

# MINUTES

## Community Board Meeting

<b>Location:</b>	Dewsbury RLFC (Royal Suite), The Tetley Stadium, Owl Lane, Dewsbury, WF12 7RH.	<b>Date:</b> Wednesday 8 November 2017
<b>Members Present:</b>	Armed Forces BARLA Tier 5 & 6 Adult Youth & Junior Higher & Further Education Fred Baker Peter Moran Schools Mike Denning	(Represented by Flt Lt Damian Clayton MBE) (Represented by Sue Taylor) (Represented by Stuart Sheard) (Represented by Jan Robinson) (Represented by Pat Crawshaw) (Independent Representative) (Independent Representative) (Represented by Neil Ashton) (Representing Tier 4, in place of Trevor Hunt)
<b>Apologies:</b>	Tier 4 Adult CEO (Chair) RFL Board NED	Trevor Hunt Nigel Wood Chris Brindley
<b>Executives in Attendance:</b>	COO Director of Development Head of Talent & Player Development Head of Growth Head of Delivery Community Game Competition Manager Sky Try Programme Manager Executive Assistant to the CEO/COO	Ralph Rimmer (Chair) Sarah-Jane Gray Dave Rotherham Marc Lovering Kelly Barrett Dave Raybould Tracy Power Natalie Flint (minutes)

### 1.0 Welcome & Apologies

Mr Rimmer welcomed everyone to the meeting and apologies were received from Trevor Hunt, Chris Brindley, and Nigel Wood.

### 2.0 Minutes from the previous meeting

It was noted that Pat Crawshaw wasn't present and therefore, the minutes needed to be amended and her apologies noted. NF

Apart from the amendment above, the minutes were approved as a correct record.

### 3.0 Matters Arising

Mr Lovering advised that communication had been sent to Marc Howorth regarding Match Officials courses however, Mr Howorth is currently in Australia for the RLWC2017 tournament and an update would be circulated in due course. ML

Ms Robinson advised that she had sent an email to Mr Howorth some time ago regarding the cost of a course as she is ready to diarise. Mr Rimmer agreed to liaise with the Match Officials department for a response within the next 48 hours. RR

Ms Gray advised that a draft Volunteer Strategy for RLWC2021 would be circulated by the end of the year. SJG

Ms Gray advised that the combined Wheelchair RL World Cup Final figures for French streaming was 175k+ across Twitter and Facebook.

Ms Gray advised that Mr Fretwell is due to attend the NCL meeting at the end of November and is scheduled to present on the England Talent Pathway in a user-friendly form.

Board members confirmed that their skills matrix had been returned to Robert Hicks for review and further discussion regarding the structure of the Board and its Sub-Committees.

#### **4.0 Standing Reports**

##### 4.1 Community Game Overview

Mr Lovering gave a brief update on the Community Game Overview that was circulated prior to the meeting with the most salient points to note as follows:

- The recent Community Game Awards were well received, and the room worked well however, Ms Robinson felt that the lack of refreshment access at half-time was the only negative point.
- Mr Ashton seconded the feedback from Mr Lovering that the Awards were well received and found it a useful event for the community game.

Ms Gray updated from the recent Champion Schools Finals review which considered with a potential move from Richmond to either Broncos or Skolars. The feedback from the schools also included the timings of the fixture with a preference for in term time and a venue in the North. Further, Ms Gray reiterated that the curtain raiser and pitch opportunities at the Challenge Cup Final shouldn't change however, the Finals fixtures maybe moved in a Rugby League facility in the north.

Further, the cost savings from this would free up funds for CPD etc.

Mr Denning suggested a move around the Magic Weekend. Mr Ashton felt that this wouldn't resolve the cost issue as for his school in particular, they have to raise circa £15k for the trip to London. Further, Mr Ashton felt that mid-June to July would be more suitable.

Mr Ashton felt that relocating the event up North would potentially increase the footfall which would in turn, be helped by the increased social media presence in recent years. Ms Gray agreed with Mr Ashton and also added that if the event is taking away from the limelight of the Challenge Cup Final, then there would be a potential for professional player presence and promotion.

Mr Lovering mentioned the OurLeague membership initiative had been launched with all Community Board members delightfully confirming they had all signed up and were making full use of its features.

