GRADING CRITERIA HANDBOOK

June 2023

01

INTRODUCTION

INTRODUCTION

- IMG's Reimagining Rugby League recommendations – strong support for the principles and direction of the recommendations secured at RFL Council meeting in October 2022.

- Recommendation 3 was to introduce Grading Criteria.

- Strong support of IMG Grading Criteria recommendation at RFL Council meeting in April 2023.

- Grading will be in full effect for the 2025 season, with illustrative grades being released for the 2024 season at the completion of the 2023 season.

- The Grading Criteria will be objective, easily measurable, reliable and valid.

THE ULTIMATE OBJECTIVE OF GRADING IS TO INCENTIVISE CLUBS TO:

GROW THEIR FANBASE

BETTER ENGAGE WITH FANS

GROW TOP-LINE NON-CENTRALISED REVENUE

INVEST IN THEIR CLUB AND THE SPORT IN A SUSTAINABLE MANNER

RUN IN A BEST-IN-CLASS WAY

ENSURE STRONG GOVERNANCE IS IN PLACE

INTRODUCTION

CATEGORIES

A

The highest rated grade with the club guaranteed participation in the top-tier on a permanent basis (as long as the grade is maintained).

B

Eligible to participate in the top tier only when spaces are available.

C

Will participate in the Championship and League 1.

Clubs will be reassessed every year.
Minimum standards will be in place alongside the grading criteria. These will include, for example, the requirement for adherence to insolvency regulations and UKAD regulations and, in the future, the requirement for Category A clubs to run a women's team.

RUGBY FOOTBALL LEAGUE | RL COMMERCIAL

02

THE CRITERIA

THE CRITERIA

PILLARS

NO.	PILLAR	RATIONALE	MAX SCORE	% OF TOTAL
01	FANDOM	• Need to attract more fans at home/in stadia/digitally • Improved fan engagement critical to retain existing and new fans • Key driver for both club and central revenues	5	25%
02	PERFORMANCE	• On pitch performance remains the basis for the participation and is key to overall club success • Drives fan awareness and engagement	5	25%
03	FINANCES	• Reflects success of fan engagement and business performance • Rewards sustainable investment and sound financial management	4.5	22.5%
04	STADIUM	• Critical to stakeholder experience – both in stadia and when viewing from home/digitally • Need to compete with other sports and events	3	15%
05	COMMUNITY	• Clubs awarded for foundation – participation growth and community engagement • Indicator of club fanbase potential • Incentivises investment in large potential markets • Foundation activity reflects a clubs impact in its community	2.5	12.5%
TOTAL			20	100%

FANDOM

FANDOM

OBJECTIVE:

Assess clubs on the size of their fan base and reward growth.

ATTENDANCE
2.5

VIEWERSHIP
1

DIGITAL **1.5**
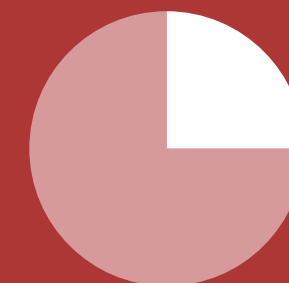
SOCIAL FOLLOWING
0.2

WEBSITE VISITS
0.8

TOTAL ENGAGEMENTS
0.5

5
MAX SCORE

25%
OVERALL WEIGHTING

RUGBY FOOTBALL LEAGUE | RL COMMERCIAL

FANDOM

1. ATTENDANCE

AVERAGE ATTENDANCE	POINTS
>7,500	2.50
>3,000	2.00
>1,500	1.50
<1,500	0.75

ATTENDANCE THRESHOLDS

- The definition of match attendance is the average number of fans attending regular season home games in person (this total therefore must exclude season ticket holders / club members not in attendance at matches).
- Average attendance covers men's home league matches (regular season fixtures only (excluding play off matches)).
- Ad hoc audits will take place each season to assess the accuracy of the recorded attendance figures.
- Attendance figures are averaged over the last three seasons.

FANDOM

2. DIGITAL – DEFINITIONS

FOLLOWERS

- The total number of followers or subscribers each club has on each active social platform. [Facebook, Instagram, Twitter, Tik Tok and You Tube added together to get the threshold].

- This data is public facing and can be found on the profile pages of each platform. It is recommended all clubs take a monthly snapshot of follower numbers for each platform.

ENGAGEMENTS

- The total number of engagements across social platforms [e.g. likes, shares, comments, retweets, video views, metrics for reels and stories].

- This data is pulled via the analytics page of each social platform. To do this each club must have a business account on each platform and access the analytics via the business account analytics. It is recommended recording this data each month, as some platforms will not allow retrospective data collection.

- Instructions on how to retrieve the social data can be found in the Digital Guide section of this handbook. The digital data required for the grading criteria process is clearly defined on the Grading Criteria Club Data Capture Form, a copy of which can be found in the Appendix.

WEBSITE VISITS

- The total number of annual visits the club's official website receives.

- This data is available via Google Analytics. It is recommended that all clubs pull this data each month.

FANDOM

2. DIGITAL – CONTROLS

- Most platforms will allow for profiles to run paid media to increase engagement and followers, and it is possible to run search engine marketing to increase the number of visits to a website.

- Whilst it is key to encourage clubs to market their brand to grow their audience, it will be easy to identify where this is done via the purchasing of social media addresses. For example, if a club put some media budget towards buying followers across certain platforms, total engagements would not see the same uplift. Similarly, if paid media is used to drive engagement growth, there should be a correlating increase in website visits.

- If such manipulation is detected, an adjustment may be made in order to negate any advantage a club may derive from this action.

FANDOM

2. DIGITAL SCORING

	SOCIAL FOLLOWING	POINTS
FOLLOWERS THRESHOLDS	>500K	0.2
	>100K	0.15
	>50K	0.1
	>10K	0.05

	TOTAL ENGAGEMENTS	POINTS
ENGAGEMENT THRESHOLDS	>5M	0.8
	>2.5M	0.6
	>700K	0.4
	>300K	0.2

	WEBSITE VISITS	POINTS
WEBSITE THRESHOLDS	>60K	0.5
	>30K	0.375
	>15K	0.25
	>5K	0.125

Social Following and Total Engagements scores – across Facebook, Instagram added together to get the threshold.

FANDOM

3. VIEWERSHIP

- Clubs are rewarded for their average viewing figures each season.

