

RFL ANNUAL GENERAL MEETING

WEDNESDAY
15 JULY 2020



AGENDA ITEMS 1.0 – WELCOME & ROLL CALL

**Simon Johnson &
Karen Moorhouse**



AGENDA ITEMS 2.0 – MINUTES OF THE AGM [24 JULY 2019]

Simon Johnson



AGENDA ITEMS 3.0 – RECEIVE THE CEO REPORT

Ralph Rimmer



AGENDA ITEMS 4.0 – RECEIVE THE WORK OF RFL DIRECTORS REPORT



AGENDA ITEM 5.0 – RFL 2019 FINANCIAL STATEMENTS

Robert Graham



2019 FINANCIAL STATEMENTS – AUDIT & APPROVAL

- Audit completed – unqualified audit report and no significant items reported
- Audit and Risk Committee reviewed and recommended for approval – May 2020
- RFL Board reviewed and approved – May 2020
- Approval required from Members at this AGM, then;
- Signing by auditors and Board followed by submission to Companies House

2019 FINANCIAL STATEMENTS - REVIEW

- £75k profit before tax in 2019 (loss of £327k in 2018)
- Challenge Cup Final - £358k adverse impact against budget due to reduced gate revenue
- Challenge Cup Final outturn mitigated by cost management
- Property valuations maintained, so no effect on profit and loss account
- Staff cost has reduced by 15% in 2019 (RFL only)
- Actions to reduce overheads and staff costs in 2020 as a reaction to COVID19 and to be fit for future
- Average staff numbers in 2019 are 132, 24% lower than in 2016 (RFL Only) and Board costs in 2019 are lower than last three years

GOING CONCERN REVIEW

- Auditors will review the principle up until signing of the Balance Sheet
- A review of the impact of Covid19 will be significant
- This will include the effect on broadcast revenue for 2021
- Process will include a detailed assessment of cash flow
- Positive support from government loan scheme key to outcome of review

FINANCIAL STATEMENTS

It is hereby resolved that
the accounts of the RFL for
2019 be approved

AGENDA ITEM 6.0 – APPROVAL OF GARBUTT & ELLIOTT AS AUDITORS

Robert Graham



APPOINTMENT OF GARBUTT & ELLIOTT AS AUDITORS

It is hereby resolved that
Garbutt & Elliott
should be appointed as
Auditors for the RFL for the
period up to the date of the
Annual General Meeting in
2021

AGENDA ITEM 7.0 – RFL PRESIDENCY

Ralph Rimmer





STEPPING DOWN OF RFL PRESIDENT

That after completing his year
in office

Tony Adams MBE

is stepping down as the
President of the RFL

APPOINTMENT OF RFL PRESIDENT



That after due consideration
Clare Balding OBE
to be elected as the
President of the RFL

AGENDA ITEM 8.0 – RFL VICE-PRESIDENCY

Ralph Rimmer



Carl Hall



RFL VICE-PRESIDENT



Mike Smith

SPECIAL RESOLUTION OF THE VICE-PRESIDENT

IT IS HEREBY RESOLVED BY SPECIAL RESOLUTION THAT the provisions of section 5.2 of the **Bye Laws of the Company** (relating to the maximum term of **Vice Presidency**) be temporarily disapplied and that:

- (i) **Carl Hall** continues as **Vice President** until the **Council Meeting in December 2020**; and
- (ii) **Mike Smith** be and is hereby appointed as **Vice President** of the RFL for the period from the **Council Meeting in December 2020** up to the date of the **Annual General Meeting in 2022**.

RFL COUNCIL MEETING

WEDNESDAY 15 JULY 2020



AGENDA ITEM 4.0 – OPENING REMARKS AND MINUTES

Simon Johnson



**AGENDA ITEM 5.0 –
REVIEW OF 2019
STRATEGY & IMPACT
OF COVID-19**

Ralph Rimmer



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

2019

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

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

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

DELIVERED IN PARTNERSHIP WITH SUPER LEAGUE EUROPE, RUGBY LEAGUE CARES AND RLWC2021



2019 REVIEW

RFL budget delivery of
£200k

Reset RFL

Support for reset
Super League Europe
and
Rugby League Cares

**SALES OF
RED HALL
AND ODSAL**

**Growing to
200k**
available customer contacts

75,000+
at Wembley for the
Challenge Cup
Final

Commercial Partnerships
Income of
£1.87M

175k
OURLEAGUE Members

Growing and supporting
a more inclusive and
diverse volunteer base

5% participation
growth across
all formats:
revamped social offers; junior;
12-18; disability RL; open age;
new HE and FE formats

