

# RFL COUNCIL MEETING

WEDNESDAY 8 DECEMBER 2021



# AGENDA ITEM 1.0

## WELCOME & ROLL CALL

SIMON JOHNSON & KAREN MOORHOUSE





**RUGBY  
FOOTBALL  
LEAGUE**

**IN MEMORY OF THOSE  
WE HAVE LOST IN 2021**

# AGENDA ITEM 2.0 – MINUTES OF THE COUNCIL MEETING (29 JUNE 2021)

SIMON JOHNSON



# AGENDA ITEM 3.0

## GOVERNANCE

SIMON JOHNSON, KAREN MOORHOUSE  
& RALPH RIMMER



# PRESIDENT

## IT IS HEREBY RESOLVED THAT

Clare Balding OBE's term as President of the RFL is extended for a period up to the date of the General Meeting in December 2022.



# Sue Taylor



**RFL VICE-PRESIDENT & DEPUTY VICE-PRESIDENT**

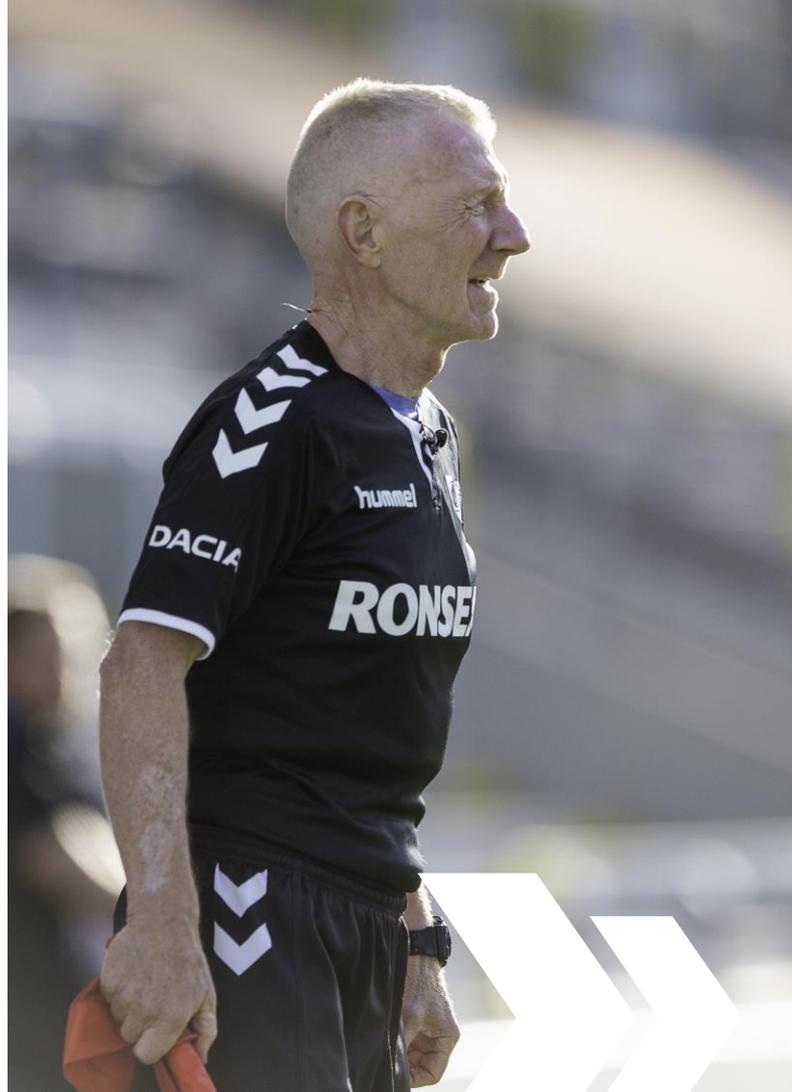


# Mike Smith

## ROLL OF HONOUR

IT IS CONFIRMED

THAT Tony Martin will  
be inducted into the Roll  
of Honour for 2021.



# AGENDA ITEM 4.0

## STRATEGY

RALPH RIMMER, KEN DAVY  
& MARC LOVERING



# AGENDA ITEM 4.1 – REALIGNMENT BETWEEN RFL & SLE

RALPH RIMMER & KEN DAVY



# FIT FOR FUTURE

- Realignment Group
- Strategy Working Group
- Potential timescale

Ralph Rimmer

Ken Davy



# AGENDA ITEM 4.2 COMMUNITY GAME

MARC LOVERING



# COMMUNITY RUGBY LEAGUE - UPDATE

- 2021 Review
- Sport England Investment Process
- Community RL Strategy & Vision 2022-2030
  - Introduction
  - Core Community
  - Education
  - Social Impact



**AGENDA ITEM 4.3 – RFL STRATEGY  
2021 AND MORE THAN A SPORT  
2022-2030**

**RALPH RIMMER**



# BEFORE WE START.....

- Government Loan Support £10m



- Covid Protocols
- Return of Crowds
- Championship and League 1
- Community
- Rule Changes





Leigh Centurions awarded the 12<sup>th</sup> place in the Super League



Our League to bring live Rugby League back to the screen including Tommy Makinson's Testimonial



