

RFL/NF/COMMBOARD/10062015

MINUTES OF THE COMMUNITY BOARD MEETING

HELD AT RFL NORTH WEST OFFICES ON WEDNESDAY 10 JUNE 2015

Present:

Clare Morrow (Chair)	Non-Executive Director, RFL Board
Ralph Rimmer	RFL Chief Operating Officer
Martin Coyd OBE	Tier 5 & 6 Adult Leagues
WO Damian Clayton MBE	Armed Forces
Fred Baker	Independent Member
Peter Moran	Independent Member

Apologies:

Charlie Bray	Youth & Junior Leagues
Pat Crawshaw	University and College Rugby League
Sue Taylor	BARLA
Trevor Hunt	Conference Leagues

In Attendance:

David Butler	Head of Community Game Delivery
Dan Parkinson	Head of Recreation and Insight
Kelly Barrett (in part)	Head of Operations
Andy Sorby	Management Accountant
Kelly Gordon (in part)	Insight & Market Development Consultant
Mike Denning	Conference Leagues representative
Steve Manning	BARLA representative
Natalie Flint (minutes)	Executive Assistant

ITEM

ACTION

1.0 WELCOME & APOLOGIES

Ms Morrow welcomed everyone to the meeting, in particular, Neil Ashton, English Schools RL representative, to his first meeting.

In addition, Ms Morrow recapped on the focus of the last few meetings to develop the Community Game Strategy for the 2015-2021 period. As such, it was advised that most of this meeting's focus was to draw together all strands of work that had taken place to date and advance the strategy process, which is to be completed by the end of August 2015.

Although apologies were made from Sue Taylor, Pat Crawshaw, Trevor Hunt and Charlie Bray, an additional meeting will be scheduled for their input.

NF

2.0 MINUTES OF THE PREVIOUS MEETING

2.1 Receive the minutes from the Community Board – 4 February 2015

The minutes were approved as an accurate record of events.

2.2 Receive the minutes from the CBPP Sub-Group – 29 April 2015

Mr Coyd pointed out that in 5.3 Ms Crawshaw's views were that it had been a game-wide review however, Mr Coyd asked that a line should be included that highlighted that he did not agree with this view.

NF

Mr Rimmer added that he felt that there had been a substantial and well documented consultation with the Community Game during this process. Further, Mr Roberts added that there had been an 18 months consultation period on Embed the Pathway.

No one however was aware that certain Foundations had been charging fees for Development Days. Mr Roberts would investigate the matter and report back to the next meeting.

JR

In addition, Mr Roberts suggested Tony Fretwell attend a future meeting to update the Board on Embed the Pathway at the next opportunity.

NF

Finally, Mr Coyd reported his support for Embed the Pathway but was interested in its geographical spread and penetration. Ms Morrow asked that this be included when Tony Fretwell presents to the group.

NF

Another CBPP Sub-Group is required earlier than November 2015.

NF

3.0 MATTERS ARISING

3.1 Action Tracker

The Action Tracker was taken as read with the most salient points to note being as follows;

2. Scorecard: Mr Baker requested a briefing note in advance of the next meeting however, Mr Rimmer advised that Sky Try would be discussed briefly within the Scorecard session.

9. Primary RL: Mr Butler advised that the Primary RL DVD would be distributed and a link given via email.

DB

13. Mr Butler is to report at the October Community Board on the data we hold on retained participants following the change in playing seasons.

DB/NF

17. Sky Scheduling: Mr Rimmer advised that he had spoken to Neville Smith at Sky and reported that it was driven by several external variables and that the Sky broadcast proposition was unlikely to change in the short term.

Finally, Mr Manning mentioned that the Safeguarding posters costing hadn't happened yet. Mr Butler agreed to pick this action up.

DB

3.2 Community Game Scorecard

Ms Morrow opened up the discussion on the Community Game Scorecard quarterly measure. Mr Butler gave a brief overview of the document detail and the 2015 targets.

On the Sky Try programme, Mr Butler advised that the measures

were reported from Upshot, which is a programme that each club Foundation operate within the Sky Try funding process. As this is in its infancy, the data has not yet been confirmed, however, Mr Butler did report that in the three key areas of Sky Try;

- Secondary School - 15,424 Attendances via 635 Sessions have been delivered;
- Primary School – 75,596 Attendances via 2,767 Sessions have been delivered;
- Touch - 4,317 Attendances via 187 Sessions have been delivered.

The Scorecard was seen as good insight into the work being undertaken centrally, however, in addition, there was a request made about what information was measured on a weekly basis (fixture completion/number of players etc.) in the Community Game. Mr Butler agreed to circulate some examples via email before the next meeting.

DB

4.0 **COMMUNITY GAME STRATEGY 2015-2021**

4.1 **Update on the market segmentation work undertaken**

Mr Rimmer gave an introduction to the presentation and work that had been undertaken within the period.

