



Community Rugby League strategy 2020-2023 North Wales and West Wales

This community strategy supports 'Project Scoot' and will be used as a draft template to mutually agree KPI's.

Overview

It is a key part of the WRL strategy to develop rugby league with firm foundations to support the Community, Elite and Professional game in Wales. All development pathways are managed and delivered by Wales Rugby League. The strategy it is intended to work in partnership with our Super League partner Club Salford Red Devils and The Salford Foundation throughout Wales. Specifically, we would intend to work with our two RFL semi-pro teams in North and West Wales. The main pillars are:

1. Sustainable WRL Community Clubs - Standards

- Build sustainable WRL community Clubs and the WRL Brand
- Provide accessible Rugby League for all parts of our community
- Create clear WRL development pathways to Elite and professional Rugby League

2. WRL Competition and participation

- Open Age men and Women
- Juniors Boys and Girls
- Wheelchair and Physical Disability Rugby League
- Masters

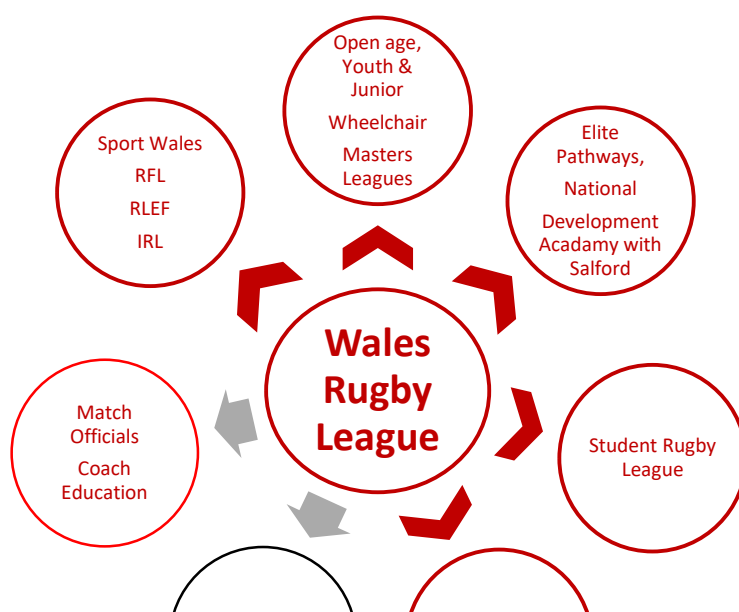
3. Schools, Local Education and Outsourced Sports

Sport Wales

As the national Governing body for the governance of Rugby League in Wales our strategy is fully supported by our key stakeholders Welsh Government and Sport Wales.

Our community strategy is part of the 'Vision For Sport' from Sport in Wales where everyone can have a lifetime enjoyment of sport. We want Wales to be an active nation with as many people as possible inspired to be active through sport. From people who don't see themselves as sporty to people who win medals.

WRL Structure





1. Sustainable WRL Community Clubs - Standards

Sustainable Community Clubs

Each community club must be committed to offer open age, Juniors, Masters and Wheelchair Rugby League, for men and women, boys and girls. All new clubs must offer open age for men and women and at least one junior team, with the intention to also provide master's, PDRL and Wheelchair RL.

Objective: To ensure that community clubs are fully functional and compliant with WRL and RFL standards and governance. For everybody to be in an environment that makes playing Rugby League available to the maximum number of people possible with the minimum number of barriers and the best quality conditions.

Wrexham Crusaders and Llanelli Raiders

It is planned that two WRL Community rugby Clubs will be established. These clubs will play in the same kit colours of the semi-pro teams and offer additional opportunities to build the brands of respective clubs in the community. Curtain raiser games will be especially encouraged to support the professional game day experience.

1.1 Project: Club Structure

Enhance the community club environment in order to increase satisfaction and rates of retention among club membership.

Desired Outcomes:

- Ensure all clubs have a designated elected club committee which meets WRL governance standards and are affiliated to WRL and have signed the club partnership agreement.
- Ensure all clubs have quality facilities, qualified coaches and trained volunteers.
- All WRL community clubs run Junior Boys & Girls, Senior Men & Women teams and are committed to providing masters, PDRL and wheelchair teams
- Ensure all clubs achieve their funding needs with full support from WRL.

1.2 Project: WRL Club Mark

Continue to develop a high-quality club and League competition environment which encourages an increase in participants. The WRL Club Mark will initiate additional funding from the WRL

West Wales Desired Outcomes:

- Increase the number of WRL Club Mark Accredited Clubs from 0 to 4.

North Wales Desired Outcomes:

- Increase the number of WRL Club Mark Accredited Clubs from 0 to 4.



1.3 Project: Volunteer Workforce

Enhance the community club environment by recruiting and developing volunteers in order to increase satisfaction and rates of retention among club membership.

