



## MINUTES

### Community Board Meeting

<b>Location:</b>	Boardroom, RFL Office, Quay West	<b>Date:</b>	Wednesday 11 <sup>th</sup> December 2019 Click here to enter a date.
		<b>Time:</b>	15:00-19.00
<b>In Attendance:</b>	Flt Lt Damian Clayton MBE, Fred Barker, Neil Ashton, Peter Moran, Trevor Hunt, Sue Taylor, Pat Crawshaw, Jan Robinson	<b>Chair Person:</b>	Ralph Rimmer – Chief Executive
<b>Officers In Attendance:</b>	Robert Hicks, Marc Lovering, Kelly Barrett, Abi Roberts, Tom Brindle (in part) Sarah-Jane Gray (in part), Chris Spurr (in part)		
<b>Apologies:</b>	Lois Forsell, Peter Moran, Stuart Sheard, Dave Rotheram		

Item No.	Agenda Item	Action
1.0	<b>Welcome and Apologies</b>  Mr Rimmer welcomed everyone to the meeting and explain that the agenda items had been moved around. A revised agenda was handed out.	
2.0	<b>Minutes of 2<sup>nd</sup> October 2019</b>  The minutes from the 2 <sup>nd</sup> October were discussed by the Board.  They were accepted, save for three amendments which have now been amended.	Abi Roberts
3.0	<b>Matters Arising</b>  Mr Rimmer went through the action tracker with the Board.  The date is to be amended to October instead of July 2019.  The action tracker will be updated, and closed matters removed.	Abi Roberts
4.0	<b>Women and Girls Framework – Inspiring a Generation</b>  Mr Lovering introduced Mr Brindle to deliver his presentation.  Mr Brindle showed the Papua New Guinea tour wrap up video. He explained that this tour raised the aspirations of England Players.  The video will be shown at various high schools to showcase the experience and talent of the women’s team. Mr Lovering explained how the RFL plan to target at least 100 schools with this video.  Mr Brindle clarified that the aim of this is to show how far the women’s game has progressed in recent times and where the game is headed.	

	<p>Mr Brindle explained the brand extension strategy that had been agreed with Sport England and how successful it had been so far. The desired outcome is to have 10% more women and girls playing year on year. This will create a better competition which will increase exposure.</p> <p>Mr Brindle set out the Women's Super League road map and how the RFL will work with Branded Teams to maximise exposure. It is anticipated that this will increase the exposure of the women's game through an already engaged and loyal fan base with an affinity to the teams.</p> <p>A few key successes were outlined.</p> <p>A video showing the change in Event landscapes was shown. This highlighted to the Board the progress made across Finals since the advent of the Women's Super League.</p> <p>Mr Brindle went on to explain how growth and development would be achieved at levels below the Women's Super League.</p> <p>Mr Clayton stated that he would assist with the armed forces aspect of this through the President's Cup.</p> <p>Mrs Robinson asked for information about development activity in the North East</p> <p>Mr Brindle confirmed that Alan Davidson will look into the North East and this will assist with regionalisation of the Leagues.</p> <p>In respect of plans for Girls Rugby, work has commenced to continue increasing the skill level and standard of players</p> <p>Mr Hunt asked how community clubs will be affected by the extra teams if Super League teams 'took' players from community clubs.</p> <p>Mr Hicks set out that while some players had left Community Clubs, there were rules around Dual Registration that mitigated this loss and actually the growth in both Women and Girls participation numbers suggested that the void was being filled.</p> <p>It was agreed that the Woman and Girls management groups will become separate entities to assist with the specific points that are being raised at each level.</p> <p>Mr Rimmer stated that the RFL don't own the Super League whereas they own the Women's Super League. This means they have more control in the way it is run and managed.</p> <p>Mr Brindle stated it was hoped that more female match officials would also be a positive result of the work being undertaken.</p> <p>Mr Robinson requested that this PowerPoint be put on SharePoint so the community board can review the data in more detail.</p> <p>Board Members were asked to feedback any thoughts and suggestions about the Strategy to Tom Brindle</p>	<p>Tom Brindle/Alan Davidson</p> <p>Abi Roberts</p> <p>All</p>
5.0	<p><b>Primary Rugby League</b></p> <p>Mr Spurr presented information in a paper that the Community Board had already received.</p> <p>A discussion took place regarding the specific challenges at all levels and areas of primary Rugby League and the Board approved the recommendation in the paper.</p> <p>Details of the education work being undertaken by the RFL was shared. This is being</p>	

