

TO:M/RFL/COMMBOARD/24072015

## MINUTES OF THE COMMUNITY BOARD MEETING

**HELD AT RFL NORTH WEST OFFICES ON WEDNESDAY 24 JULY 2015**

**Present:**

Clare Morrow (Chair)	Non-Executive Director, RFL Board
Ralph Rimmer	RFL Chief Operating Officer
Fred Baker	Independent Member
Peter Moran	Independent Member
Charlie Bray	Youth & Junior Leagues
Sue Taylor	BARLA
Trevor Hunt	Conference Leagues
Pat Crawshaw	University and Colleges Rugby League
Martin Coyd OBE (conference call)	Tiers 5 & 6 Adult Leagues

**Apologies:**

WO Damian Clayton MBE	Armed Forces Rugby League
Natalie Flint	RFL Executive Assistant

**In Attendance:**

Jon Roberts	Director of Performance & Coaching
David Butler	Head of Community Game Delivery
Richard Donlon	Technology & Data Manager
Tracey O'Mara (minutes)	NW Business Information & Facilities Officer

<b>ITEM</b>		<b>ACTION</b>
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**1.0 WELCOME & APOLOGIES**  
Ms Morrow welcomed everyone to the meeting.

Apologies were received from WO Clayton MBE and Ms Flint.

**2.0 MINUTES OF THE PREVIOUS MEETING**  
**2.1 Receive the minutes from the Community Board – 10 June 2015**  
The minutes were approved as an accurate record of events with requests of clarification on the below points;

Ms. Crawshaw asked for clarification on the Touch figures from Community Game Scorecard. The figures did not state whether the girl's activity was included. Mr. Butler explained that the figures had been reported from Upshot and he will have more confidence in the figures and understanding going forward after the Foundations meeting next week.

Concerns were raised regarding the Board not receiving a draft letter in advance of it being circulated to the Leagues advising them of the Primary Rugby League recommendations. Mr Rimmer reported that the letter had been issued to the wrong user group on email by

mistake.

It was also agreed that if a Board member is not present at a meeting then the Board should brief the absent members after each meeting on any issues concerning the part of the game they represent.

**CB**

### **3.0 MATTERS ARISING**

#### **3.1 Action Tracker**

The Action Tracker was taken as read with the below points being noted:

Mr Butler will investigate the safeguarding posters with BARLA and speak to Sue Taylor directly on the subject.

**DB**

#### **3.2 BARLAs Tour to South Africa**

Ms. Morrow had written to BARLA regarding the implications of the Tour. The Board were told that although Mr Turner had informed BARLA and the RFL of new tour dates, he had not highlighted the fact that these were new dates that clashed with the domestic competition fixtures and this had not been spotted.

Ms. Taylor attended the Community Board International Group (CBIG) meeting with Steve Manning but they were also not aware of the clash of the changed dates.

Ms Taylor had confirmed that Mr Turner had been contacted regarding the procedures and she had also raised concerns with Mr Turner around the number of players which had been selected from each team. Ms Taylor reported that Mr Turner made contact with all of the players by text to offer them the choice to decline the Tour with a full refund or to go on tour for the full duration. All of the players had confirmed their full commitment to the Tour. Ms Taylor also reported that publications had been issued regarding the 3 counties competition which Ms Taylor had not been made aware of in advance.

Mr Hunt raised concerns on how BARLA players are selected, and highlighted that their entire squad are selected from Tier 4 Leagues, which conflicts with the competition structure. Mr Butler explained that there are guidelines in place and for each of the International selections and that all of the Associations have been asked to provide details. Ms Taylor has been working with Alan Davidson to pull together a BARLA Selection Policy ready for it to be submitted into the CBIG Operational Rules in October 2015.

**ST**

Mr Hunt also went on to say that the way in which the text Mr Turner had circulated to the BARLA tourists, effectively gave no option to any player considering trying to return early for domestic competition.

The Board clarified that the Community Board ultimately determine the selection process whilst the CBIG should implement the process, and this should be linked up.

Ms Morrow suggested a Working Group be formed to implement a simple, clear process, for incoming and outgoing Tours, which should include selection criteria, and a timetable, which should be ready for the 7 October 2015 meeting. Mr Butler is to Chair the Group.

**DB**

The Board also requested the selection process be communicated both internally and externally.

**DB**

Ms Morrow will formally write to BARLA again clarifying the process which should have been used.

**CM**

### **3.3 North West Counties 8s to 12s Progress Report**

Mr Butler confirmed a letter had been circulated detailing the recommendations discussed at the 10 June 2015 meeting. Mr Rimmer and Ms Morrow had arranged a meeting with Mick Doyle to move forward with the recommendations. Ms Morrow also invited Mr Bray to attend the meeting.

The RFL did manage to extend the insurance cover for NWC 8s-12s to 12 July 2015 to ensure all players were covered until the next break in the season.

Mr Roberts confirmed the professional clubs and foundations are fully on board with the delivery of the format.

## **4.0 DATA DEMONSTRATION (PRESENTATION)**

### **4.1 QlickView**

Mr. Donlon provided a presentation on the software tool Qlickview. The Qlickview system communicates with other systems to bring all the data to one central dashboard.