10%
growth in girls' and women's games

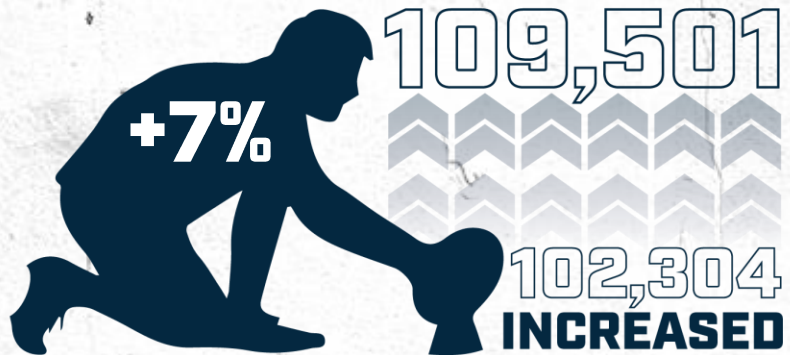
Successful GB&I Lions Tour
75%
win record

RLWC2021 maximisation:
£4 million
invested via large and small grants
in community legacy in projects
worth £10m

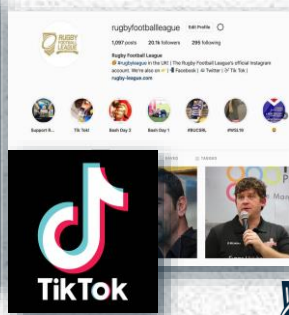
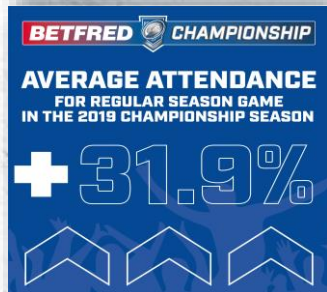
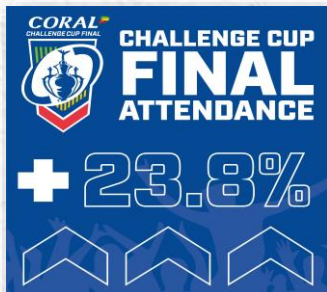
GREEN 100% and over 2019 target **AMBER** 80-99% of 2019 target **RED** <80% of 2019 target

2019 WINS

NUMBERS OF PEOPLE REGULARLY PARTICIPATING IN RUGBY LEAGUE



2019 WINS



2020 HEADLINE TARGETS (PRE COVID 19)

90,000
cumulative attendance
for RL Ashes Series

ENGLAND
win
series

£1.9 MILLION
INCOME
Commercial Partnerships

Positive
positive
role

10,000+
at Wembley for the
Challenge Cup
Final



175K
OURLEAGUE members

20
email

RFL
Phase 2
preparedness

Continues support
for SLE and
Rugby League Cares

Growing &
supporting a more
inclusive and
volunteer

diversity -
inject a new £1m
into the game

Progress against
**21,000
BY 2021**
women's and girls'

of
£10

RLWC2021 maximisation
£7 million
via large and small grants
legacy projects

2020 COVID IMPACT

- Positive start to year on Community player registrations halted
- Cancelled domestic events and no guarantee of any crowd at postponed events we hope to play later in the year
- Cancellation of the Rugby League Ashes
- Pressure on commercial income and budget, more challenges around sustainability and income diversity
- RLWC2021 and legacy impact
- A New Perspective : Reshape

