

RFL COUNCIL MEETING



WELCOME

RFL COUNCIL MEETING



AGENDA ITEM 1.0 – WELCOME, INTRODUCTION & ROLL CALL

RFL COUNCIL MEETING



**AGENDA ITEM 2.0 – MINUTES
(15 July 2020)**

Simon Johnson

RFL COUNCIL MEETING



**AGENDA ITEM 3.0 –
GOVERNANCE**

**Karen Moorhouse, Clare Balding OBE,
Ralph Rimmer**

COUNCIL SPECIAL BUSINESS



CHANGES TO ARTICLES

IT IS HEREBY RESOLVED BY SPECIAL RESOLUTION THAT the Company's Articles of Association be and are hereby amended by adoption of the attached Articles of Association in replacement of the current Articles of Association.”

COUNCIL ORDINARY BUSINESS



SIMON JOHNSON

IT IS HEREBY RESOLVED THAT after due consideration Simon Johnson's term of office be and is hereby extended to the Annual Council Meeting in 2023

COUNCIL ORDINARY BUSINESS



**DR RIMLA
AKHTAR MBE**

IT IS HEREBY RESOLVED THAT after due consideration Rimla Akhtar's term of office be and is hereby extended to the Annual Council Meeting in 2023

RFL ROLL OF HONOUR



TONY COLLINS



JOSEPH PLATT



EMMA ROSEWARNE

RFL PRESIDENT'S AWARD



PRESIDENT'S AWARD



A special award in the gift of the RFL President to recognise inspiring work to change lives and communities through Rugby League, and achievements which bring the sport to new audiences.

Awarded to **Mark Adams**, CEO,
Community Integrated Care
(Rugby League's national social care partner)

WOMEN'S & GIRLS' SOCIAL IMPACT REPORT



THE WIDER IMPACTS OF THE DEVELOPMENT AND GROWTH OF

WOMEN'S AND GIRLS RUGBY LEAGUE

NOVEMBER 2020





Rise and rise of women's sport nationally

- More players, viewers, new partners, commercial and broadcast interest

RL since 2017

- +53% women and girls playing
- +359% female coaches
- +113% female volunteers
- +43% female match officials

- As a sport in areas of high deprivation – we are uniquely placed to have strong positive impacts on lives
- Evidencing the sense of family & community
- Personal impact - improved self-confidence and worth
- Social return on every £1 spent by RFL, community clubs and Foundations in this area is £4.06

Report headline findings:

- 97% of players & 70% of coaches and volunteers report improved fitness and physical wellbeing
- 86% of players report positive impact on mental health
- 90% of players & 78% of coaches and volunteers say improved self-confidence
- 98% have made new friends

- 91% acquire skills which they can apply in other areas of their life
- 82% say RL gives opportunities they would otherwise not have had
- 86% say they are provided with role models
- 52% of players 16+ and 64% under 16 are inspired to pursue a career in sport through playing Rugby League

- 
- A background image showing several women's rugby players in action on a field. The players are wearing dark jerseys with orange accents. One player in the foreground has her hair flying, suggesting a high-speed movement or a tackle. The image is partially obscured by a dark blue semi-transparent box containing text.
- Report launches next week – media, Government, partners
 - Resource for the whole sport – supporting everyone's commercial & public funding bids
 - Demonstrates our collective commitment – especially in World Cup year
 - Expectation for it to be as impactful as the Rugby League Dividend report

RFL COUNCIL MEETING



AGENDA ITEM 4.0 – INCLUSION & DIVERSITY

Dr Rimla Akhtar MBE, Sarah-Jane Gray

INCLUSION & DIVERSITY



TACKLE *it*

RUGBY LEAGUE'S ACTION PLAN ON INCLUSION AND DIVERSITY 2020-2025



INCLUSION & DIVERSITY



LISTENING SESSIONS

PROFESSIONAL & LIVED EXPERIENCE

TACKLE it

LEARNING FROM OTHER SPORTS

DATA & EVIDENCE

WORKING TOGETHER

INCLUSION & DIVERSITY



The TACKLE IT Action Plan – Rugby League versus Discrimination

A plan by the sport, for the sport

Four strategic goals

- Widen the reach and impact of Rugby League
- Diversify the game's talent pool
- Improve the culture of Rugby League
- Clarify processes, instil confidence in, and encourage, the reporting of discrimination, and ensure that appropriate sanctions are in place

