



AGENDA

Community Board meeting

Location:	Board Room & Meeting Room 1, RFL Offices, Quay West, Trafford Wharf Road, Trafford, M17 1HH	Date:	Wednesday 2 October 2019
		Time:	10.00am – 3.30pm
Invited to Attend:	Flt Lt Damian Clayton MBE, Fred Baker, Neil Ashton, Peter Moran, Trevor Hunt, Stuart Sheard, Sue Taylor, Pat Crawshaw, Jan Robinson, Lois Forsell,	Chair Person:	Ralph Rimmer (Chief Executive of the RFL)
RFL Officers in Attendance:	Robert Hicks, Marc Lovering, Kelly Barrett, Charlotte Clynch, Dave Rotheram, Stephen Ganson, Liam Moore, John McMullen, Nichola Spencer, Colin Moore	Invited Guests:	
Apologies:	Sue Taylor, Stuart Sheard		

Timings	Item No.	Agenda Item	Responsibility
10.00	1.0	Welcomes & Apologies Mr Rimmer opened the meeting and explained that he would be Interim Chair of the Board until at least the end of the year.	
10.10	2.0	Minutes of the July meeting Minutes from the July Meeting were approved by the Board. Mr Hicks informed that responses had been received regarding the Terms of Reference from some Board Members and that this feedback would be reviewed internally with a final draft being sent to the Board before RFL Board approval.	
10.15	3.0	Matters Arising Mr Rimmer went through the Action Tracker with the Board. The updated action tracker will be recirculated to the Board with the minutes and it was agreed that completed actions would be removed. Mrs Crawshaw asked for more information surrounding the 21,000 by 2021 campaign and specifically how this will be launched within the community game. Mr Lovering commented that 21,000 by 2021 is a campaign not a project. It will form part of 2020 season launches. However, there	Charlotte Clynch

		<p>has been a presence at various community events and will be more information and presence at the Women's Super League Grand Final.</p> <p>Mr Rimmer asked that Ms Gray be invited to the next Community Board Meeting to present on the how 21,000 by 2021 will be delivered in 2020 but also what has occurred in the 2019 season to penetrate the market.</p>	<p>Marc Lovering</p>
<p>10.30</p>	<p>4.0</p>	<p>Sport England Reporting Update</p> <p>Mr Lovering presented an update to the Board around the Sport England Year 2 End of Year Report and also the Year 3 Mid-Term Reporting Figures.</p> <p>Ms Robinson asked whether the core indicators included figures for girls and if there would be a way to separate these figures and provide a different report in light of the 21,000 by 2021 campaign.</p> <p>Mr Lovering explained that the figures do include girls and that there is the capability to report on just girls figures and this will be looked at , and reported back on, moving forward in respect of the RL Development Plans and the RLWC2021 Legacy Targets.</p> <p>Mr Rotheram confirmed that the presentation related directly to the report given to Sport England pursuant to the Funding Agreement and not connected to the 21,000 by 2021 campaign which is an internal target.</p> <p>Mr Rimmer asked for a regular update on the 21,000 by 2021 to be provided to the Board through a separate reporting mechanism.</p> <p>Mrs Barrett added that members of the Women's & Girls Advisory Group would receive more details on specific reporting around these figures at the next meeting in line with a review of all competitions. The same would occur in the December meeting for other Board Members.</p> <p>Mr Baker asked if there was a way to make it easier to register people to the STG system.</p> <p>Mr Lovering commented that this was the challenge faced, particularly around our Touch reporting numbers. To counteract the dip in numbers the RFL has spent 2019 revisiting the Touch offers. Feedback suggested that the Foundations didn't engage fully with the prior format and as such it was impossible to report on these additional figures.</p> <p>Mr Lovering also noted the significant increase in participation within the Education Setting. This figure is expected to drop due to work ongoing to make the reporting more robust. Currently the Data & Insight Team and Development Team are working on a new way to accurately report on this area, as currently we work on a formula approach. It was always expected that there would be significant growth in this setting because the way that the 9s programme has been rolled out means that each year more school academic years are taking part. Further increases are expected due to the programmes linked to the RLWC2021 and InspiredBy 9s.</p> <p>Mr Moran asked about the duplication of players in terms of community game and schools' activity.</p> <p>Mr Hicks replied that this issue has not been fully shown within the data. Whilst there is some duplication there has not been total duplication across both offers and this was recognised at the time of scoping</p>	<p>Marc Lovering</p>

