



RUGBY LEAGUE
WORLD CUP
ENGLAND + 2021

A TOURNAMENT WITH A PURPOSE

TACKLING INEQUALITIES BY PROVIDING OPPORTUNITIES



RESEARCHED AND WRITTEN BY:



substance.



FOREWORD

Major sporting events have the power and potential to change people's lives for the better in a variety of ways. From providing communities with the opportunity to come together, to inspiring a new generation of fans, to lifting the mood of a nation.

At UK Sport, we have made it our mission to create the greatest decade of extraordinary sporting moments and to use the platform of sport to power positive change. I'm pleased to say the Rugby League World Cup 2021 played a really important role on our journey to achieving this.

Across the tournament, spectators, volunteers and the wider workforce all had their own extraordinary moments by being part of an elite sporting event, many for the first time. It was personally a privilege, and a very enjoyable one, to attend the finals of all three tournaments and I'd like to extend a huge congratulations to England for winning the Wheelchair Rugby League World Cup final.

Although ultimately heart-breaking for the England men's team, we witnessed a new nation, Samoa, making it to their first World Cup final. This was a truly historic moment for the sport as all 15 of the previous finals had been contested by just four nations. Across the tournament, Brazil, Greece and Jamaica all made their World Cup

debut widening the reach of the sport.

As dramatic and exciting as it was on the pitch, this World Cup has led the way in how to use sport to power positive change off the pitch too. This is the first event to have a mental health charter, putting the mental wellbeing of fans, athletes, coaches and staff at its heart. As you read this report, I hope you will be as impressed as I am with how much long-lasting social impact has been delivered, even before the whistle blew for the first match.

Events such as the Rugby League World Cup are important because they put our towns and cities on the world stage and drive positive economic impact. And crucially, as a nation, we are also proud to host them; in fact 83% of Britons have said they are proud that the UK hosts major sporting events, and 70% said that watching or attending major sporting events positively impacts their happiness. So there are many people to congratulate and much to celebrate.

All that's left for me to say on behalf of everyone at UK Sport, is that it has been an immense pleasure and privilege to be part of this event.

Thank you.

Dame Katherine Grainger, DBE

UK Sport
Chair





WELCOME

2022 was the year that the delayed Rugby League World Cup 2021 finally got underway, and what a journey it has been. Following postponement, navigating a global pandemic, and contending with geopolitical instability, socio-economic crisis and other adversity, the long-awaited tournament began in Newcastle in October 2022.

32 teams, representing 20 nations assembled in England with the men's, women's and wheelchair tournaments being staged together for the first time ever. The tournament featured 61 games being played across 21 stadia.

Overall, the tournament delivered a record crowd of 473,606 including the highest combined opening day, men's and women's semi-finals, and men's quarter final attendances, a world record wheelchair attendance, and the largest ever standalone crowd for a game of women's rugby league in the UK. A huge standout was the domestic viewing audience, with the cumulative figures reaching 30 million, which included the highest peak audience of just short of 3 million. Significant viewing figures were seen in Australia via Fox Sports and in New Zealand via Spark Sport. Distribution was made across the world for the first time either through linear, digital or direct-to-consumer means.

The Australian Kangaroos and Jillaroos dominated the men's and women's tournaments respectively and took home the silverware, whilst an unforgettable night in Manchester saw England overcome their rivals, France, in a fiercely fought wheelchair contest in front of a sell-out crowd. But this was always about more than amazing athletes and competition.

First conceived in 2015, we delivered against our commitment of being a tournament with a strong social purpose. The prioritisation of social impact programmes and delivery of them with purpose was unprecedented and authentic, with more than £30.1 million invested into community projects across England.

Programmes featured: an accessible volunteer initiative for people with support needs; 520 mental health workshops delivered to 11,957 people including coaches, young people and their parents; a multi-disciplinary cultural festival; an education resource programme focused on literacy and numeracy; and a wide-ranging international development programme with soft power and diplomacy outcomes including a first ever invitation to be part of a World Expo in Dubai.

Bricks and mortar development projects have been significant as have innovative programmes designed to create more inclusive and healthy environments. These impacts are seen not only in rugby league environments, but in wider society and specifically in areas of social deprivation and disconnection.

The CreatedBy Capital Grants Programme invested £26.4 million across the country, providing grants for community rugby league facility development, kit, and equipment. 30 large-scale grants transformed clubhouses, improved pitches, and built changing rooms, while 290 small-scale grants supported clubs including the provision of 200 new wheelchairs, future-proofing the growth in participation of the sport.

Collaboration with local and international organisations was critical, with Movember, Community Integrated Care, Assura, and UNICEF enabling RLWC2021 to reach a far wider and more diverse audience than otherwise would have been possible.

RLWC2021 brought 15 new commercial partners to the sport, who shared the tournament's vision to reach a diverse audience and create an inclusive environment, with significant additional support from Sport England, DCMS, UK Sport, The National Lottery, the RFL and IRL.

The tournament was a long time in the making, and the action was worth the wait. The athletes once again performed on the field whilst, off the field, the tournament set records, making a stand to tackle inequalities through providing opportunities in some of the hardest-to-reach communities in the North of England. Athletes were at the heart of the decision-making, as was reach and visibility through free to air domestic broadcast.

The event made history and the Rugby League World Cup blazed a trail for other event organisers in delivering a purposeful tournament that had a positive impact on people's lives whilst also reminding the world how incredibly special international rugby league is.

Thank you to everyone that has contributed to our success, in particular UK Government, Rugby Football League, and International Rugby League.

Jon Dutton
Rugby League World Cup 2021
Chief Executive



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INTRODUCTION



BIGGEST

HIGHEST ATTENDANCE FOR A RUGBY LEAGUE WORLD CUP

473,606

MOST PARTICIPANTS
32 FROM **20**
TEAMS NATIONS

MOST MATCHES PLAYED
61 ACROSS **21**
IN TOTAL VENUES

TOTAL ECONOMIC IMPACT FOR THE NORTH OF ENGLAND:
£38,387,830



BEST

8.7/10

AVERAGE OVERALL ENJOYMENT SCORE¹

NET PROMOTER SCORE OF **+47** OVERALL

+57
WOMEN'S
RUGBY LEAGUE
ATTENDEES

+70
WHEELCHAIR
RUGBY LEAGUE
ATTENDEES

65%
SAID THAT RLWC2021
EXCEEDED EXPECTATIONS²

COMPREHENSIVE **SOCIAL IMPACT PROGRAMME** DESIGNED TO REACH AND MAKE A DIFFERENCE IN THE LIVES OF THOSE LIVING **IN THE MOST DEPRIVED AREAS OF ENGLAND**



MOST INCLUSIVE

THE FIRST TIME THAT MEN, WOMEN AND WHEELCHAIR ATHLETES

PLAYED TOGETHER

ON THE SAME PLATFORM

THE WOMEN'S RUGBY LEAGUE WORLD CUP ATTRACTED A UNIQUE TV AUDIENCE OF

1.3M

(PEOPLE THAT DIDN'T WATCH MEN'S MATCHES³)

UNPRECEDENTED VISIBILITY AND PROFILE IN THE UK FROM FREE TO AIR COVERAGE ON THE BBC WITH A

35.5M

CUMULATIVE MATCH AUDIENCE




DEDICATED **INCLUSIVE VOLUNTEERING PROGRAMME** FOR VOLUNTEERS WITH **SPECIFIC SUPPORT NEEDS**

353 VOLUNTEERS ON THE PROGRAMME WITH
298 AS TOURNAMENT VOLUNTEERS

¹ Source: Goodform post event report

² Source: Goodform post event report

³ According to Women's Sport Trust

	# OF TEAMS	# OF PLAYERS	FIRST TIME JOINERS	TOP TRY SCORER	TOTAL TRIES	SEMI-FINAL	FINAL	WINNERS	MATCHES PLAYED
	8	192	BRAZIL	EVANIA PELITE JESSICA SERGIS JULIA ROBINSON (AUSTRALIA) 7	157 10.47 PER MATCH	AUSTRALIA VS PAPUA NEW GUINEA ENGLAND VS NEW ZEALAND	AUSTRALIA VS NEW ZEALAND	AUSTRALIA	15
	16	384	JAMAICA, GREECE	JOSH ADDO-CARR (AUSTRALIA) 12	307 9.9 PER MATCH	ENGLAND VS SAMOA AUSTRALIA VS NEW ZEALAND	SAMOA VS AUSTRALIA	AUSTRALIA	31
	8	96	USA	MOUSTAFA ABASSI (FRANCE) JACK BROWN (ENGLAND) 17	271 18 PER MATCH	FRANCE VS AUSTRALIA ENGLAND VS WALES	FRANCE VS ENGLAND	ENGLAND	15

TEAMS OF THE TOURNAMENT



APII NICHOLLS
(NEW ZEALAND)



MELE HUFANGA
(NEW ZEALAND)



EVANIA PELITE
(AUSTRALIA)



RAECENE MCGREGOR
(NEW ZEALAND)



LAUREN BROWN
(AUSTRALIA)



VICKY MOLYNEUX
(ENGLAND)



MEGAN PAKULIS
(CANADA)



COURTNEY WINFIELD-HILL
(ENGLAND)



ANNETTA NU'UAUSALA
(NEW ZEALAND)



TARA JANE STANLEY
(ENGLAND)



ISABELLE KELLY
(AUSTRALIA)



TARRYRN AIKEN
(AUSTRALIA)



ELSIE ALBERT
(PAPUA NEW GUINEA)



VICKY WHITFIELD
(ENGLAND)



AMBER HALL
(NEW ZEALAND)



FRANCINY AMARAL
(BRAZIL)



EMMA TONEGATO
(AUSTRALIA)



JOSEPH MARU
(NEW ZEALAND)



TIM LAFAI
(SAMOA)



JOSH ADUO-CARR
(AUSTRALIA)



GEORGE WILLIAMS
(ENGLAND)



EDWIN IPAPE
(PAPUA NEW GUINEA)



CAMERON MURRAY
(AUSTRALIA)



VICTOR RADLEY
(ENGLAND)



SUNIA TURUVA
(FIJI)



JAMES FISHER-HARRIS
(NEW ZEALAND)



BRIAN TO'O
(SAMOA)



STEPHEN CRICHTON
(SAMOA)



JARONE LUAI
(SAMOA)



TOM BURGESS
(ENGLAND)



JUNIOR PAULO
(SAMOA)



LIAM MARTIN
(AUSTRALIA)



HARRY GRANT
(AUSTRALIA)



KEAON KOLOAMATANGI
(TONGA)



LIONEL ALAZARD
(FRANCE)



SEB BECHARA
(ENGLAND)



JEREMY BOURSON
(FRANCE)



JACK BROWN
(ENGLAND)



NICHOLAS CLAUSELLS
(FRANCE)



JOE COYD
(ENGLAND)



THEO GONZALEZ
(SPAIN)



MACKENZIE JOHNSON
(USA)



BAYLEY MCKENNA
(AUSTRALIA)



STUART WILLIAMS
(WALES)



DREAM TEAM

VOTED BY A SPECIALIST PANEL



PHYSICAL DISABILITY RUGBY LEAGUE - PDRL

No individual is excluded from accessing rugby league.

While the main tournament featured Men's, Women's and Wheelchair World Cups, four nations lined-up to compete in a PDRL World Cup showcase event taking place between 23rd and 30th October 2022 in Warrington. PDRL is a full contact version of the game adapted for participants with a physical disability who want to access a running version of rugby league.

The first ever PDRL World Cup provided an incredible life experience for the players, giving them the chance to compete and showcase their skills to over 1,000 spectators a day.

4 TEAMS 8 MATCHES

74 PLAYERS

CHAMPIONS ENGLAND

RUNNER-UP NEW ZEALAND

£26.4M

INVESTED INTO COMMUNITY RUGBY LEAGUE FACILITIES

£187,560

IN POWER SQUAD VOLUNTEER VALUE

£38.4M

TOTAL ECONOMIC IMPACT TO THE NORTH OF ENGLAND

£30.1M

TOTAL INVESTMENT INTO LOCAL COMMUNITIES

THE MOST WATCHED RLWC EVER

45M CUMULATIVE RECORDED AUDIENCE

SPECTATOR ADMISSIONS

473,606

UNIQUE SPECTATORS

187,374

RECORD

MEN'S, WOMEN'S AND WHEELCHAIR ATTENDANCE AND TV AUDIENCE FOR TOURNAMENTS

PEOPLE, PLACE AND PRIDE

For many of the 18 host towns and cities, the tournament represented a rare opportunity to stage an international sporting event of this stature. It gave them a platform to showcase themselves on a global stage, welcome visitors, boost their economies and make a positive impact on the lives of their communities.

People, place and pride has been a key mantra for RLWC2021, and the tournament has given people a sense of pride in themselves and the place they call home.

LEEDS

1	ELLAND ROAD	28,113	
3	4	HEADINGLEY	47,822
TOTAL ATTENDANCE		75,394	

KIRKLEES

1	JOHN SMITH'S STADIUM	8,206
TOTAL ATTENDANCE		8,206

BOLTON

1	UNIVERSITY OF BOLTON STADIUM	23,618
TOTAL ATTENDANCE		23,618

WIGAN

1	1	DW STADIUM	23,179
TOTAL ATTENDANCE		23,179	

ST. HELENS

3	TOTALLY WICKED STADIUM	23,747
TOTAL ATTENDANCE		23,747

LEIGH

3	LEIGH SPORTS VILLAGE	17,251
TOTAL ATTENDANCE		17,251

WARRINGTON

4	1	HALLIWELL JONES STADIUM	31,138
7	VICTORIA PARK	3,050	
TOTAL ATTENDANCE		34,188	

MANCHESTER

1	MANCHESTER CENTRAL	4,526
TOTAL ATTENDANCE		4,526

TRAFFORD

1	1	OLD TRAFFORD	67,502
TOTAL ATTENDANCE		67,502	

NEWCASTLE

1	ST. JAMES PARK	43,119
3	KINGSTON PARK	16,617
TOTAL ATTENDANCE		59,736

TEES VALLEY

1	RIVERSIDE STADIUM	8,342
TOTAL ATTENDANCE		8,342

YORK

8	LNER COMMUNITY STADIUM	16,606
TOTAL ATTENDANCE		16,606

HULL

2	1	MKM STADIUM	13,909
TOTAL ATTENDANCE		13,909	

DONCASTER

3	ECO POWER STADIUM	15,601
TOTAL ATTENDANCE		15,601

SHEFFIELD

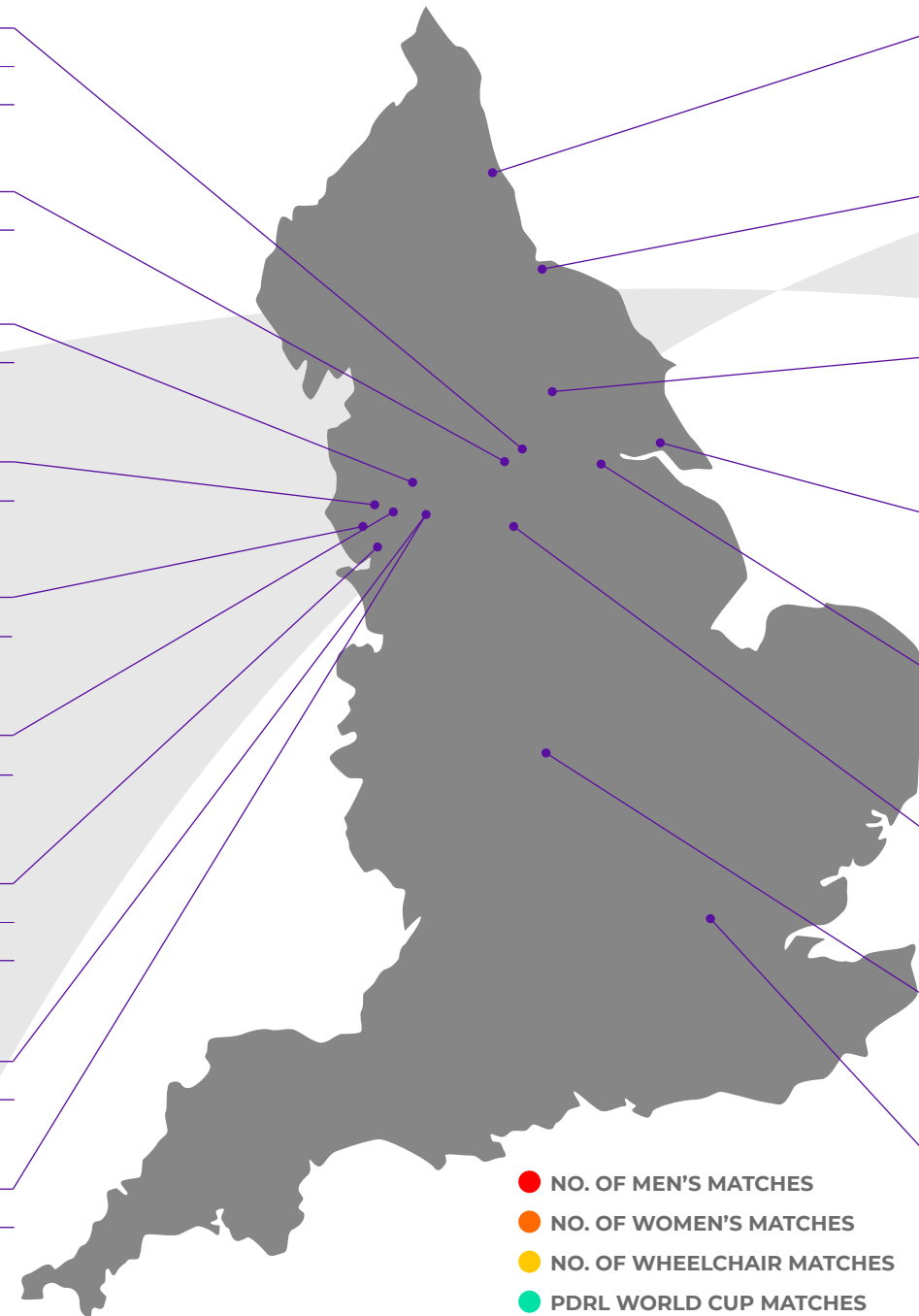
1	BRAMALL LANE	18,760
8	EIS	4,637
TOTAL ATTENDANCE		23,397

COVENTRY

1	COVENTRY BUILDING SOCIETY ARENA	10,276
TOTAL ATTENDANCE		10,276

LONDON

1	EMIRATES STADIUM	40,489
6	COPPER BOX ARENA	10,148
TOTAL ATTENDANCE		50,637



- NO. OF MEN'S MATCHES
- NO. OF WOMEN'S MATCHES
- NO. OF WHEELCHAIR MATCHES
- PDRL WORLD CUP MATCHES

A TOURNAMENT WITH A PURPOSE

RLWC2021 had a strong social purpose that was part of its DNA from the outset. What happened off the field was given equal thought, attention and care.

RLWC2021's prioritisation of social impact programmes was unprecedented and authentic. At a sporting level, the event delivered 61 matches on the pitch and in the arena which created great sporting moments and amazing entertainment. But the achievement that RLWC2021 is most proud of is the difference the tournament made to people's lives.

AN INNOVATIVE APPROACH

To be the biggest, best and most inclusive, RLWC2021 needed to do things differently.

This started with the tournament format. For the first time, three World Cups – men's, women's and wheelchair – took place concurrently. The appetite for the tournaments was extraordinary, with record breaking attendances across all events.

'LEVELLING UP' IN A PANDEMIC

RLWC2021's positive impact was achieved in spite of the global pandemic and resulting year delay, which positioned the tournament in a year of rising inflation, political instability and a glut of global mega events competing for attention. If anything, this increased the relevance of the tournament's social purpose, firmly embedded at the core of everything delivered from the start of the bid to the conclusion of a tournament that saw Australia crowned men's and women's Champions and England win the wheelchair final.

The tournament was founded on a desire to make a positive impact on people's lives and, recognising the government's 'Levelling Up' agenda, was designed to provide more opportunities to people in the North of England. The public overwhelmingly agreed that the tournament was a benefit to the North.

With the sport of rugby league so deeply rooted in England's Northern powerhouse, RLWC2021 provided the perfect platform to tackle inequalities by providing opportunities for communities in need.



96% OF PEOPLE SURVEYED FROM THE NORTH BELIEVE HOSTING THE EVENT BENEFITTED THE NORTH





SOCIAL IMPACT, NOT LEGACY

One of RLWC2021's proudest achievements is to show that major event legacy does not have to mean post-event legacy. RLWC2021 designed a varied social impact programme with creative partners that was delivered in the lead up to and during the event, setting a foundation for ongoing activity.

Before the tournament started, 47 volunteers had taken up placements with community rugby league clubs, over 300 mental health workshops had been delivered and £26.4 million had been invested in facility improvements, with the majority completed before the first kick of a ball.

Rather than creating a post-event legacy plan, RLWC2021 used its platform to invest before the tournament to engage communities and create tangible social impact that could be amplified by the event itself.

THE RUGBY LEAGUE WORLD CUP 2021 SOCIAL IMPACT PROGRAMMES

CREATEDBY CAPITAL GRANTS PROGRAMME

The CreatedBy Grants Programme invested £26.4 million⁴ into communities across the country, providing grants for community rugby league facility development, kit, and equipment. The community game had received virtually no capital investment in the preceding years. RLWC2021 offered 30 large-scale grants which transformed clubhouses, improved pitches, and built changing rooms for 30 clubs, while 290 small-scale grants have supported clubs across the country.

51
CLUBHOUSES

35
CHANGING
ROOMS

18
PITCHES

7
GYMS

12
KITCHENS

21
BOILERS

200
WHEELCHAIRS

183
EQUIPMENT

143
PLAYING KITS

17
LAWNMOWERS/
TRACTORS

37
GOALPOSTS

13
FLOODLIGHTS



VOLUNTEER PROGRAMME

Three Volunteer Programmes engaged hundreds of people in volunteering, through tournament time volunteering roles, opportunities in community rugby league and targeting, with partner Community Integrated Care, those who have specific care and support needs.