NOT STANDING STILL

£16M GOVERNMENT
LOAN

THE RUGBY LEAGUE
DIVIDEND



ECONOMIC AND SOCIAL
IMPACT OF RUGBY LEAGUE



SKILL TO PLAY GRP - U13 - U16	VIRTUAL GAMERAY U13 - U16 / U17 - U18 / U19 - U21	FIT TO PLAY CATCH 4 PAGES U13 - U16

£750K
INSPIRING FUTURES



**REMODELLING OF
OPERATIONAL PLAN OBJECTIVES**



**LAWS
CHANGES**

**RELAUNCH
2ND AUGUST**



**125 YEARS
RELAUNCH**



2021
2021
2021
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

FIT FOR THE FUTURE



**RUGBY
FOOTBALL
LEAGUE**

**100
YEARS**

AGENDA ITEM 6.0 – GOVERNANCE

**Sarah-Jane Gray, Simon
Johnson, Chris Brindley,
Dr Rimla Akhtar, Sandy
Lindsay, Chris Hurst**





I&D ACTIVITIES 2019/2020

- I&D Training Programme rolled out to staff and stakeholders including players.
- I&D Advisory Group further strengthened with external support.
- RFL Youth Board: 18 to 21 year olds established; 12 members.
- Strong relationships with equity partners, national organisations.
- Individual club initiatives commenced as part of game-wide learnings under the ‘Enjoy the Game’ campaign.
- ‘Listening and Learning into Action’ sessions with Black players and coaches led by Alex Simmons

INDIVIDUAL CLUB ACTIVITIES – UPDATE

Swinton Project: To increase engagement with, and learnings from, groups within BAME communities in the Swinton / Manchester areas.

Activity: Swinton Lions in partnership with the Lions Foundation, Leeds Rhinos Foundation, Salford CVS and Trafford Borough Council will deliver a range of workshops and taster sessions to promote positivity and encourage diversity in KS2/3 within Swinton - the club's traditional base - and Trafford the Borough the club currently plays in.

Next steps: The Jose Kenga Rugby League Diversity Programme has targeted 12 schools for delivery x6 in Swinton [3 Secondary and 3 Primary] and x6 schools in Trafford [3 Secondary and 3 Primary]. Trial days will then be run at the club. Project being run in association with Leeds Foundation with aim to link up with a local club to further promote diversity awareness and anti-racism campaigning.

Featherstone Project: Working with Primary schools to raise awareness of Diversity and how this is supported through Rugby League.

Activity: Delivered by Featherstone Rovers players within all the community's Primary schools.

Next steps: The project has now commenced in the Featherstone area. To expand when schools return to normal. Wakefield Trinity also supportive and intend to work in partnership with Featherstone to run this with their players in Primary schools in the Wakefield area.

INDIVIDUAL CLUB ACTIVITIES - UPDATE

Featherstone/Leeds Project: Restorative approach to dealing with issues of racism, homophobia and other forms of discrimination with fans - based around education.

Activity: Discrete activity trialled with RFL support, providing a model of learning to all clubs to roll out as appropriate.

Next steps: Featherstone have begun to role the project out in the 2020 season - led by the CEO. It is expected that the project with Leeds will follow.

Keighley Project: Increasing meaningful engagement with the town's Asian community.

Activity: Working in partnership with Sporting Equals, an expert charity in community-led engagement, the plan is to link in with both local schools and community centres.

Next steps: Consultation with the schools and funding bids currently being progressed with the aim to role out in 2020.

PLANS FOR 2020 - 2021

- Refresh of the RFL I&D Action Plan – focusing on equality and anti-racism.
- Continue to embed I&D through resources, training, partnerships and activities.
- I&D Advisory Group to be led by Dr Rimla Akhtar (Non Executive Director, the RFL) enabling direct reporting to RFL Board.
- New training modules developed – access via Our Learning Zone and face to face delivery.
- Listening and Learning into Action sessions - to be continued



AGENDA ITEM 6.2 – WORK OF THE RFL BOARD SUB-COMMITTEES

**Simon Johnson, Chris
Brindley, Dr Rimla Akhtar,
Sandy Lindsay, Chris Hurst**



SCHEDULE OF NED COMMITTEE RESPONSIBILITIES AT JULY 2020

Name	Approx Time Commitment	Simon Johnson	Chris Brindley	Chris Hurst	Sandy Lindsay	Rimla Akhtar
Nominations Committee	Every other Board mtg					
Remuneration Committee	Every other Board Mtg					
Audit & Risk Committee	4 meetings per year					
IRL Board	Monthly					
SLE Board	Monthly					
RLWC2021 Board	Monthly					
Champs/Lg One Forum	3 per year					
Community Board						
Facilities Sub-Committee	Ad Hoc					
RFL Investment Co (SPV for Govt Loan)	TBC					
Scrutiny & Financial Oversight Committee for Govt Loan	Monthly					
Inclusion & Diversity Panel (Board)						
Anti-Doping & Integrity						
Safeguarding						
Finance & Special Measures						

In addition, for each week of lockdown the Board has held 3 calls per week. We will propose ending these soon to bring some normality back to arrangements and to enable Directors to have more time available.

