

MINUTES

Community Board meeting

Location:	Boardroom/Meeting room one, RFL North West Offices, Quay West, Trafford Wharf Road, Manchester, M17 1HH	Date:	Thursday, 13 September 2018
		Time:	10.30am - 3.30pm
Invited to Attend:	Fred Baker, Neil Ashton, Peter Moran, Trevor Hunt, Stuart Sheard, Sue Taylor, Jan Robinson, Andrew Cruikshank (in part)	Chair Person:	Chris Brindley (Non-Executive RFL Board)
RFL Officers in Attendance:	Robert Hicks, Marc Lovering, Kelly Barrett, Charlotte Clynch, Nichola Spencer (In part), John McMullen (In part), Tracy Power (In part), Colin Moore (In part), Siobhan Atkinson (In part)		
Apologies:	Pat Crawshaw, Flt Lt Damian Clayton MBE		

Item No.	Agenda Item	Responsibility
1.0	<p>Welcomes and Apologies</p> <p>Mr Brindley welcomed the delegates to the meeting. Apologies were received from Pat Crawshaw and Damian Clayton. Mr Brindley remarked upon Ms Crawshaw recent appointment as Vice-President of the RFL. This being a first in two aspects, the first female Vice-President and the first Community Game representative achieving such an honour. Mr Brindley also congratulated Mr Hicks on his recent appointment to the Challenge Cup Final as Referee.</p>	
2.0	<p>Minutes from the previous meeting</p> <p>The minutes were approved as final.</p>	
3.0	<p>Matters Arising</p> <p>The actions noted as complete were to be left on the Action Tracker for one cycle of meetings and then removed.</p> <p>The date for the Community Board Away Day was to be agreed as soon as possible after the meeting. It will take place in December.</p>	Robert Hicks

<p>4.0</p> <p>4.1</p> <p>4.2</p> <p>4.3</p> <p>4.4</p> <p>4.5</p>	<p>Standing reports</p> <p><u>Community Game Report</u></p> <p>Mr Lovering explained the outcome of the North West 16 – 18 vote on a change to playing season.</p> <p>The Board discussed the proposals at length and had concerns about the immediacy of change; impacts upon participation especially from players who play both Rugby League and Rugby Union; fragmentation of the sport; potential for competing offers; full understanding of the impact of why there had been fixture drop off; and ensuring the cause and effects of change were fully known.</p> <p>It was agreed that Mr Lovering and the RFL should actively engage with the League to find a suitable solution, assist with decision making and timing and ensure there was full engagement with the 12 – 18 Review.</p> <p>It was also agreed to consider the potential for alternative offers to be launched where participation and player feedback suggested there were gaps in offers.</p> <p><u>Operations report</u></p> <p>Ms Barrett explained the Community Game first aid amendments in more detail and the Board agreed to support the suggested way forward.</p> <p><u>Player and Coaching Development</u></p> <p>No questions raised</p> <p><u>Marketing and Communications</u></p> <p>No questions received.</p> <p><u>Match Officials Report</u></p> <p>No questions received</p>	<p>Marc Lovering</p> <p>Marc Lovering</p>
<p>5.0</p>	<p>Membership</p> <p>Ms Spencer provided the Board with an update on membership activity and engagement. An explanation was provided on targets and growth opportunities and reiterated that membership was free to all.</p> <p>Details of activity on the Our League was discussed and the Board were provided with details of engagement opportunities already under way.</p> <p>The Board were asked to feedback on how the app could be improved to engage with more Community Game players and volunteers.</p>	