- **Power Squad:** volunteers who supported the delivery of the tournament
- **Community Volunteering Programme:** volunteers who helped community rugby league
- **Inclusive Volunteering Programme:** volunteers with mental, physical and learning disabilities who engaged before, during and after the tournament.



MENTAL FITNESS PROGRAMME

The Mental Fitness Programme delivered workshops to 11,957 young people, parents, players and volunteers developing mental fitness awareness.

RLWC2021 partnered with Movember to support its 'Ahead of the Game' and other workshops and became the first major sporting tournament to launch a mental fitness charter with the goal of educating young athletes, coaches, volunteers, competing teams, and match officials to look after their own mental fitness and that of those around them.



CULTURAL FESTIVAL

The multi-disciplinary Cultural Festival, in conjunction with Arts Council England and city partners, was designed to unite sport and art, bringing rugby league-themed performances and travelling poetry trucks to host towns and cities.

Working with Libraries Connected, RLWC2021 supported a programme of workshops and talks in libraries.



EDUCATION RESOURCES

The Education Resource and Activity Packs created an online Education Hub with resources for schools, community groups and others to use rugby league to engage young people in primary and secondary education, develop literacy and numeracy as well as promote participation in rugby league.

Working with UNICEF UK – the official charity partner of RLWC2021 – the event supported schools to promote children's rights in the North East of England and Yorkshire, via the Rights Respecting School Award (RRSA).



INTERNATIONAL DEVELOPMENT PROGRAMME

The International Development Programme sought to grow the game at all levels and develop new connections through visits to developing rugby league nations across the globe with a focus on international relations, soft power and diplomacy.

Before the pandemic halted travel, the tournament team travelled to 13 countries to share the trophy and provide training and development support to rugby league Federations in Europe, the Caribbean, South America and Africa.



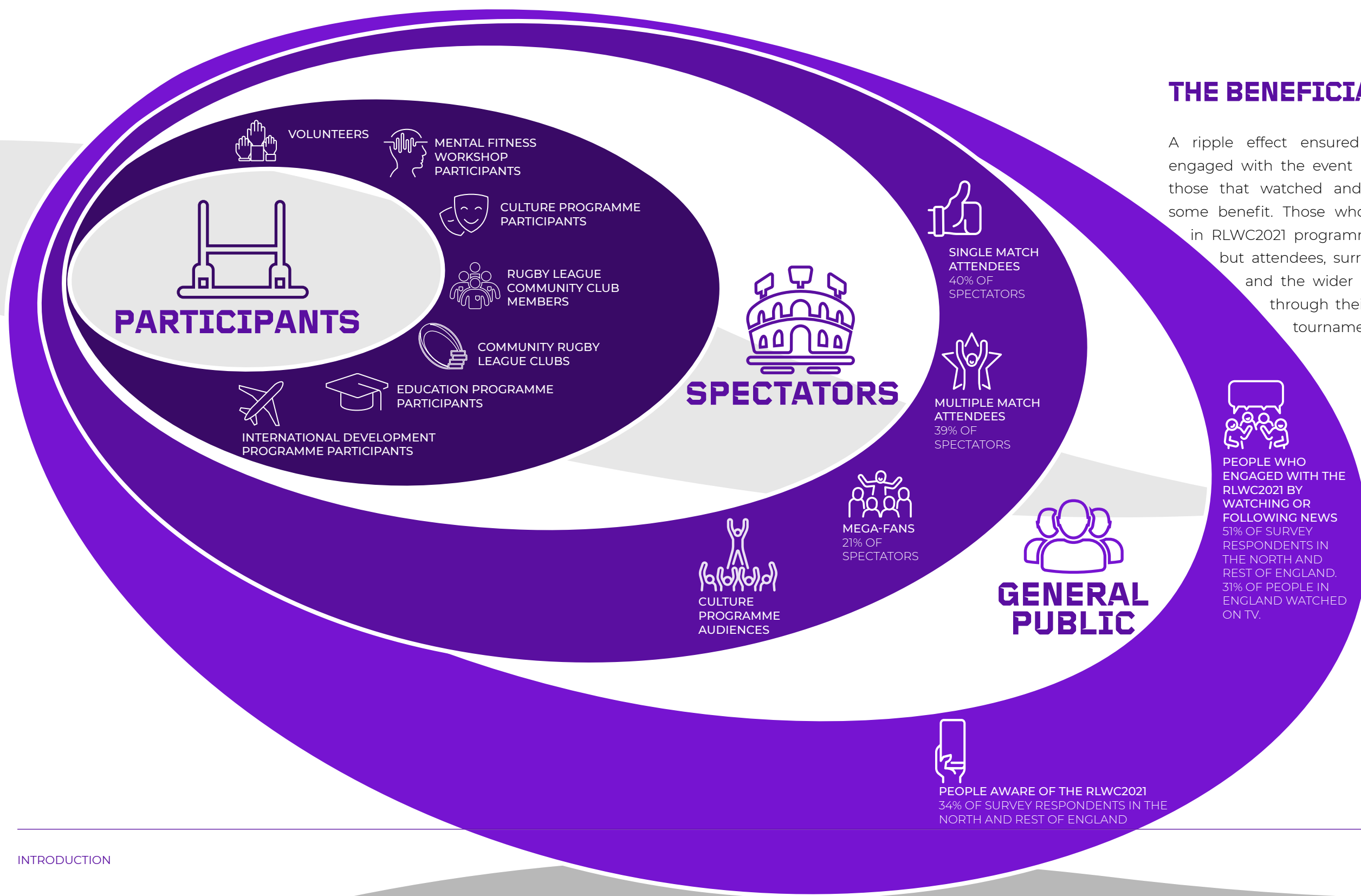
A POSITIVE INFLUENCE

RLWC2021 created an opportunity for sport diplomacy. As a purpose-led event with strong core values, the event conveyed soft power which allowed RLWC2021 to advocate and influence in a positive way. RLWC2021 advocated for equality, diversity and inclusion and positively influenced stakeholders to advance these topics.

The event's authenticity was powerful, founded in the decisions made to directly support disadvantaged communities, put male, female and wheelchair athletes on an equal platform and promote inclusion. This is a promising model for other events to follow to maximise the positive impact of their offering both domestically and internationally.

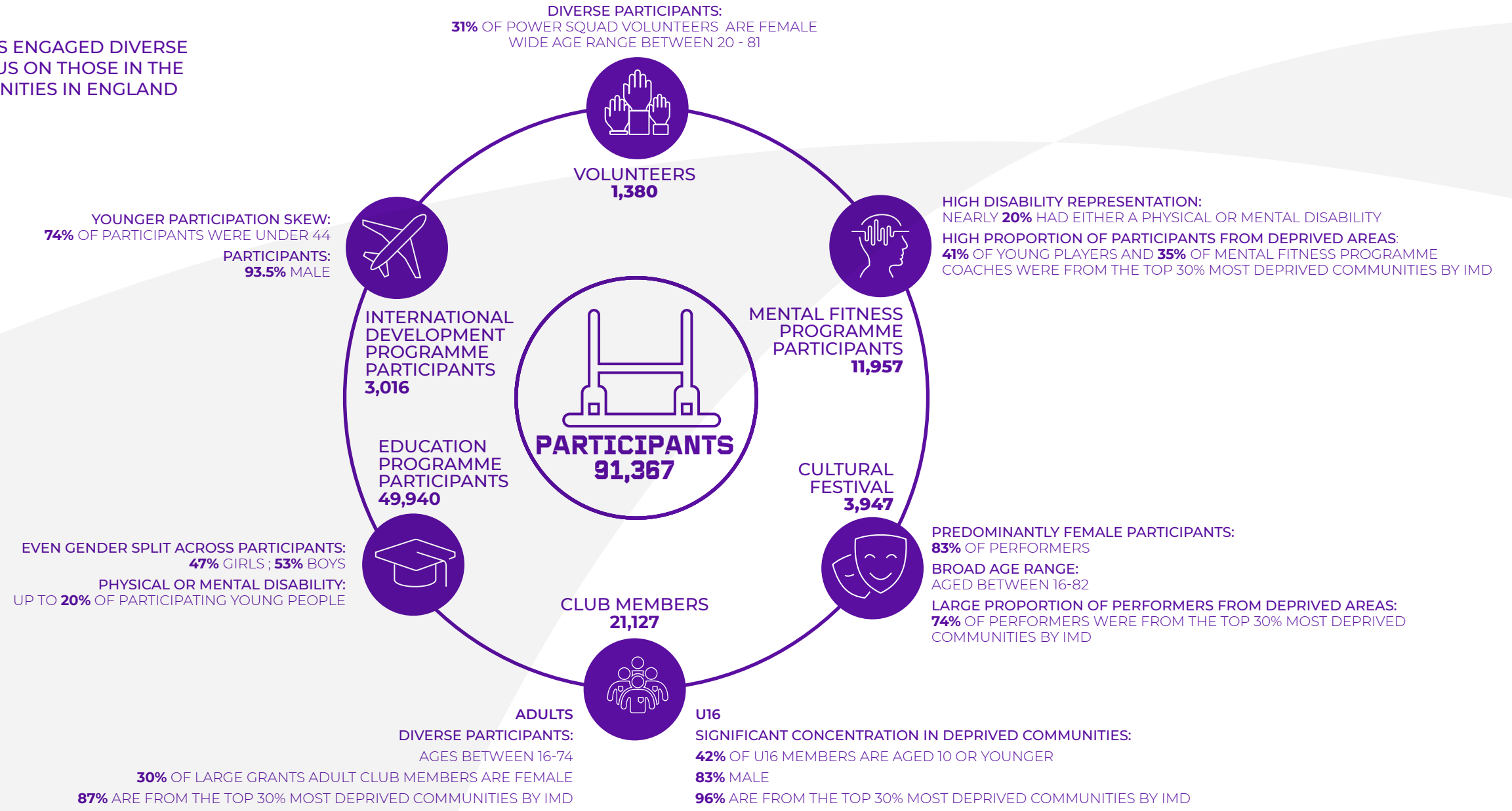
THE BENEFICIARIES

A ripple effect ensured that everyone who engaged with the event - from participants to those that watched and engaged - received some benefit. Those who participated directly in RLWC2021 programmes gained the most, but attendees, surrounding communities and the wider public were impacted through their connection with the tournament.



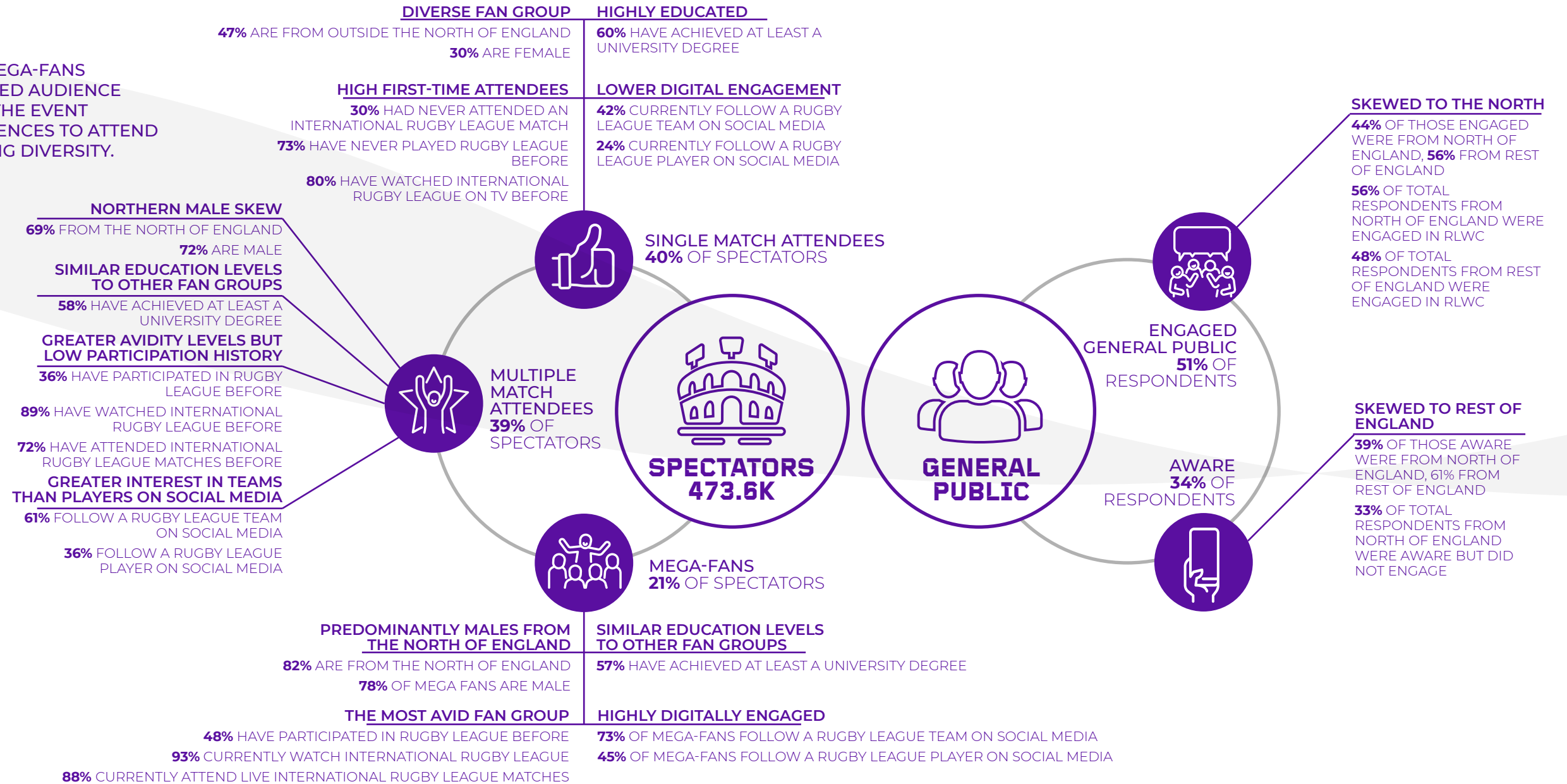
SOCIAL IMPACT PROGRAMME

SOCIAL IMPACT PROGRAMMES ENGAGED DIVERSE DEMOGRAPHICS WITH A FOCUS ON THOSE IN THE 30% MOST DEPRIVED COMMUNITIES IN ENGLAND



AUDIENCE INSIGHTS

THE TOURNAMENT'S MEGA-FANS ALIGNED WITH EXPECTED AUDIENCE DEMOGRAPHICS, BUT THE EVENT ATTRACTED NEW AUDIENCES TO ATTEND THAT SHOW INCREASING DIVERSITY.



STRONG VALUES, LOYAL STAKEHOLDERS

The support of engaged partners with a shared vision was critical to success for RLWC2021. The tournament's strong purpose and clear values galvanised support from a range of stakeholders and partners that aligned with its values:

**BOLD & BRAVE, WORLD CLASS,
AUTHENTIC, INCLUSIVE**

RLWC2021 was a commercial success, attracting 15 new commercial partners to the sport. The principal partner deal was the largest ever – 10 times larger than the previous record – in recognition of the value that the event offered.

Collaboration with local and international organisations was critical for the social impact programmes as well. Movember, Community Integrated Care and UNICEF UK enabled RLWC2021 to reach a far wider and more diverse audience than otherwise would have been possible.

CAZOO



TARGETED INVESTMENT, POSITIVE IMPACTS

Despite the considerable adversity faced by the tournament, the event and its social impact programmes have demonstrated meaningful impacts for those that watched, engaged, attended and took part.

The social impact programmes, in particular, were developed with clear target outcomes and a commitment to measure the impacts created. This, along with the tournament delivery, the commercial partner programme and the wider community engagement, has made a difference in host towns and cities, in community rugby league clubs and in people's homes across the country by:

- ▶ Creating strong communities
- ▶ Growing the game of rugby league
- ▶ Stimulating physical activity and health
- ▶ Developing people
- ▶ Improving mental wellbeing, and
- ▶ Boosting the economy

THE THEORY OF CHANGE

INPUTS

RLWC2021 invested £40 million into the delivery of the tournament and, in addition, £30 million was invested into the delivery of the social impact programmes



THE TOURNAMENT



473,606 spectators
35.5 million cumulative domestic viewing audience



CREATED BY CAPITAL GRANTS PROGRAMME



21,127 new/retained players



VOLUNTEER PROGRAMME



1,380 volunteers for the Power Squad, Community Volunteer Programme and Inclusive Volunteer Programme



MENTAL FITNESS PROGRAMME



11,957 people attended mental resilience workshops including young people, parents, coaches, volunteers and players



CULTURAL FESTIVAL



380,853 Cultural Festival audience across poetry, libraries and street performances
3,947 directly participated in the delivery of cultural programmes across street performance and poetry
91,715 digital/online audience



EDUCATION RESOURCES



13,940 young people have been engaged using the resource packs
36,000 children across the UK in 98 schools have been reached by UNICEF UK's Rights Respecting Schools Award programme, of which 50% was funded by RLWC2021



INTERNATIONAL DEVELOPMENT PROGRAMME



13 countries involved

OUTPUTS

Thousands of people were directly involved in RLWC2021 programmes.

Hundreds of thousands attended.

Millions viewed, engaged or followed.

OUTCOMES MEASURED

The programme measured outcomes across six strands of impact from community development to growth of the sport to personal health, wellbeing and attainment.

CREATING STRONG COMMUNITIES

New community hubs
New social connections
Increased civic pride
Increased volunteerism

GROWING THE GAME

Increased participation in rugby league
Increased interest in the sport

STIMULATING PHYSICAL ACTIVITY AND HEALTH

Increased physical activity levels
Inspiration to be more active

IMPROVING MENTAL HEALTH

Increased awareness of mental health
Improved mental wellbeing

DEVELOPING PEOPLE

New skills and knowledge development
Increased confidence and self-efficacy

BOOSTING THE ECONOMY

More financially sustainable clubs
More commercial interest in rugby league

LONG TERM IMPACT

Long term impacts should flow from the programmes delivered across each of the impact areas, but will take longer to measure and realise.

Cohesive, well functioning communities

Increased investment into rugby league

Strong, sustainable rugby league clubs and facilities

Improved physical and mental health

New skills are applied to taking new opportunities

Volunteering contributes to social and economic development

GOALS

RLWC2021 has had a positive impact on people's lives and has provided some of the most disadvantaged communities in England with new opportunities, funding and skills development

SUMMARY - CREATING STRONG COMMUNITIES

OUR AMBITION

To bring communities together, increase civic pride and sense of belonging by using the power of sport to engage disadvantaged communities, particularly in the North of England.

To create opportunities for people in greater need in the most deprived areas of England.

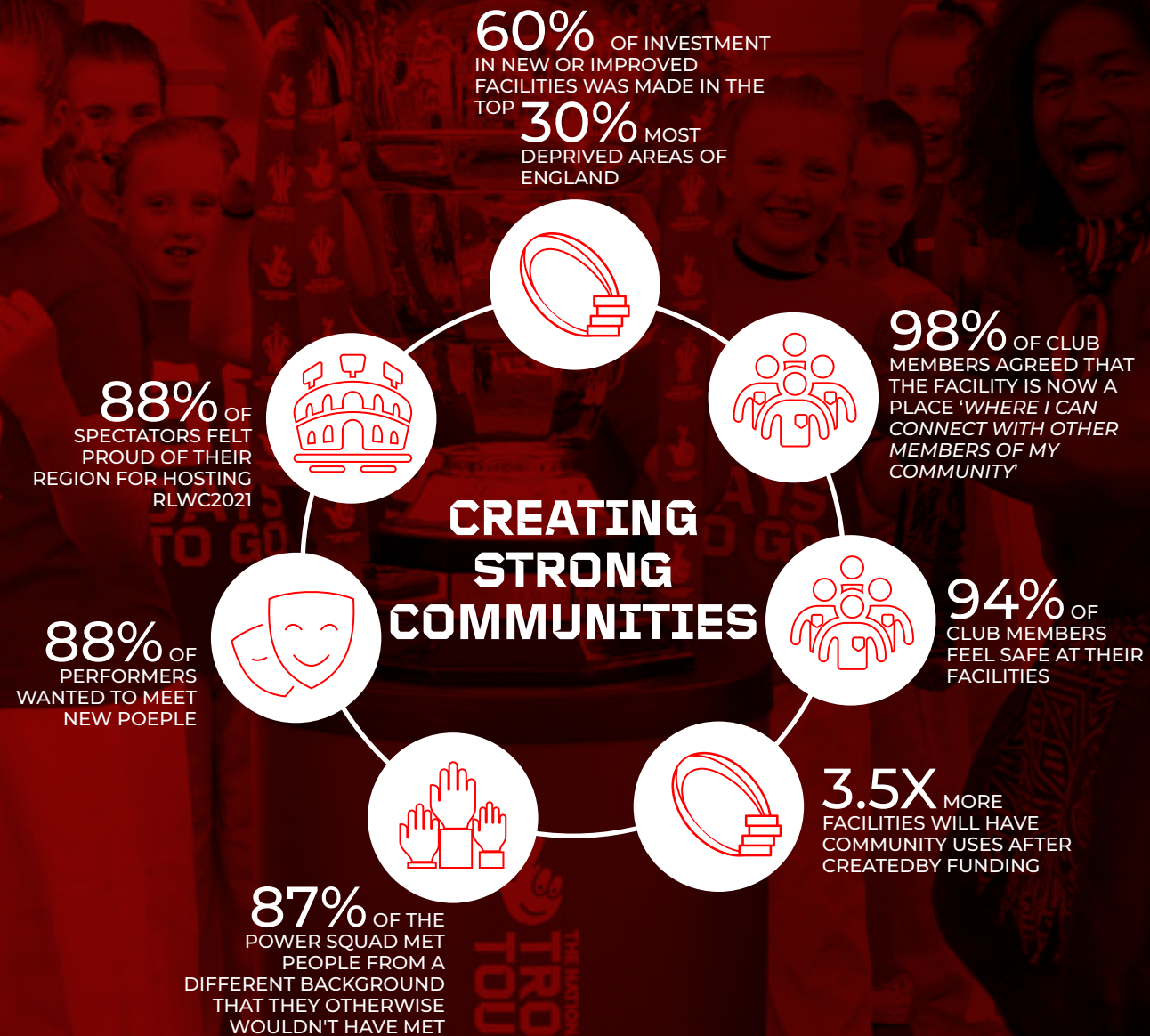
OUTCOMES

Increased access to new and improved community hubs by investing into facilities.