INCLUSION & DIVERSITY



ACTION FOCUSED - ALL

M&E & REPORTING

PARTNERSHIPS

PROGRAMMES

TACKLE it

OPPORTUNITIES

RESOURCES

MEDIA, MARCOMMS,
PROMOTION & CAMPAIGNS

EDUCATION & TRAINING

RFL COUNCIL MEETING



AGENDA ITEM 5.0 – RLWC2021

Chris Brindley MBE, Jon Dutton



RUGBY LEAGUE
WORLD CUP
ENGLAND + 2021

CHRIS BRINDLEY

CHAIR

JON DUTTON

CHIEF EXECUTIVE

OBJECTIVES

- To update on progress
- To highlight collaborative opportunities
- To answer any questions

2020

- January draw – a special moment
- Pandemic – scenario planning and controlling the controllables
- Sales – building confidence
- Board – world class governance

RLWC2021 BOARD



Chris Brindley
Chair



Mike Perls
Independent



Robert Sullivan
Independent



Stuart Cain
Independent



Stacey Knight
Independent



Emma Young
Nominated - IRL



Karen Moorhouse
Nominated - RFL



Sue Catton
Nominated –
UK Sport

OBSERVERS



Jon Dutton
Chief Executive



Department for
Digital, Culture,
Media & Sport

Paula Higgins

INTERNATIONAL
RUGBY
LEAGUE

Graeme Thompson



Michelle Gibson
Company Secretary

2021

- Delivering the plan with agility
- Maximising the opportunity for the sport - together

OUR STRATEGIC FRAMEWORK

OUR VISION

Delivering the biggest and best Rugby League World Cup

OUR MISSION

Creating inspirational moments that excite, engage and leave a long-lasting legacy

OUR STRATEGIC GOALS

- To be the most attended and viewed World Cup ever
- To deliver a profitable tournament
- To leave a long-lasting legacy
- To increase profile and visibility for Rugby League
- To be the most digitally connected sports entertainment event of 2021

OUR VALUES

BOLD & BRAVE
WORLD CLASS | AUTHENTIC | INCLUSIVE



THE POWER OF TOGETHER

INCLUSIVITY

SOCIAL IMPACT

THE NORTH



32



COUNTRIES

ACROSS 5 CONTINENTS

FROM THE RUGBY LEAGUE HEARTLANDS

 AUSTRALIA &  NEW ZEALAND

TO EMERGING MARKETS IN

 BRAZIL &  JAMAICA



LONDON TOPPED BALLOT DEMAND

WITH THE MOST APPLICATIONS COMING
FROM POSTCODES WITHIN THE CAPITAL

*EVEN OVERSHADOWING TICKET REQUESTS
FROM THE NORTH OF ENGLAND*



TICKET BALLOT

THE NUMBERS



NEW AND YOUNGER AUDIENCE
SHOWS APPEAL OF RLWC2021

OVER HALF

OF APPLICATIONS COMING
FROM MILLENNIALS

1.5M+ VIEWS



PUBLIC BALLOT WAS
SUPPORTED BY THE SQUADS
ASSEMBLE CAMPAIGN VIDEO

AVERAGE NUMBER OF
TICKETS PURCHASED

SIX

TICKETS

50% OF APPLICATIONS
BEING MADE FOR MORE
THAN ONE MATCH

NEW

70%

OF TICKET APPLICATIONS CAME
FROM FANS WHO ARE NEW TO
RUGBY LEAGUE

PRESENTING PARTNER

CAZOO

OFFICIAL SPONSORS

Deloitte.