Fans return following Covid-19 Pandemic



The RFL launch a pilot for an extensive game-wide research project to quantify the risk of head impact in the sport with the aim of increasing understanding and reducing future risk



Wakefield Trinity Community Foundation announce the launch of our 'Team-Mates' project in partnership with Turning Point Talking Therapies



Betfred Super League clubs will come together in Round 9 (10-12 June) in support of Stonewall's Rainbow Laces campaign



London Broncos have announced they have signed the Muslim Athlete Pledge to demonstrate its commitment to equality and diversity for all



Keighley Cougars first professional sports team to have LGBTQ+ Progress Flag on playing kit



RL raises more than £100,000 for Mose Masoe foundation and SL dedicates 2<sup>nd</sup> round



'These girls can' report - 91% believe that the profile of the Women's and Girls' game is rising



Twitvh broadcasts WSL and Wheelchair Season openers



More than 100 girl's teams are set to compete in 2021, with a record number of players



Cardiff Demons Clinch first Betfred Super League South Title



Dewsbury Moor Ladies won the inaugural Women's League Cup





Leigh Sports Village hosts Challenge cup Triple header



St Helens win Betfred Challenge Cup



St Helens win Women's Challenge Cup



Leeds Rhinos retain Betfred Wheelchair Challenge Cup



Warrington's Victoria Park hosts PDRL first Lancashire versus Yorkshire Origin fixture



York City Knights move into LNER Community Stadium



Bradford Bulls return to Odsal Stadium



Swinton Lions become England Talent Pathway Accredited Partner



Barrow give out 17,000 free season tickets to every child in south Cumbria.



Featherstone Rovers win AB Sundecks 1985 Cup



Cardiff Blue Dragons launch a Wheelchair Rugby League team to add to ever-growing player base in the Welsh capital



800 Try Tag teams expected to be playing weekly this summer – that's more than nine and a half thousand people loving their Rugby League.



A leading academic study has concluded that Rugby League Cares health programme Offload is "a model of best practice" for engaging with men on issues around mental wellbeing



Sky Try milestone shows strength of Rugby League Foundations



Learning Disability Rugby League (LDRL) with more than 200 players – double the number of participants when LDRL was last played in 2019





England Women defeat  
Wales Women



England played against  
Combined Nations All-stars



England Wheelchair defeat  
Wales Wheelchair



First live televised match for England Women  
and the debut fixture for the Combined  
Nations



England agree deal with Oxen  
and Monster



New partnership between the RFL  
and Play Fund Win is set to raise  
vital funds for community Rugby  
League clubs across the country



More of Rugby League's community clubs are in line for a  
cash injection thanks to Sport England's award of an  
additional £150,000 to the RFL through its Tackling  
Inequalities Fund



Introduction of The Pitchside Emergencies  
Card



National Lottery supports  
Women's RL



Masters Rugby League, came bouncing for  
the first full round of fixtures since 2019



Chris Hill Testimonial



The new partnership creates opportunities for  
England supporters to utilise Nuffield Health's  
award-winning services



The RFL has agreed with Betfred Super League and a  
number of Championship clubs for Reserves team  
rugby to return in 2022 alongside an Under-18s  
Academy competition



RFL agrees next steps on  
Academy Licensing Process



RLWC 2021 postponed to 2022





St Helens donate East Stand to Local NHS staff



The name of every Community Rugby League club in England features on a limited edition shirt unveiled by RFL kit partner Oxen



Newcastle host Magic Weekend 2021



Premier sports to become exclusive home of Monday night RL



RFL Community Club Fund £1.45 million grand made available



Wheelchair RL Grand Final broadcast on Sky Sports



PDRL Grand Final broadcast on Our League



Southern Grand finals broadcast on Twitch



LDRL festival finale featuring 200 players across north of England



RFL approves law changes for 2022



England players feature in Ronseal initiative to develop grassroots RL



RFL & Community Integrated care launch new hub for daily adapted-activities



Try Tag Rugby's Bradford South League, partnered with the Bradford Bulls Foundation, is moving to Odsal stadium for an eight-week, mixed six-a-side league



Our League Surpasses 200,000 members



Salford Red Devils to launch Women's team





**Championship & League 1 End of Season Awards 2021**

Craig Hall (Featherstone Rovers) - Betfred Championship Player of the Year

Tyler Dupree (Oldham) - Betfred Championship Young Player of the Year

Craig Lingard (Batley Bulldogs) - Betfred Championship Coach of the Year

Rob Massam (North Wales Crusaders) - Betfred League 1 Player of the Year

Phoenix Lauu-Togaga'e (Keighley Cougars) - Betfred League 1 Young Player of the Year

Anthony Murray (North Wales Crusaders) - Betfred League 1 Coach of the Year

York City Knights – Betfred Championship Club of the Year

Barrow Raiders – Betfred League 1 Club of the Year

Lachlan Walsmsley – Our League Entertainer of the Year



Jodie Cunningham named 2021 Woman of Steel & Sam Tomkins named 2021 Steve Prescott MBE Man of steel