	<p>directed at coaches and volunteers within the relevant age groups.</p> <p>The Community Board agree to create a Primary Rugby League Working Group that will be chaired by a member of the Community Board. The Board were asked to propose the nominations for Chair direct to Chris Spurr</p>	All
6.0	<p>Campaigning</p> <p>Ms Gray presented on a number of campaigns and activity that the RFL had carried out over the last 12 months including during the recent General Election.</p> <p>The Board were informed that the RFL, as part of the group of 5 major sports met to discuss what they want from the government and met with respective political parties. Conservative and Labour both listened to the requests of major sports. The “Big Ask” campaign was introduced to help improve social impact and social mobility.</p> <p>The Board were given details on the campaign of “21 by 21”. Ms Gray explained that this is a campaign aimed at delivering 21,000 women and girls playing rugby by 2021. The Board were given details of what had already happened and what would be being delivered during 2020. This campaign was also being used within the Community Game to assist with Grant Applications from Community Clubs.</p> <p>Mr Lovering set out how the RFL and RLWC 2021 were working on development plans that included sections solely devoted to expanding the women’s game in that respective area.</p> <p>Mrs Robinson suggested that the Sky Try festival is a good place to help promote this campaign and count players but that this could be messaged at the Grand Day Out and Champion schools.</p> <p>Mrs Crawshaw asked how often does someone have to play to be counted in this Campaign.</p> <p>Mr Lovering explains that it depends on the type of rugby played and the average amount of appearances for that type.</p> <p>Mr Hunt asked about the strategy specifically for community clubs with the RLWC2021. Mrs Gray explained there would be a face to face, club to club focus as well as use of the RFL (and related channels) digital platforms and channels. Mr Rimmer added the aim is to keep a constant presence.</p> <p>Mrs Gray said the pieces need to make sure advocating key hosts, how the World Cup can help clubs, and help for players. Mr Rimmer also added the creation of development offers. Mr Lovering also added work around development plans and World Cup Ready.</p> <p>Mr Hunt asked who has set these plans. Mr Lovering explained that this was done in partnership with host city and the RFL, with the host city becoming a delivery partner.</p> <p>Mr Baker asked what the plans after the World Cup were. Mrs Gray explained it will be to contrive activity, media and keep people involve with the sport. It will also offer the opportunity to capture the volunteers.</p> <p>Mr Baker asked if people needed to buy into the sport. Mrs Gray explained that stakeholders are important within the timeline.</p> <p>Mr Clayton stated that he believed the Armed Forces could play a lead role in this area as they would be participating in 5 different competitive activities. He made suggestions inclduign 21by21 on email footers, NCL warm up games for international teams and facility</p>	