Built community cohesion by helping people, especially in the North, to make new and more meaningful connections.

Fostered civic pride and sense of belonging by showcasing the host cities and towns in a positive way to a record-breaking audience.

Engaged communities in a meaningful way and encouraged people to contribute to community life.



SUMMARY - GROWING THE GAME

OUR AMBITION

To grow rugby league by improving access to the sport across participation, viewership and investment.

To raise awareness and change perceptions of the game, to spur an increase in participation, investment and engagement with rugby league across a wider variety of people.

To leave the sport in a better place than before.

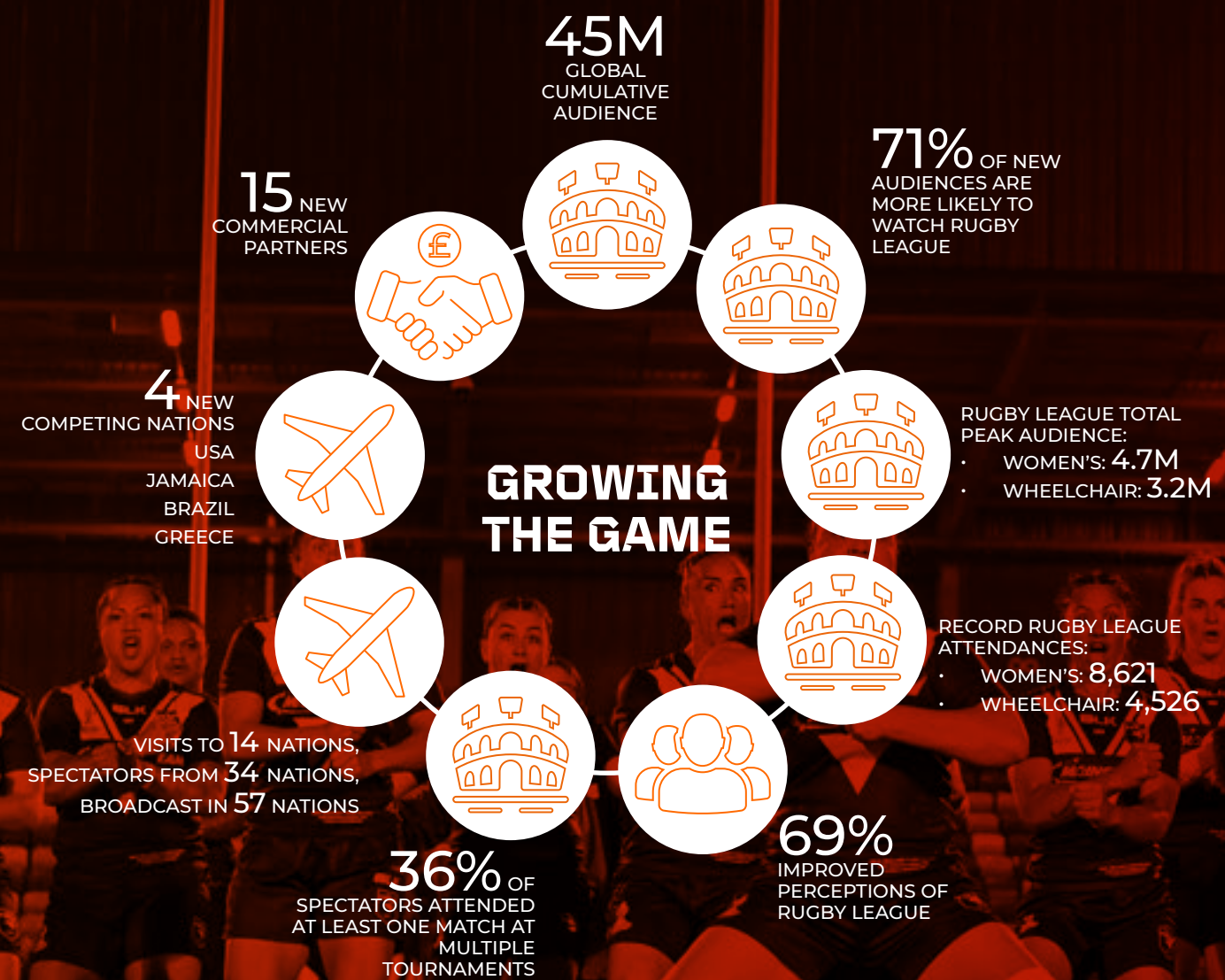
OUTCOMES

Generated awareness of and introduced new fans to all three disciplines, changed perceptions of rugby league.

Expanded knowledge of the game to wider global communities.

Increased intentions for future engagement with the sport among various groups.

Introduced new commercial partners to the sport.



SUMMARY - STIMULATING PHYSICAL ACTIVITY AND HEALTH

OUR AMBITION

To support and inspire people across the country to be more physically active, particularly encouraging people with barriers to engage in physical activity.

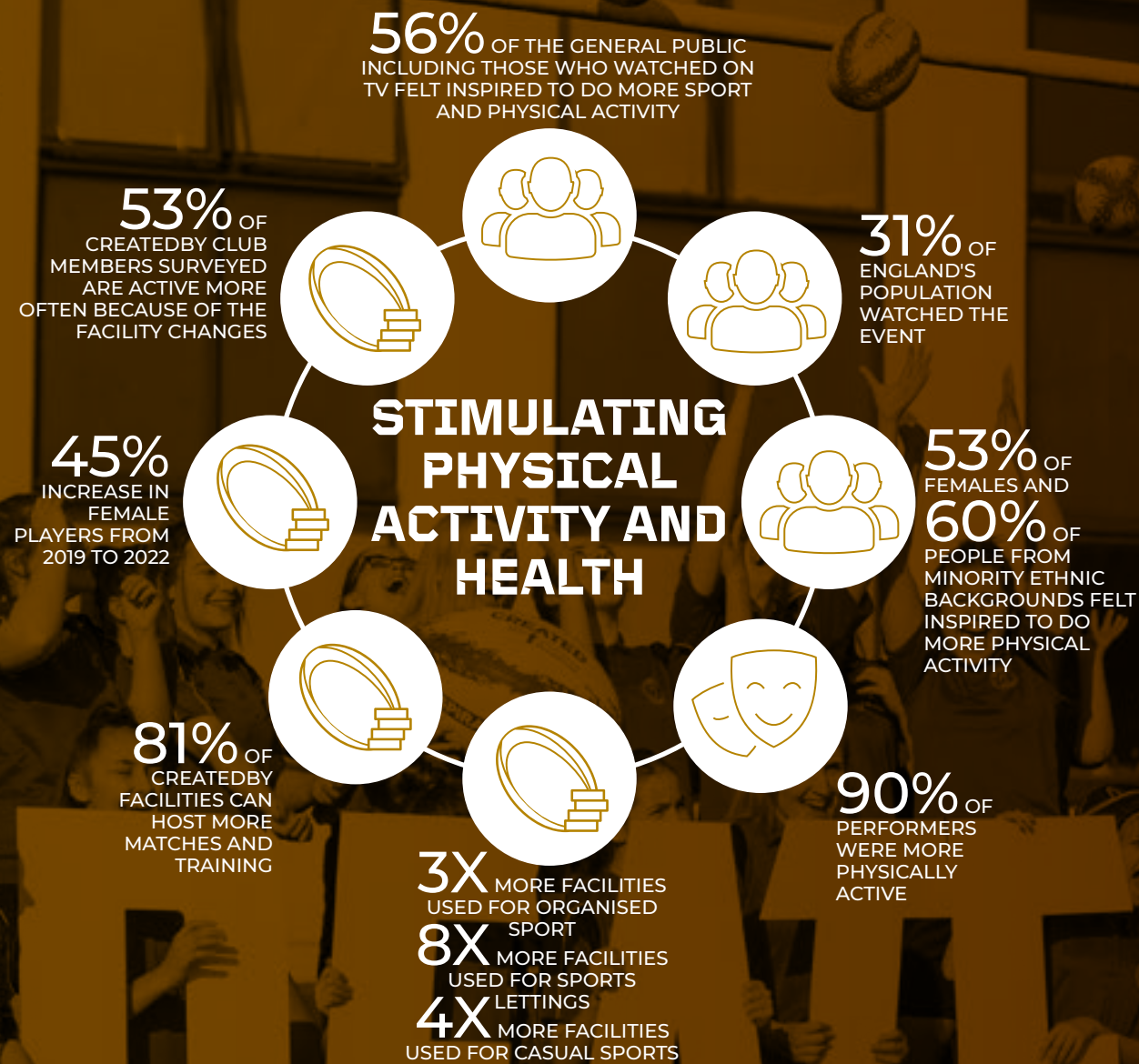
To improve the environments in which physical activity takes place, increasing their capacity and accessibility.

OUTCOMES

Inspired people to be more active, especially women, people from minority ethnic backgrounds, people with physical and mental disability to engage in sport.

Improved accessibility to physical activity through investment in new or improved facilities.

Created a welcoming and inclusive environment for rugby league, especially in the North of England where the sport has a prominent fandom.



SUMMARY - DEVELOPING PEOPLE

OUR AMBITION

To help develop people personally and professionally by providing access to training and opportunities to develop new skills, gain experience and knowledge.

To support people to become more confident to set themselves higher goals, and take action to achieve those goals.

VOLUNTEERS TRAINING SESSIONS

INCLUDED SKILLS SUCH AS ORIENTATION, COUNTER TERRORISM, FIRST AID, MENTAL FITNESS, AND OTHER ROLE SPECIFIC SKILLS

OUTCOMES

Provided training sessions and match day experiences for volunteers to learn and apply new skills.

Developed people's artistic skills through a cultural festival that offered great opportunities to collaborate and learn from a cast of professional performers.

Empowered people to have higher goals in life by offering valuable professional experiences that contributed to improving people's self-confidence and left them in a better position for pursuing higher professional aspirations.

90% OF INCLUSIVE VOLUNTEERS STRONGLY AGREED OR AGREED THAT THE VOLUNTEERING PROGRAMME HAD MADE THEM MORE INDEPENDENT



DEVELOPING PEOPLE

72% OF PERFORMERS AGREED THAT PARTICIPATING HELPED THEM LEARN NEW SKILLS AND

42% AGREED THAT THESE SKILLS WERE RELEVANT TO THEIR CAREERS

98% OF INCLUSIVE VOLUNTEERS STRONGLY AGREED OR AGREED THAT THE VOLUNTEERING PROGRAMME HAD IMPROVED THEIR CONFIDENCE

79% OF VOLUNTEERS WERE SATISFIED WITH THE TRAINING RECEIVED

SUMMARY - IMPROVING MENTAL HEALTH

OUR AMBITION

To improve knowledge and awareness of mental health fitness among targeted communities.

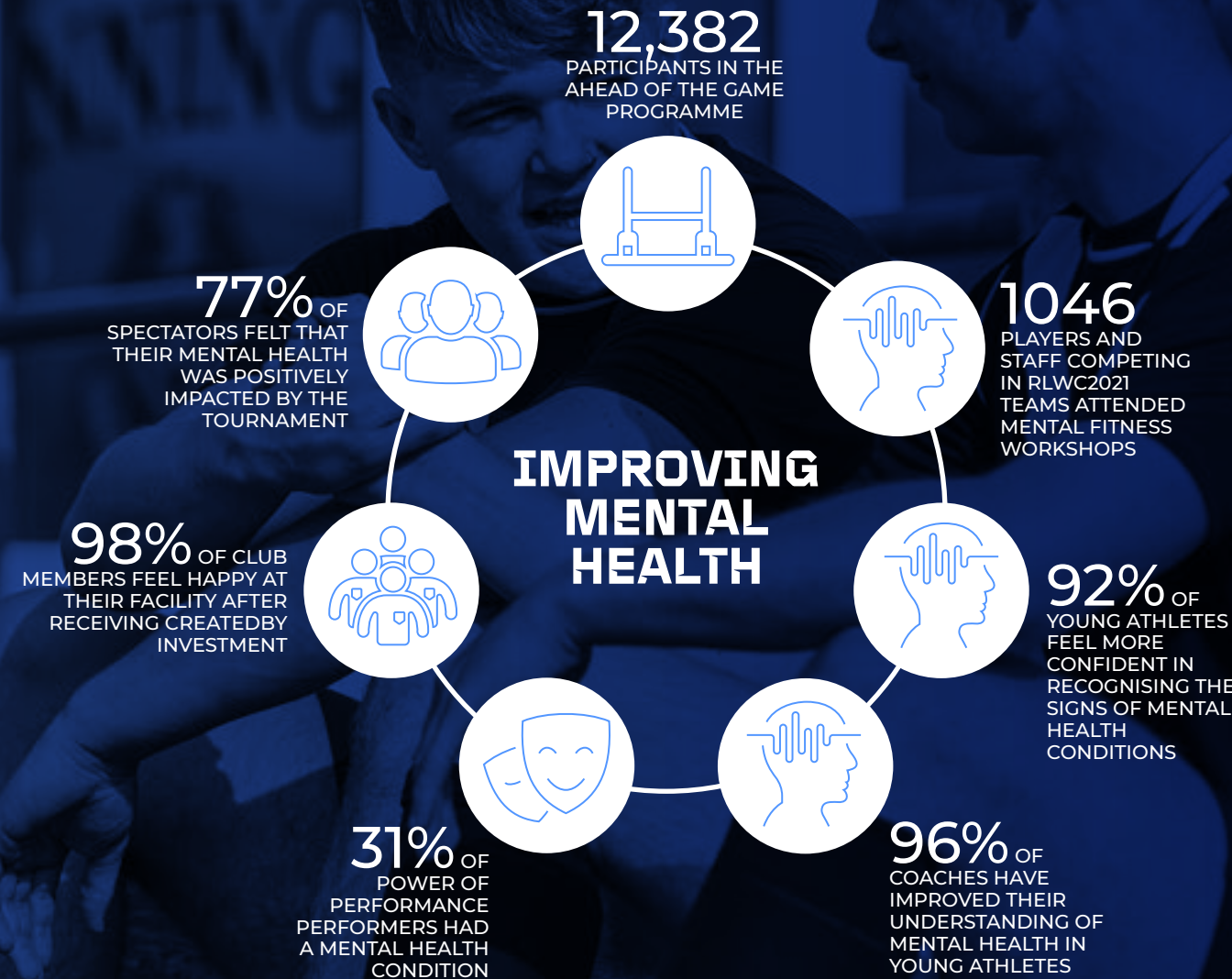
To equip young athletes and coaches with new skills and knowledge to better handle mental health issues in themselves and others.

OUTCOMES

Organised and educated rugby league participants on the importance of mental health.

Equipped participants with mental fitness tools to better serve and assist themselves and others.

Improved mental wellbeing of the public through physical activity, the arts and social inclusion.



SUMMARY - BOOSTING THE ECONOMY

OUR AMBITION

To direct tournament-generated economic impact to deprived regions in the North of England by IMD who do not often host major events.

To introduce new commercial partners to the sport.

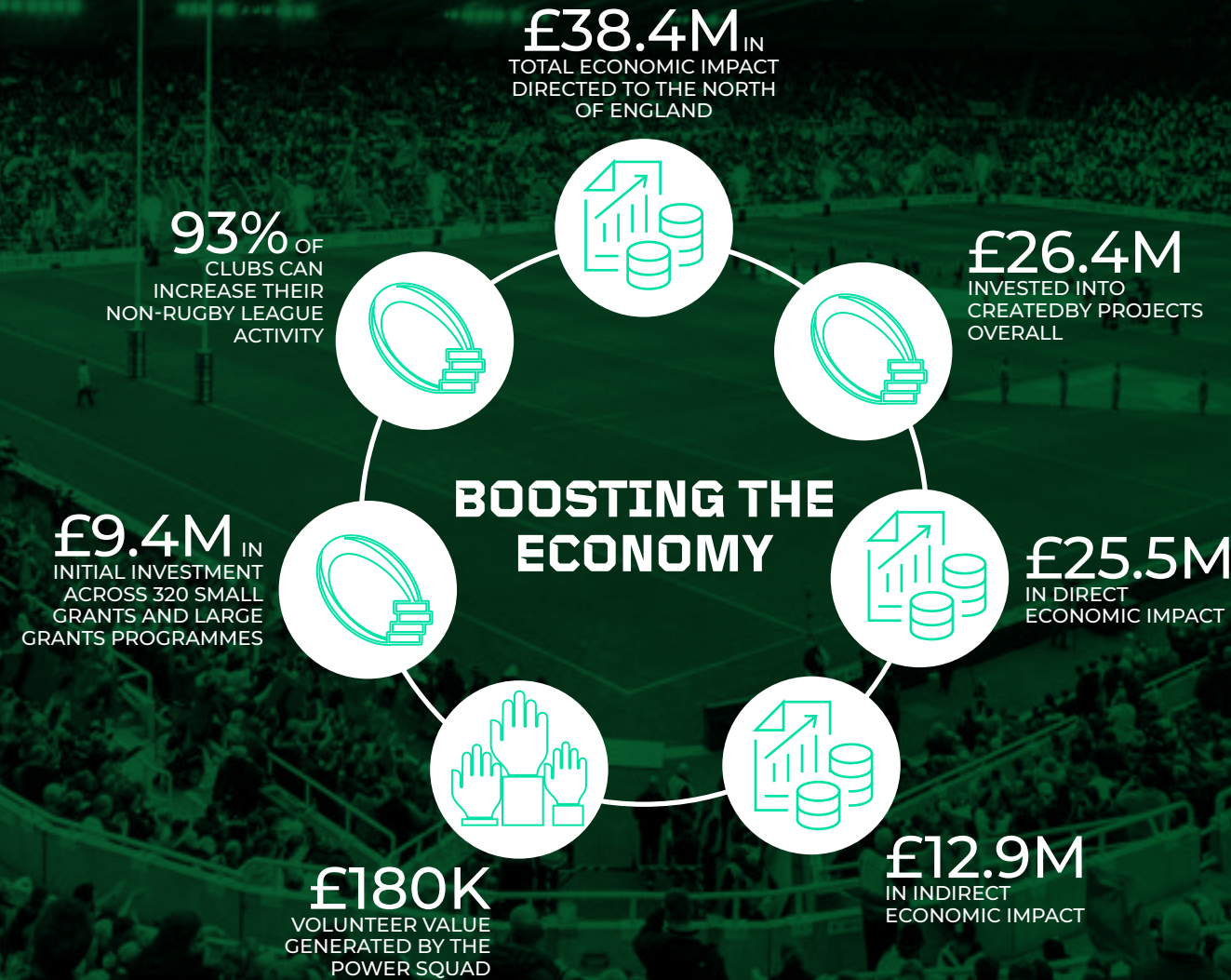
To deliver investment into facilities for local rugby league clubs in need and assist them in achieving long-term financial sustainability.

OUTCOMES

Delivered £38.4 million in economic impact to the North of England.

Funneled £26.4 million in investment into rugby league facilities for local clubs to the most deprived regions in the North of England.

Accelerated clubs' movement towards financial sustainability and generated long-term revenue opportunities.



CREATING STRONG COMMUNITIES





The Rugby League World Cup 2021 galvanised communities in the North of England, creating new bonds, increasing civic pride and giving people a sense of belonging.

The social impact programmes brought communities together, broke down barriers, changed perceptions and gave people something to be proud of.

Major events have the power to catalyse investment and stimulate action due to the exposure, excitement and passion they create. RLWC2021 used this power for good by engaging disadvantaged communities, particularly in the North of England.

RLWC2021 went beyond the sporting programme by making social impact a priority and focusing on communities that had a greater need for new opportunities. To define the target areas, RLWC2021 considered the UK's indices of multiple deprivation (IMD) which are widely used datasets with multiple components of deprivation that are weighted and compiled into a single score.

RLWC2021's social impact programme was aligned with the UK Government's Levelling Up agenda, which is about creating opportunities for everyone, equally, across the UK. Working with a wide range of partners, including national and local authorities and local rugby league clubs, RLWC2021 helped people to feel proud of their cities, towns and culture, and improved their sense of belonging.



Benji Blue Tick V
@bvullamy



I've never really watched or played rugby but I'm genuinely excited by the start of the #RLWC today. I love how they have based the tournament proudly in the North of England, in the communities that have championed the sport. Very cheap tickets for children, students & unemployed



Stuart Andrew
@StuartAndrew



This has truly been the most inclusive @RLW2021 ever and a personal highlight for me has been the phenomenal wheelchair tournament which has broken down barriers and captivated millions! Congratulations to new World Champions England! #RLWC2021.

The direct investment made by RLWC2021 and its partners, and the further investment it unlocked, enabled the tournament and its programmes to:

- ▶ Increase access to new and improved community hubs
- ▶ Build community cohesion
- ▶ Foster civic pride and sense of belonging, and
- ▶ Engage communities in a meaningful way.



AWARDED
£6,967,485
 PARTNERSHIP FUNDING
£11,062,926
 TOTAL PROJECT COSTS
£18,030,411



AWARDED
£2,419,030
 PARTNERSHIP FUNDING
£5,964,891
 TOTAL PROJECT COSTS
£8,383,921



60% OF THE
 INVESTMENT WAS AWARDED
 TO THE TOP
30% MOST DEPRIVED
 AREAS



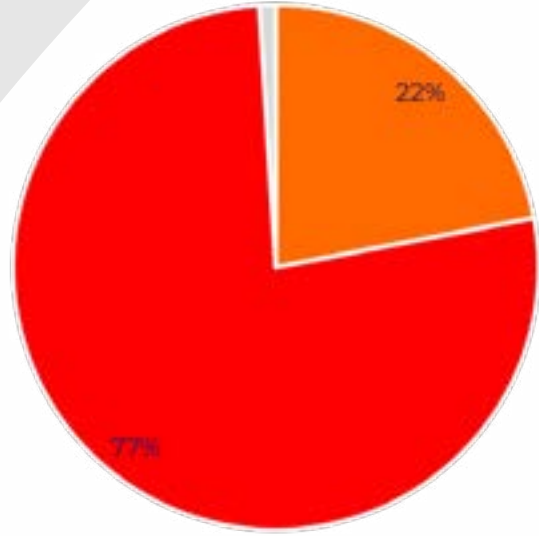
INCREASED ACCESS TO NEW AND IMPROVED COMMUNITY HUBS

Rugby league clubs are often the bedrock of their local communities - institutions deeply embedded in the social fabric, especially in rugby league's heartlands in the North of England. Through the RLWC2021's CreatedBy facilities funding programme, £26.4 million has been invested in facility development, kit, and equipment.