**St Helens Women win League Leaders' Shield and SL Grand final**



**Toulouse promoted to Super League**



**St Helens claim third straight Grand Final crown**



**Leeds Rhinos win Wheelchair SL Grand Final**



**Barrow Raiders promoted to Championship**



**Thatcho Heath Crusaders crowned NCL champions**



**West of Wales Warriors and Medway Dragons in Southern title success**



**Workington Town promoted to Championship**



**Leigh Miners win Women's Championship Grand Final**



# PLENTY TO CELEBRATE IN 2021



**44k** core community participants



**918k** attendance at professional RL games



**7.5m** terrestrial views on BBC



Men's Betfred Challenge Cup Final AMA **939,790**, peak **1.1m** share **12.09%**



**12.1m** subscription views on Sky Sports



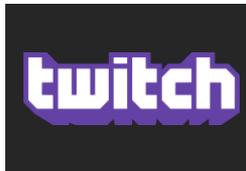
**10.7m** views of Betfred Super League on Sky Sports **+3.7%**



Betfred Super League AMA **158,711 +11%**



**253k** views on Our League



**489k** views on Twitch



**288k** views on BBC Red Button/iPlayer



**THE SPORTSMAN**

**185k** views on The Sportsman on YouTube



**204k** Our League members **+28%**



**368k** emailable customer contacts **+49%**



# PLENTY TO CELEBRATE IN 2021



NOVEMBER  
AHEAD OF THE GAME



# FIT FOR FUTURE : RFL GETTING LEAN

- RFL has made significant savings over the last 3 years
- In 2018 turnover was £22.5m, in 2022 it is forecast to be £14.6m, the RFL has had to re organise itself to face a reduction in incoming funds of £7.9m
- The RFL have reduced costs and absorbed the remaining reduction of £5m.
- RFL staffing
  - Staff numbers have been reduced from 200 in 2011 to 120 in late 2021, a reduction of 40%
  - Staff costs were £6.7m in 2016
  - Forecast to be £5.4m in 2021, a reduction of 20% compared to 2016



**FIT FOR FUTURE  
STRATEGY 2022 TO 2030:  
MORE THAN A SPORT**



# AGENDA ITEM 5.0

## CAMPAIGNS

RIMLA AKHTAR, ANDY DONNELLY, BEN ABBERSTEIN,  
ROBERT HICKS & ANDY WILSON



# **AGENDA ITEM 5.1**

## **TACKLE IT RUGBY LEAGUE VERSUS DISCRIMINATION ACTION PLAN**

**RIMLA AKHTAR & BEN ABBERSTEIN**



# TACKLE IT – RUGBY LEAGUE VERSUS DISCRIMINATION

- Strategic Goals
  - Widen the reach and impact of Rugby League
  - Diversify Rugby League's Talent Pool and Workforce
  - Improve the culture of Rugby League
  - Clarify processes, instil confidence in - and encourage - the reporting of discrimination, and ensure appropriate sanctions are in place
- Continue to learn and evolve as a sport
- New Inclusion Lead
  - Sport-wide resource – strategic advice, practical guidance
  - Support clubs with resources and campaigns
  - Drive the sport to achieving standards (Sport England Equality Standard)
  - Ben Abberstein



# TACKLE IT – RUGBY LEAGUE VERSUS DISCRIMINATION

- Education
  - Proactive
    - Everyone in the sport
    - Education Week
    - Challenge to make it impactful – lived experiences
    - Cascade throughout clubs
  - Reactive
    - Mandatory education part of all sanctions for unacceptable language and behaviour cases (first offence)
- Reflections on recent matters
  - Good Governance structures essential – Professional Club Governance Code
  - Performance pathways - area of risk
  - Spectators
    - Link with Enjoy the Game
    - Note on expected steps has been circulated
    - Steward training key



# TACKLE IT – RUGBY LEAGUE VERSUS DISCRIMINATION

- 2022 Focus Areas
  - Education
  - Engagement
    - Clubs, foundations, players, supporters
  - Campaign
    - TACKLE IT as high profile, whole-game, anti-discrimination campaign (as well as business strategy)
  - Standards e.g. Sport England Equality in Sport
  - Protected characteristics reporting for all
  - Focused talent inclusion
  - Opportunities – Localised Hubs, Tackle IT Academy, Extended Girls Pathway
  - Coaching – increase numbers of coaches from all under-represented characteristics and diversify coaches within the sports pathways



**AGENDA ITEM 5.2**  
**ENJOY THE GAME CAMPAIGN**  
**& ACTION PLAN**

**ROBERT HICKS**



# INTRODUCTION



- Objective: Safe, welcoming and inclusive environments
- Why?
  - More attendees at matches
  - Increased participation
- Whole game challenge
- Community Game:
  - Increase in Match Official Abuse cases
  - Increase in Racism cases
  - Increase in general discipline cases
- Professional Game - Poor crowd behaviours



# COMMUNITY GAME – BEHAVIOURS MEETING



- Summit on 6 November 2021 - Match Officials, Coaches, Club and League Administrators and Disciplinary Panel Members
- Areas to investigate broken down into:
  - The Environment
  - Ownership
  - Regulation
  - Education
- Outcomes
  - Consensus that adult behaviour at Youth and junior level not acceptable and required action before the start of the 2022 season.
  - Behaviours of Coaches/Game Day managers need to lead parents and supporters
  - RFL need to support and educate the disciplinary panels
  - More visual messaging of what's unacceptable language and behaviours and what sanctioning will be made for those who offend



