from A to Z.

Want to take it further? Strength and Conditioning
Sessions available on demand.

COACHING

**One session per month
per age group**

Monthly follow up
Working hand in hand
with your volunteers

HEAD COACH

**One dedicated coach for
one age group**

Session every week
Entire season
Training & Home fixtures

CLINICS

**In-depth session to
focus on one skill**

Punctual session
Serge Betsen's presence
(extra fee apply)

WANT TO GET IN TOUCH?

For any project you may have for your club,
reach out by email or phone.

Visit our website to get your quote

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