West Wales Desired Outcomes:

- Increase the number of registered volunteers
- Increase the number of Volunteer Coordinators

North Wales Desired Outcomes:

- Increase the number of registered volunteers
- Increase the number of Volunteer Coordinators

1.4 Project: Improving Environments

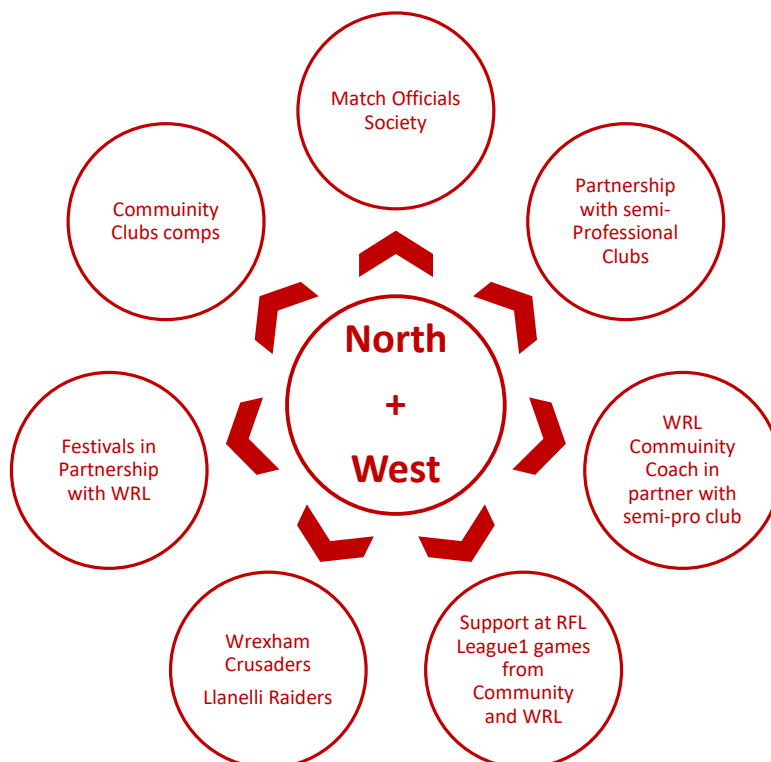
Increase participant satisfaction by providing an inclusive, diverse and equal environment in which Rugby League is played.

Desired Outcomes:

- Increase the number of Touch Line Managers
- Increase the number of Club Welfare Officers

Rugby League is delivered in partnership with a range of community partners which include:

The Community Strategy will be delivered in partnership with North Wales Crusaders and West Wales Raiders





2. WRL Competition and Participation

Objective: To ensure that the competitions organised by or on behalf of the WRL and the competitions organised by the constituent bodies of the RFL are fully integrated, well managed, of an appropriate standard for the level of player and are open to the relevant groups.

2.1 Project: Competition Framework

Ensure that the competitions framework is well organised and caters for the needs of all participants and delivered via Community Rugby League Clubs

2.2 Project: League for All

Increase participation in Rugby League within a model of lifelong participation, based on alternative forms of the sport.

West Wales

Desired Outcomes:

- Rugby League activity in all 4 counties of West Wales
- Establish 2- 4 New Community Clubs providing:
 - Open age Men and women
 - Juniors Boys and Girls
 - PDRL
 - Wheelchair
 - Masters
- Increase the number of 5 -16 year old registered players
- Increase the number of 16 – 19 year old registered players
- Increase the number of 19+ years and over registered players
- Masters Rugby League:
 - 4 Community club-based teams,
- Wheelchair Rugby League
 - 4 Community club-based teams,
- PDRL:
 - 4 Community club-based teams,



North Wales

Desired Outcomes:

- Rugby League activity in all 4 counties of West Wales
- Establish 2- 4 New Community Clubs providing:
 - Open age Men and women
 - Juniors Boys and Girls
 - PDRL
 - Wheelchair
 - Masters
- Increase the number of 5 -16 year old registered players
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- Masters Rugby League:
 - 4 Community club-based teams,
- Wheelchair Rugby League
 - 4 Community club-based teams,
- PDRL:
 - 4 Community club-based teams,

2.3 Project: Women and Girls

Increase the number of registered females participating in Rugby League.

West Wales

Desired Outcomes:

- Increase in adult female 16 years

North Wales

Desired Outcomes:

- Increase in adult female 16 years

2.4 Project: Match Officials

Have every game of Rugby League officiated by a suitably qualified and experienced Match Official in order to increase satisfaction and rates of retention among club membership.

West Wales

Desired Outcomes:

- Increase the number of qualified Match Officials

North Wales

Desired Outcomes:

- Increase the number of qualified Match Officials



2.5 Project: Community Game Competitions

Ensure that the competitions offered at all levels are suitable for the participants, encourage growth in participation and allow for the optimum development of all participants.