AFTER THE CREATEDBY FUNDING, THE FACILITY IS NOW A PLACE WHERE MEMBERS FEEL SAFE

RLWC2021's CreatedBy Capital Grants Programme, delivered in partnership with the Rugby Football League, Sport England, Department for Digital, Culture, Media and Sport and The National Lottery, identified organisations (including clubs with and without facilities) to receive small or large grants with the goal of improving active environments where rugby league takes place. The facilities were selected prioritising target areas according to the indices of multiple deprivation (IMD) with 60% of the investment awarded to the top 30% most deprived areas.

The outcome of investing in community rugby league facilities is the improvement of wider community facilities, providing safe and welcoming environments for communities to use and benefit from. New and improved facilities are now serving as hubs for local communities to participate in sport and a venue for meaningful social interactions. As a result of funding, 85% of clubs will be open for other community uses, 3.5 times more than before funding.

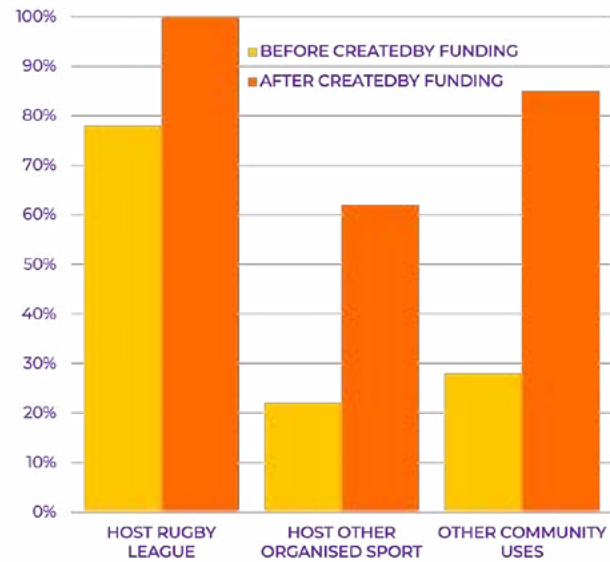


- AGREE
- STRONGLY AGREE
- NEUTRAL / DISAGREE / STRONGLY DISAGREE

MORE PEOPLE USING FACILITIES MORE OFTEN

The facilities receiving large grants project significant increases in activity - with all facilities able to deliver rugby league, almost three times the provision of other competitive sport and the significant majority of clubs able to be used for other community activities. The funding helped making these spaces more welcoming - with almost all club members surveyed agreeing that they feel safe at their club.

CLUBS HAVE SIGNIFICANTLY INCREASED THEIR ABILITY TO HOST A RANGE OF ACTIVITY



CASE STUDY: DRIGHLINGTON NEW COMMUNITY HUB

Drighlington ARLFC received a £145,000 CreatedBy Large Grant to help fund the refurbishment of its clubhouse, at a total cost of £360,000. The CreatedBy grant was pivotal in the development of the new Community Sports Club facility after the sale of the club's former facility. The grant allowed the club to fully develop the site four years ahead of schedule and it has quickly become a cornerstone of local community engagement.

A NEW COMMUNITY HUB

The facility not only serves Drighlington ARLFC, but the wider Drighlington community, hosting football, running clubs, cycling clubs, fitness classes, yoga, ballroom dancing, and a brass band.

"The gas network recently went down in the village so lots of people came to the club to collect supplies and we offered them warm showers. Everyone was so grateful and could not believe what the new facility had to offer and how lucky they were to have a new community space in the village."



GROWING THE GAME

Development of the new facility has taken an already successful club to the next level, enabling it to grow and bring people together. In 2021, 25 new girls started the season, and the club hopes to soon be able to start a Masters' team.

"Our club currently has the most girls playing at Under 11 in the country."

The new facility is much more accessible, and, for example, is now used by the Leeds Rhinos Physical Disability Rugby League (PDRL) team.

GREATER FINANCIAL SUSTAINABILITY

Engagement of the wider community is allowing the club to generate revenue from events, bar, café and private functions to run the facility in a financially sustainable manner.

"Revenues have tripled thanks to the new facility. We can now run the facility properly and sustainably."

BUILDING COMMUNITY COHESION

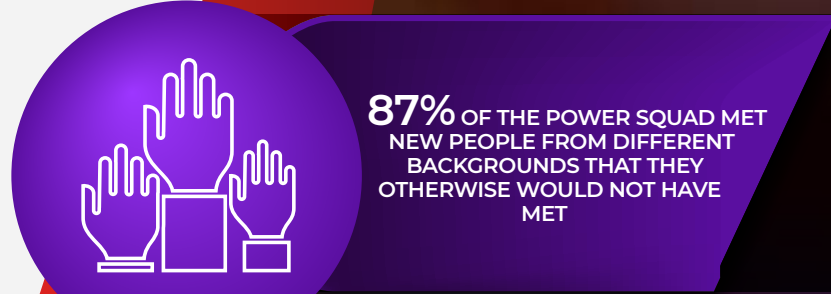
People from England, especially those who live in the North, made new and more meaningful connections with people from different backgrounds because of the RLWC2021.

INCREASING FEELINGS OF SAFETY

Community cohesion lies at the heart of what makes a safe and strong community. Community networks that are based on truth and respect for local diversity are critical to quality of life. Increasing community cohesion helps to tackle the fractures in society which may lead to conflict, making communities safer for people from different ethnic, cultural and religious backgrounds⁴.

The volunteering, culture and mental health programmes offered people the chance to meet, work with and engage meaningfully with people from their communities of different backgrounds. This contributed to improving how participants feel about their local communities.

Before participating in the Power Squad - tournament time - Volunteering Programme, three quarters of volunteers agreed or strongly agreed that they felt safe in their community.



⁴ Ref: community cohesion - an action guide - <https://www.london.gov.uk/sites/default/files/communitycohesionactionguide.pdf>



72% OF PERFORMERS WANTED TO MAKE NEW CONNECTIONS



UNDERSTANDING OTHERS

Following the RLWC2021, this percentage increased to 87%, showing a positive correlation with how people feel about their community and their knowledge and understanding of others. Power Squad volunteers had to work with people from different backgrounds that they may not otherwise have met.

Research has shown that 'people from different backgrounds get on well together in the local area' is a key factor to people feeling safe in their communities⁵.

Meeting new people and making new community connections were also primary motivations for people to participate in the RLWC2021 Cultural Festival. A significant majority of performers (88% and 72% respectively) were motivated by the opportunity to meet new people and make new connections in their communities⁶.

POSITIVE SPACES TO CONNECT

RLWC2021 facilities funding, primarily provided to improve the environments where rugby league takes place, also had a positive impact on community cohesion. Many of the improved facilities have become community hubs. They are now valuable spaces where people engage in social activity and interact with people of different backgrounds, with almost all members (95%) agreeing that this is the case.

Club members now benefit from facilities where they can connect with their communities and spend time with a diverse group of people.

The improved quality and accessibility of these facilities has directly impacted members' wellbeing.

98% OF CLUB MEMBERS CONNECT WITH OTHERS IN THEIR COMMUNITY AT THEIR CLUB



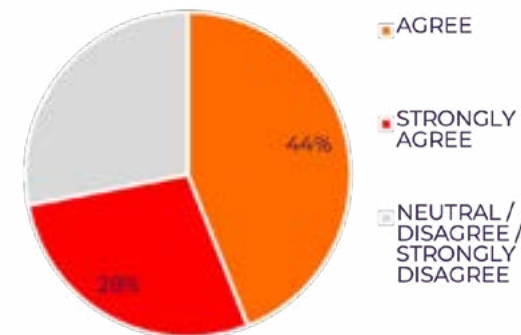
'It was a fantastic experience that I will remember for a long time, I have made new friends and caught up with old friends that are regular volunteers like myself. We were privileged to meet many influential people in rugby league, and it was really lovely that some took the time to talk to us and thank us for volunteering.'

POWER SQUAD VOLUNTEER

'There was a great sense of community amongst the performers, one of the other performers is on my university course and we became good friends through this programme'

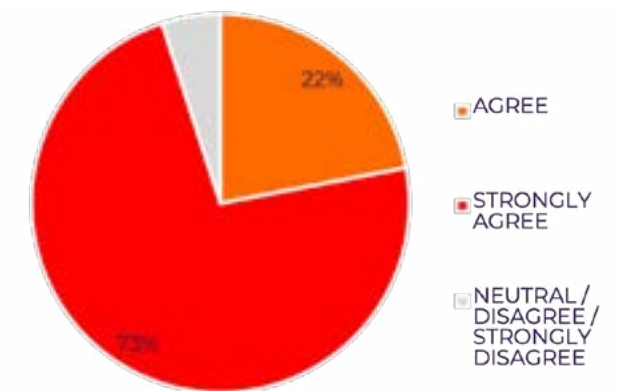
CULTURAL FESTIVAL COMMUNITY PERFORMER

PERFORMER RESPONDENTS WHO AGREED THAT MAKING NEW COMMUNITY CONNECTIONS WAS A MOTIVATION FOR TAKING PART



⁶ 88% of performers agreed (40%) or strongly agreed (48%) that 'helping me to meet new people' was a motivation for deciding to be a part of the Cultural Festival. 72% of performers agreed (44%) or strongly agreed (28%) that 'helping me to make new community connections' was a motivation for deciding to be a part of the Cultural Festival

CLUB MEMBER RESPONDENTS WHO AGREED THAT THE FACILITY IS NOW A PLACE WHERE MEMBERS CAN SPEND TIME WITH PEOPLE OF DIFFERENT BACKGROUNDS



⁵ <https://www.gov.wales/sites/default/files/statistics-and-research/2020-03/what-factors-are-linked-to-people-feeling-safe-in-their-local-area.pdf>

POWER

95% OF CLUB MEMBERS AGREED THAT THE FACILITY IS NOW A PLACE 'WHERE I CAN SPEND TIME WITH PEOPLE OF DIFFERENT BACKGROUNDS'

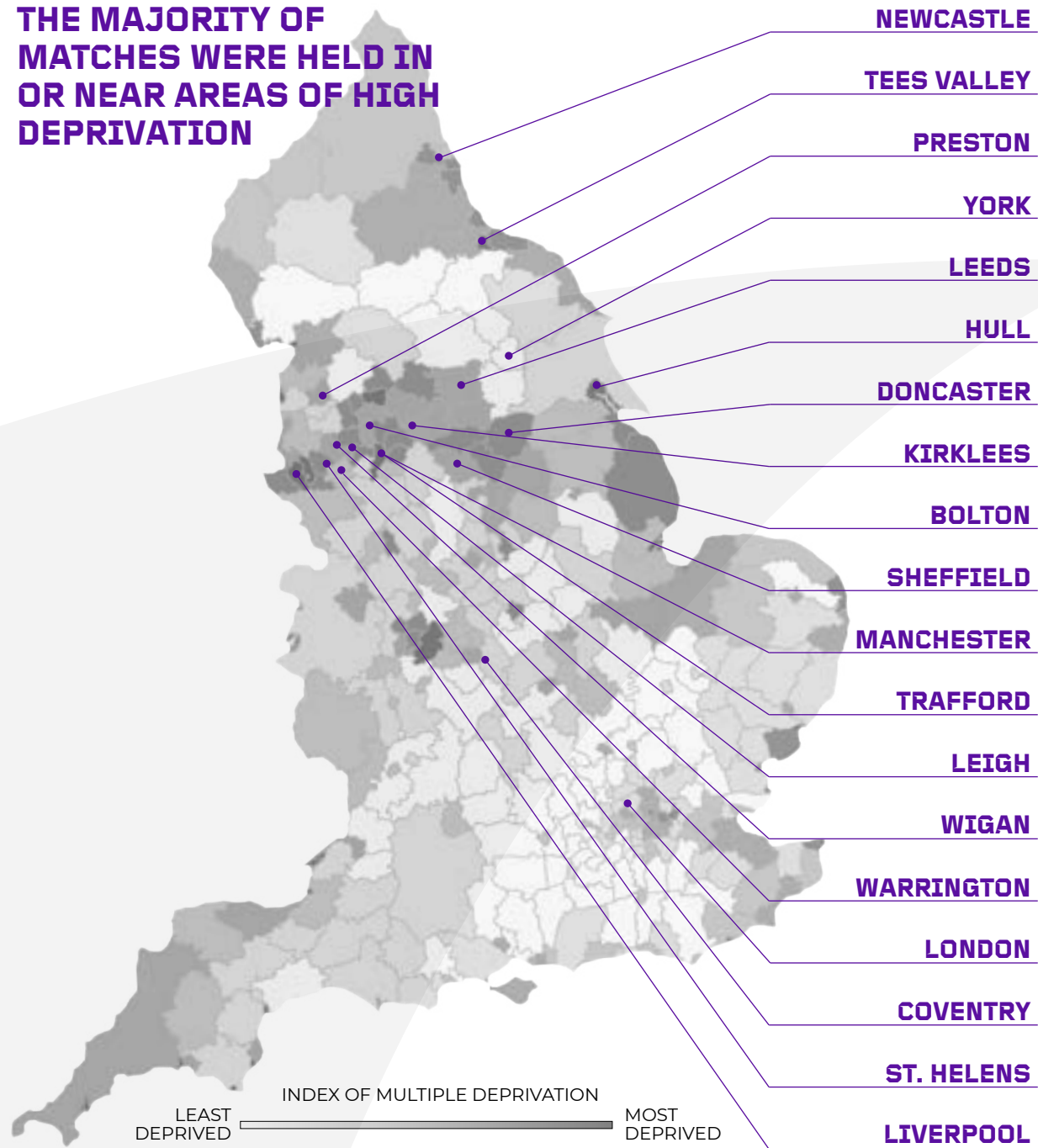


FOSTERING CIVIC PRIDE AND SENSE OF BELONGING

RLWC2021 contributed to improving civic pride and people's sense of belonging by showcasing the host cities and towns in a positive way to a wider national and international audience.

Sense of belonging is the 'social glue' that holds people together in communities and describes the degree to which people feel they are connected to their community and have a place within it⁷. This feeling has also been shown to be associated with positive mental wellbeing and health⁸. By hosting most of the tournament games in the North of England, RLWC2021 showcased the region to the rest of the UK and the world. The event had unprecedented visibility and profile from an extensive TV coverage. All 61 games from men's, women's and wheelchair tournaments were broadcast live on free-to-air UK television as the BBC delivered all action across BBC TV and BBC iPlayer. The matches were available live to key markets such as Australia and New Zealand and to the rest of the world (including markets without a broadcast partner) via the RLWC2021 app.

THE MAJORITY OF MATCHES WERE HELD IN OR NEAR AREAS OF HIGH DEPRIVATION



89% OF PEOPLE FROM THE NORTH WHO WATCHED WERE HAPPY ABOUT HOW THE NORTH WAS REPRESENTED

90% OF PEOPLE FROM THE NORTH WHO WATCHED BELIEVE THAT RLWC2021 IMPROVED THE GENERAL PERCEPTION OF THE NORTH

74% OF SPECTATORS IN THE NORTH WERE HAPPY WITH HOW THEIR LOCAL CITY/REGION WAS REPRESENTED

88% OF SPECTATORS FROM THE NORTH FELT PROUD OF THEIR REGION FOR HOSTING RLWC2021

⁷ Sport Tourism Events as Community Builders—How Social Capital Helps the "Locals" Cope. <https://www.tandfonline.com/doi/abs/10.1080/15470148.2013.863719>

⁸ Relationship between sense of community belonging and self-rated health across life stages



A SHOWCASE FOR THE NORTH

The media coverage plays a key role in attracting new visitors to host cities and developing the tourism sector. In addition, it contributes to residents' pride in their cities and towns.

The significant majority of people who watched, engaged with and attended the tournament felt that the North was presented positively and that this contributed to improved perceptions. For those in the North, the positive presentation stimulated local pride.

THE POWER OF TOGETHER

The RLWC2021 Cultural Festival told the story of rugby league while also showcasing Northern culture, featuring a major outdoor performance, an epic touring public art and poetry commission and a programme of engagement projects rolled out across 34 library services and 593 individual libraries in the North of England. Of the themes explored, the origins of rugby league as a working-class game resonated strongly, with 73% of spectators saying they observed this theme in the public performances and poetry displays.

PRIDE OF PLACE

CreatedBy facilities funding has also helped to foster civic pride in local communities. Improvements to facilities have increased the pride club members and local feel about facilities that sit at the heart of their communities.

CASE STUDY: ASPATRIA HORNETS

Even the small grant programme has helped to develop civic pride. The Aspatria Hornets used its £5,037.74 of Small Grants funding to purchase a small grass cutter to mow the pitch more regularly. This improved the quality of the pitch dramatically, easing waterlogging problems previously exacerbated by less regular cutting. The Aspatria community has noticed the difference.

"The locals cannot believe how much nicer the playing fields look now, compared to their previously overgrown appearance. We had Wigan Warriors coaching team come to play on the pitch and they were very impressed with spectator turnout and the facilities, commenting that the pitches were some of the best they had seen."

This shows the downstream benefits that a small investment in equipment can have on a community. Pride of place and pride in the tournament created a virtuous cycle for volunteers through their ability to contribute to a major event in their home city. Power Squad volunteers said:

"Being involved as a member of the Power Squad is something that I'm so glad I applied to and got given the chance to do. Especially with the tournament coming to my home city of York, and I love rugby league anyway so to contribute to staging world class Women's Rugby League matches is something I will always be proud of."

"Volunteering at the DW Stadium was a highlight of the Autumn for me, a proud moment in the Borough of my birth helping ready the stadium for the match and welcoming the world to Wigan. I really couldn't have asked more of anyone at RLWC2021."

"The event came as a massive confidence boost for me and made me feel pride in my local town again."

POWER SQUAD VOLUNTEERS



ENGAGING COMMUNITIES IN A MEANINGFUL WAY

People in target communities are now more likely to volunteer and contribute to community life in the future.

A sense of belonging is an important factor that influences people's willingness to contribute to their community and motivates them to engage in social/community activities more often.

The data collected from participants of the RLWC2021 programmes suggests that the event has contributed to encouraging more people to participate in their community through volunteering or cultural activities. The majority (55%) of volunteers participated in volunteering programmes locally in their home towns and cities, supporting their own local communities and building more local connections.

ENGAGING FUTURE VOLUNTEERS

When asked about their likelihood of volunteering in the future, 100% of community volunteers said they are very likely or likely to volunteer at other volunteering roles in rugby league.

A quarter of the Power Squad had never volunteered before and 29% who had not volunteered in the previous year. However, the majority of them (64%) said that they had already volunteered in other organisations/roles since becoming a Power Squad volunteer with 9% being influenced to do so by their Power Squad experience.

Similarly, 40% of the community performers who participated in the RLWC2021 Cultural Festival had never performed before but 84% would engage with other cultural events and perform again.

Some of these first-time performers described their experience as 'exhilarating' and 'rejuvenating'.

25% OF THE POWER SQUAD HAD NEVER VOLUNTEERED BEFORE



64% OF THE POWER SQUAD HAVE VOLUNTEERED IN OTHER ORGANISATIONS/ROLES SINCE THE RLWC2021



100% OF COMMUNITY VOLUNTEERS SAID THEY ARE VERY LIKELY OR LIKELY TO VOLUNTEER AT OTHER VOLUNTEERING ROLES IN RUGBY LEAGUE



“It was great feeling part of something larger than myself and having something varied to encourage friends and family to visit”

“Another first taking me out of my comfort zone, definitely would join again with future performances”.

CULTURAL FESTIVAL COMMUNITY PERFORMERS

The meaningful experiences people had in participating in these programmes will have a long-lasting impact in their personal lives and in their communities. People were able to learn new skills (refer to “Developing People” chapter) that help bridge skill gaps in local areas which will continue to positively impact the wider community.

Some of the volunteers who participated in the Inclusive Volunteers Programme in the Northeast are already volunteering for other services. The Community Integrated Care (CIC) staff felt the nature of the opportunity encouraged more volunteers to get involved when compared to other volunteering opportunities because they were able to provide more meaningful experiences.

“It's not just somebody stacking shelves in British Heart Foundation shop, but it's somebody becoming a master photographer or assisting in the hospitality area because of a passion in cooking.”

COMMUNITY INTEGRATED CARE STAFF



40% OF COMMUNITY PERFORMERS WHO PARTICIPATED IN THE RLWC CULTURAL FESTIVAL HAD NEVER PERFORMED BEFORE



84% OF COMMUNITY PERFORMERS WOULD ENGAGE WITH OTHER CULTURAL EVENTS AND PERFORM AGAIN



GROWING THE GAME





RLWC2021 made a significant contribution to growing the game at all levels; raising the sport's profile internationally, supporting the development of the sport in England and in new countries, and attracting more people to watch, follow and play rugby league globally.

RLWC2021 aimed to leave the sport of rugby league stronger than it was before the tournament. This recognised the power of major events to raise awareness, change perceptions and grow excitement and interest. Most importantly though, the sport's pinnacle international tournament had the power to catalyse the investment of money and resources from the private and public sector into growing and developing the sport.

RLWC2021 recognised that delivering a major event is not enough to leave a lasting legacy of a stronger domestic or international game. It needed to be reinforced by specific programmes and collaborative partnerships aimed at capturing audiences, upskilling those that deliver the sport and making clubs stronger. Those that deliver the game need to be in a position to capitalise on the moments created by the tournament to retain new audiences, volunteers and players.

RLWC2021's efforts to grow rugby league have impacted the sport by:

- ▶ Building stronger, more financially sustainable community clubs
- ▶ Raising awareness and changing perceptions
- ▶ Involving more nations in rugby league's premier tournament, and
- ▶ Developing constructive partnerships for the good of rugby league.