	<p>An insight into the breakdown of membership and fan/player engagement was provided and the Board were asked to actively encourage the community game to join.</p> <p>Mr Moran queried how the GDPR legislation impacted upon contact opportunities and was reassured that the app and all communication was GDPR compliant.</p> <p>Mr Hunt detailed ongoing discussions between the NCL and Rugby AM regarding improving the social and digital media experiences clubs utilise. It was confirmed that the RFL were continuing to engage with Rugby AM to increase the value and deliverability of membership.</p> <p>Future activities included ensuring that more than one game could be streamed at the same time via the App; Community Club engagement incentive competitions; and improvements to the Player Dashboard.</p> <p>Mr Ashton asked whether the Match Centre could include updates from schools competitions especially the Champion Schools tournament. One of the key challenges to this is ensuring schools use the LeagueNet system. It was agreed that this would be looked into.</p> <p>The Board all were of the opinion that more needed to be done to increase participant membership which currently stands at 11%. Work was ongoing to improve this and it was agreed that whatever the solution was it had to be player focused and ensure that signing up to play was not made more difficult. The ideal solution would be auto-enrolment which is currently being looking into.</p>	<p>Nicola Spencer</p> <p>Marc Lovering</p> <p>Nicola Spencer/Marc Lovering</p>
<p>6.0</p>	<p>12 – 18 Review Update</p> <p>The Board were updated on the current situation regarding the Review and informed that the initial finding report would be discussed in detail at the 12 – 18 Review Summit taking place at Old Trafford on Thursday 11 October 2018.</p> <p>Once that Summit concludes, a Report will be produced and circulated to Community Board for approval prior to RFL Board making the final decision regarding recommendations.</p> <p>Andrew Cruikshank from Grey Matters then took the Board through a piece of work to ensure they were fully engaged with the Review and allowed to feed in their opinions to ensure full consultation.</p>	<p>John McMullen</p>
<p>7.0</p>	<p>Respect/E&D Update</p> <p>Mrs Barrett took the Board through the current RESPECT re-launch and asked to feedback on areas where a difference could be made.</p> <p>There will be a soft launch of the programme during the Autumn International Series with a full game wide launch at the start of the 2019 Season.</p>	

	<p>Mr Baker stated that adherence to the Policy and Programme should be linked to Clubmark and that where clubs could show a positive outcome there should be rewards.</p> <p>The RFL continue to develop the programme and will produce KPIs to ensure that they can identify success.</p> <p>Education is an important factor in this and the RFL will produce a suite of courses and literature to use with the programme. It will also refresh the current RESPECT Policy contained within the RFL Operational Rules.</p> <p>The Board were provided with up to date Equality & Diversity training.</p> <p>Mr Baker asked about how we could improve education across the whole of the sport and whether or not the Hive education platform could be used and if so what timescales were there to roll out. Mrs Barrett would provide further detail in due course</p>	<p>Kelly Barrett</p> <p>Kelly Barrett</p> <p>Kelly Barrett/Robert Hicks</p> <p>Kelly Barrett</p>
<p>8.0</p>	<p>RLWC Legacy Programme</p> <p>Mr Moore and Ms Power presented to the Board about the ongoing work with Rugby League World Cup 2021 and the Legacy Programme that is now underway.</p> <p>The Board were given details of the 5 Strategic Aims, the Values of the World Cup and how the Legacy Programme would be developed into 3 strands of empowering volunteers, inspiring through community engagement and creating good environments through the facilities funding. Details were given as to how this linked to the wider community game.</p> <p>It was confirmed that there was a funding pot of £10 million to be spent on facilities funding and the Board were provided with details as to how this would be allocated and the process for which interested parties should apply.</p> <p>An outline of the process to date, including details of the timescales; expressions of interest; and next steps were provided.</p> <p>Ms Robinson asked if interested parties could still apply for Funding even if they had not sent in an expression of interest. It was confirmed that they could and that the Funding would not be spent in one go.</p> <p>Mr Baker asked when the Funding was available until. It was confirmed that the Funding would be spent in each financial year until March 2022.</p> <p>Mr Moran asked that people ensured that the Funding was used for Rugby league purposes and then not lost to another sport. Mr Moore confirmed that legally binding agreements would need to be signed to ensure this did not happen.</p>	<p>Colin Moore</p>

