

WEEK OF

**SOCIAL
IMPACT**

2025





FOREWORD

The RFL are pleased to celebrate one year of the RFL Community Trust's public launch, during the Week of Social Impact 2025. The RFL Community Trust is dedicated to celebrating and furthering the social impact mission of the RFL, striving to make a tangible difference in the lives of people across the country.

During The Week of Social Impact 2025, the RFL and the RFL Community Trust joined its charitable foundations once again in spotlighting the incredible work that is ongoing within our communities and celebrated all that has been achieved so far. Specifically, this year's Week of Social Impact was focused on "Building a Better Future."



WHAT IS SOCIAL IMPACT?

Social Impact has been an organic part of Rugby League since its breakaway in 1895. Our sport has made it its mission to always impact its communities positively.

We want more people to be physically active. Increasing the level of activity remains our key goal, together with supporting our people, building stronger communities, and tackling the inequalities and barriers that affect our people – many of whom are based in some of the most deprived communities.

Having steadily increased our work in communities across the UK since 2017, in 2022 we introduced a dedicated Social Impact Team, proactively working towards our 2022-2030 strategic aims.

Through OurLeague Life the sports social impact vehicle, we are dedicated to achieving and working towards a better future by:

- Removing the barriers and **Tackling the Inequalities** our communities face. Focusing on Health & Wellbeing and Education & Employability to increase Social Mobility.
- Welcoming more players to the Rugby League family. Pushing inclusivity and diversity – ensuring **Social Justice**.
- Strengthening our community game through sustainable facilities, supporting our volunteers, and achieving **Social Cohesion**.



THE WEEK OF SOCIAL IMPACT

What is the Week of Social Impact?

The Week of Social Impact is an annual week-long campaign dedicated to showcasing the incredible social impact mission of the RFL and its partners. It's an opportunity to get involved, whether by participating in local events, sharing authentic Rugby League stories, or simply spreading the word about the incredible work being done in communities.

The Week of Social Impact is more than just a series of events it is a call to action. It is a reminder that each of us has a role to play in fostering a community that cares, supports and uplifts one another. Whether you are a lifelong fan or new to the sport, the Week of Social Impact is an opportunity to understand the profound and undeniable impact Rugby League has on people's lives.



WEEK OF SOCIAL IMPACT 2025 ROUND-UP

The 2025 Week of Social Impact saw more communities impacted than ever before from welcoming new partners to increasing the volunteer's landscape. Also, highlighting over **£8 million** of investment funding raised for community facilities and over **£1 million** generated for social impact projects.

This does not mean our work ends here! We will continue to strive towards our mission of having a positive social impact on our communities and building a better future!



WEEK OF SOCIAL IMPACT 2025 ACTIVATIONS!

During the Week of Social Impact, the RFL were pleased to host many activations centred around our dedicated social impact mission!

An England Send-off at Wigan!

Local primary and secondary schools, along with Wigan Warriors Community Trust and Community Integrated Care were all invited to bid farewell and good luck to the England International players ahead of their first 2025 Ashes fixture.



A Community Volunteering Day at Rochdale Mayfield!

Whilst celebrating social cohesion, the RFL were excited to execute a community volunteering day, hosted at Rochdale Mayfield ARLFC. This event attracted many volunteers joined by the mission to improve facilities at the club, ensuring that we strengthen our community game through sustainable facilities!



Try Force at Wembley!

The RFL were overjoyed to be joined by 1,200 participants of social impact projects at the first 2025 Ashes fixture of the series at Wembley, a historic experience and the ultimate celebration of our sport!

Parkinsons UK CPD Training!

Whilst celebrating Social Justice, the RFL were pleased to offer our charitable foundations CPD training from our partners at Parkinsons UK! The training served as an interactive session, that covered:

- Exploring current understandings of Parkinsons
- Sharing practical recommendations and how to apply them in deliveries
- Discussing ways to make sessions more accessible and sustainable

An Ashes meet & greet in London!

Ahead of the first Ashes Test at Wembley Stadium, community clubs and Rugby League-playing schools were invited to visit the England stars at the Lensbury Hotel in Teddington, London. Visitors freely socialized, took pictures, and collected autographs from their Rugby League heroes! The event also featured a Q&A session with Sam Tomkins, Mike McMeeken and Kai Pearce-Paul. Both Mike and Kai were raised in the region, making this a very special experience for the Rugby League family - proving that the sky is the limit!



RFL 2025 SHOWCASE

Look back at the amazing stories highlighted by the RFL during the Week of Social Impact 2025!