BUILDING STRONGER, MORE FINANCIALLY SUSTAINABLE COMMUNITY CLUBS

The investment into facilities across the country and the volunteering programmes have strengthened rugby league clubs, helping them to deliver more rugby league to more players and fans in the future.

The new and improved rugby league facilities are fundamental to growing the sport. They increase the appeal for players while also increasing the capacity of clubs to deliver to a larger and more diverse player base. The facility investment has also strengthened recipient clubs by enabling revenue growth through increased rugby league provision and community uses. All of these changes mean that more people can play and enjoy rugby league, gaining the physical and mental health benefits that increased activity and being part of a club offer.

"Our new facilities will leave a legacy of a lifetime securing a future for the growth of rugby league for years to come"

COMMUNITY CLUB VOLUNTEER

The investment made by RLWC2021 to create or improve rugby league facilities across England had a direct impact on players, enticing more people to play or stay in rugby league. Increased accessibility has particularly benefitted female players. The vast majority (89%) of adult club members, 31% of whom are women, strongly agreed or agreed that the changes in the club facilities funded by the RLWC2021 CreatedBy facilities programme influenced their decision to begin or continue to play or get involved.

The majority (70%) of under-16 club members surveyed, strongly agreed or agreed that they were influenced by RLWC2021 to start or continue to play.

45% INCREASE IN FEMALE PLAYERS FROM 2019 TO 2022



THE CHANGES IN FACILITIES INFLUENCED 89% OF ADULT CLUB MEMBERS TO BEGIN, CONTINUE TO PLAY OR GET INVOLVED



67% OF COMMERCIAL PARTNERS WOULD LIKE TO PARTNER WITH RUGBY LEAGUE AGAIN



ATTRACTING NEW COMMERCIAL REVENUES

RLWC2021 used its value-led approach to attract 15 new commercial partners to the sport and overwhelmingly they had a positive experience

that delivered return on their investment and objectives. This experience has set a foundation for future commercial investment into rugby league in England. Two thirds of commercial partners that responded to our survey strongly agreed or agreed that they would like to partner with rugby league again in the future. The other third of responses were neutral.

in rugby league volunteering. These volunteers embarked on roles within rugby league clubs in advance of the tournament contributing valuable hours to support community sport.

I've been volunteering with Rochdale Hornets. This season has mainly been doing corporate hospitality, guest welcoming, looking after people in the boxes. It initially came about because I'd volunteered for Power Squad. The Rochdale opportunity was put to me. I met the club in January and started more or less straight away."

COMMUNITY VOLUNTEER

Since the event, 296 individuals have signed up to a new volunteering portal to access new opportunities in community rugby league. Of these, 210 are from the Power Squad.

65% OF POWER SQUAD OVERCAME BARRIERS TO VOLUNTEERING



4,887
POWER SQUAD HOURS TO BE TOURNAMENT READY

CRITICAL VOLUNTEER HOURS

RLWC2021 delivered three volunteer programmes designed to introduce people to volunteering, remove barriers, provide training and skills and create an engaged community of future volunteers that would benefit the sport. 40% of Power Squad volunteers said the process of recruitment helped them overcome barriers to volunteering to a great or a considerable extent and 25% said the process of recruitment helped them overcome barriers to a moderate extent.

18,000
POWER SQUAD HOURS AT TOURNAMENT TIME

The Community Volunteer Programme was designed to increase the capacity for the sport by providing clubs with trained and willing future volunteers. The programme was designed to engage volunteers in advance of the tournament aiming to increase post-tournament involvement

8,784.5
INCLUSIVE VOLUNTEER HOURS

41% OF POWER SQUAD ARE LIKELY/VERY LIKELY TO VOLUNTEER FOR A RUGBY LEAGUE CLUB



24% ARE LIKELY/VERY LIKELY TO WORK FOR A RUGBY LEAGUE ORGANISATION IN THE FUTURE

779
COMMUNITY VOLUNTEER HOURS PRE-TOURNAMENT

21% OF POWER SQUAD VOLUNTEERS HAVE SIGNED UP TO ACCESS MORE OPPORTUNITIES

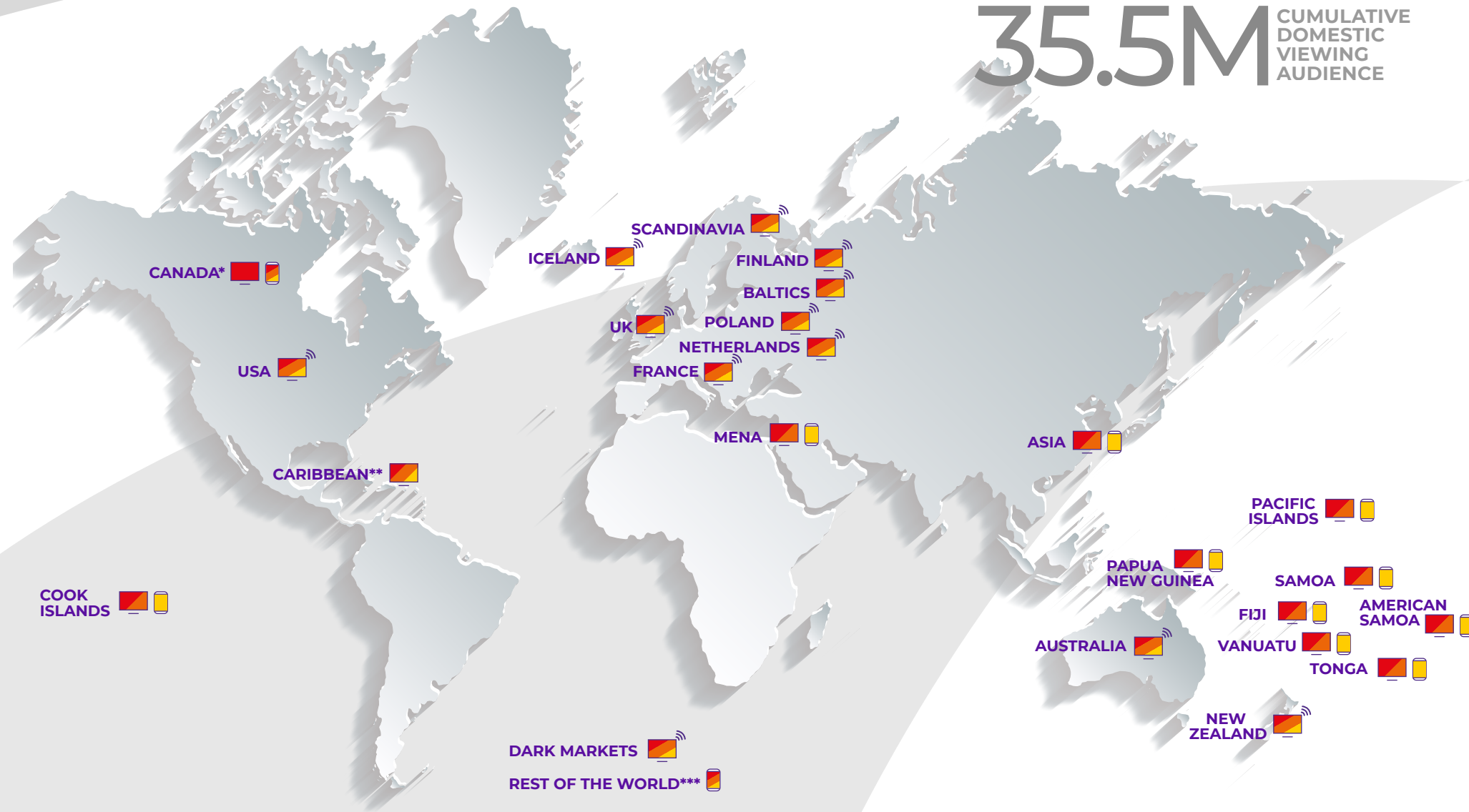


35.5M

CUMULATIVE DOMESTIC VIEWING AUDIENCE

RAISING AWARENESS AND CHANGING PERCEPTIONS

As a result of the unprecedented media coverage, more people intend to watch, follow and play rugby league, having a more positive view of the sport overall.



● MEN'S
 ● WOMEN'S
 ● WHEELCHAIR
 LIVE
 LIVE + ON DEMAND
 RLWC APP

* Men's QF onwards live, all other fixtures via RLWC app
 ** All available, 48 live 13 time delay live
 *** Every match live via RLWC app in markets without broadcast partner

therock A message for our @toa_samoa_official rugby team who will proudly compete THIS SATURDAY in the MEN'S FINAL RUGBY LEAGUE WORLD CUP

77% OF NEW AUDIENCES ARE MORE LIKELY TO ATTEND A GAME AGAIN

67% OF NEW AUDIENCES ARE MORE LIKELY TO WATCH RUGBY LEAGUE ON TV

VIEWERSHIP OF THE MEN'S TOURNAMENT



77% OF THE ENGAGED PUBLIC WATCHED ON TV
OF THOSE, **24%** HAD NEVER WATCHED RUGBY LEAGUE BEFORE



68% OF NEW AUDIENCES WOULD RECOMMEND WATCHING RUGBY LEAGUE

71% ARE MORE LIKELY TO WATCH RUGBY LEAGUE ON TV



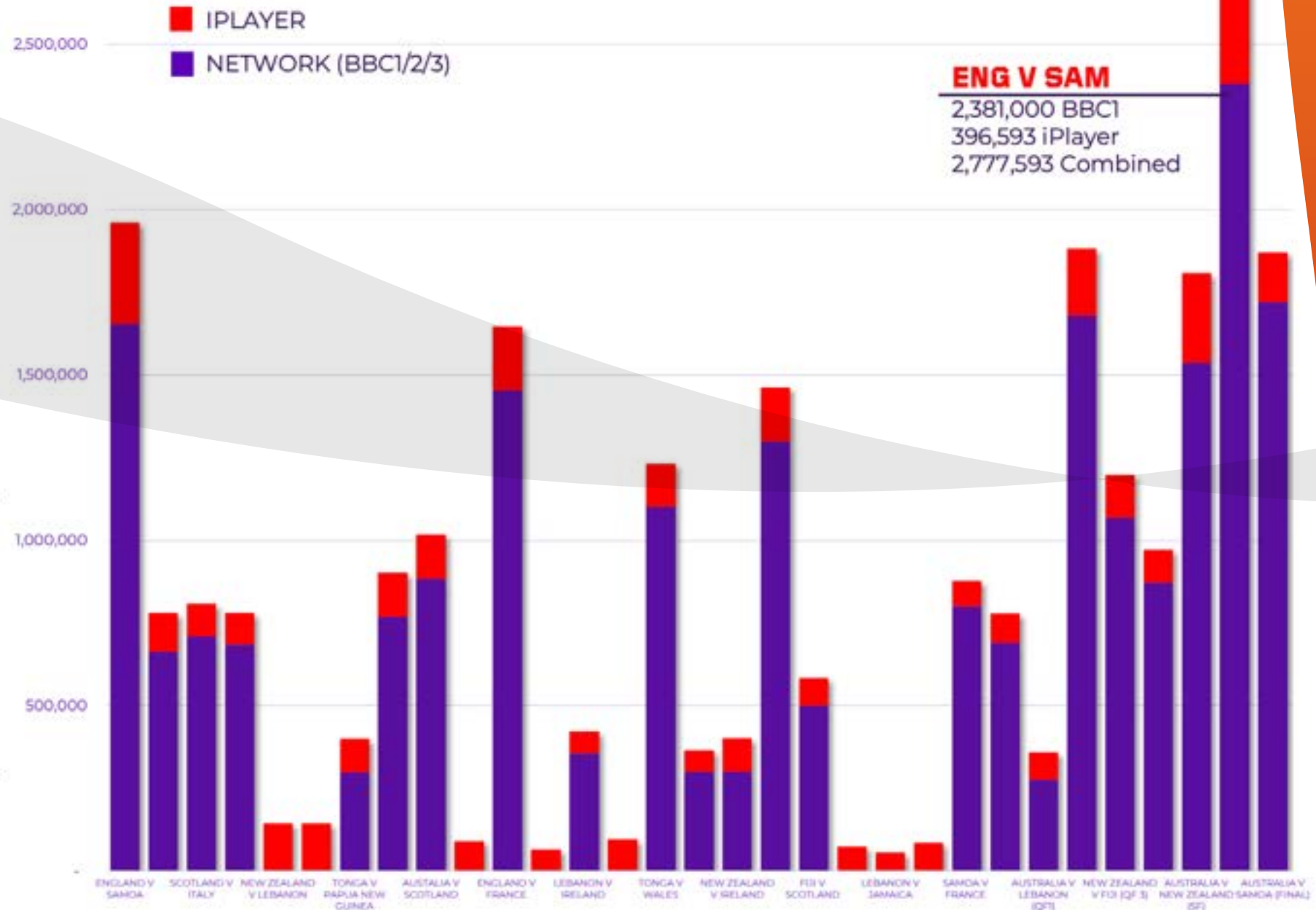
COMBINED NETWORK AND DIGITAL

9 matches **over a million**
5 >1m on BBC1 and iPlayer
4 >1m on BBC2 and iPlayer
Total peak Network **22,000,100**
Total Digital **4,033,983**
Men's total **26,034,083**



AVERAGE AUDIENCE

Network: 956,526
Digital: 130,128
Combined: 839,809



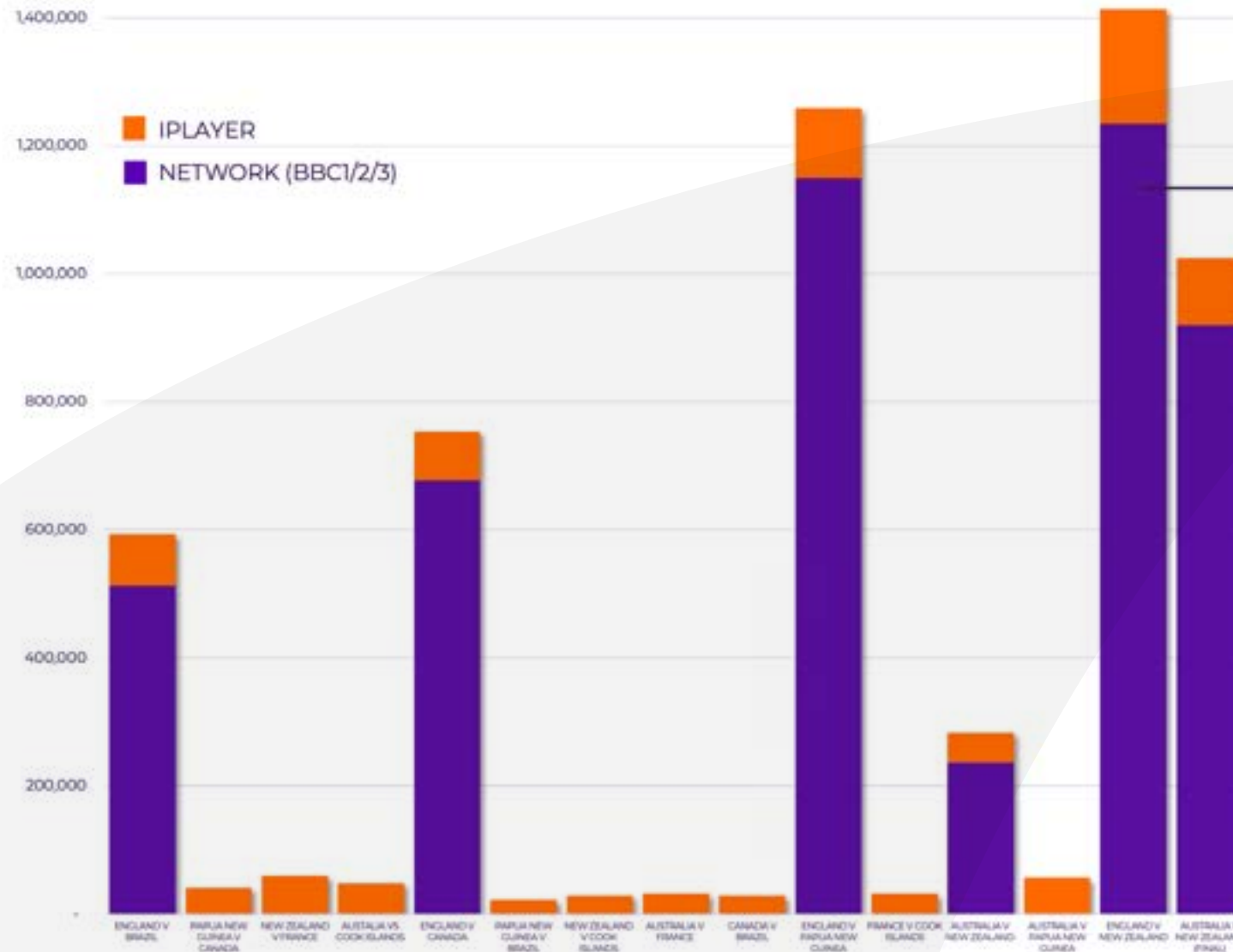
VIEWERSHIP OF THE WOMEN'S TOURNAMENT

Callum Thompson
@c_thommo



The coverage for the Women's, Wheelchair and Physical Disability #RLWC2021 has been absolutely brilliant so far. Giving all the platform to grow and become more familiar to wider audiences.

What a game this #ENGSPA match is and it's a testament to #BBCRL for their coverage. 🇬🇧 🇵🇦



ENG V NZL
1,234,000 BBC2
179,375 iPlayer
1,413,375 Combined

COMBINED NETWORK AND DIGITAL

3 matches **over a million**
1 >1m on BBC1 and iPlayer
2 >1m on BBC2 and iPlayer
Total peak Network **4,730,200**
Total Digital **941,179**
Women's total **5,671,379**

SHARE OF AUDIENCE FOR THE FINAL

AUS v NZL F **12.3%**

UNPRECEDENTED ACCESSIBILITY OF COVERAGE

RLWC2021's unprecedented media coverage contributed to growing awareness and improving perceptions of the sport, particularly in England. It is the first time in Rugby League World Cup history that all 61 games from the Men's, Women's and Wheelchair tournaments were broadcast live on free-to-air UK television as the BBC ensured audiences across the country could witness every try, tackle and memorable moment.

The tournament reached a 35.5 million cumulative domestic viewing audience (linear and online), which included the highest tournament peak audience of just short of 3 million. Significant viewing figures were also seen in Australia and New Zealand. Combined live and as-live replay reached 7.5 million throughout the tournament in Australia whilst combined satellite and free to air viewers were nearly 2 million in New Zealand. Through the most significant deal ever, audience reach across the Pacific countries reached almost 11 million. Distribution was made across the world for the first time either through linear, digital or direct-to-consumer means through the RLWC2021 app.

RLWC2021's broadcast distribution strategy ensured that the tournaments were accessible and available to fans globally, helping to reach new audiences. This drove positive audience numbers for the women's and wheelchair tournaments, disciplines of the sport which are traditionally less available. This created a new audience for the sport which had not watched before.

Of the engaged public, 77% watched on TV and 24% had never watched rugby league before. The diversity of offering broadened the appeal for audiences with 1.3 million viewers only watching women's matches.

A significant number of people who have never watched or attended a rugby league match are now more likely to:

1. Recommend watching rugby league: 68% of new audiences would recommend watching rugby league to others
2. Watch rugby league on TV or online after RLWC2021: 71% of new audiences are more likely to watch rugby league on TV after the tournament, and
3. Attend a rugby league match after RLWC2021: 77% of new audiences are more likely to attend a rugby league game after the tournament.

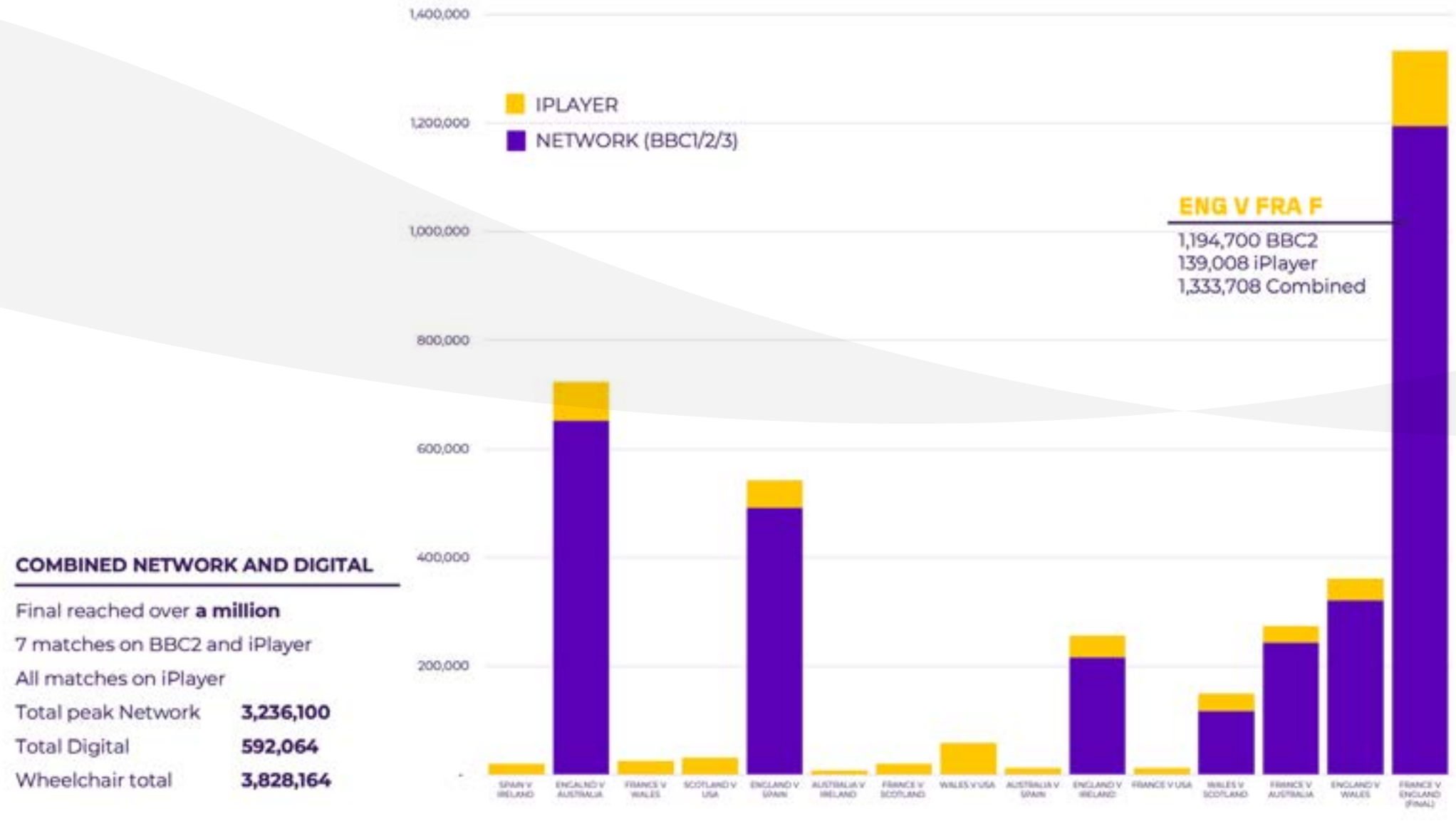


Simon Baddeley
@SimBadd04

England Vs Wales in the 2nd semi final of the #RLWC2021 Wheelchair competition is about to kick off on BBC2.