Mr Donlon explained the system can be utilised in a number of ways, e.g. producing a player profile to analyse how far a player may travel to play. The system is dependent on the quality of data being inputted, e.g. If a team sheet has not been submitted then that data will not be collected on the system. The system will allow the RFL to analyse the trend and present the data in a clear readable format. The Community department currently use the data at their team meetings.

### **4.2 RFL Measure**

The RFL will use the Qlickview system to measure a range of key performance indicators. It will be a useful tool to monitor the areas we need to target.

The strategic enablers that the department try to measure fall under 5 key areas:

- Customers;
- Stake holders;
- Process's;
- People (internal);
- Finance.

Mr Butler explained that Sport England have reported that the RFL are leading the way in collecting data.

### **4.3 Community Game Scorecard/Dashboard**

The weekly Community Competitions Review currently uses the information from the Qlickview system to measure success. It highlights the number of games scheduled against the amount of

fixtures played, postponed cancelled etc. It provides each competition with a fixture completion rate. It also allows RFL staff to react to issues as they arise and to action interventions to affect change.

The Board agreed that at Community Board meetings going forward, whatever measures are agreed, following the Community Strategy completion progress, should be regularly reported in each area against these agreed measures.

DB/RD

#### **4.4 Mission 2021**

Mr. Butler provided an overview of what measures could be used for the Community Game Strategy. A discussion took place around the 'FQV Triangle': focusing on playing FREQUENCY, how often a player plays, plus QUALITY, a better customer experience, and VOLUME, more people involved in Rugby League.

It was highlighted that we do not currently capture Primary Rugby League figures.

The Board discussed the frequency measure, and highlighted that this would not capture players who train each week, and that despite not being perfect, the overall consensus was that EPISODES e.g. Rugby League matches of any description, could replace the frequency measurement capturing units of activity overall.

Mr Donlon was asked to refine the detail of such measure.

RD

The discussion also took place around clubs providing more playing opportunities in different formats for registered players.

It was agreed that the NCL data will be used as a pilot to see if the system can collect the required measures.

### **5.0 COMMUNITY GAME STRATEGY 2015-2021**

#### **5.1 Market Data by Experian**

Mr. Donlon and Mr. Butler confirmed they have provided Experian with the RFL database and they have met with Experian to review the data they hold on postcode areas. Mr. Butler explained the grading system provided a player profile on an A-O graded demographic area and matched both over 18s and under 18s.

The general overview showed that an average Rugby League player has a similar demographic profile, and highlighted that there was no difference in the U18s player. This works makes the point that we have to segment our offers by identifying the motivational drivers of participants. Mr. Butler to circulate slides.

DB

The findings will assist the RFL in targeting certain geographical areas with new and existing offers.

#### **5.2 1<sup>st</sup> Draft of 2015-2021 Strategy**

Mr. Rimmer explained that he is meeting with Sport England next week to work with them on the Strategy to find ways of moving forward without the entire focus being on the Active People results.

Mr Rimmer reported that we require insight to understand the

market, to assist in attracting and retaining customers.

The barriers for players remain the same:

- Level of commitment
- Family responsibilities
- Risk of injury
- Environment
- Standard and number of competing attractions

The 7 current offers are:

- 13-a-side
- 9-a-side
- Primary Rugby League
- Wheelchair Rugby League
- Play Touch Rugby League
- Tag Rugby League
- Masters

The delivery mode for interventions through new partnerships working may be via the Beacon Clubs, Foundations and County Sport Partnerships and other organisations others who will work with Schools and Clubs to provide tangible results:

- Delivery
- Retention
- Growth
- Environment

Networking all of the Management systems will assist develop customer relationships, commercialise the relationship and provide a membership scheme.

**ALL**

Mr Rimmer agreed to review the draft strategy document and make any changes based upon feedback from the Community Board.

**RR**

It was discussed that finer detail is required to define the term "Beacon Club".

Mr Butler informed the board he and Kelly Gordon are attending a meeting with Community Department Programme Leads to map our current offers against the segments on 20<sup>th</sup> August if anyone would like to join the meeting please email Mr Butler

It was agreed that more details are still required in the strategy before it is completed and Ms Morrow requested Ms Crawshaw and Mr Coyd provide further information on Women & Girls, and Wheelchair Rugby League.

**PC/MC**

Nevertheless, it was agreed that good progress had been made on its development.

## **6.0 ANY OTHER BUSINESS**

### **6.1 Pennine League**

Ms. Taylor raised concerns after a published article was brought to her attention by the Pennine League. The article was advertising

The CMS Yorkshire League starting up a winter competition.

The Board confirmed the CMS Yorkshire League had not signed the RFL operational Rules and Mr. Rimmer agreed to formally write to Mr Seller informing them of the process.

**RR**

**6.2 Community Structure**

With the recent changes within the community team it was agreed that Mr. Butler will circulate a Community Team staff structure.

**DB**

**7.0 DATE OF NEXT MEETING**  
Wednesday 7 October 2015

**8.0 MEETING CLOSE**