Ms Crawshaw feedback that the Women's Final was a great event however, the logistics of hosting on the same day as the Super League Grand Final was difficult, having missed the second Women's Final to attend the Community Awards at Old Trafford. These comments were taken on board by the executive.

SJG

Mr Baker asked about the resource of Team13. Mr Raybould advised that they have been a massive assistance within the season and will be used going forward. There will be a review on how we manage events within the volunteer strategy in the run up and preparation for the RLWC2021 tournament.

Flt Lt Clayton asked when all the events will be graded. Ms Gray advised that her team are looking into this at that at the moment and will report at the first meeting in 2018.

SJG

Mr Lovering circulated the September Sport England figures for review and information, in addition to the SE measures circulated before the meeting.

Mr Lovering advised that there are some challenges around the Open Age groups, and has resulted in changes to the registration system. We are currently, tracking at 10% below projection however, once all the registrations are processed (including Armed Forces) we should see this shortfall reduced.

ML

Ms Gray advised that feedback is due once the next quarter takes place mid-December.

#### 4.2 Operations Report

Ms Barrett gave a brief overview of the Operations report circulated prior to the meeting which was to provide an update on the activities undertaken by the Community Competitions team since the last Community Board with the most salient points to note as follows:

Mr Raybould explained the objective behind the Global Network proposal. The GN is a form of merit league offer with social media messaging facilitating a better way for teams to communicate and confirm fixtures. Mr Raybould asked the Community Board members to provide the most appropriate contacts within their leagues to allow Mr Raybould to promote and obtain sign-ups for the GN.

Ms Robinson asked how the GN would tie in with LeagueNet. Mr Raybould advised that the practicalities are still being established and the admin of patrolling this is still being discussed.

Mr Rimmer asked if this opportunity gives the option for multiple games being played within a short space of time, over a weekend, which would save on cost.

Ms Crawshaw asked about the Women's availability to sign up. Mr Baker asked about the Match Officials being entitled to sign up also. Mr Raybould welcomed the questions and advised that feedback would be taken back to centre.

Mr Lovering referenced a similar merit offer for Youth and Junior teams which would be rolled out in 2018 in accordance with commitments given in the Sport England submission.

Ms Barrett touched on the update regarding LeagueNet and advised that the centre will still be responsible for member league registrations. However, there will be an emphasis on self-registrations. Mr Baker asked how crucial obtaining an email address from each individual is. Ms Barrett advised that this is a crucial aspect to the future of online registrations and the centre have been circulating FAQ's and step by step guides on how to set up an email address.

Mr Denning asked for instructions at the next meeting on 27 November regarding the match day process, in light of online registrations.

Finally, Ms Barrett advised that we are looking to relaunch the Respect campaign. Meetings are taking place internally and there will be a suite of marketing materials circulated for the start of next season.

Mr Moran raised the question of dual registration and advised that the next appropriate time to raise this would be next summer. Mr Sheard advised that YML rules were amended last season to allow contract value.

Further discussion took place around terms and conditions as an alternative to dual registration and the number of games players are able to play. Mr Denning alluded to a potential 'license' as opposed to a professional contract.

Ms Barrett agreed to speak with Sam Allen regarding player welfare issues driving from possible alternatives to dual registration.

As there were no further questions, the report was taken as read.

#### 4.3 Player & Coaching Development Presentation

Ms Gray presented an update (attached for reference) with the most salient points to note as follows:

Ms Robinson asked if there is a regional pattern to the accredited community clubs. Mr Denning advised that he is unaware of who, if any, in the NCL are accredited.

Ms Gray advised that the above questions would be taken back to Tony Fretwell and answered via email or at the meeting with the NCL on 27 November.

Ms Gray advised that appointments are imminent, and all adverts are on the RFL website for the coach developer intervention. Ms Gray advised that she would circulate the link for information.

Sustainability was discussed with the Community Board members which Ms Gray advised that a review has taken place however, further feedback should be sought, particularly in girls leagues. Mr Rimmer agreed to speak with Ms Crawshaw outside of the meeting.

Reach into Coaching ambition last year as 20, with 19 qualified. Numbers doubled for next year. Mr Moran asked if primary school teachers are involved in this. Ms Gray advised that these are women involved in RL which can include, primary school teachers and parents.

