



OFFICIAL BEER OF
SOUTH WEST RUGBY

**ENGLISH CLUBS CHAMPIONSHIP
SOUTH WEST LEAGUES
SEASON 2021-22 – NEWSLETTER 2 – OCTOBER 2021**

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Sponsorship

The South West is delighted to announce that St Austell Brewery under their Tribute brand have not only renewed their sponsorship but widened it to include all 33 leagues in the Division. Final details are being worked on but all clubs will receive playing equipment and be in with a chance of winning a Team of the Month award. League officials will choose one team from each of the eight constituent bodies (CBs) and they will receive 24 cans of Tribute to celebrate. Funds will also be made available to each CB. We are delighted to have been able to reach this agreement at such a difficult time. Please do all you can to promote the sponsorship on your websites and other publicity.

Covid Protocol

Although the virus is very much still with us, it has not caused as much disruption as some had predicted. However please be aware of the procedure to follow if you do have positive tests within your club. Full details are on the latest news page of the website however please note when you are completing the declaration you are applying to postpone the fixture. It is for the SW, in conjunction with the RFU, to make the decision and you should not stand your players down and cancel with your opponents ahead of that decision.

Fixtures

A reminder the fixtures as published on the englandrugby.com website should be played as shown on the dates shown. Clubs may apply via the form under Contact Us on the website to bring a fixture forward by mutual consent or reverse the venue of the home and away fixtures. It is not permissible to play a game at a later date unless it has been postponed due to weather or other reasons acceptable to the SW.

Referees

As you will be aware there has been a scarcity of referees in some areas in the opening weeks of the season. Referee Societies are working flat out to recruit new officials but it takes time. Games at the lower levels have been particularly hard hit. If a Society informs you that they cannot appoint please see if there is someone within your club or your opponents who is prepared to officiate. Providing both clubs agree beforehand, the match will count for league purposes and will prove a better option than re-arranging the game and possibly creating a build up of games later in the season.

Match Cards

Well done to all clubs who have persevered with the changes made to the electronic match cards this season. A reminder there is a helpline available on Fridays and over the weekend until the end of October. This is staffed by the software writers and are there to help you. They are available on 020 8831 7764. If you are having problem accessing GMS itself please look at their website for help - help.rfu.com/support/home - the SW Admin Office do not have access to passwords or other details of your account so are unlikely to be able to assist you unfortunately.



St Austell Brewery Triples Sponsorship Deal with South West Rugby Football Union

St Austell Brewery has tripled the size of its sponsorship deal with the South West Rugby Football Union (SW RFU). St Austell Brewery's flagship beer, Tribute Pale Ale, has renewed and extended its partnership with the SW RFU and now sponsors all South West Leagues of the RFU.

Previously, St Austell Brewery sponsored leagues in Cornwall, Devon, and Somerset, but the contract has now been significantly expanded across almost 400 teams in more than 30 leagues. The South West Leagues of the RFU consists of teams from nine different counties including Berkshire, Buckinghamshire, Gloucestershire, Oxfordshire, Dorset and Wiltshire, as well as Cornwall, Devon and Somerset.

Tribute has been the official beer of the South West for over a decade and St Austell is delighted that the partnership will be expanding into six new regions. Tribute Pale Ale has become symbolic of rugby in the South West, and the Brewery takes pride in the fact that its ongoing, successful partnership with the SW RFU can be associated with the footprint of local sport.

Laura McKay, Head of Marketing for St Austell Brewery's Beer & Brands said: "We're delighted to renew and expand our partnership with the South West Rugby Football Union. We have enjoyed every moment of it and look forward to seeing what the future will hold. As a business that has roots in many wonderful communities across the South West, it is fantastic to be able to support something as integral to community life as local level sport. We are honoured that we can continue to support so many players in their passion for rugby!"

Mike Gee, Secretary of the South West Rugby Football Union said: "Renewing and expanding our partnership with St Austell is a testament to the fantastic relationship we have with them. We truly admire St Austell's dedication to its local communities, and value the business's commitment to local-level sport. Now that we can hold fixtures once again, we look forward are proud that we will continue to have St Austell Brewery's ongoing support."

ENDS

About St Austell Brewery:

Independent, family-owned St Austell Brewery has been brewing beer in Cornwall since 1851. Fast forward 170 years and while traditional brewing techniques remain, innovation, passion and craftsmanship continue to evolve.

Most famous for its flagship beer, Tribute Pale Ale, St Austell Brewery's range of award-winning beers – also including Proper Job IPA and Korev lager - are available in pubs and supermarkets nationwide.

The company owns over 180 pubs, inns, and hotels across the West Country – including managed houses and tenancies – and is the leading wholesale distributor of beers, ciders, minerals, wines, and spirits in the region.