EVERSHEDS
SUTHERLAND



KUEHNE+NAGEL 



SOCIAL IMPACT PARTNERS



1



2



**OFFICIAL
HOSPITALITY**

RUGBY LEAGUE WORLD CUP ENGLAND 2021

4



3



5



EVENTS TRAVEL

Cullivers
The Group Travel Specialists

THE RUGBY LEAGUE EXPERIENCE

SPORTSLINK TRAVEL

1

INSPIRATION
ALL RUGBY LEAGUE
WORLD CUP
ENGLAND+2021

2

CREATED
BY RUGBY LEAGUE
WORLD CUP
ENGLAND+2021

3

THE POWER
SQUAD ★★

6

4

Mental
Health
UK

5



FESTIVAL
OF WORLD CUPS



OPERATIONS & BUSINESS

- Virtual nations visit
- Player working group and Technical working group
- Sustainability Charter
- D&I action plan
- Innovation Academy





- Focused on Super League, Championship, League 1 and community clubs along with schools, armed forces, students and community groups.
- Official designation
- Belonging / association – ‘Terre de jeux’
- Advocacy
- Officially launched in the New Year
- Link to group sales programme

SQUADS UNITED



Secondment

Pre and tournament time (FT), role specific – e.g. – Match day Ops



Super squad

Tournament time (FT)
– e.g. Team liaison officer



Power squad (volunteer)

Part of the existing programme (PT) – e.g. Customer service



Advocate

Open to all. No commitment other than being a positive ambassador for the tournament

SUMMARY

We still have some challenges ahead

Despite the pandemic we are in the very best possible position

We have a social impact programme that is trailblazing and being noticed

There is a significant piece of work to complete on transition and knowledge transfer

This a golden opportunity for the sport

WHAT DOES IT MEAN

New fans, new viewers, new data

New commercial partners

New facilities, new players

New people, new experiences, new systems

Credibility, visibility and profile

Home advantage + international growth

Questions



RFL COUNCIL MEETING



COMFORT BREAK

RFL COUNCIL MEETING



AGENDA ITEM 6.0 – STRATEGY UPDATE

Ralph Rimmer & Marc Lovering

CELEBRATING 125 YEARS



Rugby Football League @TheRFL

The Duke of Sussex, Patron of the Rugby Football League, wishes Rugby League a Happy 125th Birthday, as he takes part in a special set of six with Ellery Hanley MBE, plus a few other special guests.

Watch now: bit.ly/2QCAeCS

#HappyBirthdayRugbyLeague #RFL125

1:00 PM · Aug 29, 2020 · Twitter Media Studio

294 Retweets 38 Quote Tweets 995 Likes

Rugby Football League @TheRFL

OnThisDay in 1895, the very first Northern Rugby Football Union fixtures were played across the country.

Manningham (pictured) would lift the first-ever title following a gruelling 42-game league season.

#RFL125

8:31 PM · Sep 7, 2020 · Twitter Web App

16 Retweets 1 Quote Tweet 45 Likes

Rugby Football League @TheRFL

Your second Semi-Final in the #RFL125 World Cup of Mascots...

@TheSwintonLion (@Swinton_Lions) vs Bullman (@OfficialBullsRL)

Vote in the poll below...

11:53 AM · Jul 11, 2020 · Twitter for iPhone

16 Retweets 17 Quote Tweets 20 Likes

Rugby Football League @TheRFL

An intriguing match-up in the #RFL125 World Cup of Captains...

Albert Blan (@Swinton_Lions) vs Andy Farrell (@WiganWarriorsRL)

Vote in the poll below...