- Viewership is only for men's league fixtures – currently for games shown on Sky Sports, Channel 4, and Viaplay (Premier Sports).

- The viewer numbers used are the average over the last three seasons.

	THRESHOLD	POINTS
AVERAGE VIEWERSHIP THRESHOLDS:	**>150K**	**1**
	<150K	**0.75**

PERFORMANCE

PERFORMANCE

OBJECTIVE:

Clubs to remain incentivised to perform on the field.

LEAGUE PERFORMANCE

4

Teams are ranked 1–36 based on where they finish in the leagues and playoffs for the last three seasons.

BETFRED SUPER LEAGUE

SUPER LEAGUE

0.75

BETFRED CHALLENGE CUP

CHALLENGE CUP

0.25

BETFRED CHAMPIONSHIP

CHAMPIONSHIP

0.25

BETFRED LEAGUE ONE

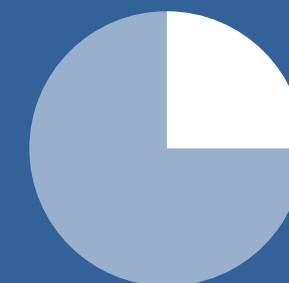**LEAGUE 1**

0.1

1895 CUP

0.1

Teams are awarded bonus points for winning the league and cup competitions (only applies to the current year).

5

MAX SCORE

25%

OVERALL WEIGHTING

RUGBY FOOTBALL LEAGUE | RL COMMERCIAL

PERFORMANCE

REGULAR SEASON LEAGUE RANKINGS

- Each season all clubs in Tiers 1–3 (Men's only) are ranked 1–36 based on their final league positions each season i.e. after all matches have been played in each season.

- For clubs that reach the end of season play–offs their final performance ranking will be determined by how they progress in the play–offs. Please see Appendix One for how teams are ranked across all three leagues.

- The season league rankings are calculated over the last three seasons.

LEAGUE RANKING	SCORE
1	4.0000
2	3.8889
3	3.7778
4	3.6667
5	3.5556
6	3.4444
7	3.3333
8	3.2222
9	3.1111
10	3.0000
11	2.8889
12	2.7778
13	2.6667
14	2.5556
15	2.4444
16	2.3333
17	2.2222
18	2.1111
19	2.0000
20	1.8889
21	1.7778
22	1.6667
23	1.5556
24	1.4444
25	1.3333
26	1.2222
27	1.1111
28	1.0000
29	0.8889
30	0.7778
31	0.6667
32	0.5556
33	0.4444
34	0.3333
35	0.2222
36	0.1111

4

MAX SCORE

PERFORMANCE

BONUS POINTS

- Teams are awarded bonus points for winning league and cup competitions.

- These scores will be added to the respective team's final league performance scores.

- Performance bonuses are only awarded for the current season.

SUPER LEAGUE
0.75

CHALLENGE CUP
0.25

CHAMPIONSHIP
0.25

LEAGUE 1
0.1

1895 CUP
0.1

1
MAX SCORE

FINANCE

FINANCE

OBJECTIVE:

Make clubs financially stable, have diversified revenue streams and reward profitability.

TYPE	CRITERIA	MAX SCORE	WEIGHTING
REVENUE DIVERSIFICATION	NON-CENTRALISED TURNOVER (£)	2.25	50%
	NON-CENTRALISED TURNOVER AS % OF TOTAL TURNOVER	0.75	17%
PROFITABILITY	ADJUSTED PROFIT	0.5	11%
SUSTAINABILITY	BALANCE SHEET STRENGTH	0.5	11%
	INCREASE IN OWNER INVESTMENT	0.5	11%
TOTAL ALL		4.5	100%

4.5
MAX SCORE

22.5%
OVERALL WEIGHTING

RUGBY FOOTBALL LEAGUE | RL COMMERCIAL

FINANCE

1. NON-CENTRALISED TURNOVER (£)

- Defined as the total annual turnover after all central distributions are deducted.

- Average value calculated for the past three seasons.

- Value compared to threshold and points applied.

	THRESHOLD	POINTS
NON-CENTRALISED TURNOVER THRESHOLDS	**>£2.5M**	**2.25**
	>£1.25M	**1.50**
	>£500K	**0.50**

FINANCE

2. NON-CENTRALISED TURNOVER (%)

- Defined as non-centralised annual turnover as a % of total annual turnover.

- This is for the three accounting (periods) prior to the current year i.e. in 2023, this would be an average of 2020, 2021 and 2022.

	THRESHOLD	POINTS
NON-CENTRALISED TURNOVER AS A % THRESHOLDS	>70%	0.75
	>50%	0.30
	>35%	0.15

FINANCE

3. ADJUSTED PROFIT

- Adjusted profit represents the annual profit before tax, interest, depreciation and amortisation with expenditure on facilities*, youth development (including academy) added back.

- The add backs are designed to ensure that clubs are not disincentivised to invest in improving player development pathways or facilities.

- This is for the three accounting (periods) prior to the current year i.e. in 2023, this would be an average of 2020, 2021 and 2022.

NB* Do not include capital expenditure. This must be amounts included in the profit and loss account relating to repairs and renewals or facilities development. It does not include costs of the operation of facilities i.e. rent, rates and utilities.

	THRESHOLD	POINTS
ADJUSTED PROFIT THRESHOLDS	>£1	0.50
	>(£1M)	0.25

RUGBY FOOTBALL LEAGUE | RL COMMERCIAL

FINANCE

4. OWNER INVESTMENT

- Defined as either an equity injection (i.e. share capital) or long-term loan to the club (provided that such loan is supported by confirmation that it cannot be withdrawn with less than one year's notice).

- The intention here is to reward clubs that sustainably invest in growth.

- This is for the three accounting (periods) prior to the current year i.e. in 2023, this would be an average of 2020, 2021 and 2022.

	THRESHOLD	POINTS
OWNER INVESTMENT THRESHOLDS	>£500K	0.50
	>£100K	0.25

RUGBY FOOTBALL LEAGUE | RL COMMERCIAL

FINANCE

5. BALANCE SHEET STRENGTH

- Defined as the Net Assets/or Net Liabilities as at the end of the relevant accounting period.

- This is as reported in the last statutory accounts.

	THRESHOLD	POINTS
BALANCE SHEET STRENGTH THRESHOLDS	>£100K	0.50
	>£1	0.25

STADIUM

STADIUM

OBJECTIVE:

Stadium facilities to reach minimum standards and add value to broadcast and fan experience.