Mr Denning asked about sharing best practice with other clubs and agreed to speak with Dave Rotherham on his return from Australia.

Mr Moran asked whether there is appetite to move back towards Clubmark.

#### 4.4 Marketing & Communications Presentation

Ms Gray gave a brief presentation update (presentation attached for reference) with the most salient points to note as follows:

- Wheelchair Grand Final well received and great venue
- Batley double-header (YML GF and CCF) pre, during and post coverage circa 311k
- North West Men's League Finals day reached circa 357k pre, post and during with a downloadable matchday programme
- Women's Super League Grand Final total reach pre, during and post-game coverage circa 1.67m with a programme download of 1,118
- NCL Finals Day coverage pre, during and post circa 870k

Ms Crawshaw asked when the programmes are available for each event. Ms Gray advised that it has been different for each event however, for next season, the aspiration is for content to be given in time for a downloadable programme on the Friday before a fixture.

Ms Gray also advised that there are other opportunities to link with OuRLeague.

#### 4.5 Sky Try Report

Ms Power gave a brief overview of the Year-4 programme Sky Try report with the most salient points to note as follows:

- Overall engagement target met
- List of all community clubs involved this year will be circulated in due course
- Primary RL CPD being updated currently, led by Anthony Atherton with training delivered in January 2018
- Achieved 131k
- 26 October figure is before deadline of this Friday
- Postcards for OuRLeague members to be distributed

Ms Power asked the Community Board members to signpost any clubs aspiring to link to foundations.

As there were no further questions the report was taken as read.

## **5.0 Community Game Competitions End of Season Review**

Mr Raybould presented on the 2017 season (presentation attached for reference) with the most salient points to note as follows:

Transitional year due to a restructure within the centre. The Development team have gone from 16 members of staff down to 7, with two of those being new to the sport. To accompany this, the introduction of the new LeagueNet system has added to the workload for a reduced workforce.

Feedback from player surveys varied, with some frustration around late call-offs. Interestingly, one of the main reasons for late call-offs was due to players not travelling to away fixtures.

In addition, players have requested a break within the summer months. Mr Sheard advised that the YML are trialling a break and will feedback in due course.

Club feedback mirrored the frustrations of the players in that player commitment to fixtures is a massive factor to matches being called off.

Additionally, the issue of Match Official standard and availability was mentioned.

The recommendations emanating from the 2017 season review were as follows:

- Re-evaluate how we support competitions and focus the teams resource where we can make the biggest impact.
- Ms Crawshaw noted the feedback from the clubs and highlighted that the standards and availability of Match Officials had been discussed previously. Further, Ms Crawshaw asked about the lack of mentoring match officials within the community game.

Mr Rimmer advised that there is a strategy for match officials and suggested that Mark Howorth attend the next meeting to deliver the strategy and open a discussion for feedback from the Board. Mr Denning asked if Mark would be available to meet the leagues also. Mr Rimmer agreed to check with Mark Howorth and confirm.

Mr Denning thanked the centre for the amount of work that is put into the community game, given the drop-in resources.

Ms Crawshaw seconded Mr Denning's point on the lack of resource at centre and asked if work is undertaken to establish whether there is sufficient staff levels and that the levels are working efficiently for the workload, achieving the targets and 5% growth. Ms Gray answered that it has been a turbulent year in transition to move from manual to a more automated technology based workstream and 2018 should be a better year.

Mr Moran asked if it would be beneficial to identify what the centre would like to do to grow the game and participation levels and what is required for those interventions. Mr Baker further advised that sharing best practice would be beneficial.

## **6.0 Sky Try**

Ms Power presented an update on Year 3 Sky Try Funding, for the period of August 2016 to July 2017 (presentation attached for reference) with the most salient points to note as follows:

- Overall engagement figures have increased since Year 1 from 40,021 to 131,219 (this was a target for the latter of 100k)
- 691 newly registered players after receiving Sky Try delivery (just over a 5% growth) – of the 91k already registered, 691 are newly registered
- 88 new teams set up with support through the Sky Try Foundations
- 454 coaches received PRL training
- 2,632 children attended the ETP development days
- Working with Foundations to become sustainable through sponsorship, external funding, school sports premium.