11:55 AM · Jul 20, 2020 · Twitter Web App

8 Retweets 2 Quote Tweets 10 Likes

MY #RFL125 POEM

125 years ago, Rugby League was born, the beginning of a new era, an exciting new dawn. From Huddersfield in the George Hotel, to Australia and Paris both did well. The best game ever started in 1895, it has survived two world wars to stay alive. Proud of our humble working class roots, working all day then putting on their boots. Passion, bravery and strength paved the way, for the elite athletes we see today. We stand together the Rugby League family, standing proud for other sports to see. Rugby League is so much more than a game, it's a passion, a community and not about fame. We are Rugby League and we stand as one, to celebrate our game 125 years on.

KIERON AGE 11



CELEBRATING 125 YEARS



Fee Fi Fo Fun @feefifo4u
 A sport born out of an argument and 125 years later we're still not stopped.
 #HappyBirthdayRugbyLeague

8:15 AM · Aug 29, 2020 · Twitter for Android
 1 Retweet 31 Likes

Learning Disability Super League @LDSuperLeague
 Here's our answer, @TheRFL! 🤔👍
 #HappyBirthdayRugbyLeague from all the players, coaches, volunteers and supporters of the @ComIntCare #LDSuperLeague!

9:51 AM · Aug 29, 2020 · Twitter for iPhone
 92 Retweets 16 Quote Tweets 448 Likes

Carl Hill @carlhill93
 Thanks @Tyson_Fury for sending happy birthday wishes to @TheRFL man of the people. #Legend #King #Respect #RFL125 🍷🍷🍷

8:55 · 17.4K views
 9:51 AM · Aug 29, 2020 · Twitter for iPhone
 92 Retweets 16 Quote Tweets 448 Likes

sally yeoman @YeomanSally
 We've had some of the best times as a family following @Saints1890 all over, whether they win or lose! The memories they've given us & the chance to spend time with my son @KeironYeoman doing something we both love means the world ❤️ #HappyBirthdayRugbyLeague

1:35 PM · Aug 29, 2020 · Twitter for iPhone
 2 Retweets 16 Likes

International RL @IntRL
 Rugby League is 125 years old today - Happy Birthday Rugby League from your friends around the world

#RFL125
 #HBDRL
 @NRL @RLWC2021 @SuperLeague
 @gaisf_sport
 @Olympics
 @TheRFL

10:00 PM · Aug 28, 2020 · TweetDeck
 63 Retweets 25 Quote Tweets 203 Likes

Hullix Rugby League Club @hullix_rugby
 Happy Birthday- Rugby League. 125 years today
 🎉 125 years on since the birth of our great sport
 #HappyBirthdayRugbyLeague #RFL125

10:25 AM · Aug 29, 2020 · Twitter for iPhone
 4 Retweets 20 Likes

Lizzie Jones MBE @LizzieJonesuk · Aug 29
 Happy Birthday #RugbyLeague 125 years on since the birth of our great sport 🎉
 #HappyBirthdayRugbyLeague #RFL125 @TheRFL

2 36 437

Rugby League World Cup 2021 @RLWC2021
 Happy Birthday, Rugby League! 🎉

123 years old today 21 clubs voted to break away from the Rugby Football Union to form the Northern Rugby Football Union (now known as Rugby League).

#RLWC2021
 #HappyBirthdayRugbyLeague

3:20 PM · Aug 29, 2018 · Twitter Web Client
 141 Retweets 10 Quote Tweets 397 Likes

