

BUSINESS START UPS

CASE STUDY: RUGBY PLAYER and SPORTS AGENT

Name: Poppy Cleall **Age:** 28

From: Hampshire

Playing Career Summary:

England rugby player, Poppy Cleall played a pivotal role at No.8 in the England Red Roses unbeaten year in 2020, including the Six Nations Grand Slam crown. She has 45 caps and plays her club rugby at Saracens alongside her twin sister Bryony.

Second Career: Founder of the Women's Rugby Agency (WRA)

Support from Player Association:

The RPA have helped Poppy to raise the profile of the new company across social media channels and helped gain PR coverage for her in the media.

Second Career Highlights:

- Through the agency, making female athletes as accessible as possible to any club, school or anyone who wanted them and inspiring the next generation with brilliant role models.
- Doing a campaign with the perception agency and Flo Williams, who also worked on the #weareenough campaign, which boosted their reach.

Second Career Challenges:

- Adapting the agency to the pandemic, making zoom calls or offering surprise messages to young fans.



“ The response from the young girls has been amazing. At the end of the session you actually have time to chat to them, whereas you can't really do that when they come and watch the game. It's so hard for people and grassroots clubs right now so it was brilliant to give something back. ”