Desired Outcomes:

- A framework of competition for junior and open age in all three regions (North Wales/West Wales/South Wales) at the most appropriate local level

2.6 Project: National West Wales and North Wales Conference

Provide an excellently organised playing competition which recognises and services the aspirations of member clubs, players, coaches, administrators and supporters.

Desired Outcomes:

- 4 clubs with their own, high quality facilities, Club Mark accreditation and solid financial status, playing in four competitive divisions
- A series of Origin representative games to link into International set-up
- A well-motivated League Management structure with League Mark status and working towards the delivery of an agreed programme
- A vibrant, well managed competition with well-balanced games and free movement between leagues



3. Schools, Local Education and Outsourced Sports

Local Sports Authority

Build relationship with local council, sports authority and/or outsourced partner to deliver taster sessions in Primary and Secondary schools.

Educate and train local council staff to become coach and match Officials.

Pilots

We are already piloting this in Monmouthshire CC with Mon Sport and in Flintshire CC with Wrexham borough Education.

3.1 Project: Education - Club Links

To increase the number of 5-19 year olds who become participants in community development programmes organised by professional, semi-professional and focus community Rugby League quality assured clubs.

Desired Outcomes:

- Increase the number of School Club Partnerships
- Increase the number of Secondary School
- Increase the number of 5-19 year olds registered
- Increase the number of 16 years and over registered members participating in community clubs

3.2 Project: Primary Schools

Develop and increase the number of opportunities to participate in Rugby League throughout primary school education.

West Wales

Desired Outcomes:

- Increase number of primary schools participating in WRL Primary Cup
- Increase number of primary schools teams participating in WRL Primary Cup
- Increase the number of primary participants involved in Rugby League
- Establish a primary link with WRL community clubs and develop a healthy schools programme

North Wales

Desired Outcomes:

- Increase number of primary schools participating in WRL Primary Cup
- Increase number of primary schools teams participating in WRL Primary Cup
- Increase the number of primary participants involved in Rugby League
- Establish a primary link with WRL community clubs and develop a healthy schools programme



3.3 Project: Secondary Schools

Develop and increase the number of opportunities to participate in Rugby League throughout Secondary Education.

West Wales

Desired Outcomes:

- A local and regional Champion Schools Competition in the West Wales region
- Increase the number of Secondary School entering the Champion Schools
- Increase the number of Champion School teams
- Increase the number of secondary participants involved in Rugby League
- All schools involved in Rugby League to develop link with the local conference club. This will provide an exit route for participants

North Wales

Desired Outcomes:

- A local and regional Champion Schools Competition in the West Wales region
- Increase the number of Secondary School entering the Champion Schools
- Increase the number of Champion School teams
- Increase the number of secondary participants involved in Rugby League
- All schools involved in Rugby League to develop link with the local conference club. This will provide an exit route for participants

3.4 Project: Girls

Increase the number of registered females participating in Rugby League.

West Wales

Desired Outcomes:

- Increase in adult female 16 years
- Increase the number of girls' teams competing in Champion Schools
- Increase the number of girls participating in Champion Schools
- Increase in under 11 to 16 years registered females in conference clubs

North Wales

Desired Outcomes:

- Increase in adult female 16 years
- Increase the number of girls' teams competing in Champion Schools
- Increase the number of girls participating in Champion Schools
- Increase in under 11 to 16 years registered females in conference clubs



3.5 Project: Further Education

To maintain and enhance the opportunities for players in the 16-19 age bracket, and after leaving school, to participate in Rugby League within Further Educational and quality club environments.

West Wales

Desired Outcomes:

- Increase the number of 16 – 19 year olds participating in Champion Colleges Competition throughout the West Wales region
- Increase the number of 16 – 19 year olds that transfer into participating in club competition throughout the region
- Increase the number of colleges & 6th Forms playing Rugby League

West Wales

Desired Outcomes:

- Increase the number of 16 – 19 year olds participating in Champion Colleges Competition throughout the West Wales region
- Increase the number of 16 – 19 year olds that transfer into participating in club competition throughout the region
- Increase the number of colleges & 6th Forms playing Rugby League

3.6 Project: Higher Education

Maintain and enhance the opportunities for players in the 18 - 24 age bracket, and after leaving Further Education, to participate in Rugby League within Higher Educational and club environments.

Desired Outcomes:

- Increase in 18-24 year olds participating in Student Rugby League.
- Increase in adult males and females participating in club competition throughout the region
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3.7 Project: Combined Services

Expand and enhance Rugby League in the Armed Forces as an attractive pursuit for serving personnel in Wales.

Desired Outcome:

- Increase the number of male and female participants.