Key and Definitions

Green = Confirmed Member Blue = Confirmed Chair Amber = Tentative or Suggested Membership Blank – To be decided



AUDIT & RISK COMMITTEE

- The Audit & Risk Committee has met six times in 2019 and to date in 2020 with a quorate attendance at each meeting.
- The Committee discharged its responsibilities during the year via receiving reports and carrying out work on:
 - Business Continuity Plan review & update
 - Risk Register review
 - Insurance renewal & broker tender
 - Board & Committee risk appetite setting and review
 - Terms of Reference annual review and update
 - Compliance, Whistleblowing & Fraud Policy, review and update

AUDIT & RISK COMMITTEE

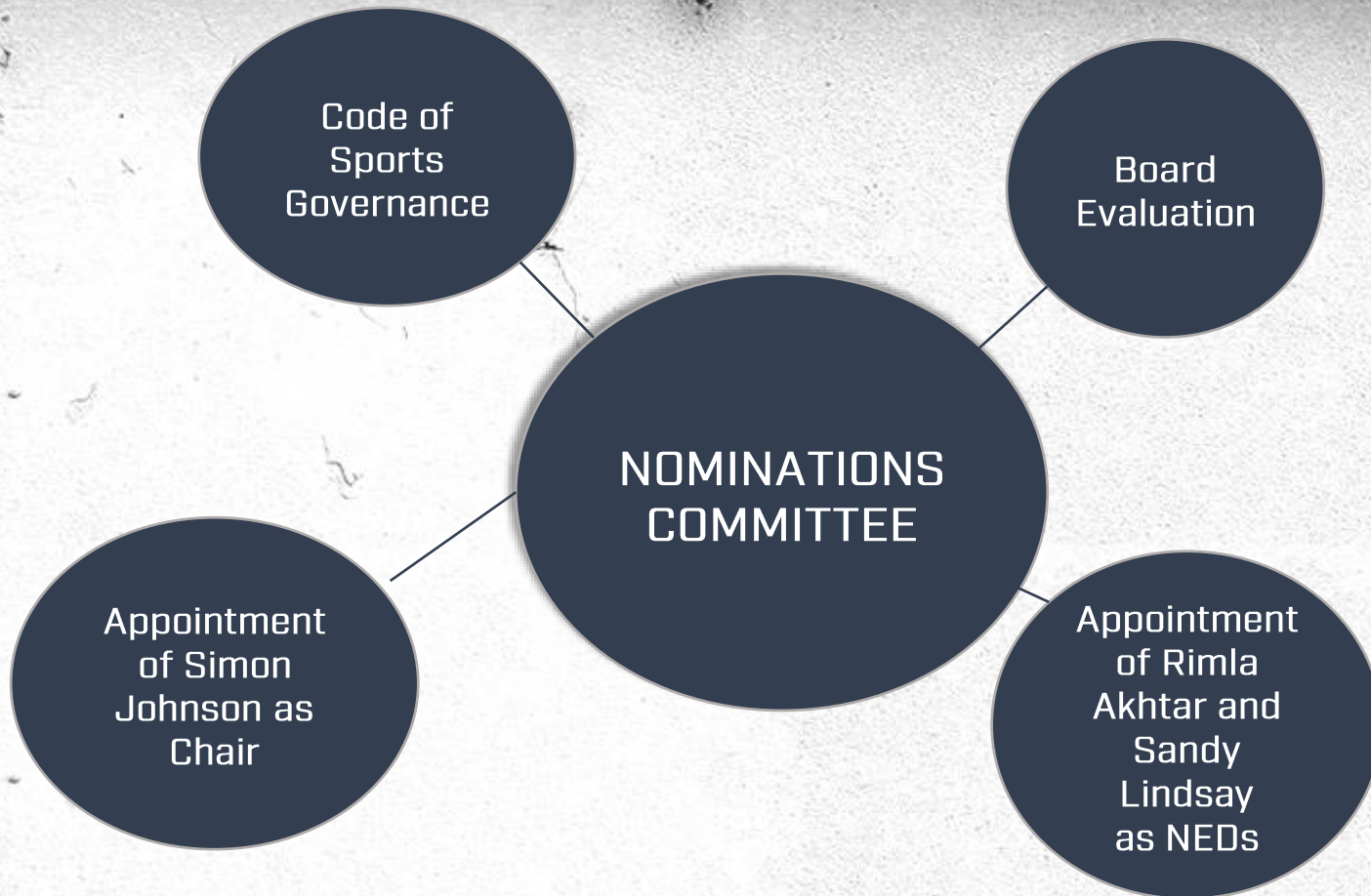
- External audit plan setting review, auditor tender & approval of 2018 Financial Statements
- Internal Audit programme
- 2020 Budget & budgeting process review
- Estates Update
- Significant Financial Variance review
- 2019 Committee effectiveness review, and
- Risk Management Action Plan setting for 2020