Mr Parkinson gave a brief introduction to the presentation and the focus on the session and also recapped on the consultation process so far, being:

1. Phase 1 - Let's Talk Rugby League survey with over 6000 responses forming five macro segments and four main drivers;
2. Phase 2 – To test the phase one insight and use 'Let's Talk More Rugby League'; a survey aimed at targeting current players to understand their motivations towards Rugby League; over 3000 responses were received;
3. Phase 3 – to understand how we take this new insight and develop robust and accurate market segments and how this impacts on the Community Game strategy development.

Further, Mr Parkinson introduced Kelly Gordon, Insight and Market Development Consultant, who gave a brief overview of her background and experience in this field.

Ms Gordon gave a brief overview of the Rugby League Universe stats to which Ms Morrow asked for a split into geographical areas.

DP/KG

Mr Parkinson gave a brief introduction to the current player segments and opened a discussion on whether these can be identified within each Community Board representative's settings (presentation attached for reference).

WO Clayton pressed on the barriers that have been picked up in each segment and whether we need to concentrate on these. Further, it was suggested that the barriers need to be further defined.

DP/KG

In addition, Mr Sorby asked about the 'Heritage segment' as it

seemed to have dropped off from previous discussions. Ms Gordon advised that during the survey it was reported that Heritage is perceived to be part of each segment, rather than a standalone segment.

A further discussion took place around the percentages of each segment and whether this could be monitored within each environment. Mr Parkinson advised that this could be reported on, in the near future.

DP

In addition, Ms Gordon advised that each player on the RFL database has been asked to complete a survey with a question on each segment to give an in-depth look into the segment markets, track the players and report on the players' journey. Further, Mr Parkinson advised that he will circulate the findings from Experian to Mr Denning and the group once completed.

DP

To summarise, Ms Gordon advised that we have an in-depth overview of the survey's presentation findings, however, further work is taking place to segment this report across the whole RFL database. As such, there is also an opportunity to look at these profiles and communicate to the "lapsed market" further.

Finally, Ms Gordon gave a brief overview of the direction the governing body is taking to establish our participant growth requirements and needs compared to other sports, and said that the RFL is leading the way in the sector.

4.2 Discuss the headings within the Community Game Strategy

A discussion took place on the current key headings (Vision, Core Purpose, Values, Mission, Strategic Objectives) of the Community Strategy and what these could be going forward. With regards to the Mission section, a discussion took place about what the metric could be that could be used here.

Mr Butler agreed to take away the suggestions and bring a proposal to the next meeting on these top line headings.

DB

4.3 Reviewing the ranking priorities

This item was not discussed.

4.4 Understanding of the SE current landscape

Mr Rimmer gave a brief update on the likely future landscape with Sport England including a focus on school sport, health, women and girls and understanding the role of an 'active person'.

5.0 COMMUNITY GAME STRATEGY CONTINUED

5.1 Review of programmes and products within the Community Game

Mr Parkinson introduced the current programmes vs. segments and asked that the members do an exercise looking at each existing programme and identifying the relative importance of different segments within each programme.

The experience within the group and its representation of the Community Games constituency made it a very valuable focus group.

Further to the exercise, it was noted that the segments scored as followed across all current programmes::

Ambition to Excel – 26 scores
Fit & Healthy – 49 scores
Competition, Winning & Physicality – 51 scores
Team & Mates – 64 scores

Subsequently, a discussion took place around the priorities which should be focussed on. It was reported that there is no doubt that there are gaps in areas of provision and efficiency; it is imperative to maintain the ability to retain and acquire players and to ensure that clubs are welcoming environments which deliver what participants are looking for.

5.2 Next steps and agreed timetable

Mr Parkinson summarised the session with the next steps and timelines of the Strategies key milestones and were noted as follows;

- 22 June – 3 July (Experian Project);
- 8 July (Revised participant segments);
- 8 – 24 July (circulate Strategy document – draft 1);
- 24 July Next Community Board Strategy Sub-Group Meeting;
- Mid-August (Final circulation of the Strategy);
- 1 September (review of products roll out);
- 11 September (approval of Strategy required from RFL Board).

It was suggested that a further meeting (24 July) is required to look at a further draft of the Strategy.

NF

6.0 OPERATIONAL RULES TIERS 4-6

6.1 Provide an update on the following

6.1.1 Timetable for consultation

Ms Barrett gave an overview of the timetable as follows;

- Leagues to provide answers by 17 June;
- League meetings taking place on 23 June;
- Youth & Junior Management Meeting on 4 July;
- Consultation opens up to the Leagues on 17 July;
- Consultation closes on 14 September;
- Community Board Regulatory Meeting on 29 September;
- Community Board Meeting and agree any changes on 7 October;
- RFL Board Meeting review and approve changes on 4 December;
- Operational Rules 2016 become effective on 1 January 2016.