		<p>Mr Moran asked about the ability to isolate the names of those within the education setting which are not playing in a club environment.</p> <p>Mr Lovering explained that because education offers do not register on STG it is hard to do this.</p> <p>Mrs Crawshaw asked if college students were counted in this. Mr Lovering explained that these players are shown within the overall number of active participants.</p> <p>Ms Robinson asked why if there has been an increase in the number of secondary school teams that the reporting figures had dropped. Mr Lovering explained that these figures were attached with the Champion Schools and the 9s figures hadn't yet been included into the count.</p> <p>Mr Lovering also raised that there have been no significant changes in trends and the figures were showing an overall consistency at present (i.e. where figures have been increasing, they continue to do so and where figures are dropping, they continue to do so). A specific challenge area has been identified as the Youth to Open Age transition period. Mr Lovering emphasised the importance of getting this aspect of the game right.</p> <p>Finally, Mr Lovering showed the Board the two contractual elements of increasing participants in specific groups – diversity (socio-economic areas) and women.</p> <p>With respect to the socio-economic area players, Mr Lovering explained that no specific interventions have been planned to date as the RLWC2021 activity will heavily influence these areas and so shifts will naturally occur on this around the RL Development Plans and CreatedBy investment being put in place. Some specific pilot projects were in the pipeline.</p> <p>Mr Lovering also showed that women's activity was up across the board.</p> <p>Mr Baker asked if University players associated to areas contributed to the socio-economic figures. Mr McMullen explained that they did not. Mr Lovering added that universities were a priority for the Development Team moving forward, specifically around developing the a new elite competition within the University competition.</p> <p>Mr Clayton asked how the Armed Forces were captured within the data. Mr Lovering explained that these players will contribute to the Open Age figures and the female players will be pulled out and applied to the Women & Girls figures where applicable.</p>	
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10.50	5.0	<p>12 – 18 Review – Delivering Change</p> <p>Mr McMullen started the presentation by listing some of the key interventions that the RFL had already in train that had been raised during the 12-18 review. He also confirmed that the Volunteer Strategy was being led by Alan Darfi and an update would be given to the Board in December</p> <p>Ms Robinson explained some of the successes achieved in the North East through the Player Development League. Mr McMullen stated the North East PDL has been held as a best practice example.</p> <p>Mr Lovering added that player development league offers are key to the success of such interventions discussed by Mr McMullen.</p>	Robert Hicks
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Mrs Crawshaw asked about the governance surrounding the transition from Youth to Open Age, in terms of getting the right people in a room to be able to make changes necessary but then how do you get them to adhere to this.

Mr Hicks explained that with only having one offer available within each region, it is impossible for clubs to threaten to leave and go elsewhere.

Mr Lovering added that previously RFL representatives had been present at all league meetings which is now not the case. We do now have the capabilities to actively engage with clubs, leagues and participants through the Our Learning Platform and direct comms. Mr Rimmer echoed this with emphasis on the ability to speak directly to coaches, volunteers, clubs and players.

Mr McMullen explained that there would be a formal launch of Our Learning Zone on the 20th October at the England Knights v Jamaica Game.

Mrs Crawshaw asked how we would communicate the key messages discussed by Mr McMullen, and would we be pushing this further than leagues but to clubs, press and by using digital media.

Mr Baker added that the use of Our League and Our Learning Zone would help to focus on the junior and youth members to influence parents.

Mr Hunt asked how the 12-18 review would be impacted by professional clubs and trawling of players. Mr McMullen commented that the player development framework is in line with the current TV deal and there are plans to review this post-21.

Mr Rimmer added that the Professional Game Board will offer the opportunity to look at these, and that the community representatives would be circulated to Community Board members for their votes to be returned to the RFL executives.

Mr Baker added that the Board must be careful not to completely blame the disappearance of players on the Professional Game, as the review has dug up bigger issues which are influencing this. And changing the wider issues will have a greater impact on retention of players within the community game, than those solely lost to the professional clubs.

Mr Rimmer commented on the retention tools being put in place by the Development team, and also the influence the RLWC2021 has on allowing us to keep players engaged with the sport. Our Learning Zone and Our League will offer the opportunity to directly influence and engage with these players – keeping them actively involved with the game.