REMUNERATION COMMITTEE

- The Remuneration Committee has met six times in 2019 and to date in 2020 with a 100% attendance from members achieved at each meeting.
- During the year the Committee received reports and carried out work in the following areas;
 - Non-Executive Directors & Chair remuneration for 2019
 - Chief Executive Officers appraisal and remuneration for 2018
 - Chief Executive Officer and Senior Executive pay award for 2019
 - A review of the Committees Terms of Reference
 - A review of the Committees annual report to the RFL Council
 - Benchmarking of Non-Executive Directors & Chair remuneration
 - Chief Executive Officers and Senior Executive bonuses awarded for 2018
 - The Committee annual work plan for 2019 & 2020
 - CEO & Senior Executive bonus objectives for 2019 and 2020

NOMINATIONS COMMITTEE

- Composition
 - Chaired by RFL Chair (save where conflict)
 - All NEDs



THINK TANK

Independent think tanks have been held with leading industry thinkers on ‘How should rugby league adapt to a changing commercial landscape due to COVID-19?’

Brought together leading thinkers from the commercial, broadcast, digital, data and public sector world.

Key areas of discussion:

- Fan Engagement
- Commercial
- Community Purpose

AGENDA ITEM 7.0 – PROJECT 2021

Shaun Wane, Craig
Richards, Joe Coyd ,Dave
Rotheram, Jon Dutton



AGENDA ITEM 7.1 – EPU & PERFORMANCE PROGRAMMES

**Dave Rotheram, Shaun
Wane, Craig Richards &
Tom Coyd**



ENGLAND PERFORMANCE UNIT – MEN & KNIGHTS

Men

- Regular contact throughout the year with the squad
- World Cup of Nines – Semi Finalist

Knights

- Knights versus Jamaica at Emerald Headingley
- Progression of players from Academy, Knights to Senior squads

ENGLAND PERFORMANCE UNIT – WOMEN & WHEELCHAIR RUGBY LEAGUE

- Southern Hemisphere tours for both programmes
- Excellent preparation ahead of RLWC 2021

Women

- World Cup of Nines
- Papua New Guinea
- Received payment for the first time

Wheelchair

- 4 full test matches in 2019 versus France and Australia



ENGLAND PERFORMANCE UNIT – ACADEMY & YOUTH

- Over 100 of our talented young players accessed the programme
- County Origin and International playing opportunities created
- Developmental opportunities for 20 staff members across all disciplines

ENGLAND PERFORMANCE UNIT – RESEARCH & DEVELOPMENT

- Team of eight postdoctoral researchers / PhD students undertaking research for men and women players across all Super League teams; improving performance and reducing injury
- First of its kind injury reduction study in Women's Super League
- Responsible for the Team Sport Risk Exposure Framework for determining COVID risk – adopted by PHE, DCMS and Sport England
- Coaching Webinars during Covid lockdown

The Daily Telegraph

Exclusive: Rugby Football League introduces landmark injury prevention study in women's game

Players from all the Betfred Women's Super League (BWSL) are taking part in the season-long injury and concussion surveillance project.