FACILITIES SCORE
1.5

UTILISATION
1

PRIMACY OF TENURE
0.25

LED
0.125

BIG SCREEN
0.125

3
MAX SCORE
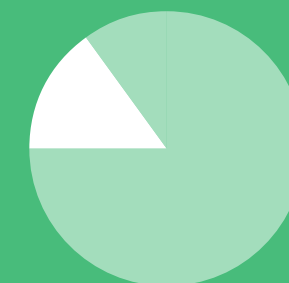
15%
OVERALL WEIGHTING

STADIUM

1. FACILITIES SCORE – 1.5

In order to score 1.5 the club's stadium facilities must reach Super League minimum standards. If these standards are not met the club will score 0.5.

Based on the following 9 areas:

CAPACITY

Minimum of 5,000.

SEATS

(Permanent) – Minimum of 2,000 and agreed by Stadium Advisory Group.

SPONSORS' SEATS

Minimum of 200, under cover & cordoned off from public areas by a physical barrier.*

CORPORATE LOUNGES

Minimum capacity 200.

DIRECTORS BOX

40 seats, under cover & cordoned off from public areas by a physical barrier. Positioned above pitch level and close to halfway line, direct access to and from boardroom to seats without passing through a public area.*

BROADCASTER PARKING AREA

Designated parking area for broadcast operation. Minimum of 50m by 50m. 50 car park spaces for OB Compound. Suitable surface to satisfaction of broadcaster for OB Compound to be located. Additional 15 car park spaces for broadcast staff.

STUDIO SPACE

4m x 4m.

MEDIA FACILITIES

The press box should be able to accommodate 30 in comfort with an overflow area of 20 seats. Should be equipped with firmly fixed flat working surfaces. Overhead lighting should be provided. There should be a room which can be used as a working press lounge & conference facility. TV monitor in press box.
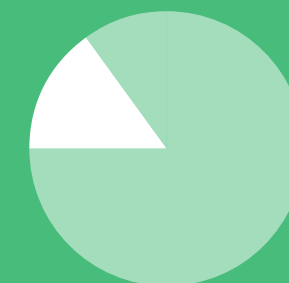
PHOTOGRAPHER FACILITIES

Wifi available. Area to distribute bibs, programmes etc.

*Alternative criteria can be provided separately for any stadium built before 2015.

3

MAX SCORE

15%

OVERALL WEIGHTING

STADIUM

2. UTILISATION – 1

Utilisation is calculated by the club's average attendance for the season, as defined under the Fandom attendance pillar, divided by the total stadium capacity (as defined by the Safety Advisory Group). As an example if the stadium capacity is 10,000 and the average attendance is 5,000 the utilisation score will be 0.5. The average for the last three years is calculated and used.
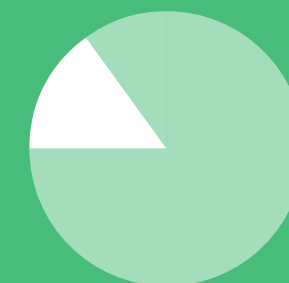
3. PRIMACY OF TENURE – 0.25

Primacy of tenure is defined as the club having an agreement (or providing proof of ownership) that means there are no constraints on fixture scheduling for their stadium that may adversely impact other clubs, fans and broadcast partners. Clubs can score either 0.25 for having primacy of tenure or 0 if they do not.

3

MAX SCORE

15%

OVERALL WEIGHTING

STADIUM

4. LEDS – 0.125

An additional bonus score of 0.125 is awarded if a club has LED advertising boards across a minimum of the TV arc (three sides with a content management system):

- 100m length (save for where main dug outs are opposite the TV cameras).
- Full length behind goals.
- 900mm high.

5. BIG SCREEN – 0.125

An additional bonus score of 0.125 is awarded if a club has a Big Screen.
The minimum specification is as follows:

- LED screen size: 36.86m2
- Panel size: 960mm
- Pixel pitch: 5mm
- Physical screen resolution – dots: 1,105,920 dots
- Calibrated brightness: 6,000 nits
- Refresh rate: 1,920Hz
- Ingress protection: IP65/IP54
- Input power frequency: 50/60Hz

3

MAX SCORE

15%

OVERALL WEIGHTING

COMMUNITY

COMMUNITY

OBJECTIVE:

To maximise growth of the sport in the largest markets to generate new fan bases.

AREA POPULATION ÷ NUMBER OF CLUBS IN THE AREA

AREA POPULATION:
Defined as the population of the Local Authority District where the club's stadium is located.

1.5

FOUNDATION:
Annual turnover of the foundation as a proxy for the community and participation activities.

1

Data taken from the 2021 Census

2.5
MAX SCORE
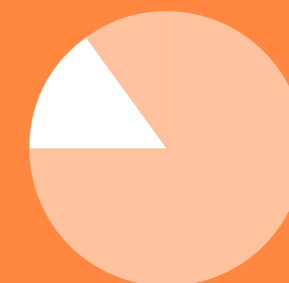
12.5%
OVERALL WEIGHTING

RUGBY FOOTBALL LEAGUE | RL COMMERCIAL

CATCHMENT

- Catchment Area is defined as the population of the Local Authority District where the club's stadium is located divided by the total number of Tier 1 and Tier 2 clubs in the same area.

- The population data is based on the latest census (2021) and ONS Boundaries for Local Authority Districts.

	THRESHOLD	POINTS
CATCHMENT AREA THRESHOLDS	>260K	1.5
	130K–260K	1
	<130K	0.5

RUGBY FOOTBALL LEAGUE | RL COMMERCIAL

CATCHMENT

METHODOLOGY

Catchment Data:

1. Find club stadium postcode and what Local Authority Area it is in

2. Download this file from the ONS website Population and household estimates, England and Wales: Census 2021 – Office for National Statistics (ons.gov.uk)

3. Find Local Authority Population

FRENCH CLUBS POPULATION DATA CAN BE FOUND ON INSEE WEBSITE:

CLUB	COMMUNE SOURCE	DATE
CATALANS DRAGONS	DEPARTMENT SOURCE	DOSSIER COMPLET – DÉPARTEMENT DES PYRÉNÉES-ORIENTALES [66]	INSEE
TOULOUSE OLYMPIQUE XIII	POPULATIONS LÉGALES 2020 – COMMUNE DE TOULOUSE [31555]	INSEE	DOSSIER COMPLET – DÉPARTEMENT DE LA HAUTE-GARONNE [31]	INSEE

FOUNDATION

- Clubs will start scoring in this area if they have an active foundation.

