

Schools Publishing

Client

Rugby School

Project

“With a fine disregard...”

A Portrait of Rugby School

Case Study

Founded in 1567 by Lawrence Sheriff, Grocer to Queen Elizabeth I, Rugby School grew to national fame under Dr Thomas Arnold in the early nineteenth-century as a model for progressive boarding- school education.

Famous names include the fictional pupil Tom Brown and the legendary founder of rugby football, William Webb Ellis, who in 1823, ‘with a fine disregard for the rules of football as played in his time first took the ball in his arms and ran with it’.

Regarded today as the UK’s leading co-educational boarding school, Rugby wanted to publish a ‘portrait’, which not only displayed the scale and scope of the school in its entirety, but also captured its traditions, values and spirit, through the memories and stories of Rugbeians over many generations.

Published in 2006, “With a fine disregard...” is a 208- page highly- illustrated and fascinating treasure of Rugby School, combining both specially- commissioned photography and delightful archive images and memorabilia, interspersed with fascinating stories and anecdotes from Rugbeians throughout the last two centuries.

The project achieved advance subscription orders in excess of 1,400 copies, generating over 13% response from the School’s database. The School then purchased additional copies for on-going sales to future generations of Rugbeians, as well as for marketing and development purposes.

Feedback

“We have a real story to tell and that is why I am delighted to be able to announce the publication of the first comprehensive account of Rugby School for nearly 40 years.”

– Patrick Derham, Headmaster of Rugby School