	usage – revenue opportunities for community clubs.  The Board Members were asked to contact Mrs Gray if they had ideas or wanted further information on any campaign	All
7.0	<p><b>Community Game Awards</b></p> <p>A paper had been distributed prior to the meeting. It was explained that the awards are linked into the new volunteer strategy, with the purpose of recognising and rewarding those involved within the game.</p> <p>Mr Hicks added there are end of season events with volunteers being recognised within the places where they work. Mrs Barrett added that all awards previously held have been successful.</p> <p>Mrs Crawshaw asked for information around the cost of holding awards. Mr Clayton added thought needs to be given around the right way to deliver them. Mrs Crawshaw then suggested a rejuvenation of awards may be appropriate.</p> <p>Mr Rimmer explained that awards would be relaunched within the Community Game.</p> <p>Mr Hunt added that perhaps the awards needed to be given some meaning and value.</p> <p>Mrs Barrett was going to pick these up with Alan Darfi.</p> <p>The Board Members were asked to feed in their views on how the RFL rewards volunteers so that it could be included within the proposed strategy</p>	All
8.0	<p><b>Game Wide Review Summary &amp; Conclusions</b></p> <p>Mr Lovering set out the findings from the Whole Game Review and explained the aspirations where all laid out with a work plan beneath them. These would be RAG rated together with a whole review document to summarise all of the outcomes, with a way of checking progress.</p> <p>Mrs Crawshaw asked what the Community Board impact towards outcomes could be. The RFL and Community Board need to work in partnership around this piece of work.</p> <p>Mr Hicks explained that the summary and conclusions were actually what the game themselves were saying rather than the RFL.</p> <p>Mr Hunt pointed out that some of the outcomes were already being worked on and included within the Board's action tracker. e.g. the Community Lions.</p> <p>Mr Hunt suggested that the NCL and League 1 clubs have a face-to-face meetings, this idea was backed by Mrs Crawshaw.</p> <p>The Board would be asked to regularly review the Aspirations and work load linked to the review and feed in where appropriate during 2020.</p>	All
9.0	<p><b>England Community Lions Update</b></p> <p>Mr Lovering presented the 6 key aims of the England Community Lions Programme and how key retention, fundraising, volunteering and additional monies can be created through the programme for the community game.</p> <p>Mr Lovering then explained how the introduction of certain age grade opportunities had directly allowed for retention or assistance with the transition from under-18s to open-age rugby, such as the introduction of the Under-23s programme.</p> <p>Mr Baker asked if there was the potential to tie match officials development into the programme in any way moving forward.</p> <p>Mr Clayton commented that these are significant playing opportunities with Mrs Crawshaw</p>	

	<p>adding that having seen the videos and statistics it needs a place to be shown.</p> <p>Mr Lovering added that the community game conference will provide the opportunity to have the Community Lions shown.</p> <p>Mr Hunt added that with regards to the club funding, clubs will pay for players because they feel pressured.</p>	
10.0	<p><b>Community Board in 2020</b></p> <p>Mr Hicks asked for this to be on the agenda as Mrs Crawshaw steps down, and Ms Robinson and Mr Sheard are up for re-election. The board will also be introducing a Foundations representative in 2020.</p> <p>A detailed discussion took place about how the Board should look in 2020 and it was agreed that there would be 4 full day meetings with an Away Day in January to consider the relevant agenda and work plan.</p> <p>It was agreed that a more forward looking agenda be produced with better use of Sharepoint for administrative and operational matters.</p> <p>Mrs Barrett suggested three topics: representative &amp; operations, growth of the game and communication.</p> <p>Emphasis was placed on the Board becoming more of a strategic board.</p> <p>Mr Baker said a lot of focus was on things which have already occurred and suggested some focus on moving forward should be given time in January's meeting.</p> <p>Another consideration is how the Community Board can be effective and involved in post-legacy planning. But the board is not operational purely strategic.</p> <p>Mr Rimmer suggested that members of the board should feed in their ideas on the purpose of the community board itself post-meeting and send these across to Mr Hicks.</p> <p>Mr Rimmer also suggested that more time should be allocated to less agenda items.</p> <p>Ms Robinson suggested that items should be put on Sharepoint ahead of the meeting with questions for the board to consider ahead of the meeting taking place.</p>	<p>All</p> <p>Robert Hicks</p>
11.0	<p><b>Any Other Business</b></p> <p>The Board thanked various members who were retiring for their hard work and dedication throughout their tenure and wished them well for the future.</p>	
12.0	<p><b>Meeting Closed</b></p>	