- A foundation is defined as a Ltd company or a Community Interest Organisation that is registered with the Charities Commission.

- The score will increase based on foundation turnover.

- This is being used a proxy for reach/level of community activity.

- This is for the three accounting (periods) prior to the current year i.e. in 2023, this would be an average of 2020, 2021 and 2022.

	THRESHOLD	POINTS
FOUNDATION THRESHOLDS	>£1M	1
	>£250K	0.75
	>£50K	0.5
	<£50K	0.25
	NO FOUNDATION	0

03

DIGITAL GUIDE

THE BRIEF

- Upon the introduction of the new Grading Criteria, digital reporting is a requirement. With the increased importance of social performance metrics, it is vital to understand the process of downloading, cleaning and interpreting data.

- This digital guide is provided to support clubs on their digital data understanding and capture journey. We hope it will be helpful to clubs in the completing the digital data elements of the annual data capture form.

WHAT ARE WE TRYING TO ACHIEVE?

GAIN A DEEPER UNDERSTANDING OF HOW AND WHY CONTENT IS UNDER/OVER PERFORMING

GAIN AN IMPROVED PERSPECTIVE ON TRENDS AND GROWTH AREAS

MEET THE REQUIREMENTS WITHIN THE GRADING CRITERIA

A. META BUSINESS SUITE

STEP 1: PULLING THE DATA

PROCESS
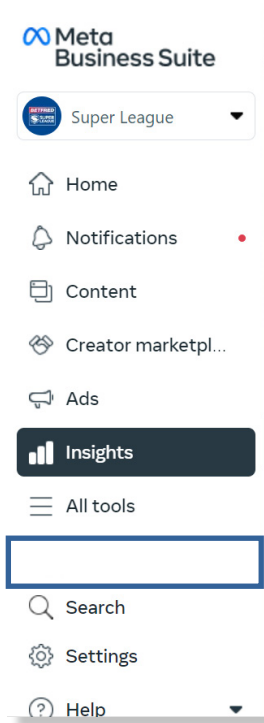
In MBS, select 'Insights' in the drop-down.
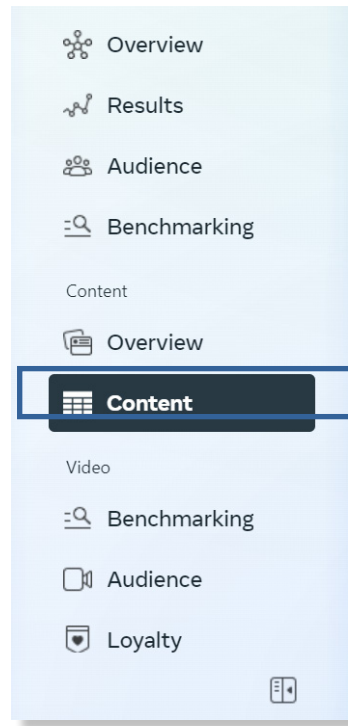
Now select 'Content'. This will take you to the content section of MBS, which is where important performance metrics, such as Engagements, Views and Impressions will sit.
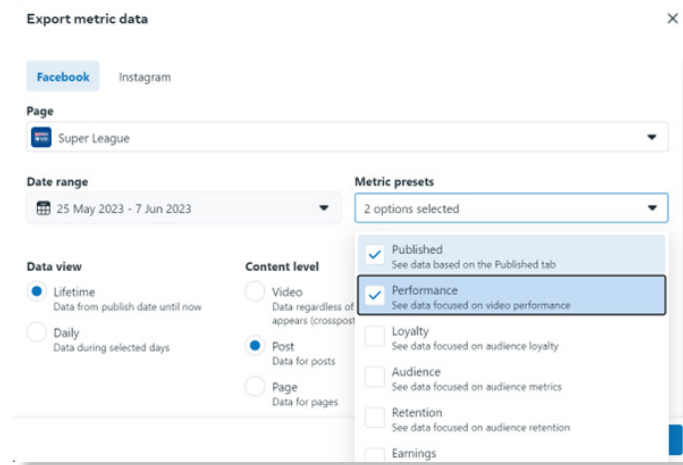
After selecting your dates, select 'Export Data'. In the pop-up, you will need to tick Published and Performance for Facebook. Generate the export and then download the raw dataset.
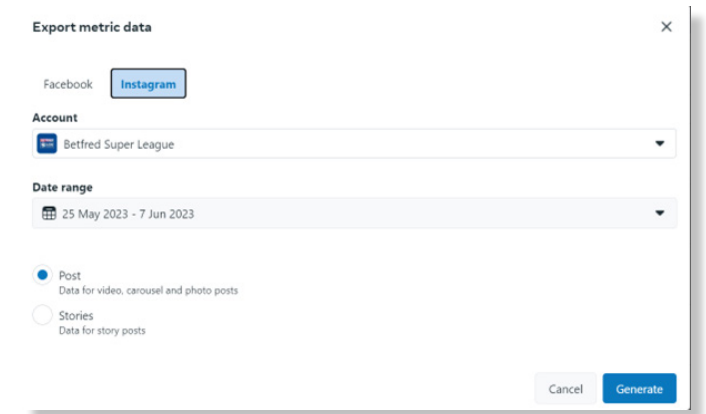
After selecting your dates, select 'Export Data'. In the pop-up, make sure you have selected 'Post'. Generate the export and then download the raw dataset.

STEP 2: CLEANING THE DATA

FACEBOOK

1. Remove columns which are not needed. For Facebook we would like Account Name, Description, Duration (Seconds), Publish Time, Permalink, Post Type, Impressions, Reach, 3s Views, Engagements.

2. Insert the cleaned dataset into the template under the relevant headings.

3. Sum up your post count and insert into the table on the right hand side.

4. Sum up your Engagement column and insert into the table on the right hand side.

5. Sum up your Impressions column and insert into the table on the right hand side.

6. Work out your Engagement Rate % via Engagements/Impressions x 100. Insert into the table on the right hand side.

7. Filter the engagement column to show high to low. Take the top 5 permalinks, engagements and post dates and insert into the relevant section within the Content tab.