Craig Richards

HEAD COACH

ENGLAND WOMEN



Tom Coyd

HEAD COACH

ENGLAND WHEELCHAIR
RUGBY LEAGUE



Shaun Wane

HEAD COACH

ENGLAND MEN



AGENDA ITEM 7.2 – RLWC2021

Jon Dutton



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

Different

More

THE DRAW

Buckingham Palace – 16 January 2020

MEN'S

GROUP A



ENGLAND



SAMOA



FRANCE



GREECE

GROUP B



AUSTRALIA



FIJI



SCOTLAND



ITALY

GROUP C



NEW ZEALAND



LEBANON



JAMAICA



IRELAND

GROUP D



TONGA



PNG



WALES



COOK ISLANDS

WOMEN'S

GROUP A



ENGLAND



PNG



CANADA



BRAZIL

GROUP B



AUSTRALIA



NEW ZEALAND



FRANCE



COOK ISLANDS

WHEELCHAIR

GROUP A



ENGLAND



AUSTRALIA



SPAIN



NORWAY

GROUP B



FRANCE



WALES



SCOTLAND



USA



EVENT FORMAT

23 October - 27 November 2021

Tournaments staged together for the first time



RLWC
2021


REGIONS

- 01 NORTH EAST
- 02 NORTH WEST
- 03 YORKSHIRE & THE HUMBLES
- 04 EAST OF ENGLAND
- 05 SOUTH EAST
- 06 SOUTH WEST
- 07 MIDDLE ENGLAND
- 08 WILTSHIRE
- 09 DEVON & CORNWALL
- 10 SCOTLAND
- 11 IRELAND
- 12 BIRMINGHAM
- 13 LEEDS
- 14 SHEFFIELD
- 15 COVENTRY
- 16 LONDON
- 17 BIRMINGHAM
- 18 MANCHESTER



CREATING A CUSTOMER FIRST BROADCAST EXPERIENCE

- Joint venture agreed by RLWC2021 and International Rugby League (IRL).
- RLWC2021 to:
 - Produce media output for matches
 - Sell international media rights (BBC confirmed as domestic broadcaster)
 - Manage and sell associated commercial opportunities.
 - Develop digital/OTT platforms.
- Provides an integration opportunity for official partners via these channels.



COMMERCIAL APPROACH

OFFICIAL CHARITY PARTNER



OFFICIAL SPONSORS



EVERSHEDS
SUTHERLAND



KUEHNE+NAGEL



Manchester
Metropolitan
University

OFFICIAL MENTAL FITNESS PARTNER



THE POWER



As an inclusive volunteer programme, citizens in host cities will have the opportunity to get involved in the tournament in a unique and exciting way.

INSPIRATION

ALL

RUGBY LEAGUE
WORLD CUP
ENGLAND 2021



Culture & Heritage Programme
Festival of World Cups
International Development Programme
Play-One Game Together
Schools Programme
Health Initiatives
Mental fitness programme

CREATED

BY

RUGBY LEAGUE
WORLD CUP
ENGLAND 2021



Capital Grants Programme which is dedicated to improving the environments where Rugby League takes place; giving people more opportunities to engage with the game and get active and building a legacy of the 2021 tournament in local communities.

COVID-19

Environment <i>(We cannot control)</i>	Business continuity <i>(We can control)</i>	Risks <i>(We can mitigate to some extent)</i>	Behaviours <i>(We can display)</i>	Key milestones <i>(We can flex)</i>	Opportunities <i>(We can make the most of)</i>
<ul style="list-style-type: none"> • Mass social gatherings • Vaccine • The economy • Government – central + local • Sporting calendar • Second wave 	<ul style="list-style-type: none"> • Prudent spending • Cash flow • Re-prioritisation • People • Progress 	<ul style="list-style-type: none"> • Ticketing • Commercial • Broadcast • Nations x 32 • Hosts x 18 • Insurance 	<ul style="list-style-type: none"> • Calm • Rational • Agile • Responsive • Supportive • Positive 	<ul style="list-style-type: none"> • 500 DTG • Schedule release • Pre sales • Ballot 	<ul style="list-style-type: none"> • Part of rebuilding process – hope and optimism • 2021 – year of sport • Paradigm shift - point of difference • The North



CHALLENGES

- **COVID-19**
- Selling tickets
- Budget
- Commercial
- Broadcast
- Digital
- Venues
- Environmental
- Relationships



Key dates

Tuesday 21 July 2020

Schedule Release

Friday 21 August 2020

Ticket prices released

Monday 21 September 2020

RL Family Pre Sale

Saturday 3 October 2020

(10 Days)

Host Tickets Pre Sale

Friday 23 October 2020

Ticket Ballot Opens

Sunday 21 March 2021

Public Sale Opens



AGENDA ITEM 8.0 – RL CARES PROJECT REPORT

Chris Rostron





Player Welfare Programme

- New structure agreed & in place:
 - Player Welfare & Development Manager
 - Transition & Player Support Manager
 - 2 x Player Ambassadors
- Peer Mentoring Programme Development:
 - Sporting Chance partnership
 - 8 x Peer Mentors currently being trained
- Transition programme review & development
- Developing broader support for Champs, League 1 and Women's SL competitions.
- England RL – Welfare support to all sections.