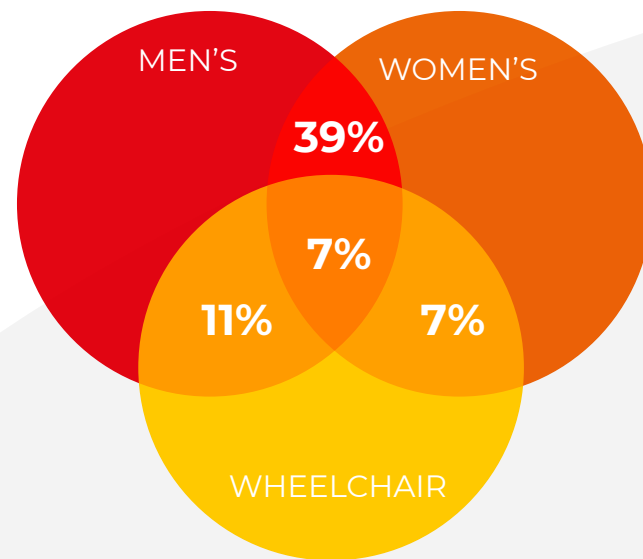
I seriously recommend giving it a watch. It's brilliant stuff.

VIEWERSHIP OF THE WHEELCHAIR TOURNAMENT



THE BENEFIT OF AN EQUAL PLATFORM

RLWC2021 was a platform to show that rugby league is for all. The innovative staging of the three tournaments concurrently demonstrated, especially to women and people with disabilities, that anyone can play rugby league. This enabled 187,374 people to experience a rugby league match first hand buying over 470,000 tickets.



The event had a world record wheelchair rugby league attendance of 4,526 for the final between England and France and the largest ever standalone crowd for a game of women's rugby league in the UK with 8,621 people in attendance to watch the opening game between England and Brazil in Leeds.

CREATING ONGOING ENGAGEMENT THROUGH PARTICIPATION AND MEMORIES

Those who engaged closely with the event by volunteering or taking part in other social impact programmes expressed changed views with regard to the sport.

There has been an increase in awareness of disability variants of the sport and more individuals have started taking part in their local teams, even if they were not sports fans previously.

"Whenever I go to training, there are many new faces there because of the World Cup. From the people that I've talked to and spoken to me about the RLWC they're not necessarily sports fans"

INCLUSIVE VOLUNTEERING PROGRAMME PARENT/GUARDIAN

The opportunities provided by RLWC2021 were enjoyable and generated more interest in rugby league as a result. 100% of inclusive volunteers surveyed enjoyed volunteering with 66.7% of them increasing their interest in rugby league as a result.



36% OF SPECTATORS ATTENDED AT LEAST ONE MATCH AT MULTIPLE TOURNAMENTS



RECORD WHEELCHAIR ATTENDANCE - FINAL
4,526



RECORD WOMEN'S ATTENDANCE (UK) - ENGLAND V. BRAZIL
8,621



100% OF INCLUSIVE VOLUNTEERS SURVEYED ENJOYED VOLUNTEERING

67% OF INCLUSIVE VOLUNTEERS WERE MORE INTERESTED IN RUGBY LEAGUE AS A RESULT



57% OF POWER SQUAD VOLUNTEERS ARE LIKELY OR VERY LIKELY TO ATTEND RUGBY LEAGUE GAMES

75% OF POWER SQUAD VOLUNTEERS ARE LIKELY OR VERY LIKELY TO WATCH RUGBY LEAGUE GAMES



“Some people in regions like Sheffield, for example, where it's not a huge rugby league city, had no idea what rugby league was. Those newcomers to the sport definitely have become more interested. Some volunteers have experience in rugby league already and it is said that carrying the flags at those matches has increased their interest in the sport.”

COMMUNITY INTEGRATED CARE STAFF

Some local clubs involved in the delivery of the event reported that their young members' participation created great memories from the tournament which could ultimately result in more engagement with the sport as they grow up.



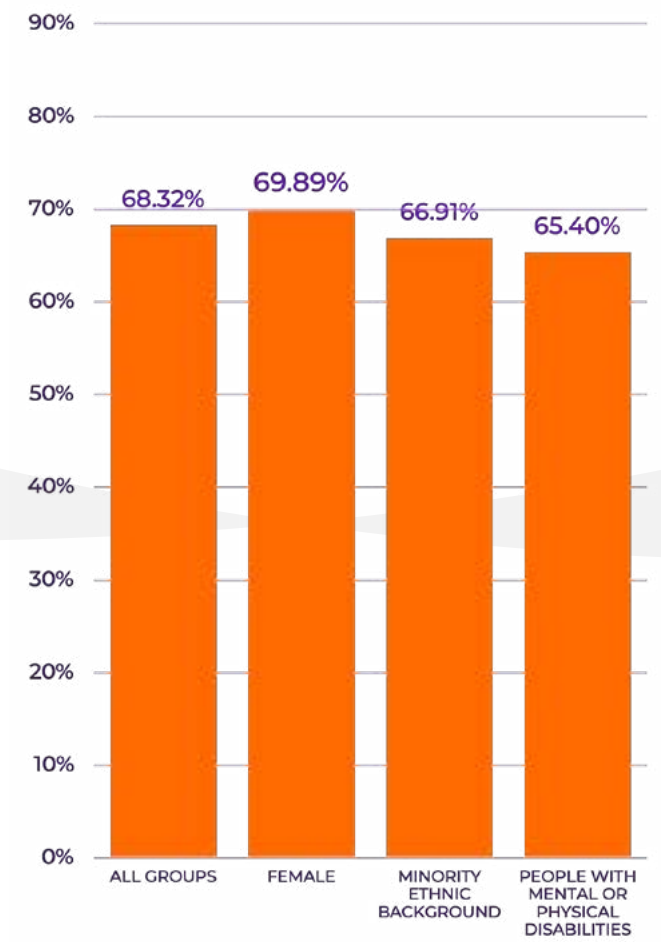
“Kids were really happy with the opportunity to see the stadiums, be on the pitch and get involved together with professional players. They felt seen and important. The kids will for sure have great memories of those days.”

RUGBY LEAGUE COMMUNITY CLUB COACH

The cultural performances also inspired audiences, with 42% saying they were more likely to engage with their local rugby league club as a result of their experience. 43% of performers said that they are more likely to attend and 45% said that they are more likely to watch rugby league matches as a result of their participation in the Cultural Festival.

The same effect was observed amongst those who watched on TV or engaged with the RLWC2021 through other means, such as social media. Data collected from a representative sample of England's population shows that hosting the RLWC2021 contributed to changing people's perceptions and engagement with rugby league in England, especially amongst women.

PROPORTION OF GENERAL PUBLIC WITH IMPROVED PERCEPTIONS OF RUGBY LEAGUE (BASED ON DEMOGRAPHIC CHARACTERISTICS)



¹ Question entitled: 'Please rate the extent to which you agree or disagree with the following statements about RLWC2021'; option entitled 'RLWC2021 has improved my perception of rugby league'; selection includes 'Agree strongly' and 'Agree somewhat'; filtered by 'Branch 1 - engaged with RLWC2021' and select demographic criteria



PROMOTING A WELCOMING AND INCLUSIVE ENVIRONMENT FOR RUGBY LEAGUE

By staging the three tournaments concurrently and investing in a comprehensive social impact programme, RLWC2021 significantly contributed to changing people's perceptions of the sport. Women and people with physical disability were put centre stage which sent a clear message that rugby league is for all.

A significant majority (85%) of spectators felt that RLWC2021 contributed to social inclusion to a large extent by staging the men's, women's and wheelchair competitions simultaneously.

According to the qualitative data we collected with people who engaged with the RLWC2021, pre-event perceptions included a high level of respect towards the skilfulness required to play the sport, as well as a lack of awareness and understanding of the game itself. Wider understanding of the game seemed to improve after the tournament, with many respondents enjoying the inclusiveness of the tournament as well as the entertainment level. Respondents indicated that their understanding of the game improved after the tournament, which contributed to their overall enjoyment.

“I enjoyed the matches that I watched and appreciated the inclusivity of the women's and wheelchair cups that ran parallel”.

“One of the best sporting events about, family friendly and never any trouble. Overall, a real game that deserves more television coverage.”

“I watched and got to know the rules and understand the game more, now I understand from watching I really enjoy the game and it's enjoyable to watch and support.”

GENERAL PUBLIC

RLWC2021 contributed to improving the perception of rugby league also amongst the general public. Across all groups, including female, minority ethnic background, and people with mental or physical disability, 69% felt that the event improved their perception of the sport.

The 'One and All' performance focused on themes of inclusivity to engage groups with rugby league. The 'One and All' performance centred around three characters – a female player, a wheelchair player and a black player. The audience watches as they experience their memories of the troubles they have faced in the sport.

*“Did you notice I'm a woman?
Did you notice that I'm black?
Did you see the wheelchair first or the
number on my back?”*





INVOLVING MORE NATIONS IN RUGBY LEAGUE'S PREMIER TOURNAMENT

RLWC2021 extended the reach of the tournament through an international development programme with a significant focus on international relations, soft power and diplomacy. This enabled Brazil, Jamaica and Greece to participate for the first time along with spreading the reach further than ever before.

RLWC2021 showcased and contributed to the international development of the sport – it was the biggest event ever with an increase in the number of teams in all three tournaments in comparison with previous World Cups. RLWC2021 was also the first to include an international development programme which sought to grow the game at all levels.



SPECTATORS FROM **34**
DIFFERENT NATIONALITIES
REPRESENTED

TAKING THE TOURNAMENT GLOBAL

RLWC2021, in partnership with UK Sport and International Rugby League (IRL), created a programme that sought to support the growth of rugby league and develop new connections through visits to developing rugby league nations across the globe. These visits happened between 2018 and early 2020 when Covid-19 travel restrictions stopped the programme's delivery.



RLWC2021 was also named official representatives within the sports category for the UK National Day at Expo 2020 which took place in February 2022. UK National Day recognised the UK's contribution to the world and the exceptional people, places, businesses and innovations that inspire new thinking and solve shared problems through international collaboration.

The RLWC2021 IDP consisted of three main elements:

KNOWLEDGE TRANSFER WORKSHOPS

78 PARTICIPANTS

COMMUNITY ENGAGEMENT EVENTS

2,666 PARTICIPANTS

NETWORKING EVENTS

272 ATTENDEES

Ahead of the tournament kick-off, 78 people attended knowledge transfer workshops, 2,666 people took part in community events (e.g. trophy tours, coaching in schools and workshops for players) and 272 people attended networking events hosted at the British Embassy or High Commission. People who benefited from the IDP programme play a variety of roles in rugby league – they are players, coaches, officials, volunteers, and administrators.

Even though the programme was heavily impacted by the pandemic, it delivered a significant impact for the 13 nations which took part. The participating nations reported that new skills and knowledge has left them better equipped to deliver the sport and that the new networks that they built have created an increased feeling of being part of the international rugby league community.

“The British Embassy networking event was particularly useful for us and relationships that we fostered there have helped with future sponsor conversations”.

BRAZILIAN FEDERATION

CASE STUDY: THE IDP TEAM VISIT TO JAMAICA

The RLWC2021 IDP team visited Jamaica in 2019 after successful visits to the Netherlands and Papua New Guinea.

The team travelled to Kingston to deliver a workshop with the Jamaican Rugby League Association to share knowledge around governance, marketing, sport development and talent identification. The team took the prestigious Paul Barrière Trophy with them, to excite the local community with a glimpse of the prize which 16 nations, including Jamaica, would battle for in 2022.

The trip included a series of community engagement opportunities, including:

a RLWC2021 presentation as part of the annual Caribbean Sports Science Conference at the University of Technology; a rugby league coaching session with students at Cedar Grove Academy and meeting students at G. C. Foster College and Champion College; as well as attending the schools' Championship.

“Thanks to new relationships built through the International Development Programme, we are now an International Rugby League affiliate member and more connected to the rugby league community”.

THE JAMAICAN FEDERATION

As a result of the IDP programme, more nations are part of rugby league's global network and have developed valuable administrative skills and networks to support the growth of the sport locally.

WELCOMING NEW COMPETING NATIONS



● MEN'S ● WOMEN'S ● WHEELCHAIR

In addition to the traditional rugby league countries from the Commonwealth and the Pacific region, RLWC2021 marked the debut of the Brazilian female team, the Jamaican and the Greek male teams, and the United States wheelchair team.

The Brazilian team was the first from South America across men's, women's and wheelchair to ever participate in a rugby league world cup.

After two attempts to qualify in 2011 and 2015, Jamaica was successful for the first time in 2018 and earned a place in the RLWC2021.

The United States had its application to participate in the RLWC2021 wheelchair tournament accepted after being assessed against set criteria that reviewed its current international and domestic infrastructure, its plans for growth and its potential impact on RLWC2021. It was the first time that a North American team was represented in a Rugby League World Cup wheelchair tournament.



Brasil Rugby League
@BrasilRugbyXIII

Huge congratulations to Brasil Amazonas #RugbyLeague World Cup #RLWC2021 squad members Franciny Amaral and Byanca Santa Rita on their wedding. We wish you a beautiful life together!



CASE STUDY: THE GREEK TEAM'S JOURNEY FROM BEING BANNED TO PLAYING IN THEIR FIRST RUGBY LEAGUE WORLD CUP

“It was a long, hard road” said George Stillianos, the President of the Greek Rugby League Association (GRLA) about the challenges that the Greek men’s team had to overcome to play the qualifying tournament and earn a place in the RLWC2021.

Due to a dispute over the sport’s ruling body, rugby league was deemed illegal in Greece which forced organisers to take drastic measures to ensure that training sessions and matches went ahead. This included moving home matches to London to complete their qualification campaign for the RLWC2021.

The RLWC2021 qualifying tournament put a spotlight on the political issues around rugby league in Greece and accelerated a discussion that was long overdue.

Thanks to a collective effort led by the Greek Rugby League Association (GRLA) and including the RLWC2021, ERL, and IRL, the Greek Ministry of Culture and Sports and their General Secretariat of Sports formally recognised the Greek Rugby League Federation (former GRLA)

allowing rugby league to be played in the country. The fight for recognition lasted 10 years and only ended in August 2022, smoothing the final touches of their preparations for the World Cup.

The Greek Rugby League Federation can now legally play matches and promote games and are hopeful this will soon also lead to access to better fields, youth age teams, work in schools, and successful application for government grants and other funding.





DEVELOPING CONSTRUCTIVE PARTNERSHIPS FOR THE GOOD OF RUGBY LEAGUE

In addition to the investment made in facilities and the volunteering programmes, RLWC2021 served as a platform for the creation of new hubs and new collaboration around rugby league which helped to unlock further investment. Sheffield bid to host the event with the purpose of growing rugby league in the city, making it more inclusive and inspiring people of all ages, backgrounds and abilities to get involved.

The tournament's 15 new commercial partners demonstrated their willingness to invest in the sport, making the Rugby League World Cup's largest deal, with potential for future support where values and objectives align. These relationships are likely to be maintained in the years to come setting a new standard for commercial relationships around rugby league which are invaluable for the continued development of the sport.

CASE STUDY: PARTNERSHIPS FOR DEVELOPING RUGBY LEAGUE

Sheffield City Council worked in partnership with Sheffield Eagles and Eagles Foundation, Sheffield United Football Club, Sheffield City Trust and the RFL to deliver the tournament locally and to use the RLWC2021 as a platform to inspire and grow the sport in the city.

Sheffield Eagles and the Eagles Foundation have driven community activity, secured funding and established a new wheelchair team, as well as a new women's team that has seen promotion after just one season. Tag Rugby League has been delivered to more than 2,000 young people in the Sheffield schools and a weekly training session specifically for girls has also been launched.

The local authorities wanted to leave the sport in a better place than where it was at the time of the bid and rebuild the relationships between the club, the city, and the sport. The city's rugby league club was playing home games outside of Sheffield at that time.

<https://sheffnews.com/news/rugby-league-world-cup-brings-real-impact-to-sheffield>

We wanted to use the event as a vehicle to rebuild relationships and provide high profile games and good legacy. We were super keen on wheelchair and women's teams.

The bid was about keeping the relationship warm with the sport and providing a target to go for and create a rapport.

The sport is seemingly in a better place than it was four years ago – the Eagles are now firmly re-established in the city; the first women's team was created, funding from the CreatedBy programme was received, a rugby league development office and a rugby league centre were created, and two wheelchair teams and a learning disability rugby league team emerged. One thing that is worth mentioning is that the rugby league centre is located in one of the most deprived areas of the city and encouraged more people to get involved.

LOCAL AUTHORITY INTERVIEW



STIMULATING PHYSICAL ACTIVITY AND HEALTH





RLWC2021 inspired people across the country and around the world to be more active through the event's historic reach, the CreatedBy facilities investment, and wider multi-faceted social impact programme. Increasing physical activity levels must play a critical role in improving the nation's health outcomes. Major sporting events have an ability to stimulate investment in programmes and facilities to enable physical activity. We know major events have the power to inspire, but without the programmes built by RLWC2021 to capitalise on people's intentions, the impact may not be captured.

RLWC2021 aimed to support and inspire physical activity at all levels of ability and fitness. Due to the prominence of rugby league fandom in the host towns and cities, RLWC2021 had a unique ability to engage inactive communities and inspire physical activity in the North. Additionally, the innovative social impact programme has provided greater capacity for ongoing opportunities to be active.

Increasing physical activity levels is proven to improve health outcomes. The knock-on effects on the economy of improving physical and mental health through increased activity are significant – reducing the burden on public services, increasing productivity, providing greater resilience to health shocks, and reducing socio-economic inequality. Public Health England estimates that a lack of physical activity is costing the UK economy an estimated £7.4 billion a year, including £0.9 billion to the UK's national health service (the NHS) alone¹.

Sport is a key contributor to UN SDG 3 - 'Health and Wellbeing for All' - with an increase in activity levels shown to decrease premature mortality from non-communicable diseases (SDG 3.4). The World Health Organisation estimates that more than a quarter of the world's adult population are insufficiently active, and global activity levels have seen no improvement since 2001, so the pressures of low physical activity continue to grow.

RLWC2021 and the investment it catalysed in facilities, equipment and social impact programmes have raised levels of physical activity in the following ways:

- ▶ Improving accessibility to physical activity
- ▶ Inspiring people to be more active, and
- ▶ Creating a welcoming and inclusive environment for rugby league.

¹ <https://www.gov.uk/government/publications/health-matters-getting-every-adult-active-every-day/health-matters-getting-every-adult-active-every-day>



IMPROVING ACCESS TO PHYSICAL ACTIVITY

The ground-breaking CreatedBy facilities funding programme was established to improve the environments where people engage with rugby league, providing more and better opportunities for people to play the game and be more physically active. Community clubs need to have the capacity to take on more players – by having facilities that are fit for purpose for different genders and levels of physical ability, and by having the people that enable the club to function. The facilities funding aimed to create a legacy of physical activity in the heart of local communities.



£26,414,331.94
TOTAL CREATEDBY INVESTMENT



Daniel Watson Hayes™
@dswatsonhayes



The skill development of Women's Rugby League is amazing. The progression from last World Cup to this one has been phenomenal. No wonder it's the largest growth area in terms of participation in both hemispheres. A great advertisement for Rugby League #RugbyLeague #RLWC2021

Improving accessibility was a primary aim of the CreatedBy facilities programme to enable more people to participate in sport. Physical and mental disabilities can make it harder for individuals to be physically active. Women and girls also face significant barriers to playing sports and being active, some related to how comfortable and safe they feel as well as having facilities that allow for them to use the space. RLWC2021 was the most inclusive rugby league tournament ever, and this has extended to improving accessibility to physical activity.

The £26.4 million of CreatedBy investment has transformed community rugby league facilities around the country, unlocking £17,027,817 of other funding to support 30 large projects and 290 small projects.