8. Filter the engagement column to show low to high. Take the top 5 permalinks, engagements and post dates and insert into the relevant section within the Content tab. See adjacent table for example.

ACCOUNT	PERMALINK	ENGAGEMENTS	DATE
CLUB	FACEBOOK POST	3955	08:04 04/07/2023
CLUB	FACEBOOK POST	2707	13:04 04/14/2023
CLUB	FACEBOOK POST	2310	03:04 04/05/2023
CLUB	FACEBOOK POST	2251	13:04 04/20/2023
CLUB	FACEBOOK POST	2088	07:04 04/03/2023

STEP 2: CLEANING THE DATA

INSTAGRAM

1. Remove columns which are not needed. For Instagram we would like Account Name, Description, Duration (Seconds), Publish Time, Permalink, Post Type, Impressions, Reach, 3s Views, Engagements. **NOTE: Instagram differs in the sense that it does not provide a ready made 'Engagements' column. You will have to insert a column and label it 'Engagements', and sum up the Likes, Comments & Shares into the top row of that column. Drag down or copy & paste the summed up figure into the remaining empty cells in the rows below and it will auto-populate.**

2. Insert the cleaned dataset into the template under the relevant headings.

3. Sum up your post count and insert into the table on the right hand side.

4. Sum up your Engagement column and insert into the table on the right hand side.

5. Sum up your Impressions column and insert into the table on the right hand side.

6. Work out your Engagement Rate % via Engagements/Impressions x 100. Insert into the table on the right hand side.

7. Filter the engagement column to show high to low. Take the top 5 permalinks, engagements and post dates and insert into the relevant section within the Content tab.

8. Filter the engagement column to show low to high. Take the top 5 permalinks, engagements and post dates and insert into the relevant section within the Content tab. See adjacent table for example.

TOP PERFORMING POSTS

| PERMALINK	ENGAGEMENTS	DATE
INSTAGRAM POST	3629	13:04 04/14/2023
INSTAGRAM POST	3363	03:04 04/05/2023
INSTAGRAM POST	3283	13:04 04/20/2023
INSTAGRAM POST	3269	07:04 04/03/2023
INSTAGRAM POST	3207	13:04 04/20/2023

EXTRA NOTES

- When changing the date, you are only able to export data going back either 180 days or 500 posts, whichever comes first.

- It is important to download the raw data as a CSV if ever there is a prompt.

- As mentioned, Instagram does not provide a ready made Engagements column. Please consider this and sum up the Likes, Comments and Shares columns.
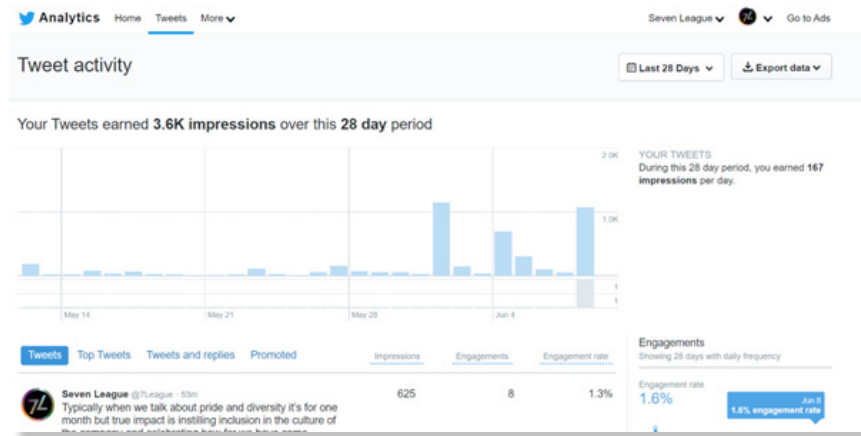
B. CREATOR STUDIO
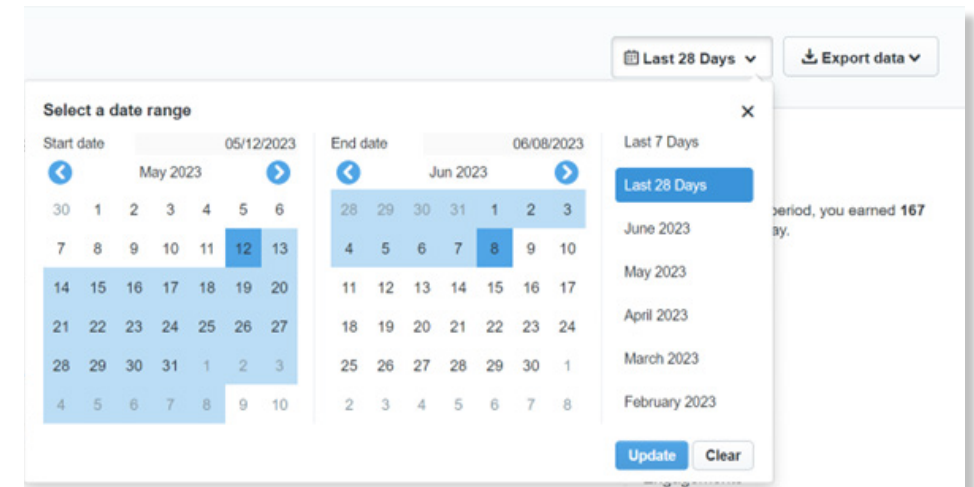
STEP 1: PULLING THE DATA

PROCESS
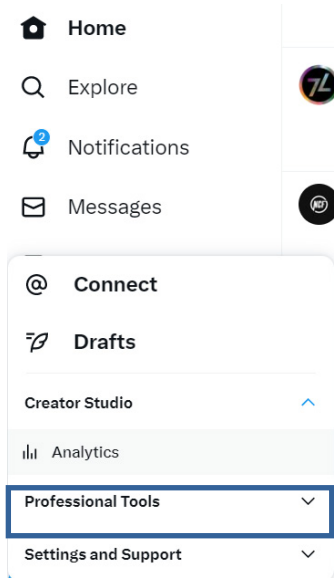
In Twitter, select 'Analytics' within the Creator Studio drop-down.

Select 'Tweets' in the top taskbar. Please see above.

After selecting your dates, select 'Export Data' and then 'By Tweet'.