Player Welfare Cont.

- **Careers Coaching:**
 - Education grant round open
 - Further round planned in Nov
- 474 Player consultations since late March
- **Crisis Support:**
 - Sporting Chance usage – normal
 - Complex interventions & support – increasing
 - Increase in support to former players

Grants Programme

Distributions:

- Sport England “Back Onside):
 - £59.5k distributed to 12 Foundations in April.
 - Further distributions planned (July).
- Big Lottery and Local Health Funding:
 - £55k distributed to 4 Foundations.

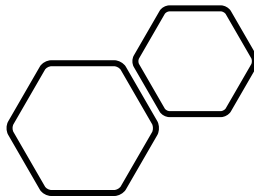
Repurposed Funding & New Activity (COVID-19):

- Offload Virtual Delivery – Weekly sessions and mindfulness support to 400+ people.
- RL United Campaign – RFL, RLWC 2021 and Super League. Reached 3.5 million people.
- Launched new MIND funded project with RFL & RLWC 2021. Community Game support including 1 – 2 – 1 services.




MOVEMBER
AHEAD OF THE GAME

TALK MORE PLAY BETTER
TALK MORE PLAY BETTER
TALK MORE PLAY BETTER
TALK MORE PLAY BETTER
TALK MORE PLAY BETTER
TALK MORE PLAY BETTER
TALK MORE PLAY BETTER



- Ahead of the Game; to begin delivery in September 2020.
- Team of Over 20 Former professional players trained to Deliver – ***‘Heroes of yesterday going out to support the heroes of tomorrow’***.
- Building Relationships with Local Authority Public Health Teams so RL Teams & Foundations can be reputable “Health and Wellbeing” providers.
- Relationship with Movember supports RL Cares becoming a trainer to other sports.

Benevolent Fund

- 450 plus phone calls to beneficiaries.
- Face to face “socially distanced” visits resumed in June.
- Sadly a SL player tragically passed away during lockdown. RFL Benevolent liaison and support to family and club.
- Extensive positive media coverage of the charity.





Heritage – COVID-19 Programme

- Development of extensive digital video archive and daily broadcasts via social media – 250 video broadcasts = 1.3million views.
- Regular social media posts celebrating key moments and stories.
- 125th Anniversary.
- Sponsorship of PHD research – “the impact of heritage projects throughout the sport”.

National Rugby League Museum - Update

- Resolution to Bradford Partnership.
 - Advice from National Lottery Heritage Fund.
- Look Again & Re-Engage:
 - Invite to **All** previous areas,
 - Open to interest from **New** areas.
- Enquiries and Interest from:
 - *York*
 - *Salford*
 - *Wigan*
 - *Leeds*
 - *Bradford*
 - *Kirklees*



A New Opportunity – Expert Independent Review.

- Expert Review, Scoring and Recommendations by an Independent Panel of Experts:
 - *Professor Tony Collins – RL Historians*
 - *Jane Walton – Museum Expert and Consultant*
 - *David Hinchliffe – Former Chair of the National Coal Mining Museum*
 - *Steven Broomhead – Trustee of the National Football Museum*
 - *Mark Foster – Chief Commercial Officer, RFL*
- Submission Review Process – 4 Phases:
 - Written submissions
 - Presentation & questioning
 - Final round of supplementary questions
 - Recommendation to RL Cares



Recommendation – Kirklees “George Hotel”

- Iconic building in “*British Sports History*”.
- Core objective of the “*Huddersfield Blueprint*”.
- Significant funding secured by Kirklees for restoration works.
- Compelling to **National Lottery Heritage Fund**.
- Sustainable – Public and Private interest & support confirmed.
- Superb feedback since announcement.

“Added to the UK must see bucket list”.

“Wonderful news, long overdue”.



University of
HUDDERSFIELD

**An Outstanding Opportunity for the
Sport.**

“Celebrated Around the World”

Next Steps

Creation of Independent Museum Trust.

125th celebrations Aug 2020.

Building restoration works scheduled to begin – Aug.



QUESTIONS?