CELEBRATING 125 YEARS



LAWS CHANGES



VIRTUAL CLUBS

<h3>SKILL TO PLAY</h3> <p>GRIP U13 - U15</p> <p>GRIP</p> <p>When you pick up a ball with your hands, you need to have a good grip. This means you can hold the ball firmly and pass it to your teammates.</p> <p>THINK TO PLAY</p> <ul style="list-style-type: none"> I want to practice and learn new skills. I know that working away from school/club will help my development. 	<h3>VIRTUAL GAMEDAY</h3> <p>WEEK 3 UNDER 10 - UNDER 12 KO 11:00</p> <p>THINK TO PLAY</p> <p>When you pick up a ball with your hands, you need to have a good grip. This means you can hold the ball firmly and pass it to your teammates.</p> <p>MOVE TO PLAY</p> <ul style="list-style-type: none"> STABILITY Pick Up Put Down Challenge OBJECT CONTROL Contact your rebound. LOCOMOTION Follow the leader 	<h3>FIT TO PLAY</h3> <p>CATCH + PASS U7 - U9</p> <p>THINK TO PLAY</p> <ul style="list-style-type: none"> I want to practice and learn new skills. I know that working away from school/club will help my development. <p>MOVE TO PLAY</p> <ul style="list-style-type: none"> STABILITY Pick Up Put Down Challenge OBJECT CONTROL Contact your rebound. LOCOMOTION Follow the leader
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CELEBRATING 125 YEARS



CORAL CHALLENGE CUP CUMULATIVE LIVE AUDIENCE OF 5,805,460 AND THE FINAL PEAKING AT 1,693,600.



BETFRED
SUPER LEAGUE

AGGREGATE SUPER LEAGUE TV AUDIENCE JUST UNDER 10.5 MILLION



BETFRED
SUPER LEAGUE

SUPER LEAGUE GRAND FINAL PEAK AUDIENCE OF 522,000

OUR LEAGUE

TOTAL OUR LEAGUE SESSIONS 2.6M IN 2020

CELEBRATING 125 YEARS



£16M GOVERNMENT
LOAN



£12M GOVERNMENT
LOAN

MORE THAN A SPORT

**SOCIAL
IMPACT**



ETIHAD
A NEW HOME FOR THE SPORT



STRATEGY



2019-2021 STRATEGY REFRESH



CORPORATE GOALS:



MORE PLAYERS



MORE SPECTATORS



MORE VIEWERS



MORE DIGITAL



ENGLAND WINNING



FINANCIAL SUSTAINABILITY



EXCELLENT GOVERNANCE

VISION

A GROWING, ACCESSIBLE AND VIBRANT SPORT

MISSION

CONSISTENTLY DELIVER GREAT RUGBY LEAGUE EXPERIENCES

VALUES

UNITED PROFESSIONAL EXCELLENCE RESPECT

BY 2021 THE RFL WILL ACHIEVE:

COMMUNITY

FLEXIBLE, INCLUSIVE AND ACCESSIBLE PLAYING OFFERS FOR EVERYONE

BROADCAST

MORE OPPORTUNITIES ACROSS MORE PLATFORMS FOR MORE NEW VIEWERS

ENGLAND TEAMS

MEN'S, WOMEN'S AND WHEELCHAIR SENIOR TEAMS READY TO WIN IN 2021; WORLD CLASS YOUTH AND ACADEMY TEAMS

EVENTS

OUTSTANDING WELL-PROMOTED EVENTS FOR NEW AND EXISTING FANS

WOMEN

MORE THAN DOUBLE THE NUMBER OF WOMEN PLAYING

DIGITAL ENGAGEMENT

DIRECT ENGAGEMENT WITH THE MAJORITY OF FANS AND ALL PLAYERS, VOLUNTEERS

REGULATION & ADMINISTRATION

TRUSTED REGULATION AND EFFICIENT, RESPECTED ADMINISTRATION

RLWC2021 LEGACY

TRANSFORMATIONAL AND LASTING SPORT-WIDE LEGACY

2019

- INCLUSIVE PARTICIPATION
- STRONG, PROFESSIONAL LEAGUE COMPETITIONS
- ENGLAND PERFORMANCE UNIT
- REFRESHED CHALLENGE CUP
- GBS& LIONS
- NEW BROADCAST AND MARKETING OPPORTUNITIES
- MEMBERSHIP GROWTH
- INCOME DIVERSIFICATION
- RLWC FACILITIES INVESTMENT

2020
2021

- ENGLAND PERFORMANCE UNIT
- NEW BROADCAST DEALS
- SUSTAINABILITY
- CHALLENGE CUP GROWTH
- ENHANCED PROFESSIONAL LEAGUE COMPETITIONS
- POST-2021 PREPAREDNESS
- NATIONAL CENTRE
- RLWC + LEGACY
- COMMUNITY GAME ASSETS

STRATEGIC THINKING



- Vision: A Growing Accessible Vibrant Sport
- Mission: Consistently deliver great rugby league experiences
- RFL Purpose: Protect and Grow the whole sport

There is an opportunity in every crisis and the deeper the crisis, the **better the opportunity** can be.