6.1.2 Transfers

Ms Barrett advised that we were criticised at a Youth & Junior Management meeting on the turnaround of transfers and as a result meetings are to take place within the period and also consultation with other governing bodies is taking place to look at other working mechanisms.

To add to the thought process, Ms Barrett gave a brief breakdown of the amount of transfers coming through the Operations Department and the time it takes to deal with each case.

Mr Baker asked if there were any conflicts in quota of players. Ms Barrett confirmed that this does happen and is dealt with on a case by case basis. She stressed again that this is time consuming.

6.1.3 Community Game Misconduct & Sentencing Guidelines

Ms Barrett advised that the Sentencing & Guidelines were last reviewed and updated within 2008 and as such, it was suggested that this section is reviewed again for the 2016 season.

Within that review, the NCL have introduced the early guilty plea and it is required that this is referenced in the guidelines.

The above update was welcomed and the Board look forward to further review.

7.0 PRIMARY RUGBY LEAGUE

Mr Butler gave a brief overview of the paper that was circulated in advance of the meeting. A discussion took place around the recommendations and whether they are relevant to the game and if penalising NWC 8s to 12s could cause broader issues.

It was agreed that the goal was still to persuade the NWC clubs to fall into line, therefore it was unanimously agreed that a letter should be sent to the League advising them that;

- (a) Their attendance at the Primary Rugby League Management Group would no longer be relevant as the focus of the group is on embedding the new format;
- (b) As the Operational Rules recognise only the formats prescribed by the RFL, this may mean that the league is in breach of the Operational Rules and that teams playing outside of the recommended format may be playing uninsured;
- (c) The RFL will only be producing supporting material for the new format (Primary Rugby League Handbook, Workshops, and Videos etc.);
- (d) The RFL will focus Primary Rugby League resources towards the Leagues and clubs which are running the new format;
- (e) The RFL will now explore alternative methods of delivering Primary Rugby League for clubs in the North West region that are in line with the new format;
- (f) Further sanctions may follow against the league if it remains non-compliant;
- (g) A similar letter will be sent to all clubs in the North West to

ensure that both the league and individual clubs are aware of the situation and the RFL's response, and other leagues running Primary Rugby League will be notified of both communications.

Mr Butler agreed to circulate a draft copy of both letters to the board for approval prior to sending.

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8.0 RISK REGISTER

NWC 8s to 12s situation was suggested as a potential Risk however, as discussed previously, Mr Butler suggested that he would speak to Mr Moran at a later date to discuss and review the Risk Register once per year, at report at the last meeting of each consecutive year.

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9.0 ANY OTHER BUSINESS

9.1 Tours and Selections

Mr Denning gave a brief background to the email the Chair and Mr Rimmer received from Mr Hunt prior to the meeting regarding the overview in scheduling a BARLA Tour.

The concern was that the proposed dates of the Tour compromised the end of the NCL season and might mean that players were unavailable for playoff fixtures. Moreover the dates which had now been proposed by BARLA and communicated to selected players were not within the window approved by CBIG, but appeared to have been unilaterally changed by BARLA's international representative.

Mr Manning said that his Board had been unaware that the dates proposed differed from those approved by CBIG.

Ms Barrett confirmed that this change had not been spotted by the RFL staff who had been involved in discussions either.

Both Mr Manning and Ms Barrett gave their recollection of the issue that the Intention to Tour form (ITT) was received from BARLA centrally however; conflicting dates were noted both on the form and communications between various parties.

Further, Ms Barrett confirmed that during this meeting, she had received correspondence from Mr Turner suggesting that he wouldn't be completing an ITT form and had contacted South Africa himself about the proposed tour dates.

A debate took place around the current situation, with a consensus that while the situation was unacceptable and a solution had to be reached which avoided a repeat in future, selected players expectations had been raised and some had paid deposits, so it would be difficult to take action now which penalised players who were not responsible for the situation. It was agreed that:

- A letter be sent to BARLA from the Chair to advise strongly of the Community Board's unhappiness about the situation that had arisen and that as there is no evidence that the Tour has been sanctioned, then a full itinerary is to be provided to the RFL to try come to a solution which could involve adjusting playing dates or

CM

player return dates to avoid compromising the NCL end of season;

- It was also suggested that Mr Turner should be removed from the CBIG Management Group as his actions were in direct contravention of the duty of collective responsibility for decision making which all Community Board representative organisations had signed up to;
- That the way CBIG sanctions international tours be looked again to ensure that an appropriate mechanism is in place to be able to deal with this in between meetings.

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Although the majority agreed unanimously, Mr Manning, representative of BARLA abstained from changing BARLA's tour arrangements.

8.0 **Date of Next Meeting:** Wednesday 10 June 2015
24 July 2015
7 October 2015