# COMMUNITY GAME – BEHAVIOURS MEETING



- Next steps:
  - All Match Official abuse at Youth and Junior level will be referred to the Safeguarding Case Management Group (this could result in an immediate TSO for the offender)
  - Education of Coaches / Game Day Managers will be delivered as part of the online Mandatory Coach Right programme in 2022, and the Game Day Manager Course
  - Current rules and regulations on compliance to be reviewed and publicised, with greater sanctions for breaches
  - Enjoy the Game campaign and the Respect policy to be more visible within all clubs.
  - Posters in clubs, CRM all stakeholders, players, parents etc and make everyone aware of their responsibilities before commencement of the new season.
  - Clubs to be held to account for actions and behaviours of their crowds and supporters (as they are tied into the operational rules).



# PROFESSIONAL GAME



- Crowd behaviour cases highest category of Misconduct in 2021
  - 20 of the 25 cases resulted in sanction for Clubs not doing enough to prevent/deal with when happened
- Unacceptable Behaviour & Language by Crowds cases rising year on year
- Ground Management Note updated to assist Clubs
  - Pre, post and during
  - Includes advice on how to use campaigns to be proactive
  - Tackle It objectives for Clubs also covered
  - Will be used to assess cases of Misconduct in 2022



# PROFESSIONAL GAME RESOURCES

- Relunched for the 2020 season:
  - Logo that better reflects that this is a Rugby League campaign
  - Incorporated Tackle It.
- Campaign relaunch video features players and coaches from across the sport.
- All Super League, Championship and League 1 clubs will be supplied with the following ETG assets:
  - ETG logo
  - Campaign video
  - LED and big screen ads for matchdays
  - Matchday programme ads
- Updated Tannoy Message for Clubs to use at games
- ETG to feature prominently at all RFL main events



Big screen ad



Programme ad



# SUMMARY

- Critical to sports' objectives
- Whole Game
- Role model and role model behaviours key



# AGENDA ITEM 5.3 ENVIRONMENTAL SUSTAINABILITY

ANDY WILSON



# COP 26

Six years on from the 2015 Paris Agreement, it was a key moment to take stock of progress, but also ramp up commitments alongside a clear plan of action for how climate action targets will be met in the short, medium, and long terms.

## Key outcomes

- Countries will pledge further cuts to emissions of Carbon Dioxide CO2 in order to keep temperature rises within 1.5C
- An explicit plan to reduce use of coal - which is responsible for 40% of annual CO2 emissions
- World leaders agreed to phase-out subsidies that artificially lower the price of coal, oil, or natural gas
- Significantly increase funding to help poor countries cope with the effects of climate change and make the switch to clean energy.



## How does this impact sport?



# BASIS MEMBERSHIP

BASIS (the British Association for Sustainable Sport) has provided expert help to sports clubs, venues, and governing bodies for over a decade – helping them to understand their impacts, set targets and implement processes to improve their environmental performance.

Our vision is to harness the power of sport to build a sustainable future and our mission is to empower sport in the UK to become a world leader in sustainability with the urgency dictated by science.

BASIS recognises the positive role sport plays in promoting healthy lifestyles and building communities. We also recognise the opportunity to leverage the power of elite sport to guide society towards social and environmental sustainability

As the RFL is a BASIS member, all member clubs are now entitled to **FREE BASIS Associate membership**. This entitles you to the BASIS monthly newsletter that will keep you up to date on sustainability topics within the sports sector as well as the chance to register for the monthly BASIS webinar series.

(Clubs can also join BASIS as full members at 20% discount)

# BASIS

Current members include:



# ENVIRONMENTAL SUSTAINABILITY AUDIT

In the early part of 2022 we aim to conduct a sustainability audit among clubs. The aim is to find out what inroads' clubs are currently making in this area and where we can best advise and support. The findings will not be shared but we encourage clubs to share best practise and positive solutions.

The areas we will cover in the audit are:

- Clean energy
- Measuring emissions
- Use of single use plastic
- Fan travel to and from grounds
- Communication with fans

## Recognition

We also hope to create a new award category for the end of year ceremonies' focussing on this area. We hope to work with our broadcast partners on the selection criteria and the winner will be a club that has demonstrated innovative approaches to tackling the impacts of climate change.



# RFL PARTNERSHIP WITH ENERGETICS ENERGY

Earlier in the year the RFL announced a partnership with Energetics Energy a north east based consultancy. They work with businesses to identify opportunities to reduce both the usage and cost of energy in the workplace. Businesses receive a bespoke and in-depth service which covers everything from on site energy audits to an independent costs review identify savings opportunities with every supplier in the UK.