3 STAGES OF CRISIS



1. Managing the Emergency: 2020 Completed

2. “Build Back Better”: 2021

- Shape
- Structure
- Broadcast / Finance
- RLWC 2021

3. Emerging and Growing with Direction: 2022 onwards

STRATEGIC THINKING



- Leadership
- Re-establish a strong rugby league economy
- Collaboration with our Partners
- Moving Agendas
- A sport that takes control of its destiny

More than a Sport

UPDATE ON THE COMMUNITY GAME



- Recap
- Impact of Covid-19
- 2021
- Strategy 21-25+

RFL COUNCIL MEETING



AGENDA ITEM 7.0 – OUR LEAGUE LIFE

Tony Sutton

OUR LEAGUE LIFE

The time is now – closing the skills gap



- Significant skills gap in core Northern communities such as those in which RL is strongest
- 10 of the 11 economic sub-regions of the North have a lower GVA per job than the average for the rest of England *(excluding London)*.
- Universal acknowledgement this gap (between the North and the rest of England) needs to narrow to allow the whole of the UK to succeed
- Greater Manchester problems with skill levels exist at both ends of the spectrum with a lower proportion of the population holding NVQ4+ qualifications than the national average and a high proportion of the population holding no qualifications at all
- Digital skills are central to strategies for the new North – for mobility and empowerment at an individual and community level

OURLEAGUE LIFE

Uniquely driving skills and social mobility through sport

- Building on Rugby League's unique position across Northern towns
- Proposed *OURLEAGUE LIFE* National hub linking to existing and emerging local hubs. Servicing both the RL community and a much wider sporting community; the site being predominantly football, but also with squash, taekwondo, lacrosse, basketball and cycling NGB presence.
- Centre of real-world skills and training experiences
- Aligned to the new industrial strategy for the North and aligned to local and regional employability needs
- Skills gap: interplay between digital, media, health and wellbeing, innovation, professional training and education
- Increasing aspiration through a unique base shared by elite players and community players and coaches, co-located with learning spaces for young people and adults who may be disengaged with traditional learning routes
- First move into the space illustrated by the RL Dividend work of 2019

Maximising sport's proven ability to deliver a range of services beyond just the sport itself into the heart of core, pivotal communities



**OLL
BARROW**

**OLL
NEWCASTLE**

**OURLEAGUE
LIFE**

**OLL
BRADFORD**

**OLL
LEEDS**

**OLL
WARRINGTON**

**OLL
HUDDERSFIELD**

**OLL
HULL**

Concept

& DESIGN



Gaelic FOOTBALL

GAELIC FOOTBALL

Birdseye View



NATIONAL CYCLING CENTRE

ETIHAD STADIUM

MANCHESTER CITY TRAINING GROUND

MANCHESTER CITY ACADEMY STADIUM

THE EAST MANCHESTER ACADEMY

CONNELL CO-OP COLLEGE

EAST MANCHESTER LEISURE CENTRE

MANCHESTER INSTITUTE OF HEALTH & PERFORMANCE

SITE





OUR LEAGUE
LIFE
NATIONAL

ENGLAND
RUGBY
LEAGUE

Flexible Learning Space





OUR LEAGUE LIFE

Education & Training Curriculum Offer and Service Delivery Model



Unique combination of real-world education & training

- Return to education courses
- Returning to work courses
- Pupils at risk of exclusion studying both academic and skills and conditioning programmes

