



> Bath Rugby RFC

Bath Rugby Football Club is one of the oldest, most prestigious, rugby clubs in England. Insight, currently in its third year of a contract with Bath Rugby, provide Performance Analysis services to the senior team.

This involves the strategy and delivery of all aspects of Performance Analysis including the collection, management, and dissemination of data to the coaching, performance and playing staff. We hold regular meetings with Bath Rugby to share our knowledge base and provide resource overspill for the service requirements based on our decades of rugby and analysis experience, we also review our agreed SLA's periodically to ensure we can adapt to meet evolving requirements.

The dedicated analysts working with Bath Rugby also benefit from regularly internal performance reviews which run in parallel with any other contracts held.

These service aspects together with the network of analysts provided by Insight have proven to be extremely valuable to Bath Rugby as a sounding board when gauging opinion and testing out new ideas.

> Contract Lead: Dan Cooper

Dan Cooper is the Lead Analyst, ably assisted by Matt Egan as Senior Team Analyst. Both spend the majority of their time based at Bath Rugby's headquarters and training centre at Farleigh House.

Dan is responsible for the performance analysis department's personnel and processes, currently managing a team of three analysts. Together they develop and implement the performance analysis strategy to effectively service all Performance Analysis and Data Management (PADM) requirements within the club, from Under 14's through to the Senior Team. We undertake a broad range of roles and responsibilities for Bath Rugby, include to:

- Work closely with the Senior Coaching team to develop pertinent KPI's that offer maximum insight into the teams', and associated individuals, performance during both training and competition environments.
- Develop analytical workflows to provide insight into opposition trends for the Senior Coaching Team.
- Work closely with all performance team members at Bath Rugby to deliver an integrated data approach to performance solutions
- Ensure that all training and match day operational and service requirements are met and delivered in an effective manner; utilising appropriate, innovative technologies and analysis techniques.
- Ensure KPI's are consistent throughout the senior, academy and development teams at club level, to allow accurate performance comparison and evidence based player development.
- Design agile, bespoke data management system(s), to efficiently store and disseminate performance data
- Design and delivery of optimal reporting and feedback tools to enhance the learning of players, coaches, performance team practitioners and the wider business.

The support and development infrastructure at Insight allows Dan and Matt to flourish in their respective role and seamlessly integrate themselves into the fabric of the club, as highlighted by Todd Blackadder's testimonial.



Insight have been invaluable resource to Bath Rugby. Dan and Matt continually provide us with a level of dedication that is second to none. Their attention to detail and the work ethic they bring to our team has enriched our approach to training and games. The ability to find solutions and answers to questions that have arisen in-game are a real boost to us as coaches. The training Dan and Matt received at Insight was world-class and we hope to maintain this partnership.



Todd Blackadder

Director of Rugby, Bath Rugby



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