81% SAID THAT FACILITY CHANGES WOULD INCREASE THE ORGANISATION'S ABILITY TO HOST MORE MATCHES AND TRAINING



Midlands Hurricanes
@HurricanesRLFC



Great start to the Coventry Alphas who have smashed targets on wk 2 with more than 110 junior members registered. These are some of the players forming teams and playing games locally! Still room for new members, specifically at U12s. [coventrybears.com/juniors](https://www.coventrybears.com/juniors)
#Createdby #RLWC2021



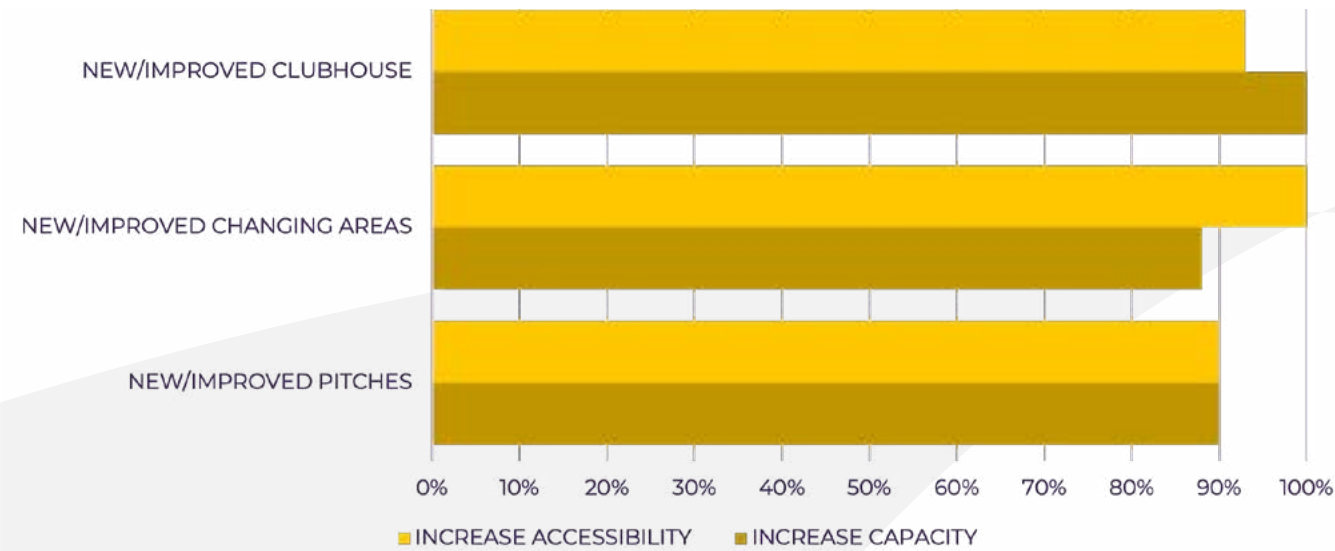
LARGE PROJECTS TRANSFORMED FACILITIES

New and upgraded facilities mean communities have an environment that enables greater physical activity. 81% of all large grant recipients said that their facility changes would increase the ability of the club to host more matches and training sessions.

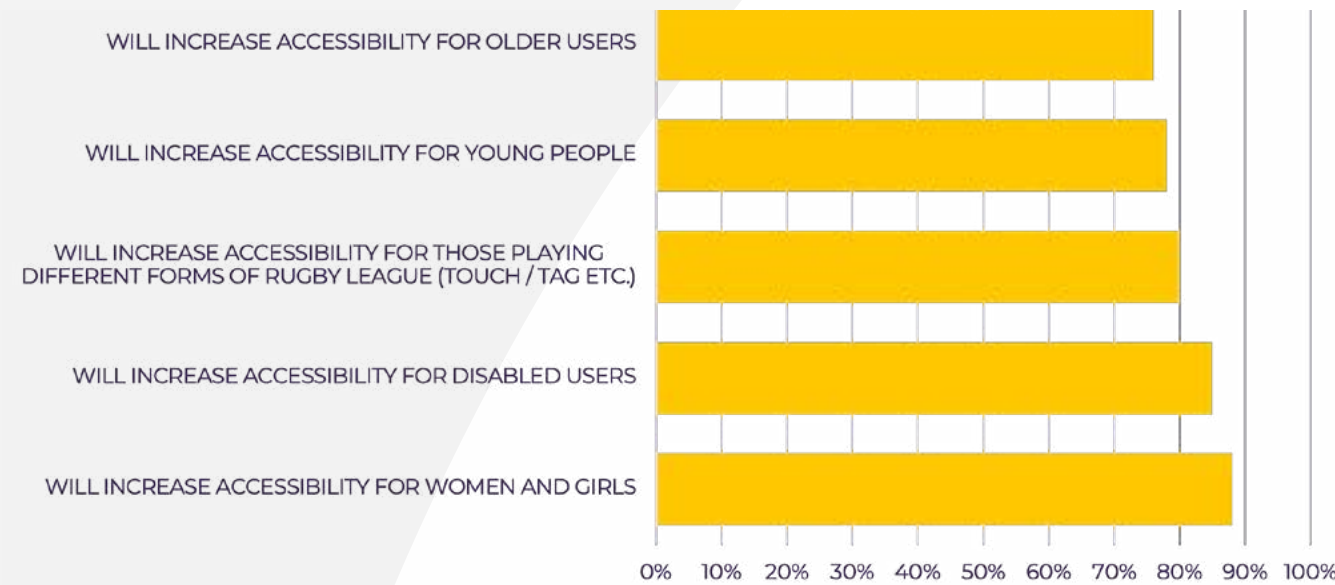
The survey of members of large grant recipient clubs showed that over half (53%) of adult members are engaging in physical activity more often than before the changes to their club/facilities, with almost all (98%) stating that the facility changes were a primary reason for increased activity. Facilities investment has created welcoming and accessible environments that provide a home for physical activity in some of the most deprived communities in the country.

Clubhouse improvements were the most transformative projects in driving increased capacity and accessibility with changing area improvements also all improving accessibility. In terms of capacity, all 30 facilities will now host rugby league activity. By increasing accessibility, the clubs are playing their part in facilitating more engagement from female players. Participation in England among women and girls has shown the largest increase in all demographic groups, growing by 45% from 2019 to 2022, despite the impact of Covid-19 on community sport participation.

LARGE GRANT RECIPIENT CLUBS THAT ANTICIPATE IMPROVEMENTS TO CAPACITY AND ACCESSIBILITY OF THEIR FACILITIES



THE EXTENT THAT NEW AND IMPROVED FACILITIES INCREASE ACCESSIBILITY





45% INCREASE IN FEMALE PLAYERS FROM 2019 TO 2022



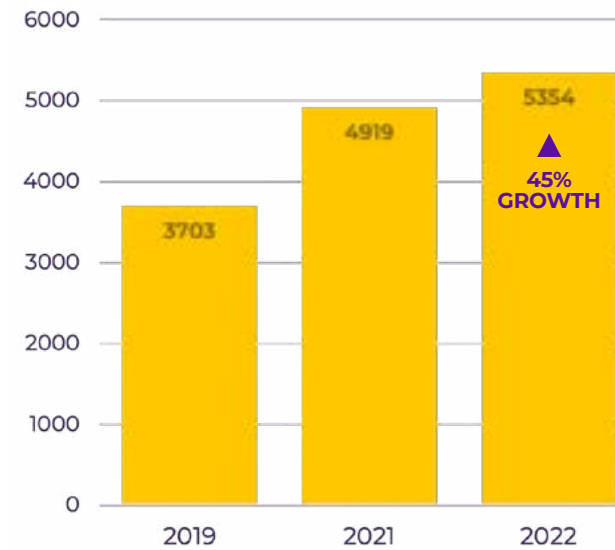
The positive effect of the facilities funding also impacted young people, a key target group.

“The CreatedBy funding awarded to Portico Vine means we can offer more children the right to shine for generations to come.”

PORTICO VINE ARLFC

More broadly, the CreatedBy investment has created true community facilities that have provided a home for a wide range of types of physical activity.

PARTICIPATION IN ENGLAND AMONG WOMEN AND GIRLS

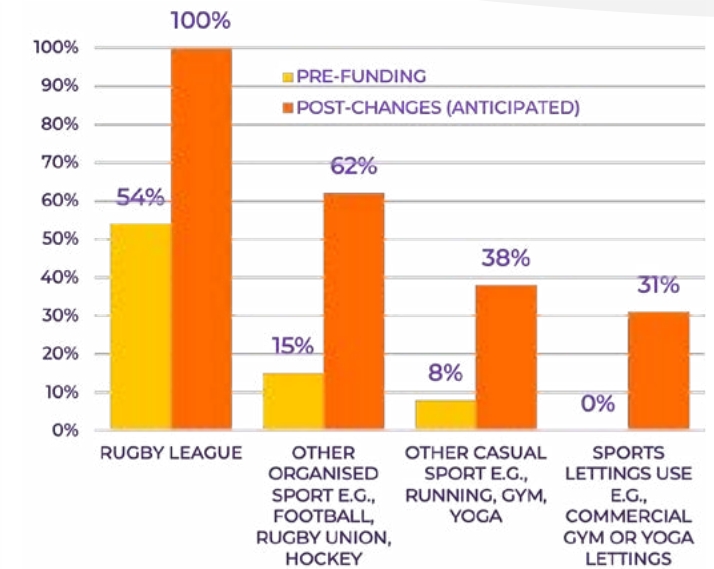


There have been significant increases in other types of sport and physical activity that the facilities can now host across organised sport, casual sport, and commercial sports lettings:

“As a result of this facility, we will be able to open up the club to the wider community and have better access for disabled users. This would not have been achieved without the funding.”

WESTHOUGHTON LIONS

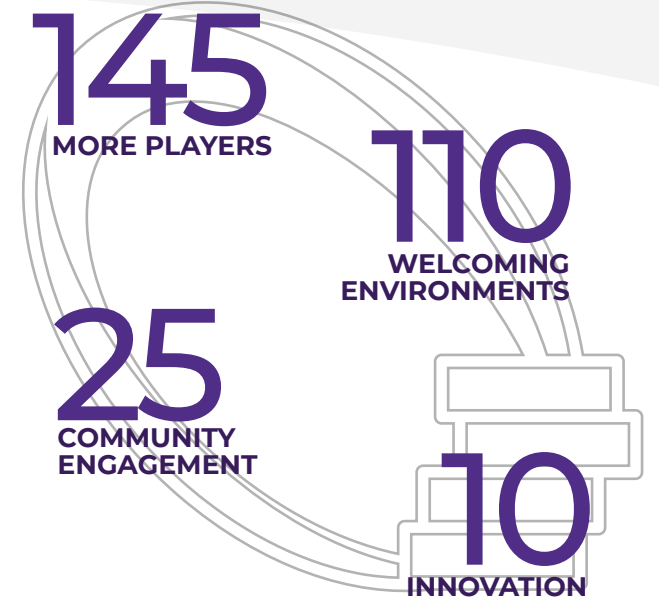
IMPACT OF CREATEDBY FUNDING ON USAGE OF COMMUNITY FACILITIES





SMALL GRANTS CREATING BIG IMPACTS

Small grant recipients have seen a positive impact on physical activity levels. Small grants were provided to achieve four types of project outcome:



Community clubs that applied for kit and equipment funding were most likely to say that their project was helping to provide more opportunities to be physically active. Small barriers to entry, such as lack of equipment or outdated facilities, can limit physical activity engagement, especially among harder to reach demographics.

CASE STUDY: RAINFORD HIGH SCHOOL

At Rainford High School, a small grant was used to purchase new tackle shields and personalised kit for girls at the school. Previously girls were using old boys' kits and tackle shields that were too heavy, but the new equipment is encouraging more girls to take up the sport.

“The teachers haven't had to actively encourage the girls to join, they are actually all bringing their friends along and encouraging them to go. Without the funding they wouldn't have bought the kit for the girls and a lot of the equipment was quite old and heavy (tackle shields) which weren't good for the girls' game who would struggle to lift them”

A small investment in kit and equipment has the potential to provide significant returns on physical activity outcomes.



Dipesh Asher
@DipeshAsher



Great to see  #CreatedBy small grants awarded to support rugby league activity and grow the game. Congratulations to all the grant recipients! 🙌

[#InspirationalALL](#) [#RLWC2021](#) [#RugbyLeague](#)





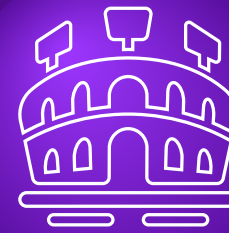
60% OF THE GENERAL PUBLIC FROM MINORITY ETHNIC BACKGROUNDS FELT INSPIRED TO DO MORE SPORT AND PHYSICAL ACTIVITY



61% OF THE GENERAL PUBLIC WITH A MENTAL OR PHYSICAL DISABILITY FELT INSPIRED TO DO MORE SPORT AND PHYSICAL ACTIVITY



56% OF SPECTATORS FROM MINORITY ETHNIC BACKGROUNDS FELT ENCOURAGED TO BE MORE ACTIVE



44% OF SPECTATORS WITH A PHYSICAL OR MENTAL DISABILITY FELT ENCOURAGED TO BE MORE ACTIVE



CASE STUDY: SHEFFIELD EAGLES FOUNDATION

The Sheffield Eagles Foundation received a £16,694.71 of CreatedBy funding to purchase bespoke wheelchair rugby league equipment, including eight sports wheelchairs, balls, tags, goalposts, and post protectors. This helped to improve accessibility to the sport in Sheffield, capitalising on its role as a host city for the Wheelchair Rugby League World Cup.

CREATING OPPORTUNITIES TO BE PHYSICALLY ACTIVE

The CreatedBy funding was the catalyst for the establishment of the Sheffield Eagles Wheelchair Rugby League team, which has been very popular and has grown quickly in numbers. Members can be physically active in an environment which is welcoming and inclusive. The growth of the wheelchair team has strengthened the Foundation and they have now set up a women's rugby league team too.

INCLUSIVITY AND ACCESSIBILITY

The club prides itself on being inclusive and accessible, which has created a strong camaraderie among the team. Players have created a new network of friends and, as a result of joining the team, they feel less isolated. The club welcomes all abilities and ages, with the youngest player being just 9 years old.

"After playing other teams, we often get people who are keen to join after they see how close and inclusive we all are as a team."

INSPIRING AND IMPACTING INDIVIDUALS

Some of the players who have recently joined the newly created team commented on the impact it has already had on their lives.

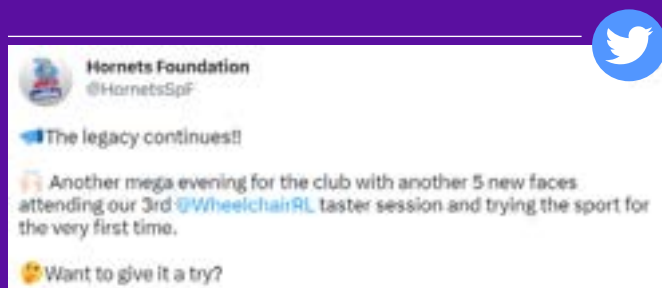
"I've been inspired to return to sport since my diagnosis."

"I'm able to play sport in a way I never thought possible."

"It's great to be part of a club where everyone is welcomed."

"Rugby league has given me a purpose again. I've developed the confidence to move from an electric to a push wheelchair."

"I was always excluded from sport growing up, but since joining the club I've also started playing three other sports as well."



INSPIRING PEOPLE TO BE MORE ACTIVE

For many, physical activity is taken for granted. RLWC2021 has worked to inspire physical activity in communities that might typically face barriers to participation. The inclusive volunteering programme, education toolkit, RLWC2021 Cultural Festival, and free to air broadcast of men's, women's and wheelchair tournaments have inspired people to be active.

USING RLWC2021'S BROADCAST PLATFORM TO INSPIRE

RLWC2021 has used its platform to inspire people to pick up a rugby ball and to be more active. The event produced the highest levels of rugby league watched by hundreds of thousands in the stands and millions more at home.

In the UK, the BBC's free-to-air coverage of all 61 men's, women's, and wheelchair games across BBC TV and BBC iPlayer helped to maximise the reach and impact of the tournament.

The BBC recorded a total cumulative broadcast audience of 35,533,626, with a total global cumulative audience amongst all broadcast partners of 44,937,695. This enabled the tournament to inspire the widest possible population.

Over half of the public surveyed reported being inspired to be more active, particularly amongst segments of the population that are less likely to exercise, such as women², minority ethnic groups, and people with mental and/or physical disability.

INSPIRING PHYSICAL ACTIVITY THROUGH THE ARTS

The inspirational impacts of the tournament did not just come from the action on the pitch. The Cultural Festival helped to extend the reach of the event to those who aren't typical rugby league fans. The Cultural Festival's Power of Performance brought a trio of outdoor performances to the streets of Newcastle, Hull, Leeds and Manchester. The performances brought passion and atmosphere outside the stadium, reaching audiences that wouldn't typically engage with rugby league and extending the inspirational impact of the event.

In addition to inspiring physical activity in audiences, the performances directly increased the physical activity levels of the performers.

² <https://www.sportengland.org/research-and-data/research/gender>



35.5M BBC BROADCAST AUDIENCE
44.9M GLOBAL AUDIENCE AMONGST ALL BROADCAST PARTNERS



56% OF THE GENERAL PUBLIC INCLUDING TV AUDIENCE FELT INSPIRED TO DO MORE SPORT AND PHYSICAL ACTIVITY



53% OF FEMALE GENERAL PUBLIC FELT INSPIRED TO DO MORE SPORT AND PHYSICAL ACTIVITY



90% OF PERFORMERS
AGREED THAT IT HELPED
THEM BE MORE PHYSICALLY
ACTIVE



84% OF PERFORMERS ARE
MORE LIKELY TO ENGAGE WITH
OTHER CULTURAL EVENTS AND
PERFORM AGAIN



56% INCREASE IN THE
NUMBER OF COMMUNITY
VOLUNTEERS THAT WERE
PHYSICALLY ACTIVE POST-
TOURNAMENT



The Power of Performance utilised dance elements as well as some aerial performance. With rehearsals and a packed performance schedule, performers were very active in the build-up and during the tournament. Future engagement with the arts may encourage ongoing increased activity levels.

“Training was flexible, the routine was easy to learn, I signed up for the exercise and really enjoyed it!”

CULTURAL FESTIVAL COMMUNITY PERFORMER

PHYSICAL ACTIVITY THROUGH VOLUNTEERING

The same is true of volunteers. Almost a quarter of tournament-based volunteers - the Power Squad - found their experience provided them with the opportunity to be more physically active than usual. Physical literacy scores from the volunteer surveys demonstrated that almost half (46%) of respondents had increased their attitudes to physical activity levels post-tournament as compared with their pre-tournament behaviour while 22% increased their actual activity levels. This demonstrates that the change of attitude has not necessarily manifested itself as a change of

behaviour among all volunteers.

“When volunteering, you are always more active as you are wanting the event you are working at to be a success. You end up very tired after walking much further than you think but you also feel great after it!”

POWER SQUAD VOLUNTEER

For some, community volunteering is a physical activity outlet where playing the sport is no longer possible.

“Whatever role you’re doing as a sports volunteer, you’re often going to be running on the pitch or doing something that keeps you moving. For me, at the moment I’m not playing rugby as much just now but being involved in that environment as a volunteer is making me itch to get back.”

COMMUNITY VOLUNTEER



INSPIRING HARD TO REACH COMMUNITIES

RLWC2021 has focused on reaching and engaging with demographic groups that may have not typically felt able to engage in physical activity and rugby league, including women and young people.

The level of physical activity among young people in the UK decreased after Covid-19. In 2020 to 2021, 44.6% of children and young people in school years 1-11 (aged 5-16) in England met the Chief Medical Officers' (CMOs) guidelines of taking part in sport and physical activity for an average of 60 minutes or more every day, compared to 46.8% in 2018 to 2019³.

 CTK Primary School
@CTKPrimaryCov



CTK Tag Rugby team had a fantastic afternoon at the Alan Higgs today where they had the chance to participate in the @RLWC2021 Coventry primary schools competition 🏉. What a brilliant effort from all involved. 🙌
#PEatCTK @cvillecommunity @CovSport @SGOCOventryWest #RLWC2021 🏆

³ <https://www.gov.uk/government/statistics/physical-activity-data-tool-january-2022-update/physical-activity-data-tool-statistical-commentary-january-2022>

The RLWC2021 Education Programme included a number of toolkits aimed at increasing activity and participation in sport, especially in rugby league. Three quarters of those that downloaded the resources said that the young people they worked with had been inspired to be more active.

Resources included:

- ▶ Tag Rugby League (Primary)
- ▶ Rugby League 9s (Secondary)
- ▶ RLWC2021 Assembly (Primary)
- ▶ Access to the Power Meri documentary⁴ (Primary and Secondary)



75% OF PEOPLE WHO DOWNLOADED THE EDUCATION RESOURCES SAID THAT THEY INSPIRED YOUNG PEOPLE TO BE MORE PHYSICALLY ACTIVE

 York School Sport Network
@YorkSchoolSport



Great to be working with @yckfoundation to promote @RLWC2021 and the sport of rugby league to boys and girls in local schools #RLWC2021

⁴ The Power meri Documentary provides insight into how rugby league was a means of addressing sexism and inequalities in Papua New Guinea.



DEVELOPING PEOPLE

every child
WELCOME

**TOURNAMENT
GUESTS**

TOURNAMENT GUESTS



The people who participated in RLWC2021 and helped to deliver the tournament benefited from the experience both personally and professionally. The RLWC2021 programmes provided everyone involved with access to training and opportunities to develop new skills, gain experience and knowledge, become more confident to set themselves higher goals, and take action to achieve those goals.

Recognising that a fundamental obstacle to social mobility is a lack of local opportunities, access to new experiences and chances to build self-efficacy, RLWC2021's impact programme had developing people at its core. It focused on creating opportunities for those who needed them most, giving people valuable skills to set them up for future employment. As importantly, the programmes also hoped to inspire participants to aim higher, setting new goals for themselves, and being more confident to reach them.

This is a focus of the UN SDGs with goal 4.4 aiming to substantially increase the number of youth and adults who have relevant skills for employment, decent jobs and entrepreneurship. This also aligns with the Levelling Up agenda which focused on tackling UK's regional economic disparities by bringing people closer to opportunity in more places across the UK.

The social impact programmes were inclusive and targeted specific demographics that have less access to development opportunities. Close to a quarter (23.3%) of the volunteers who volunteered at tournament time had a disability and nearly the same proportion (23%) came from the top 30% most deprived communities by IMD.

Personal development was pervasive as volunteers, coaches, young athletes, community club members, arts performers, poets, librarians, and everyone who directly or indirectly engaged with any of RLWC2021's programmes received a personal benefit from their role in the event.

In particular, the social impact programmes:

- Provided a development journey for 1,380 RLWC2021 volunteers
- Developed people's artistic skills through RLWC2021 Cultural Festival, and
- Built confidence and empowered people to set higher goals in life.



THE POWER SQUAD JOURNEY



THE DEVELOPMENT JOURNEY OF RLWC2021 VOLUNTEERS

Ahead of the tournament, RLWC2021 provided 1,380 programme participants with access to training that helped them to develop new skills and gain knowledge that they might not otherwise have had. The training provided prepared them not only for their roles in the event but also for future opportunities and their professional lives.