	<p>Mr Baker asked for confirmation about who made the decision on what funding was granted. It was confirmed that the RLWC Project Board made the ultimate decision based on feedback from the operational group consisting of Marc Lovering, Colin Moore and representatives from the RFL.</p> <p>This item will remain on the Community Board agenda as a standing item until the conclusion of the World Cup.</p>	<p>Marc Lovering</p>
<p>9.0</p>	<p>Community Strategy to 2021</p> <p>Ms Atkinson took the Board through the mid-term review of the 2015 – 2021 RFL Strategy. This included an outline where different parts of the sport were compared with the Strategic Goals. Ms Atkinson confirmed that various stakeholders had either already been consulted with or would be before the RFL Council meeting in December 2018.</p> <p>Ms Robinson commented that there is a lack of awareness within the game of the good work that goes on.</p> <p>Mr Brindley stated that it was important going forward that there was an on-going and proactive communication strategy.</p> <p>Mr Hunt agreed with these sentiments and stated that the sport also needed to engage with more youthful volunteers and move these people into administration within the sport.</p> <p>Mr Baker raised the issue of what was happening outside the heartland areas and believed that not enough was being done to grow the sport in these areas. This would need to be picked up.</p> <p>It was agreed that the Community Strategy would be a key part of the Community Board Away Day in December when Ms Atkinson would be leading on several topics in this area.</p>	<p>Marc Lovering/Siobhan Atkinson</p> <p>Siobhan Atkinson</p>
<p>10.0</p>	<p>Governance Update</p> <p>Mr Hicks presented the final version of the Community Board governance structure. It will be presented to the RFL Board prior to the RFL Council in December.</p> <p>The Board members were satisfied with the proposals and supported the recommendation that the structure be implemented from 2019. Members would be provided with the PowerPoint presentation and were asked to feed back any other issues prior to the matter being referred to the RFL Board in November.</p> <p>Mr Moran asked where the responsibility for Match Officials would sit in respect of the Board. Mr Brindley suggested that Mark Howorth be co-opted onto the Board for reporting purposes in some form of observer status.</p>	<p>Robert Hicks/All</p> <p>Robert Hicks</p>

<p>11.0</p>	<p>Any other business</p> <p>Mr Brindley asked all members to respond about dates of availability for the December Away Day.</p> <p>Mr Ashton stated that it as disappointing that Hummel had failed to deliver the Champion Schools kits on time. This would be discussed with the Commercial team and a response provided.</p> <p>Both Mr Ashton and Ms Robinson commented on the rugby-league.com website. They stated it was difficult to use; hard to find certain areas e.g. schools pages and DBS; and lacked information. It was agreed that Board members would review the website and provide areas for improvement and what issues they had to facilitate a discussion at a meeting in 2019.</p> <p>Mr Ashton raised concerns over the staffing support available in the education sector following a couple of staffing changes. Mr Lovering reassured the Board that whilst there had been an alteration of some people’s roles, the overall effect on the support in all sectors was unchanged. He would keep the Board appraised of any changes if they occurred.</p> <p>Mrs Barrett reminded the Board that the Community Awards would be held before the Grand Final at Old Trafford. Mr Hunt remarked that at last season’s awards the behaviour of some of the guests was disappointing and asked that people be reminded of the standards of behaviour expected.</p> <p>Mr Hunt raised the prospect of a southern based competition similar to the National Conference League. It was confirmed that talks were on going with relevant stakeholders and that a meeting with the NCL Management Committee would take place in the off-season. The NCL management would be willing to run any new southern tier 4 competition.</p> <p>Mr Lovering discussed the possibility of obtaining a survey from schools relating to changes to the Champion Schools format from 2019. He will discuss this relevant Board members before the away day in December.</p>	<p>All</p> <p>Marc Lovering</p> <p>All</p> <p>Marc Lovering</p> <p>Kelly Barrett</p> <p>Robert Hicks</p> <p>Marc Lovering</p>
<p>13.0</p>	<p>Date of Next Meeting – 21 November 2018</p> <p><i>Meeting closed at 3.30pm</i></p>	