STEP 2: CLEANING THE DATA

TWITTER

1. Remove columns which are not needed. For Twitter we would like Account, Tweet Permalink, Tweet Text, Impressions, Engagements.
NOTE: Twitter does provide a ready made 'Engagements' column, but is not accurate as it includes clicks. You will have to insert a column and label it 'Engagements', and sum up the Likes, Replies & Retweets into the top row of that column. Drag down or copy & paste the summed up figure into the remaining empty cells in the rows below and it will auto-populate.

2. Insert the cleaned dataset into the template under the relevant headings.

3. Sum up your post count and insert into the table on the right hand side.

4. Sum up your Engagement column and insert into the table on the right hand side.

5. Sum up your Impressions column and insert into the table on the right hand side.

6. Work out your Engagement Rate % via Engagements/Impressions x 100. Insert into the table on the right hand side.

7. Filter the engagement column to show high to low. Take the top 5 permalinks, engagements and post dates and insert into the relevant section within the Content tab.

8. Filter the engagement column to show low to high. Take the top 5 permalinks, engagements and post dates and insert into the relevant section within the Content tab. See adjacent table for example.

| PERMALINK	ENGAGEMENTS	DATE
TWITTER POST	541	13:04 04/14/2023
TWITTER POST	498	03:04 04/05/2023
TWITTER POST	402	13:04 04/20/2023
TWITTER POST	391	07:04 04/03/2023
TWITTER POST	364	13:04 04/20/2023

EXTRA NOTES

- Historic data is maintained poorly by Twitter and may be absent or unavailable depending on the date range. Twitter also does not provide demographics.

- Tweet and Video data needs to be exported separately. This isn't needed for the monthly reporting, but if you wish to export Video data then just be aware.

- If the export button does not appear as clickable, then you may need to fiddle around with a shorter date range and download the data in multiple chunks.
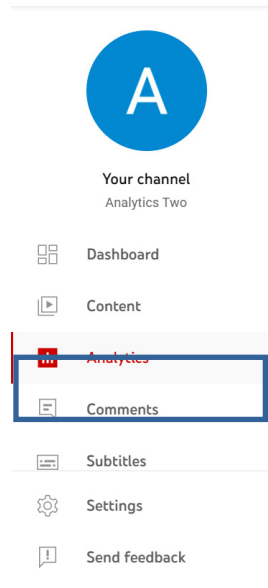
C. YOUTUBE STUDIO

YouTube

STEP 1: PULLING THE DATA

PROCESS
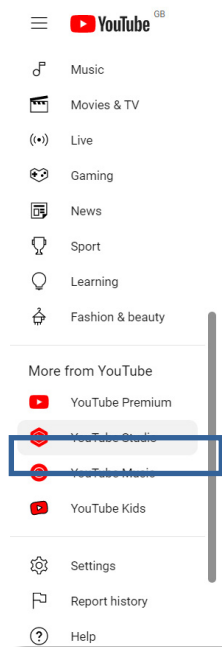
In YouTube, select 'YouTube Studio' within the sidebar.

In YouTube Studio, select 'Analytics' in the sidebar.
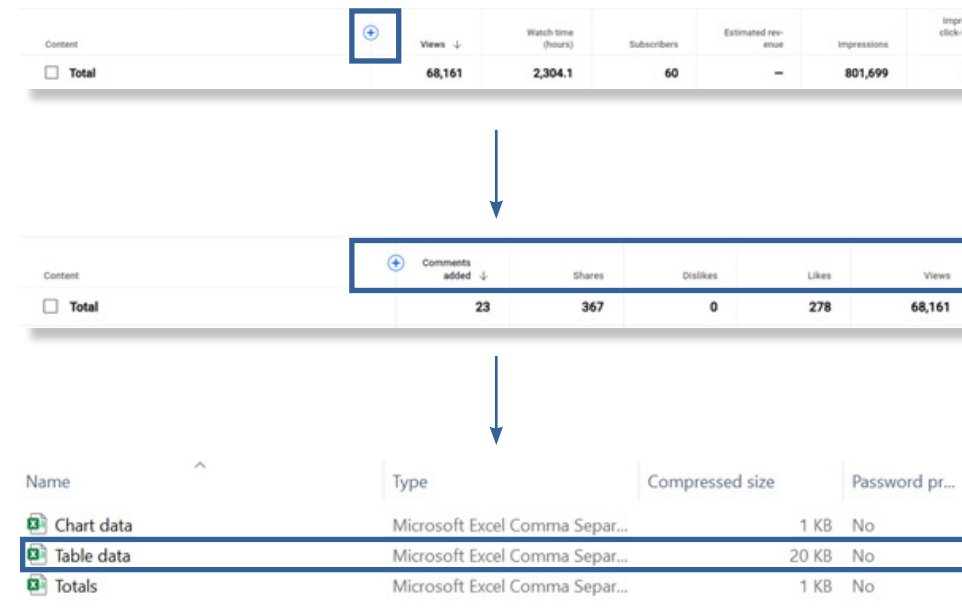
Select 'Advanced Mode' in the top right. In the Content tab, add Likes, Dislikes, Shares & Comments to the table using the + symbol.
Export the data and select Comma-separated Value (.csv).
Download the 'Table data' option in the pop-up file explorer.

STEP 2: CLEANING THE DATA

YOUTUBE

1. Remove columns which are not needed. For YouTube we would like Account, Video Title, Video Published, Engagement, Views, Watch Time, Impressions. **NOTE: YouTube does not provide a ready made 'Engagements' column. You will have to insert a column and label it 'Engagements', and sum up the** Comments, Shares, Likes & Dislikes **into the top row of that column. Drag down or copy & paste the summed up figure into the remaining empty cells in the rows below and it will auto-populate.**

2. Insert the cleaned dataset into the template under the relevant headings.

3. Sum up your Engagement column and insert into the table on the right hand side.

4. Sum up your Impressions column and insert into the table on the right hand side.

5. Sum up your Video Views column and insert into the table on the right hand side.

6. Sum up your Watch Time (Hours) column and insert into the table on the right hand side.

7. Work out your Engagement Rate % via Engagements/Impressions x 100. Insert into the table on the right hand side.

8. Filter the Video Views column to show high to low. Take the top 5 performers and copy the captions, video views and post dates and insert into the relevant section within the Content tab.