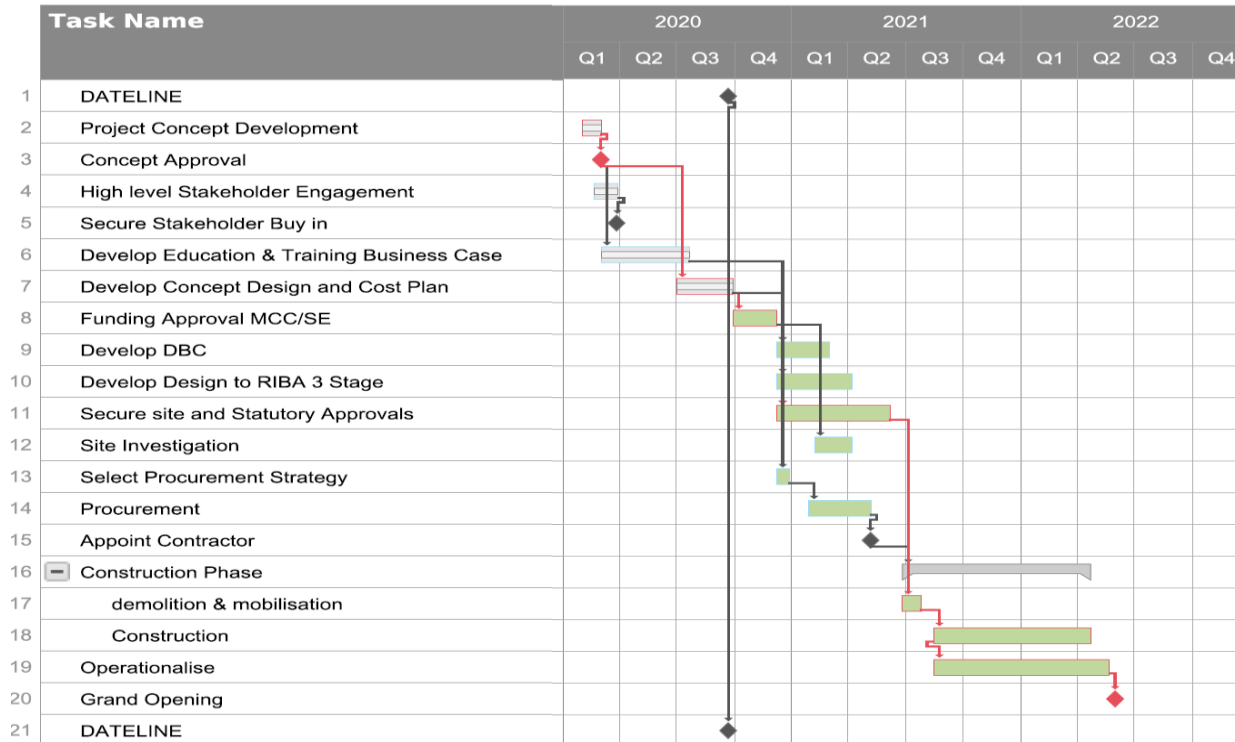
Courses for the community, players, coaches and volunteers:

- Academy player development
- Adult focused, sport related leisure programmes - fitness, etc focus some of these on adults at risk of being excluded from society
- Programmes for senior players close to retirement to enhance career transition
- National and professional coach development programmes and master classes
- Coach and match official development focused on the community game
- Focal point for women's Diploma in Sporting Excellence

Central services to the network of hubs:

- Sport Foundation, Management and Administration Related Development
- Development programmes focused on staff involved in managing Foundation activity
- Business focused programmes focused on administrators
- 'Train the trainer' programmes for Foundation leaders – stewards & volunteers

OUR LEAGUE LIFE Programme



OURLEAGUE LIFE National



RFL COUNCIL MEETING



**AGENDA ITEM 8.0 –
ANY OTHER BUSINESS**

Simon Johnson