Mr Lovering explained that an action tracker document will be pulled together by the Development Team to show all of the interventions from the Open Age Review, 12-18 Review and the Youth to Open Age Transition Period Paper to show the deadlines, progress and successes. This will be made available to the Board by the December meeting. Mr Rimmer asked that the priority of actions be shown on these trackers as well, in order to allow actions to be dished out to the Board in the December meeting.

Enjoy the Game

Marc Lovering
& Charlotte
Clynch

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Clynch

Mrs Barrett presented an update on the progress of the Enjoy the Game campaign.

Key to the progress are the education tools being made available on the Our Learning Zone, such as the Game Day Manager course (formally Touchline Managers). Mrs Barrett explained that the course has been piloted with positive feedback, and will be formally launched as part of the Our Learning Zone with a full rollout in 2020.

Coaching Right will also be launched for 2020 as well, this has been developed by Mr Tunningley and Mr Spurr as part of the Coaching Education Team. Mrs Barrett explained that this will link directly into STG/LeagueNet and provide CPD opportunities for coaches which must be completed each year in order to coach within the leagues.

Mr Baker asked if this was part of the licensing and what would happen if coaches failed the courses. Mr Rotheram confirmed that coaches cannot fail the course instead they just have to keep reviewing the information until they pass.

Mrs Barrett also updated the Board on the recent disciplinary chair meetings, this was an awareness and education setting around acceptable behaviours and decisions being made. Changes had to be made around the approach to such discipline cases next year.

Match Officials

Mr Ganson started the presentation explaining some of the work that had been undertaken during 2019. He then handed over to Mr Moore who presented to the group issues surrounding the retention and recruitment of match officials – primarily being impacted by the abuse match officials receive at all levels of the game.

Mr Moore also presented on a number of recommendations including the reinvestment of monies received from fines into the education, training and support of match officials.

Mr Moore asked if there was a way to make operational rule changes around the creation of a central pot. Mr Rimmer stated there would need to be transparency on how the monies would be spent but did agree it would form some part of 'natural justice' and falls into wider business actions taken by the RFL recently.

Mr Ashton asked about the process for support towards young referees. Mr Moore explained that the centre of excellence and development officers will normally deal with these and then escalate to Mr Moore or Mr Thaler where appropriate.

Board Members were asked for comment and input throughout the various topics and asked to come back with proposals for how the game can improve all these areas.

Mr Rimmer asked that the match officials come back to the December meeting with an operational plan setting out and costing what these recommendations would look like. The Board would be asked to agree on these and feed in suitable alternative and additional requirements.

