

CoachEdge Rugby

CLUB LICENCE BUNDLE

Every Code · Every Age Group · One Club · One Price

7
Programmes

All Codes

Unlimited
Coaches

£79 per
season

Everything included in this bundle:

- ✓ CoachEdge Grassroots 6–10 Full Season Programme (£9.99 value)
- ✓ CoachEdge Player Development 11–16 Full Season Programme (£14.99 value)
- ✓ CoachEdge Women's Rugby League Full Season Programme (£12.99 value)
- ✓ CoachEdge Wheelchair Rugby League Club Setup Pack (£12.99 value)
- ✓ CoachEdge Rugby Union Full Season Programme (£12.99 value)
- ✓ CoachEdge Professional Nutrition Plan (£5.00 value)
- ✓ CoachEdge Original Session Plan with Pitch Diagrams (free plan)
- ✓ TOTAL VALUE: £69.96 — Club Licence Price: £79 (unlimited coaches)
- ✓ Early access to ALL future CoachEdge programmes as they launch

Created by Ken Snelson | Former Professional Rugby League Player (1980s)
CoachEdge Rugby — coachedgerugby.com

What's in Your Club Licence Bundle

Programme	Code	Age Group	Key Content	Individual Value
Grassroots Full Season	Rugby League	6–10	12 sessions, season planner, certificates, festival plan, 30 warm-up games	£9.99
Player Development Full Season	Rugby League	11–16	12 sessions, position guides, S&C;, player assessment, speed testing	£14.99
Women's Full Season	Women's RL	U12–Open Age	12 sessions, ACL protocol, welfare guide, recruitment toolkit	£12.99
Wheelchair Club Setup Pack	Wheelchair RL	All ages	12 sessions, setup guide, equipment list, funding sources	£12.99
Rugby Union Full Season	Rugby Union	6–16	12 sessions, scrum masterclass, lineout guide, referee signals	£12.99

Professional Nutrition Plan	All codes	All ages	Daily meal plan, protein guide, supplements, match day nutrition	£5.00
Original Session Plan	Rugby League	13–18	6-drill plan with pitch diagrams — the CoachEdge starter plan	Free
			TOTAL VALUE	£69.96
			CLUB LICENCE PRICE (unlimited coaches)	£79.00

How to Use Your Club Licence

Step	Action
1. Download all programmes	Save all PDF files to a shared club folder (Google Drive, Dropbox or club server).
2. Share with your coaching team	Send the folder link to all coaches at your club — unlimited coaches covered by your licence.
3. Assign programmes to age groups	Each age group coach takes the relevant programme. Coordinate so every team uses the CoachEdge system.
4. Print session plans	Print the relevant session plan before each training night. Keep it in your kit bag.
5. Track player development	Use the player tracker and self-assessment templates across all age groups.
6. Use the certificates	Print star player and achievement certificates — give them out every session. Every child gets recognised.
7. New programmes	As new CoachEdge programmes launch, club licence holders receive early access and automatic updates.

Why CoachEdge Rugby Works — Ken's Coaching Philosophy

Fun first, always	At every age group, from 6 to 60, the coach's first job is to make people love the game. If they love it, they train. If they train, they improve.
Evidence-based, not opinion-based	Every session plan in this bundle is built on research from the NRL, RFL, RFU, Queensland Rugby League and Super League Academies. This is not one man's opinion — it is what the best organisations in the world have found to work.
Every player gets recognised	The certificates are not an afterthought. They are the most important thing in the bundle. A child who goes home with a certificate that says their coach noticed them is a child who comes back next week.
Game time trumps drill time	Every session in this bundle ends with a game. The game is where rugby intelligence develops. Drills develop technique. Games develop players.

Simplicity wins

The greatest coaches I played under kept their instructions to three words. 'Hold your shape.' 'Support the ball.' 'Play what's in front of you.' This programme is built on that principle.

Thank you for choosing CoachEdge Rugby for your club. Every programme in this bundle has been built with one goal: to give every grassroots coach the tools to run sessions that make players fall in love with rugby and keep coming back. That is what grows the game. Good luck with your season. — Ken Snelson

Created by Ken Snelson | Former Professional Rugby League Player | CoachEdge Rugby — coachedgerugby.com | Premium Product — not for redistribution