Energetics are now working with Bradford Bulls and have been able to offer the following benefits:

- £20K saving on rival on broker offers
- Introduced monitoring software that will reduce consumption by 10-15%
- Have also conducted a lighting survey of the ground and have made recommendations that will save the club a further £6k
- Have entered into a sponsorship agreement with the club
- Will also be rolling out a revenue share scheme with the club when fans switch their domestic energy

[www.energetics-energy.co.uk](http://www.energetics-energy.co.uk)

Contact: [Kirstie@energetics-energy.co.uk](mailto:Kirstie@energetics-energy.co.uk) 07958134442



# AGENDA ITEM 6.0

## RLWC2021

AIISON O'BRIEN, CHRIS BRINDLEY & JON DUTTON



# 2021 FOCUS - RLWC2021 Maximisation and Transition

We will tell the story of Rugby League, our England teams, and the positive sporting and social impact of our sport in our communities to engage and inspire as we build to the World Cup



**7000**  
World Cup inspired players

**OURLEAGUE**  
**+55k**  
Taking us up to 215k members

Retain  
**+75%**  
of England Commercial Partners

**New and existing**  
volunteer programmes  
+250 volunteers in Community Clubs



**x3 Teams ready to win**  
Inspiring all

**325K**  
emailable customer contact records  
60% engaged



**Preparing for transition**



**Engagement - England channels**  
f 506k t 513k  
i 222k

**Diversification**  
of RFL and sport income

**International influence & calendar**

SUCCESSFUL DELIVERY FULL DOMESTIC SEASONS

MANAGING CONTINUED COVID-19 RISK AND UNCERTAINTY

# 2022 FOCUS - RLWC2021 Maximisation and Transition

We will tell the story of Rugby League, our England teams, and the positive sporting and social impact of our sport in our communities to engage and inspire throughout this special World Cup year



**7000**

World Cup  
inspired players

**OURLEAGUE**  
**300k**

members

**50%**

commercial partner  
retention  
to deliver budget

**New and  
existing**

volunteer programmes

**+250 volunteers** in  
Community Clubs



**x3 Teams  
ready to win**

Inspiring all

**375k**

emailable  
customer contact records  
65% engaged



**Transition facilities  
programme**

People Systems Broadcast  
Corporate and Legal



**Engagement -  
England channels**

**f 5m** **t 5m**

**@ 3m**

**Diversification**  
of RFL and sport income

**International  
influence &  
calendar**

**SUCCESSFUL DELIVERY FULL DOMESTIC SEASONS**

# OUR JOURNEY

## RLWC2021 JOURNEY



INCEPTION  
TO  
DELIVERY

**7 YEARS**



**BREXIT**



**PANDEMIC**



**CRISIS**



**POSTPONEMENT**



**INCOMPLETE**



**Never let a good  
crisis go to waste.**

Winston Churchill

# LOOKING TO THE HORIZON

“The shortest  
answer is doing”  
**George Herbert**

PEOPLE

# JAMES' SQUAD



RUGBY LEAGUE  
WORLD CUP  
ENGLAND 2021

PLACE



# PRIDE (CIVIC)



PLANET





**PUBLIC PARTNERSHIPS**

# The impact of major sport events

Study of soft power, trade and investment impacts

November 2021

**POWER**



Building a better working world



# PRIVATE PARTNERSHIPS

Closed



London  
Stock Exchange



London  
Stock Exchange

# TICKET SALES



# SOCIAL IMPACT



# BIGGER & BETTER



# TOGETHER, FOR YOU





RLWC  
2021  
+

# AGENDA ITEM 7.0

## RUGBY LEAGUE CHARITIES

KAREN MOORHOUSE, CHRIS ROSTRON  
& STEVE MCCORMACK



# PROGRESS REPORT 2021



## **Governance**

### **New Trustee**

- Kevin Sinfield MBE/OBE
- Female Game To Be Appointed

### **Existing Trustees**

- Tim Adams MBE - Chair
- Karen Moorhouse - RFL
- Nicola Frampton - Operations Director, Dominos Pizza Company
- David Hinchliffe - Former MP and Chair of Health Select Committee
- Jane Walton - Museum Expert
- Neville Smith - Sports Broadcast Producer