9. Filter the Video Views column to show low to high. Take the top 5 performers and copy the captions, video views and post dates and insert into the relevant section within the Content tab.

| CAPTION	VIEWS	DATE
RUGBY LEAGUE HIGHLIGHTS	19234	04/14/2023
BETFRED SUPER LEAGUE	5790	04/05/2023
WARRINGTON WOLVES VS...	20451	04/20/2023
ST HELENS VS...	14823	04/03/2023
CATALANS DRAGONS VS...	15768	04/20/2023

EXTRA NOTES

- As mentioned, YouTube does not provide a ready made Engagements column. Summing up engagement metrics into a new column is required.

- YouTube does not provide permalinks, only captions.
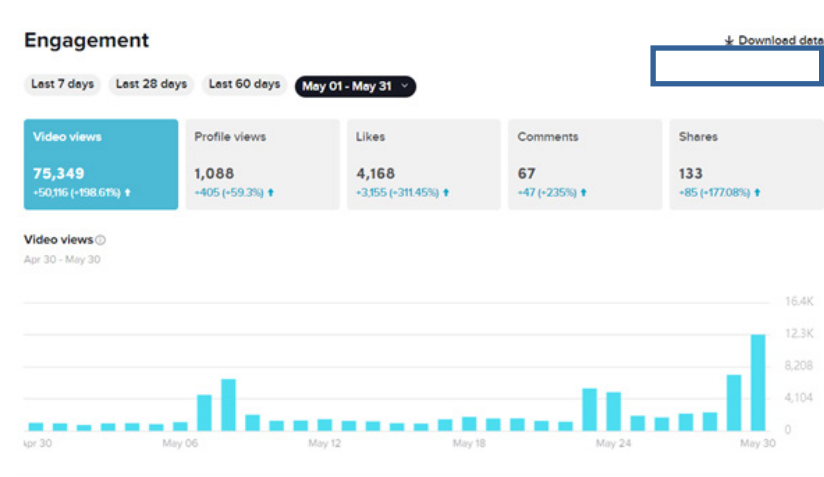
D. TIKTOK INSIGHTS

STEP 1: PULLING THE DATA

PROCESS
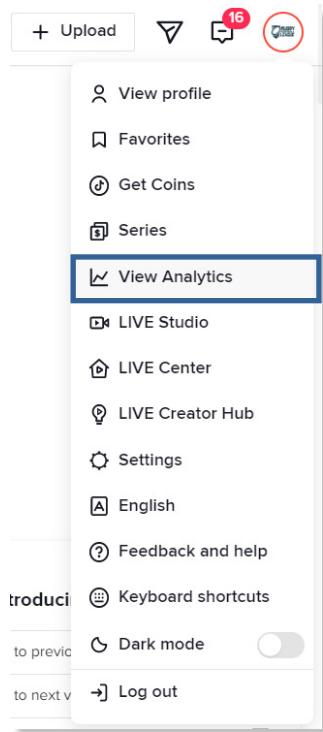
Select view analytics on the profile drop-down.

Select your date range and download as a CSV.

Download the file in the pop-up file explorer.

STEP 2: CLEANING THE DATA

TIKTOK

1. Remove columns which are not needed. For TikTok we would like
Date, Video Views & Engagements.
**NOTE: TikTok does not provide a ready made 'Engagements' column.
You will have to insert a column and label it 'Engagements', and sum up the
Comments, Shares & Likes into the top row of that column. Drag down or
copy & paste the summed up figure into the remaining empty cells in the
rows below and it will auto-populate.**

2. Insert the cleaned dataset into the template under the relevant headings.

3. Sum up your Video Views and Engagements columns and insert into the
table on the right hand side.

4. TikTok currently does not provide engagements per post, unless it is
tracked daily, which is not feasible. So currently there is no need for
top/low performing posts to be tracked.

EXTRA NOTES

- You can only extract data for the last 60 days on TikTok.

- TikTok does not currently show Impressions. In this instance we would use Video Views as an impression based metric if needed.

- TikTok currently does not provide engagements per post, unless it is tracked daily/weekly. This is not feasible so currently we do not require top/low performing posts in the tracking sheet.
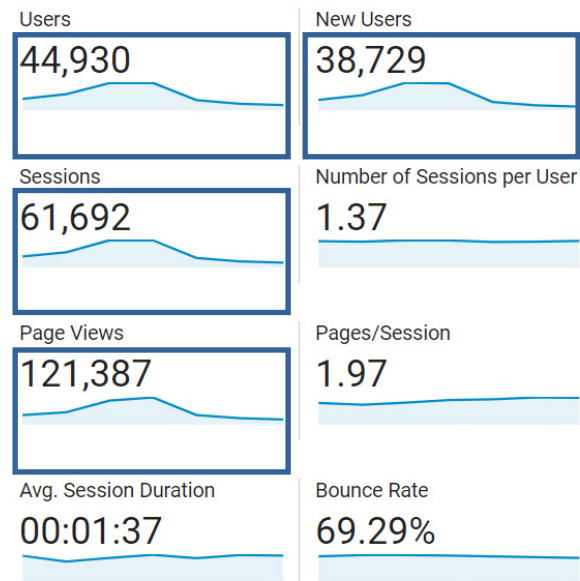
E. GOOGLE ANALYTICS

STEP 1: FINDING THE DATA

PROCESS
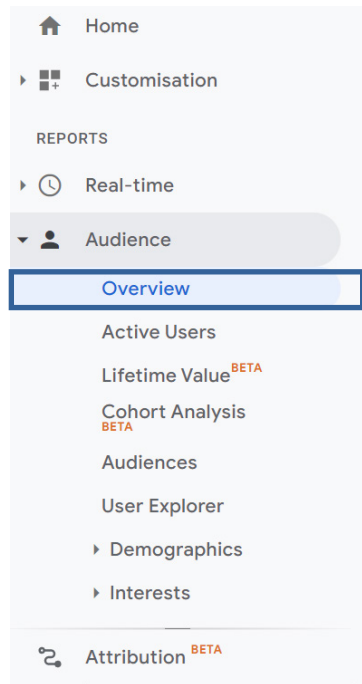
In GA3, select 'Overview' within Audience in the sidebar.

No extra navigations needed, we require Users, New Users, Sessions and Page Views from the below. Insert into the relevant columns in the reporting sheet.

On the same page, scroll down to demographics. Take the figures for UK, France and London and insert into the relevant columns in the reporting sheet.

Select 'Advanced Mode' in the top right. In the Content tab, add Likes, Dislikes, Shares & Comments to the table using the + symbol.
Export the data and select Comma-separated Value (.csv).
Download the 'Table data' option in the pop-up file explorer.