Board
Members

Steve Ganson
& Liam Moore

12.10	6.0	<p>RLWC2021 Update The purpose of the agenda item is to present on:</p> <p><i>Festivals of World Cups</i></p> <p>Mr Colin Moore presented an update on the Festival of World Cups.</p> <p>Mr Moran asked about the ability to suspend community game activities for the two weekends that the Festival period will cover. This will be considered during the operational plan formation and further discussions would be needed with playing leagues and clubs before a decision could be taken.</p> <p><i>CreatedBy Projects</i></p> <p>Mr C Moore gave a brief update on the CreatedBy Funding as part of the wider RLWC2021 Legacy Programme.</p> <p>Mr Rimmer asked what the timescales would be about each application. Mr C Moore explained that Small-Scales can be turned around within a week, whereas the Large-Scale are slightly longer processes.</p> <p>Mr Lovering added that the Development Teams SMT are reviewing the small grants fortnightly.</p> <p>Mrs Crawshaw asked if clubs can apply for more than one grant. Mr Moore explained the only thing clubs cannot do is apply for two grants at the same time.</p> <p>Mr Baker asked if there would be funding for training and or coach education. Mr Moore explained that whilst there is not the ability to directly fund this, the team is working to progress a way to use the pot of match funding given by community clubs to offer coach education.</p> <p>Mr Clayton asked if this could also include medical support and education. Mr Rotheram explained they could look into the possibility of IMMOF and/or first aid education.</p> <p>Mr Moran asked what the split was in applications coming in from different sources, specifically from the professional game and foundations.</p> <p>Mr Moore explained that professional clubs cannot apply, however foundations can for example where clear links and support from the community game is clear.</p> <p><i>RL Development Plans</i></p> <p>Mr Lovering presented on the RL Development Plans currently being created by the Development Team, with direct links to participation within the RLWC2021 Legacy. The plans focus on pre-legacy, so all activities occurring before the first game of the</p>	Colin Moore
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		<p>RLWC2021.</p> <p>Mr Ashton asked how these plans will work for more established areas. Mr Lovering explained that the plans will be tailored to the areas themselves with the input of the Local Council but did suggest that the heartlands will present some challenges and require a different approach.</p> <p>Mr McMullen added that the focus will be on the capacity of the area and depth of offers available.</p> <p>Mr Ashton also asked how these plans celebrated the best of the sport. Mr Lovering explained that this aspect fell into the plans wider than development, created between the RLWC2021 and the Host Cities.</p> <p>Mrs Crawshaw asked whom the audience was for these documents. Mr Lovering explained that the documents were for use by key stakeholders, the RLWC2021 and local authorities as a starting point.</p>	
13.35	7.0	Lunch	
14.05	8.0	<p>Foundation Forum</p> <p>Mr Cook of the Leeds Rhinos Foundation presented on the wider work that the Foundation undertakes, including local community work and wider charity activity outside of Rugby League.</p> <p>Mr Baker asked aside from the PDRL and LDRL offers how closely do all the Foundations work with one another. Mr Cook explained they all work quite closely together, in terms of sharing best practice and having the Foundation Forums four times a year, with a Foundation presenting at each as a 'case study' for others to learn from.</p> <p>Mr Baker asked how dependent the Foundation is on Sky Try monies. Mr Cook said the programme itself was important for the Foundation, but in fact the monies generated by it are a relatively small proportion of the Foundations total income. Mr Cook added that the RFL have been assisting the foundations over the past funding cycle to become more sustainable in order to counteract any reductions in Sky monies moving forward into 2021.</p>	
14.45	9.0	<p>Our League</p> <p>Mrs Spencer gave an update on the Our League year thus far. She also set out some of the planning that has commenced for work in 2020 and beyond.</p> <p>Ms Robinson asked where content and videos are located. Mrs Spencer explained that the weekly content could be found in the News & Videos area of the app.</p>	

		<p>Mrs Barrett added that in order for player dashboards to be a success for the Community Game it was vital that leagues and clubs actively engaged and used the STG system especially in ensuring accurate and up to date use of team sheets, scores and statistics from each game.</p> <p>Mrs Spencer also mentioned the ability to offer a Check-A-Trade exclusive deal to clubs attached to Our League. Mrs Spencer was going to pick this up and explore the idea with Mrs Barrett.</p> <p>Mr Baker asked how Our League was getting on with Junior Players. Mrs Spencer explained that the app now had 50% of STG participants signed up to Our League.</p> <p>Ms Robinson asked how the App could maintain views and engagement during the off-season. Mrs Spencer explained there was a number of streaming events from the representative programme activity (including Community Game) to be shown and also a number of planned interactive content pieces for over this period.</p> <p>Mr Clayton was going to pick up offline with Mrs Spencer around the ability to bring the Armed Forces into Our League more.</p>	<p>Nicola Spencer & Kelly Barrett</p>
<p>15.10</p>	<p>10.0</p>	<p>Any Other Business</p> <p>Mrs Crawshaw wanted to minute a thank you to all those working on the Women’s Game this year for all of their hard work, as the game took some massive steps forward.</p> <p>Mr Lovering added to this that the England Women had some major trips coming up within the Southern Hemisphere which would be followed by a commitment to visit 100 schools.</p> <p>Mr Clayton asked for an update on the Community Awards. Mr Lovering explained that these were not running in the same format as previous years. The Development Team have a room at the Grand Final in addition the Learning Disability Super League will also be hosting a room. Mr McMullen added that the Jamaica Game would also feature volunteer events.</p> <p>Mr Rimmer asked the Board to input into the Community Game Manifesto.</p> <p>Ms Robinson stated her feedback was given on email previously.</p> <p>Mrs Crawshaw asked where the manifesto would be used. Mr Rimmer explained it would go to leagues and on the website.</p> <p>Mr Hunt commented that he did not find the Manifesto useful in its current form as it wasn’t specific and contained a number of general statements. He preferred in its short form.</p> <p>Mr Baker added that in contrast he supported the manifesto and thought it was useful to show the Board’s purpose.</p> <p>Mr Clayton questioned whether it accurately captured what the</p>	

		Board was trying to achieve.	
15.30	11.0	Meeting Close	