## **Finances**

- Income - £1million
- Total Expenditure - £950k

## **Charitable Activities**

- Welfare / Community Programme Grants and Services - £750k

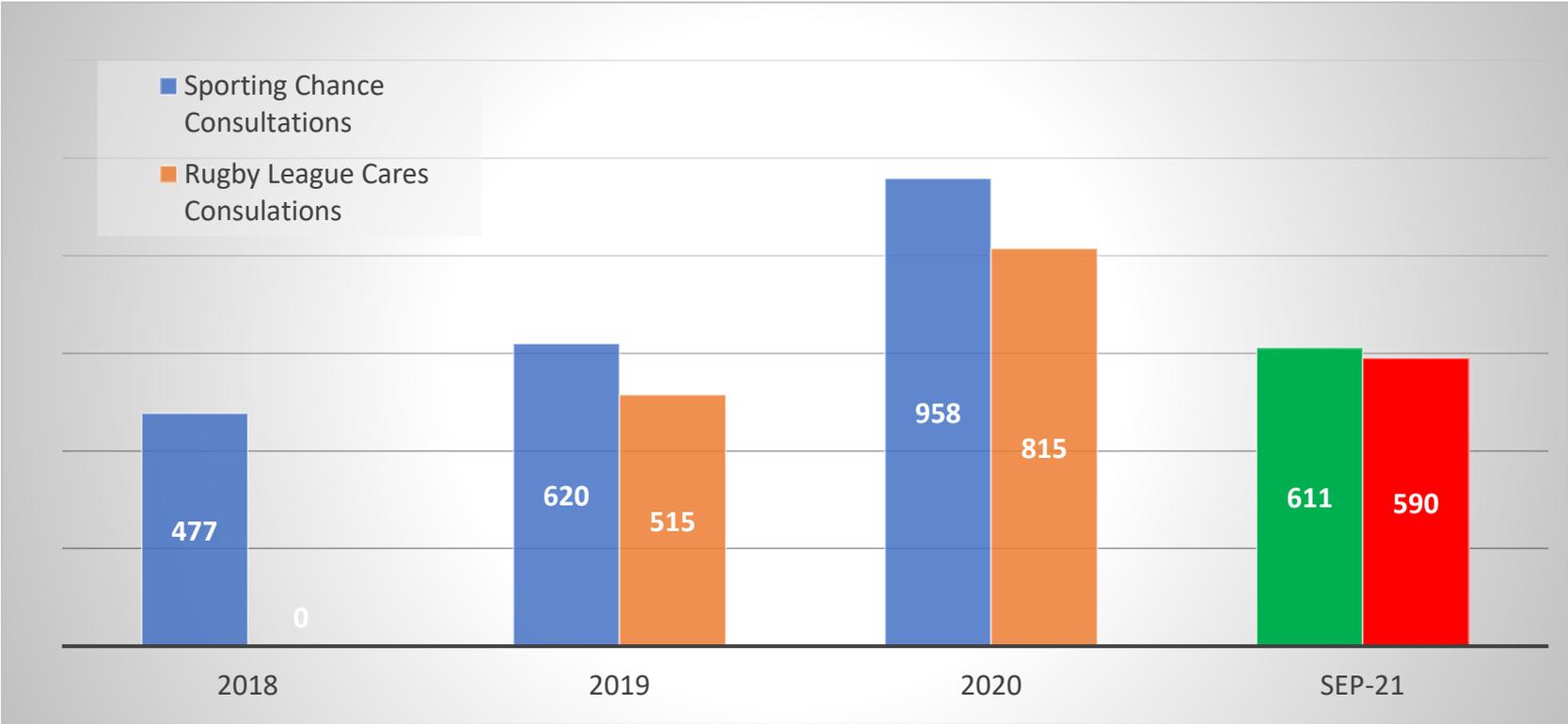
**Administration & Fundraising - £200k**

**Surplus - £50k**

**National Rugby League Museum**

**Benevolent Fund**

# WELFARE CONSULTATIONS 2018 - 2021



# WELFARE REPORT

28 plus = 94% players in this age group are now career engaged and planning for their future

Career Engaged = 83% of players in SL are currently career engaged

Player Survey Results = 80% players took part. Key observations

Programme Focus in 2022 = Biopsychosocial programme and interventions



# WELFARE UPDATE & DEVELOPMENTS IN 2022

- New - In House 'Triage' and Clinical Support
- New Appointment – Wellbeing and Special Projects Manager
- Sporting Chance Services
- New - National Careers Service Partnership
- New Service - Premier Sports Network



# COMMUNITY

## Offload

- Live In 12 Foundations

## NHS Partnership

- Warrington, St Helens & Widnes
- Conversations started to expand with other NHS Trusts

## Ahead of the Game (November)

- Sky Sports Documentary November
- Confirmed as Implementation Partner – 2024
- Working Alongside RFL to Secure Additional Investment:
  - DCMS Bid (Q1 2022)
  - Metro Mayors
  - Commercial
- Sourcing Grants to Support Former Players Living With Dementia

**£250k Secured for Distribution to Foundations in 2022**





## BECAUSE RUGBY LEAGUE CARES - GAME WIDE ROUND

- Create a moment of pride for the sport and the communities that support it.
- Showcase the work of RL Cares & RL Benevolent Fund and the support it receives from players, clubs and fans as a demonstration of the spirit of the sport.

### What will it look like?

- Visible show of support of RL Cares & RL Benevolent Fund across the entire game for one weekend.
- Community engagement – 8000 young players involved in AoTG invited to take part in pre match displays at all clubs.
- Corporate engagement – RL Cares Presenters (all former Pro Players) in corporate suites – pre / post match analysis.
- Broadcaster advocacy – the charity to engage broadcast partners and pundits. Showreel of great moments on and off the field.