Partnerships spotlight

This year, the RFL Community Trust has made strides with its dedicated social impact mission and introduced many exciting new initiatives through Trust partnerships!

Scan the QR codes to find out more!

How can The RFL
Community Trust help you?



The best tips to secure
funding for your club!



Social Cohesion

West Oxfordshire Levellers secured thousands through funding and hope to inspire more Rugby League clubs to do the same!

Experiencing first-hand how accessible securing funding can be, West Oxfordshire Levellers shared with the Rugby League Family how others can do this too.



Tackling Inequalities

During the Week of Social Impact 2025, the RFL proudly spotlighted the outstanding Community Wellbeing Hubs that make our social impact mission possible and the most recent Inspiring Futures initiative, both in which contribute to building a better future through social impact by tackling inequalities!

Scan the QR codes to find out more!

The Week of Social Impact with Community Wellbeing Hubs



The Inspiring Futures programme



Social Justice

Social Justice means welcoming more players to the Rugby League Family. Pushing inclusivity and diversity!

During the 2025 Week of Social Impact, the RFL highlighted:

The inspiring story of PDRL star Nick Kennedy



'We're On The Same Team' in partnership with Community Integrated Care



INVESTMENTS

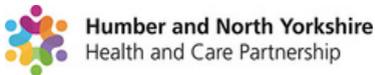
Since 2022, the RFL has attained over **£8,878,022 million** to invest into community facilities across the Rugby League Family, with an additional **£1 million generated** specifically for social impact programmes.

These investments are dedicated to:

- 3G Pitch Investment
- Small scale grass Pitch Improvements via the Grass Pitch Maintenance Fund
- Investment in machinery & equipment for clubs to undertake clubs' own routine maintenance of their pitches
- Large Scale Capital grass pitch improvement projects such as the ones at Hemel, Ashton, Rochdale and Normanton
- Developer contributions to community sport secured by way of planning condition
- Clubhouse/Pavilion redevelopment and expansion to cater for growth
- Initial surveys to establish viability of projects
- Fencing to protect sites from vandalism
- Sustainable solutions such as solar panels to reduce running costs and carbon footprint
- Developing capacity for clubs to generate revenue through installation of serveries and kitchens
- Floodlighting



PARTNERSHIP SPOTLIGHT



VOLUNTEER AWARDS 2025

In conjunction of Social Cohesion, during the 2025 Week of Social Impact the RFL were pleased to announce winners of the 2025 Community Volunteer Awards with eight local heroes recognised for their outstanding efforts across the season.

The awards recognise the dedication and impressive contributions of volunteers from across the sport.

Congratulations to the winners listed below!

Craig Teague
Volunteer of the Year



John Moran
Coach of the Year



Andrew Blythe
Junior Coach of the Year



David Newton & David Cross
Grounds Person of the Year



Julie Lumb
Women & Girls Champion



Barrow Island Oldies
OuRLeague Life Award



Michelle Melling
Tackle IT Award



Helen Hynes
Social RL Volunteer of the Year



Darby Sladdin Volunteer and Social Impact Officer said “The Volunteer Awards is a fantastic opportunity to recognise and reward the incredible work that our volunteers do, congratulations to all award winners and thank you to all the volunteers across Rugby League who continue to drive our sport forward”

FOUNDATION OF THE YEAR 2025!

The RFL are pleased to congratulate the 2025 Foundation of the Year winner, Wigan Warriors Community Trust and the two runner ups as Leigh Community Trust & Castleford Tigers Foundation.

This award recognises the outstanding work and impact across all areas of Rugby League development and social impact projects. This achievement is a testament to the dedication of the Foundation's staff, volunteers, and partners, whose efforts continue to inspire and support people of all ages and backgrounds.

The selection process was led by the RFL Development Team, who conducted a thorough review of foundation's work over the past 12 months. To ensure a fair and consistent process, foundations were evaluated through a structured 100-point scoring system and supporting commentary across 11 key categories, each reflecting an important aspect of their contribution to the game and the communities they serve.





The award was presented at half time of the Men's Betfred Super League Grand Final on Saturday 11th October to mark the outstanding achievement by Wigan Warriors Community Trust.

WINNER



RUNNERS UP



LOOK BACK AT THE WEEK OF SOCIAL IMPACT 2025, FOUNDATIONS SPOTLIGHT!

The RFL are thrilled by the remarkable support and engagement from our community, partners, and foundations.

Throughout the Week of Social Impact, our sport highlighted the impactful work happening across our communities and shared the mission that drives our social impact efforts. We are proud to recognise and celebrate the dedication of our partners, who are at the heart of these initiatives.