EXTRA NOTES

- Google Analytics is soon switching to GA4. This may change the way in which the data needs pulling.

- As mentioned, if 'Search Console' is not enabled, you cannot track CTR% metrics. You will need to contact your website provider or the GA admin holder to enable this.

04

APPENDIX

APPENDIX ONE

LEAGUE FINISHING POSITIONS
(SUBJECT TO FINAL LEAGUE STRUCTURE BEING CONFIRMED)

1	Super League Grand Final Winner
2	Loser of Super League Grand Final
3	Loser of Super League Semi Final with highest league position
4	Loser of Super League Semi Final with lowest league position
5	Loser of Super League Eliminator with highest league position
6	Loser of Super League Eliminator with lowest league position
7	7th in Super League
8	8th in Super League
9	9th in Super League
10	10th in Super League
11	11th in Super League
12	12th in Super League
13	Championship Grand Final Winner
14	Loser of Championship Grand Final
15	Loser of Championship Semi Final with highest league position
16	Loser of Championship Semi Final with lowest league position
17	Loser of Championship Eliminator with highest league position
18	Loser of Championship Eliminator with lowest league position
19	7th in Championship
20	8th in Championship
21	9th in Championship
22	10th in Championship
23	11th in Championship
24	12th in Championship
25	13th in Championship
26	14th in Championship
27	Winner of League 1
28	Winner of League 1 Play Off Final
29	Loser of League 1 Play Off Final
30	Loser of League 1 Preliminary Final
31	Loser of League 1 Elimination Semi Final
32	Loser of League 1 Elimination Play Off
33	7th in League 1
34	8th in League 1
35	9th in League 1
36	10th in League 1

APPENDIX TWO

MINIMUM STANDARDS

TOPIC	PROPOSED STANDARD	SANCTION
TALENT & PERFORMANCE PATHWAY	• Grade A & B to have a Talent and Performance Pathway that is approved annually by the RFL. • Grade A Talent & Performance Pathway must include a Women's team in accordance with the Participation Agreement for the level within which it plays. • Grade A and B Clubs (who are full time) must comply with the RFL Player Welfare Policy and reach the desired level on the Annual Audit.	• Non-compliance results in i) a grading points deduction of 0.25 for the year following the first year of non-compliance, ii) a grading points deduction of 0.5 following the second year of non-compliance and iii) downgrading of the grade otherwise achieved by one level i.e. from A to B for all subsequent years in which this is not achieved.
COMMUNITY GAME DEVELOPMENT	• Grade A & B must have a Foundation which is a Incorporated Registered Charity registered with the Charities Commission or a Community Interest Company and submit annual accounts & Trustees report (or equivalent) to the RFL. • Grade A & B must have a Community Rugby League Development Plan (that includes an Inclusion Action Plan) approved annually by the RFL.	• Non-compliance results in i) a grading points deduction of 0.25 for the year following the first year of non-compliance, ii) a grading points deduction of 0.5 following the second year of non-compliance and iii) downgrading of the grade otherwise achieved by one level i.e. from A to B for all subsequent years in which this is not achieved.

APPENDIX TWO

MINIMUM STANDARDS

TOPIC	PROPOSED STANDARD	SANCTION
BREACH OF OPERATIONAL RULES	• Top tier clubs - any Off Field sanction resulting in a fine of >£30,000 (Tier 2 clubs – >£15k, Tier 3 clubs – >£2.5k) or a points deduction or Salary Cap.	• Results in grading points deduction of 0.25 for the following year • Salary Cap breach results in i) a grading points deduction of 0.25 for the year following the first year of non-compliance, ii) a grading points deduction of 0.5 following the second year of non-compliance and iii) downgrading of the grade otherwise achieved by one level i.e. from A to B for all subsequent years in which this is not achieved.
BREACH OF OTHER REGULATIONS I.E. GDPR, HMRC OR HEALTH & SAFETY	• Top tier clubs - any sanction resulting in a fine of >£30,000 (Tier 2 clubs – >£10k, Tier 3 clubs – >£2.5k) from the relevant authority.	• Results in grading points deduction of 0.25 for the following year.
INSOLVENCY	• Grade A & B must not have an Insolvency Event as defined in Insolvency Policy.	• Downgrading of the club's grade by one level i.e. from A to B for the year following the Insolvency Event.

APPENDIX TWO

MINIMUM STANDARDS

TOPIC	PROPOSED STANDARD	SANCTION
E,D&I	• Grade A & B must comply with the Professional Club Governance Code in place. • Grade A & B must submit an action and progress plan to the RFL annually.	• Non-compliance results in i] a grading points deduction of 0.25 for the year following the first year of non-compliance, ii] a grading points deduction of 0.5 following the second year of non-compliance and iii] downgrading of the grade otherwise achieved by one level i.e. from A to B for all subsequent years in which this is not achieved.
ANTI-DOPING	• Grade A & B shall not have 3 or more Anti-Doping Rule Violations in any 1 year as reflected in Operational Rules.	• Sanction of a grading points deduction of 0.25 for one year in the year following the breach.
ENVIRONMENTAL SUSTAINABILITY	• Grade A & B to have completed an environmental benchmark audit and action and progress plan and submit to the RFL annually.	• Non-compliance results in i] a grading points deduction of 0.25 for the year following the first year of non-compliance, ii] a grading points deduction of 0.5 following the second year of non-compliance and iii] downgrading of the grade otherwise achieved by one level i.e. from A to B for all subsequent years in which this is not achieved.

APPENDIX THREE

DATA CONTROL

- The RFL will undertake Club audits in each year. Audits may take place pre or post Data Capture Return submission as the RFL deems suitable.

- Any Club selected for audit must cooperate fully with the RFL Audit or Compliance Team in respect of the audit, including (without limitation) by making requested documents (including the Club's accounts and accompanying documents) and other information available for inspection and/or arranging for specified Club Officials to be available for interview, as required by the RFL Audit or Compliance Team.

- The Compliance Manager (and any of the investigators they may instruct to do so) may, following a review of the RFL's report, request further information from the Club.

DATA CAPTURE FORM

Below is a link to the RFL's Grading Criteria data capture form that all clubs are required to fill out each year.

RFL's Grading Criteria data capture

Contact

Rob Hicks – RFL

Alison O'Brien – RFL

Alastair Pickering – IMG