# BECAUSE RUGBY LEAGUE CARES ROUND

## How Will The Charities Benefit

- Raised Awareness
- Fundraise

## How Will the Sport Benefit?

- Powerful match day theme to engage fanbase in attending games that weekend
- Create a legacy - 8000 young players invited to attend a game
- Increased publicity for the game – draw attention to the sport for all that is good about it
- A galvanising moment – Together Stronger - #Because Rugby League Cares



# AGENDA ITEM 8.0

## HEAD CONTACT

LAURA FAIRBANK & ROBERT HICKS



## DCMS REPORT FINDINGS

- Education across sports at both professional and community game from sport and healthcare sectors
- Research should be consistent across sports and CISG consensus should not be relied upon too heavily
- Cautious / preventative approach to regulation of sport – including **Medical** and Laws of the Game (and their application)



# EDUCATION

## COMMUNITY GAME

- Pitchside cards for the Community Game
- CoachRight concussion module (mandatory)
- Parents handbook
- Community Game parent/player/coach/first aider education to assist in GRTP
- RFL part of discussions with DCMS and Sports Recreation Alliance on reworking education and creating uniform educational material

## PROFESSIONAL GAME

- Concussion workshops (Club)
- Education week module (2021 and 2022)
- CPD events
- ORT/MRP discussion re tackle height and striking for 2022 season
- BrainHealth Seminar

# BRAIN HEALTH



There is growing evidence that there are steps we can take to protect our brain health. Mid-life is an important time to start taking care of your health, if you are not already doing so.

## TEN TIPS TO CONSIDER FOR TAKING CARE OF YOUR BRAIN HEALTH:



### 1. STAY PHYSICALLY ACTIVE

Find something that suits you and your schedule and is sympathetic to previous injuries.



### 2. STAY SOCIALLY CONNECTED

Including strengthening those connections with friends, family and ex-teammates.



### 3. MAINTAIN A HEALTHY DIET

Research suggests that a mediterranean diet may reduce the risk of neurodegenerative disease.



### 4. CONTROL YOUR WEIGHT

This also reduces the risks of developing diabetes.



### 5. LIMIT YOUR ALCOHOL INTAKE

Regular excessive drinking can increase your risk of developing the most common forms of dementia.



### 6. BLOOD PRESSURE AWARENESS

Does yours sit in a healthy range?



### 7. STOP SMOKING & AVOID STARTING

Some people smoke to ease feelings of stress. However, research shows that smoking increases anxiety and tension.



### 8. PROTECT YOUR EARS

Protect your ears from excessive noise and use a hearing aid if you have hearing loss.



### 9. REDUCE RISK OF HEAD INJURY

By wearing a helmet when cycling for instance.



### 10. MONITOR YOUR EMOTIONAL WELLBEING

Seek help if you feel you may be becoming depressed, anxious or worried.



For general information on looking after your brain health, visit **Alzheimers Research**.  
For general information about dementia, the **Alzheimers Society** has some useful resources.  
Concerned about your brain or physical health? Seek assistance - your **GP** will be a good starting point.  
Wellbeing support services for current and former players are provided by **Rugby League Cares**.  
[www.rugbyleaguecares.org](http://www.rugbyleaguecares.org) | [info@rlcares.org.uk](mailto:info@rlcares.org.uk).



# RESEARCH

- TaCKLE instrumented mouthguard project – 3-year project
- Rezon headband project (Women's Super League)
- Interventions at Women's Super League in 2021
- Tackle height study
- Injury Audit
- Load Management – 3-year project
- Professional Game survey (to be duplicated in community game)



# MEDICAL REGULATION

- Extension of GRTP to 11 days in professional game (reviewed against NRL, AFL, RFU, Football, cricket)
- Pitchside replay at Championship and League 1
- CogniGram tightening of deviation away from pre-season baseline
- Load Management position statement
- Laws re tackle height an area of concern



# WHAT ARE OTHER SPORTS DOING?

- Accepted need to eradicate unnecessary/avoidable head contact - most contact sports now acting
- Football – 10 “full force” headers per week in training
- Rugby Union – 15 minutes full contact training per week. Coaching Intervention Programme and Head Impact Prevention and Management Plan
- NFL – reduced contact in training, circa 30 medical professionals at each game (\$)
- NRL position – not yet reducing contact in training
- Informed consent and no complete ban on tackling
- Prevention is better than treatment



## NEXT STEPS

- Liaison with external lawyers on media management and the current claim
- Pre-season briefing to media on TaCKLE project
- Media briefings to ensure understanding of their role in bringing viewers / spectators with us
- On agenda for both Laws and coaches meetings
- Continued reporting to Bartletts on actions taken