As we look back on this week, we are excited to highlight the outstanding initiatives from each strand of social impact:

SOCIAL JUSTICE



TACKLING INEQUALITIES



SOCIAL COHESION



SOCIAL COHESION FOUNDATIONS SPOTLIGHT

COMMUNITY GAME SUSTAINABILITY

WIDNES VIKINGS
FOUNDATION FUTURE
VIKINGS PROGRAMME



YORK RLFC FOUNDATION
60 SECONDS OF IMPACT



VOLUNTEERING

ADVANTAGE BARROW
RAIDERS VOLUNTEER
CASE STUDIES



FEATHERSTONE
ROVERS FOUNDATION
CASE STUDY



CommunityFoundation

FACILITIES

WARRINGTON WOLVES POPPY PETITION ON
INCLUSIVE GOVERNMENT FACILITIES



TACKLING INEQUALITIES FOUNDATIONS SPOTLIGHT

SOCIAL MOBILITY

LEOPARDS FOUNDATION
INSPIRING FUTURES
PROGRAMME



CASTLEFORD TIGERS
SPORTING FUTURES
PROGRAMME



HEALTH & WELLBEING

THE EAGLES FOUNDATION
WALKING RL



HAF CAMPS



CASTLEFORD TIGERS COMMUNITY TRUST

DANCE & MOVEMENT
OVER 50S SESSIONS



LETS COMMUNICATE
SESSIONS



SOCIAL JUSTICE FOUNDATIONS SPOTLIGHT

INCLUSION RL

BATLEY BULLDOGS
PROJECT GLOW AND
REACH



THE EAGLES FOUNDATION
JUNIOR WHEELCHAIR RL
CASE STUDY VIDEO



DIVERSIFY

WAKEFIELD TRINITY
COMMUNITY FOUNDATION
OUTREACH SESSIONS



WIDNES VIKINGS
FOUNDATION PLAYER CASE
STUDY FROM POLAND



COMMUNITY INTEGRATED CARE SPOTLIGHT

Community Integrated Care is one of the UK's largest and most successful social care charities, supporting people with learning disabilities, autism, mental health concerns, and complex needs to live the Best Life Possible. As the Official Social Care Partner of Rugby League, the charity has a groundbreaking social impact collaboration with the RFL and RL Commercial that has delivered a diverse range of life-changing programmes and support for people who draw on social care.

During the 2025 Week of Social Impact the RFL promoted the 'On The Same Team' programme that helps tackle prejudice before it is formed, by providing engaging and impactful education aimed at helping young people understand the influence of their words and actions on others.

The programme emphasises the importance of unity and mutual respect, demonstrating how we all thrive when we're 'On The Same Team' and ultimately will help tackle bullying and discrimination.



A recent example of this is York RLFC Foundation who are proud to be delivering this programme through funding provided by the York & North Yorkshire Office for Policing, Fire, Crime and Commissioning's Community Fund, supported by York CVS. York RLFC Foundation support over 6,000 young people across 24 locations across the City of York to help address bullying and discrimination.

Ashleigh Seddon, RFL Social Impact Manager, said:

"This groundbreaking programme reflects our commitment to achieving social justice. We strive on welcoming more players to the Rugby League family. 'On The Same Team,' is a testament to our mission of building a better future through social impact and is made possible through our dedicated partnership with Community Integrated Care."

"We'd like to congratulate all those who have been a part of this so far including the Foundations, schools, and community clubs such as, Blackbrook Royals JRLFC for championing 'On The Same Team'."

John Hughes, Director of Partnerships and Communities at Community Integrated Care says:

"This programme makes a powerful impact, enriching the beliefs and values of young people through inspiring them to understand the importance of being part of an inclusive community - free of bullying and discrimination. We are excited for many more Rugby League clubs and schools to follow in their footsteps of inspiring the next generations through signing up for this incredible free programme."



THE REMARKABLE STORY OF KATIE RICHARDSON!

For Katie Richardson, the impact of being involved in the Community Integrated Care Learning Disability Super League has extended well beyond the field of play. Katie has autism and is a member of the Warrington Wolves LDSL team, the LDSL (Learning Disability League) is an adapted, non-competitive variant of Rugby League for people with learning disabilities, that promotes skills and confidence and is a world-first initiative!

However, the opportunities offered to Katie by Community Integrated Care and the RFL extends beyond playing Rugby League. Katie has become a member of the social care charity's Media and Photography Clubs, providing her with unique sporting experiences that have transformed her confidence levels.