Ms Power confirmed that all figures are broken down into Foundation, age range and gender. Mr Moran asked for the female figures to be produced and felt that this would be a strong growth area.

Ms Crawshaw asked if each participant that attends club games can be measured and tracked where participants return and converted into season tickets. Ms Power advised that unfortunately not however, it is something that the centre is working on with clubs.

Finally, Ms Power said it was pleasing to note that HRH Prince Harry has become the new Patron for Rugby League and attended a Sky Try event in June this year, which was well received and great coverage received on social media.

Ms Robinson said that although the introduction of Sky Try is pleasing, it is disappointing that Sky don't market and promote this. Mr Rimmer agreed and would be including this in the end of season report with SKY.

## **7.0 Community Game Operational Rules**

Ms Barrett gave a brief overview of the proposed changes to the Operational Rules which were circulated prior to the meeting for the 2018 season.

Regarding the First Aid amendment from 3-hour to 6-hour courses, Mr Baker asked for clarity on whether there is a user-friendly option given that most are volunteers. In addition, would there be a rule to refresh each year. Ms Barrett agreed to take these questions back to Emma Rosewarne and would confirm.

Mr Denning asked about the competition rule registration and asked if it can be amended to include registering via LeagueNet. Ms Barrett agreed to take this back to the centre for review and a proposed amendment to be circulated via email within the week to allow for a recommendation to the RFL Board in December.

Mr Ashton asked for clarification on dual registrations. Ms Barrett agreed to look into this as the schools are on a separate system.

## **8.0 Review of 12s to 18s**

Further to an action from the last meeting, the Project Plan was received and taken as read.

Mr Lovering advised that the project plan and terms of reference will be taken to the next RFL Council meeting which is scheduled for 13 December. Mr Rimmer also commented that the whole mid-term review dovetails across the whole game.

A further update will be received at the February 2018 Community Board meeting.

## **9.0 Governance of Community Game**

Mr Lovering presented an update on the work achieved so far to revise the governance of the community game in line with both the Community Strategy and the Sports Code Governance.

A proposed makeup of the Community Board International Group (CBIG) was discussed. It was discussed that the proposal for a Chair (RFL Officer), RLEF/RLIF, RFL Operations Department and Community Forum member was agreed however, if there should be representatives from Lions and BARLA, then there should be representatives from both Armed Forces and Universities and Colleges or nothing.

The next steps for the Community Board are as follows:

- January Community Board – full new structure to be discussed
- Values and behaviours session as per Board and Exec
- Structure to go to RFL Board for approval in Feb
- Terms of reference for various Groups to be drafted and agreed
- Job descriptions for people sitting on various groups to be drafted
- Communication plan to be agreed to explain the structure of the Community Game and what the Board/Forum does

## **10.0 Any Other Business**

### 10.1 Community Game SharePoint

Ms Flint advised that a new and more secure approach is being adopted regarding file sharing with various Boards and meeting forums. Further detail and training would be given in due course.

### 10.2 Ladbrokes Challenge Cup

Mr Raybould advised that invites would be circulate from Gavin Wild in the Operations Department by the end of the month with the new inclusion of Irish side, the Longhorns.

### 10.3 Oxford & Gloucestershire

It was reported that Oxford and Gloucestershire will combine as Bristol from the 2018 season providing they are self-funded.

### 10.4 Women's RL departure for RLWC2017

Ms Crawshaw asked if Mr Rimmer anything had been arranged to see the Women's team off to Australia ahead of their fixtures in the RLWC2017 tournament. Mr Rimmer confirmed that he would be in attendance on Friday and PR is being drafted.

### 10.5 Commonwealth Games 9's

Ms Gray updated on the Commonwealth Games 9's in February which could impact on the early rounds of the Challenge Cup. Ms Gray advised that players have been given an indicative number of circa £2k however, centre are working on cost effective ways to reduce the player self-funding.

First training activities are scheduled for the end of November. Emanating from that training session a 15-player squad will be announced. Flt Lt Clayton asked about the selection process as he wasn't aware of this tour. Ms Gray agreed to circulate some communications to the Board.

As there was no further business the meeting concluded at 15:03pm.

## **11.0 Date of Next Meeting – Wednesday 21 February 2018, venue TBC.**