# AGENDA ITEM 9.0

## OUR LEAGUE ACTIVE

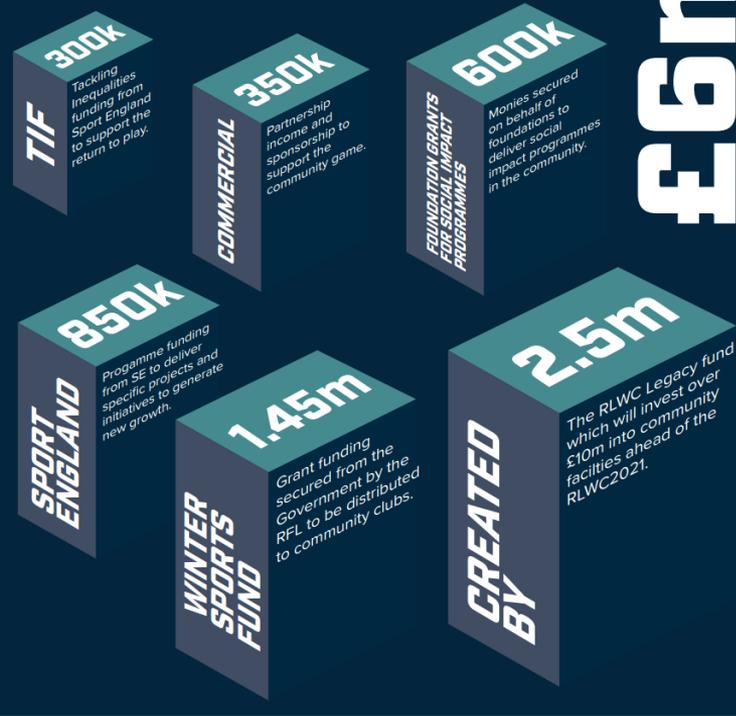
SANDY LINDSAY



# 2020 ANNUAL COSTS



# 2020 INVESTMENT



In **2020** alone, the RFL has used its strong partnerships with **Sport England** and **DCMS** to achieve more than **£6m** in investment which has flowed into the Community Game.

## INFLUENCE

### GAME WIDE CAMPAIGNS

Promoting game wide initiatives such as 'Tackle It' & 'Enjoy the Game' to seek to ensure our game is inclusive and welcoming to all.

### SOCIAL IMPACT REPORTS

Producing a series of Impact Reports including the RL Dividend Report pivotal in highlighting the social value of the sport and underpinning the ability to secure funding and support.

### NATIONAL PLATFORMS

From Ministerial Roundtables to liaising with DCMS, working with Sport England other NGB's and stakeholders the RFL invests a considerable amount of time raising the visibility and profile of the sport.



# OURLEAGUE ACTIVE

SUPPORTING COMMUNITY RUGBY LEAGUE

OUR LEAGUE ACTIVE  
IS RUGBY LEAGUE'S  
BRAND-NEW  
PARTICIPATION  
MEMBERSHIP SCHEME  
DESIGNED TO IMPROVE  
THE SUSTAINABILITY  
AND DEVELOPMENT  
OF THE  
COMMUNITY GAME

[RUGBY-LEAGUE.COM/OURLEAGUEACTIVE](https://RUGBY-LEAGUE.COM/OURLEAGUEACTIVE)

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Community Rugby League players that register from 2022 will become Our League Active members.

Our League Active is Rugby League's brand-new participation membership scheme designed to improve the sustainability and development of the Community Game.

Your Our League Active Membership will not only enable you to register for your chosen Community Rugby League Club but give you the opportunity to access numerous benefits. It will also allow the RFL to continue to grow and develop the Community Game by providing key services to make sure you can go out onto the field every weekend and play the sport you love!

If you have any questions regarding Our League Active, you can contact us directly at [OurLeagueActive@rfl.co.uk](mailto:OurLeagueActive@rfl.co.uk).

# EXTENSIVE CONSULTATION

## Included:

- Numerous Community Board, League & Club meetings
- Survey sent direct to participants and shared via social media
- Dedicated and monitored email address  
OurLeagueActive@rfl.co.uk

## Resulting changes:

- Who pays
- Option for clubs to pay for their participants
- How much is paid
- Payment instalments option



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## PRICING STRUCTURE

ADULTS	£24
YOUTH & JUNIOR (U12-U18)	£18
PRIMARY (U7-U11)	£12
CUBS	FREE
REDUCED FEE FOR SOCIAL VARIANTS OF THE GAME (MASTERS, TOUCH, X-LEAGUE)	£15
REDUCED FEES FOR DEVELOPMENT LEAGUES AND WHEELCHAIR RL	£15

**NO ANNUAL FEES FOR OTHER PARTICIPANTS**  
E.G - PDRL, LDRL, ARMED FORCES, COACHES, MATCH OFFICIALS

## MEMBERS BENEFITS



PERSONAL ACCIDENT AND  
PUBLIC LIABILITY INSURANCE



ENGLAND SUPPORTERS CLUB  
DISCOUNT



YOUR OWN PLAYER DASHBOARD



OXEN

MERCHANDISE OFFERS



MONTHLY PRIZE DRAWS



ACCESS TO DIGITAL PLAYER LEARNING



TICKET DISCOUNTS

REWARDS4  
RUGBY LEAGUE

EARN MORE REWARDS4 POINTS



EXCLUSIVE PARTNER OFFERS



## OUR LEAGUE ACTIVE FOR ALL

- Option for players to donate additional amount of £10, £20 or £30 in further support of the Community game
- Sign-up to Our League Active is open to all at £24
  - Coaches
  - Volunteers
  - Fans
  - Professional Players



## NEXT STEPS AND TIMINGS

	ACTION
December 2021	Pilot launch with a small number of selected clubs
	Continued communications to participants and clubs – focus on how to register for 2022 and the benefits of Our League Active
January 2022	Full launch as Community game registration opens for all
	Support from Ambassadors of the game
	Continued support for all around registration and payment
	Encourage Our League Active members to access benefits



# **AGENDA ITEM 10.0**

## **ANY OTHER BUSINESS**

**SIMON JOHNSON**