Katie has always had a passion for sport, and Rugby League, becoming a highly active member of the Photography and Media Clubs has allowed her to use that interest in a positive way.

In 2025 Katie has performed media roles at Rugby League's most prestigious events, such as:

- Magic Weekend media and press conference days
- Grand Final media and press conference days
- Betfred Women's Grand Final
- Magic Weekend and Challenge Cup semi-finals
- The Super League Season Launch at Co-op Live, with her photos featuring on the Super League official social channels.

Specifically, during the Week of Social Impact 2025 Katie played an important and historic role during the England send-off, ahead of the 2025 Ashes series – the first since 2003!

Take a look at the spectacular pictures captured by Katie!

@photographer_katier



UK PARLIAMENT WEEK 2025

Following the Week of Impact 2025 and the outstanding work ongoing within our communities, the RFL were proud to collaborate with UK Parliament!

What is UK Parliament Week?

UK Parliament Week (UKPW) is an annual event, spreading the word about what Parliament is, what it does and how you can get involved. It is a wonderful way to find out new things about UK Parliament or be reminded of things you might have forgotten!

With over 2.4 million people signed up in all 650 constituencies in 2024, UKPW is UK Parliament's biggest public engagement programme!

UKPW is an annual opportunity for schools, youth groups, and community organisations across the UK to discover more about UK Parliament, what it does, and how they can get involved. Activity can run at anytime outside of the dedicated week too.

Sign up and get involved now!

Sign up through the UKPW website and receive a free UKPW resource kit to help you independently organise local events exploring UK Parliament. The bespoke kit's provides ideas and resources to create unique activities to suit your organisation's needs.



The kit includes:

- A booklet tailored with age-appropriate activities for primary or secondary schools, youth groups or over 18s.
- Petitions Pursuit - fun board game bringing petitions to life as players compete to get signatures for their petitions and get their campaign debated in UK Parliament.
- A Palace of Westminster pop-up ballot box.
- Colourful stickers to share.
- A banner to decorate the meeting space.

Need some inspiration?

With over 17,000 activities last year, UK Parliament Week was celebrated in all sorts of ways. Here are a few ideas to get you started:

- Lively debates and quizzes
- Discussing issues and holding votes
- Creating petitions
- Themed assemblies and school council elections
- Baking, crafting, and colouring
- Meeting your MP, a member of the Lords, local councillors, mayors, MLAs, MSs or MSPs – either in person or virtually

If you want to explore further or get started before your kit arrives scan the QR code below!

Join the conversation!

We love to see your photos and hear about your activities. Join in the conversation using the hashtag's #UKPW, #OurLeagueLife, #LeaguebyImpact and follow [@UKParEducation](https://twitter.com/UKParEducation) for the latest updates. If you take photographs of your UKPW activity on a high-resolution digital camera, share these with engage@parliament.uk and they could feature in next year's UK Parliament and Social Impact booklet!



THANK YOU

FROM THE RFL SOCIAL IMPACT TEAM!

Ashleigh Seddon, RFL Social Impact Manager says,

“As we mark the one-year anniversary of the public launch of the RFL Community Trust and the 2025 Week of Social Impact, we are incredibly proud of the collective dedication shown across our Rugby League family. From our charitable Foundations, partners, volunteers and Community Wellbeing Hubs. Social impact is at the core of our sport, and it serves as a dedicated vehicle for positive change and ever-lasting impact.”

“Our Social Impact mission is committed to tackling inequalities, promoting social justice and building social cohesion. The 2025 Week of Social Impact has been dedicated to “Building a Better Future” and has seen countless participants across the game get involved and engage with social impact initiatives beyond the 80 minutes, proving that Rugby League is more than a sport and everyone has a role to play”

“Thanks, and appreciation must go out to all our delivery partners whose passion for the sport and their commitment to building a better future has translated into action, whether it be from delivering ground-breaking programmes within schools, volunteers dedicating their time, providing invaluable training on life-changing circumstances to investments that ensure we keep the sport moving forward. Equally, thank you to every individual participant whose involvement creates a real impact.”

“Rugby League’s undeniable ability lies not only in the competition on the field. However, it has the capacity to unite communities from all backgrounds and circumstances to join in one mission, ensuring positive social impact for all. As we look ahead to continuing positive social impact, the work of the RFL Community Trust and partners reminds us that victories within our great sport present themselves off the field too. There are great strides to be made by building a better future for our communities, the Rugby League family. “



The RFL Development team at NINES Festival 2025