POWER SQUAD VOLUNTEER VALUE

$$\begin{array}{r}
 18,000 \\
 \text{VOLUNTEER HOURS} \\
 \times \text{£}10.42 \\
 \text{LIVING WAGE} \\
 \hline
 = \text{£}187,560 \\
 \text{VALUE OF VOLUNTEER CONTRIBUTION}
 \end{array}$$

4,887 HOURS
COMMITMENT BY VOLUNTEERS TO BE TOURNAMENT READY

The journey of Power of Squad volunteers from recruitment in the first half of 2021 to finally supporting the delivery of the event and its programmes in late 2022 was long, but people's continued engagement and willingness to engage and stay involved were outstanding despite the challenges imposed by Covid-19.

The recruitment process and access to training was seen by participants as positive. A significant majority of volunteers interviewed wished to remain in the process for 2022 despite the postponement and adjustments to training that had to be made during the pandemic. The opportunity for development began with the online interviews.

"The interviews were really good, they gave you a chance to voice your opinion, get your point across. I felt informed about what was going to happen when the tournament was postponed".

POWER SQUAD VOLUNTEER

TRAINING SESSIONS AND MATCH DAY EXPERIENCES

The volunteers were trained during summer and autumn 2022. The training sessions included skills such as orientation, counter terrorism, first aid, mental health, and other role specific skills.

The vast majority of volunteers were satisfied with the training and thought the training sessions were helpful.

Volunteers also reported the valuable knowledge and experience sharing and the benefits they enjoyed by learning from each other.

"The best part of the role was getting to know the other members of The Power Squad and sharing stories and experiences."

POWER SQUAD VOLUNTEER

"I've talked a little bit about the sort of support and the skills that I can pass on. I find one of the other benefits is meeting different sorts of people, I learn a lot of things from those people. I might be able to pass on some wisdom and experience to younger people, but in exchange they give me new ideas, or perhaps a different way of looking at something which I hadn't thought about before, so it's very much a two-way process for me."

POWER SQUAD VOLUNTEER

Power Squad volunteers' new or improved skills were applied at tournament time across all different event delivery areas. They shared their positive experiences, the additional opportunities they received during the event and the great memories from tournament time.

"I have never been as closely involved with the media before. It helped deepen my understanding of how things work. Had to do some inter-personal stuff, so refreshed some skills I'd used when I was working."

"I honestly loved the whole tournament, being offered additional opportunities in antidoping at other games was brilliant."

POWER SQUAD VOLUNTEERS



INCLUSIVE VOLUNTEERING OPPORTUNITIES

The Inclusive Volunteer Programme (IVP), delivered through RLWC2021's collaboration with [Community Integrated Care](#), included volunteers with mental, physical and learning disabilities. The tournament was able to create a range of accessible and aspirational volunteering opportunities for those with care and support needs that provided valuable opportunities to learn new or improve their skills both before and during the tournament. For many, these opportunities have not been available to them before. 65% had not volunteered in the last two years, and 68% had never been in paid employment.

Almost all (96%) of IVP volunteers agreed or strongly agreed that pre-tournament volunteering had improved their skills. After the tournament, all agreed that their skills had improved, with almost all (95%) agreeing that their pre-tournament projects gave them the skills they needed for tournament time volunteering. The IVP was particularly impactful as volunteers were integrated with the Power Squad volunteers during the tournament, increasing their opportunities to learn and grow.

48% RECEIVED COUNTER TERRORISM TRAINING
31% RECEIVED FIRST AID TRAINING
71% OF POWER SQUAD VOLUNTEERS RECEIVED MENTAL FITNESS TRAINING



74% FOUND THE TRAINING QUITE OR VERY HELPFUL
79% OF VOLUNTEERS WERE SATISFIED WITH TRAINING RECEIVED



45% OF POWER SQUAD VOLUNTEERS AGREED THAT VOLUNTEERING HAS HELPED THEM LEARN NEW SKILLS



The Community Integrated Care (CIC) staff that were involved in delivering the IVP reported that both match day and non-match day experiences were very valuable. Some emphasised the relevance of the pre-event experiences describing them as “meaningful” and “intimate”.

“A lot of the people, most CIC volunteers, they absolutely loved being part of the RLWC knowing they can watch the games and still help out. It was brilliant to see. It's nice to see over the course of the last 18 months, a lot of my friends have really come out of their shells due to the World Cup. The opportunities they've been getting have been brilliant to see.”

INCLUSIVE VOLUNTEER

CIC reported that RLWC2021 inclusive volunteering opened more opportunities for individuals to access volunteering and non-traditional volunteering. It has allowed CIC to use the RLWC2021 as an example and show what is possible. More organisations are reaching out to CIC to offer volunteering opportunities.

Through involvement with RLWC2021, several volunteers now have volunteer placements at Kingston Park, which they feel comfortable around after their tournament role. Five IVP volunteers are volunteering at Middlesbrough Women's Football Club home games.

NEW EMPLOYMENT

Michael found paid employment as a cleaner on the Transpennine Express after volunteering with CIC. Within the first two days of his 14-day trial, he started to work independently as he felt confident enough to do so. His experience and the CIC staff he worked with helped to boost his confidence. As part of his new role, he had given a diversity talk to the head office.

He is also a Leeds Rhinos player for Learning Disability Rugby League (LDSL), did a performance for British Sign Language through the RLWC2021 Cultural Festival and met new friends through his RLWC2021 experience.

BEFORE

96% OF INCLUSIVE VOLUNTEERS AGREED THAT PRE-TOURNAMENT VOLUNTEERING IMPROVED THEIR SKILLS



AFTER

100% OF INCLUSIVE VOLUNTEERS AGREED THAT THE THE PROJECTS AHEAD OF THE TOURNAMENT HELPED THEM IMPROVE THEIR SKILLS



95% OF INCLUSIVE VOLUNTEERS AGREED THAT AFTER THEIR EXPERIENCE AT THE TOURNAMENT THEY WANT TO GET PAID WORK OR VOLUNTEER MORE



95% OF INCLUSIVE VOLUNTEERS AGREED THAT VOLUNTEERING MADE THEM WANT TO VOLUNTEER MORE IN SPORTS

DEVELOPING PEOPLE'S SKILLS THROUGH THE ARTS

The RLWC2021 Cultural Festival, which included three streams – Power of Performance, Power of Poetry and Power of Connecting - offered participants and the wider community opportunities to develop artistic skills such as painting, performance and writing.

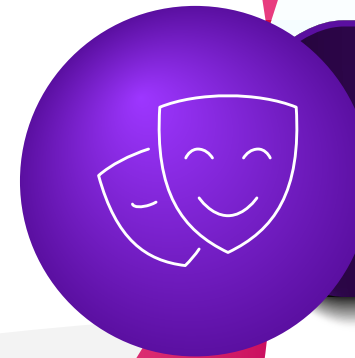
The preparation for The [Power of Performance](#) offered community performers great opportunities to collaborate and learn from a cast of professional performers. Most participants felt challenged and, as a result, three quarters of performers agreed they had developed new skills, over a third of whom felt they were relevant to their future careers.

The Power of Poetry engaged people through an online poetry engagement activity called 'Power of Poetry: Writing Together' that received poems written by people from across England. It also offered an online workshop and 'open mic' session hosted by Women of Words, engaging women and non-binary writers at all stages of their careers. They could share their work in a safe, supportive space which ultimately contributed to increased self-confidence.

"The Women of Words collective runs a monthly Spoken Word event. For our October event, we used the RLWC prompt 'The Power of Together'. Around forty attendees took part in the session.

We welcomed a number of new performers to our open mic, who felt inspired by the 'Power of Together' theme to share their work publicly for the first time - a lovely result from a theme that's focused on the uplifting experience of being part of a team."

WOMEN OF WORDS REPRESENTATIVE



90% AGREED THAT PERFORMING CHALLENGED THEM





72% OF PERFORMERS
AGREED THAT PARTICIPATING
HELPED THEM LEARN NEW
SKILLS

42% AGREED THAT THESE
SKILLS WERE RELEVANT TO THEIR
CAREERS



The Power of Connecting programme, which was delivered in partnership with Libraries Connected – an independent charity representing public libraries in the UK – offered a programme of RLWC2021-themed events including art, design, creative writing, dance events showcasing Bollywood and Haka, panel events with rugby league experts, plays and poetry.

The workshops offered something for participants of all ages, bridging the gap between arts, culture and sport. Involving the local libraries was key to engaging local communities as they offered the perfect setting to bring together sport and the arts, sparking imagination and inspiring curiosity.

The overall feedback on the libraries' sessions was extremely positive, especially around the activities delivered for young people.

“During the workshop, I observed these young people, many of whom have had difficult experiences in education, engage in an activity involving skills that whilst challenging, are incredibly beneficial in their preparation for adulthood. I observed them working together as a team to produce some fantastic poetry; building their confidence by contributing their own ideas to the group; using their imagination while working on their vocabulary.”

“Speaking and listening, for the majority of our learners, is a main focus of their learning plans, so again, this event provided them with a platform to enhance their skills in this area. As their Functional Skills tutor, this provided me with an opportunity to capture evidence of each of these learners listening to others; contributing to discussions and presenting their ideas.”

**POWER OF CONNECTING PARTICIPANT
(TUTOR)**



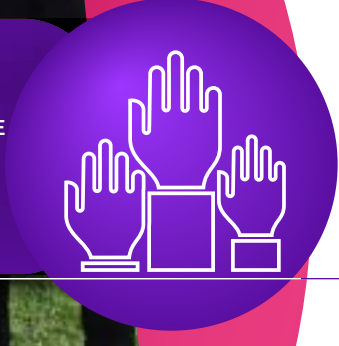
98% OF INCLUSIVE VOLUNTEERS IMPROVED THEIR CONFIDENCE



90% OF INCLUSIVE VOLUNTEERS AGREED THAT VOLUNTEERING MADE THEM MORE INDEPENDENT



100% OF INCLUSIVE VOLUNTEERS TRIED NEW THINGS AND EXPERIENCES AND HAVE NEW AMBITIONS FOR THE FUTURE



BUILDING CONFIDENCE AND EMPOWERING PEOPLE TO HAVE HIGHER GOALS IN LIFE

By upskilling programme participants and offering them valuable professional experiences, RLWC2021 contributed to improving people's self-confidence and left them in a better position for pursuing higher personal aspirations in future.

Confidence is an important foundation for attainment in life. It is also reflected in self-efficacy - an individual's belief in their own ability to reach specific goals. This is particularly important in communities where opportunities may be limited or pathways do not exist for young people or others to improve their life status through work and other achievements.

VOLUNTEERS' CONFIDENCE

When describing their experiences as Power Squad volunteers, participants reported that, on top of the skills they learned, they also developed themselves personally becoming more confident and prepared to face new professional challenges.

"It made me more confident in myself to try new things."

"Improved confidence I've talk about it a lot to friends, family, and work colleagues. Thoroughly enjoyed it."

"It has given me more confidence and it gave me my love of rugby league back."

POWER SQUAD VOLUNTEERS

This impact was especially relevant to people who are not used to a collaborative environment and have difficulties with social activities and engaging in group activities. RLWC2021 invested in helping people to overcome barriers to volunteering, making them more likely to engage in volunteering again in the future.

"The thing I take from every volunteering, generally I'm not a very confident person and I have to kind of throw myself into it. Every time I volunteer, it tops up my confidence. I had to throw myself in there with completely new people, people that don't know me and I have to overcome that barrier of self-confidence every single time."

POWER SQUAD VOLUNTEER

About the development of the IVP and the objective of encouraging people to continue engaging in volunteering, a CIC staff member said:

"One key thing for us is helping people to build their understanding of longer-term goals rather than one-off activities."

COMMUNITY INTEGRATED CARE STAFF

Even before the tournament, the volunteer programme had had an impact on the volunteers taking part in the IVP, with 89% saying that the programme had helped them to set new goals, be more independent and aim to continue in volunteering or paid work.

Almost all (98%) of inclusive volunteers strongly agreed or agreed that the volunteering programme had improved their confidence, made them more independent (90%), helped them try new things and experiences, and had given them new ambitions for the future (100%).

Some inclusive volunteers described the experience as life changing. The skills and confidence they gained as a result of participating in the programme empowered them to overcome challenges and become more independent.

"Before, I couldn't go anywhere without my mum or my family. Now, after volunteering at the RLWC, I feel more confident and have been to Newcastle, Leeds, Liverpool, London just with a friend who also has a disability, moved into my own place and am living independently for the first time too."

INCLUSIVE VOLUNTEER

PROVIDING EXPOSURE FOR PROFESSIONALS

The social impact programme engaged professional creators and offered them opportunities to show their work to new audiences in association with a major event.

"Went to the town centre (Hull) at night... it was quite special to see people saying the words and taking pictures with the trucks. It was lovely to watch and see the trucks moving around and arriving in Hull."

POWER OF POETRY POET

IMPROVING MENTAL HEALTH





RLWC2021 created a platform to support young people, coaches, parents, volunteers and elite players in target communities across the North of England to improve the management of their mental health- their mental fitness. The tournament itself had a positive impact on the mental health of those that participated and engaged in it.

RLWC2021, in partnership with Movember and Rugby League Cares, delivered a mental fitness programme and embedded mental health priorities into other social impact programmes. The objectives of the mental fitness programme were enshrined in the tournament's Mental Health Charter, which was launched by the Duke of Sussex in January 2020 and was a global first of its kind.


RLWC2021 aimed to ensure mental and physical health were viewed and addressed with equal weighting. Mental and physical health are symbiotic; improving a person's mental health will have knock on effects on their physical health and other aspects of their lives. Highlighting the importance of mental health on a global stage is critical to supporting the ongoing shift in societal awareness of mental health management.




Miss Strain
@Miss_Strain_PE



Excited to be completing my first training session for the @RLWC2021 on mental health !! Great to have @KeltSenior4 and @hardcastle03 leading the session #rugbyleagueworldcup #volunteer #trainingsession! #mentalhealth #



kaitludwig
@kait_ludwig



Very proud of the work that has gone into this from the RLWC2021 team - Mental Fitness is a key focus for everyone involved in our game. I love that we have made this commitment to not only understand mental fitness but talk about it and teach others to do the same 🙌 #RLWC2021

UN SDG 3, 'Good Health and Well-being', calls out the promotion of mental health and wellbeing as a key target. Mental health outcomes have been negatively impacted by Covid-19 making the efforts of RLWC2021 and its social impact programmes timely in seeking to address a major issue in England and internationally. According to the World Health Organisation, the pandemic triggered a 25% increase in the prevalence of anxiety and depression worldwide¹.

¹ <https://www.who.int/news/item/02-03-2022-covid-19-pandemic-triggers-25-increase-in-prevalence-of-anxiety-and-depression-worldwide>

Public Health England estimates that one in six adults in England will have experienced a mental health disorder in the past week, and over half a million adults are living with severe mental illness². Poor mental health is estimated to carry an economic and social cost of £105 billion a year in England³.

Mental health outcomes are heavily impacted by an intersection of socioeconomic factors. Economic status is a key driver of mental health inequality: “across the UK, those in the poorest fifth of the population are twice as likely to be at risk of developing mental health problems as those on an average income.”⁴

Mental health issues also disproportionately affect men. In England and Wales, men are three times more likely to die by suicide than women. RLWC2021 was a relevant vehicle for addressing mental health issues as the male suicide rate in many of the tournament's host towns and cities is far above the national average. For example, the national average male suicide rate in England and Wales is 9.6 per 100,000, whereas the male suicide rates in St Helens and Tees Valley are 16.1 and 15.6 respectively.

² <https://www.gov.uk/government/publications/wellbeing-in-mental-health-applying-all-our-health/wellbeing-in-mental-health-applying-all-our-health#fn:9>

³ <https://www.centreformentalhealth.org.uk/publications/economic-and-social-costs-mental-health-problems-200910>

⁴ <https://www.mentalhealth.org.uk/explore-mental-health/blogs/tackling-poverty-good-mental-health>

Good mental health begins at a young age: “50% of mental health problems are established by age 14 and 75% by age 24”⁵. RLWC2021 and the sport of rugby league operate at the heart of this intersection, making the event well-placed to make an impact in supporting mental health education and good mental health..

To do this, RLWC2021:

- ▶ Worked with partners Movember and Rugby League Cares to deliver the mental fitness programme ‘[Ahead of the Game](#)’. The programme taught athletes, parents and coaches in rugby league communities how to talk about mental health, including recognising mental health issues, what to do, and when to get help.
- ▶ Embedded mental health outcomes into other programmes such as the volunteering programme, the education programme, and even the tournament matches, as enshrined in the Mental Health Charter. This helped to raise awareness and understanding for mental health issues and create environments to make positive change.

⁵ Kessler RC, Berglund P, Demler O, Jin R, Merikangas KR, Walters EE. (2005). Lifetime Prevalence and Age-of-Onset Distributions of DSM-IV Disorders in the National Comorbidity Survey Replication. *Archives of General Psychiatry*, 62 (6) pp. 593-602. doi:10.1001/archpsyc.62.6.593.




9,674 YOUNG PEOPLE ATTENDED A HELP OUT A MATE WORKSHOP (1ST WORKSHOP)



2,248 YOUNG PEOPLE ATTENDED THE CHALLENGE WORKSHOPS (2ND WORKSHOP)



DELIVERING AN INNOVATIVE MENTAL FITNESS PROGRAMME

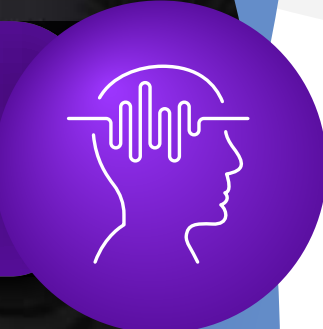
Rugby League World Cup 2021, and partners Movember and Rugby League Cares, co-delivered a bespoke mental fitness programme targeted at rugby league communities – Ahead of the Game

The mental fitness programme aimed to deliver a series of workshops to:

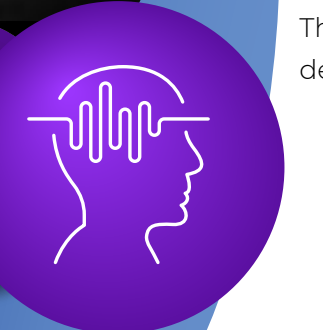
- ▶ Improve mental fitness and resilience of young athletes
- ▶ Give young athletes new skills and knowledge to deal with mental health issues, and
- ▶ Provide coaches with new skills and knowledge to deal with mental health issues in those they coach.

THE MENTAL FITNESS PROGRAMME

The mental fitness programme saw 520 workshops delivered through three core offerings:



386 COACHES ATTENDED A KNOW YOUR PLAYERS WORKSHOP



74 PARENTS ATTENDED A MENTAL FITNESS PROGRAMME WORKSHOP

HELP OUT A MATE WORKSHOP

- ▶ A one-hour workshop for adolescent athletes delivered by trained facilitators, which covered common mental health issues, how to look for signs in teammates/friends, what to do and how to get help.
- ▶ Workshops were delivered in 95 venues to 9,674 young athletes

THE CHALLENGE WORKSHOP

- ▶ This follow on workshop helped adolescents identify and develop skills for managing challenges that sport and life can present. It looked at key skills for being resilient such as problem-solving, managing thoughts and dealing with setbacks.
- ▶ After going through one module together in the workshops, young athletes were also given access to the Challenge App, a modular educative programme designed by Movember to continue to improve their mental resilience.
- ▶ Workshops were delivered in 19 venues to 2,248 young athletes

KNOW YOUR PLAYERS WORKSHOP

- ▶ These workshops were designed for coaches to introduce common mental health issues, how to spot them in team members and what to do to help.
- ▶ 20 workshops, 386 coaches

The mental fitness programme was targeted at demographic groups with an elevated risk of poor mental health.

72% OF YOUNG ATHLETES ENGAGED MALE **26%** FEMALE

63% OF YOUNG ATHLETES WERE AGED BETWEEN **13-15**

12% OF YOUNG ATHLETES AND **3%** OF COACHES WERE FROM MINORITY ETHNIC GROUPS

20% OF YOUNG ATHLETES HAD SOME FORM OF DISABILITY

41% OF YOUNG PLAYERS SURVEYED CAME FROM AREAS IN THE TOP 30% MOST DEPRIVED POST CODES IN ENGLAND, WITH

19% FROM THE TOP 10% MOST DEPRIVED

The ability to use the sport of rugby league as an engagement tool helped the programme to reach these demographic groups in a way that they understood and felt inspired by. The mental health workshops used current and former rugby league players as workshop facilitators. This proved to be a popular approach, with 88% of young athletes and 91% of coaches said that the session was “more engaging because it was delivered by a former rugby league player”.

IMPROVING UNDERSTANDING OF MENTAL HEALTH

The mental fitness programme delivered on its objective to give people tools and knowledge to help them to manage their own mental health and recognise the signs of poor mental health in others. The feedback from workshops overwhelming showed that players and coaches improved their overall understanding of mental health.

Over 92% of young athletes surveyed agreed or strongly agreed that the Help Out a Mate workshop meant they: had “a better understanding of the importance of being mentally fit and healthy”; “feel more confident in recognising the signs of mental health conditions in myself and others” and “have a better understanding of where to seek information and support for mental health.”

The Help Out a Mate workshop was well received by the young people:

“I think the message was well delivered and it was understood. It was informative so that they actually wanted to listen.”

COMMUNITY CLUB

Positive feedback was also received from parents and coaches:

“The feedback we got from it was fantastic. The feedback to the coaches and the parents, they were blown away by it all... We had two people reach out for help after those sessions.”

COMMUNITY CLUB

Among coaches that took part in the Know Your Player coaches workshop, almost all agreed or strongly agreed that they “have a better understanding of the mental health challenges that young athletes face” (96%) and agreed or strongly agreed that they “feel better able to respond to the mental health challenges of young athletes” (92%).

“I have become a mental health and wellbeing champion in the workplace off the back of the course. I have struggled at times myself and found it extremely useful and can now carry that training into my day to day life.”

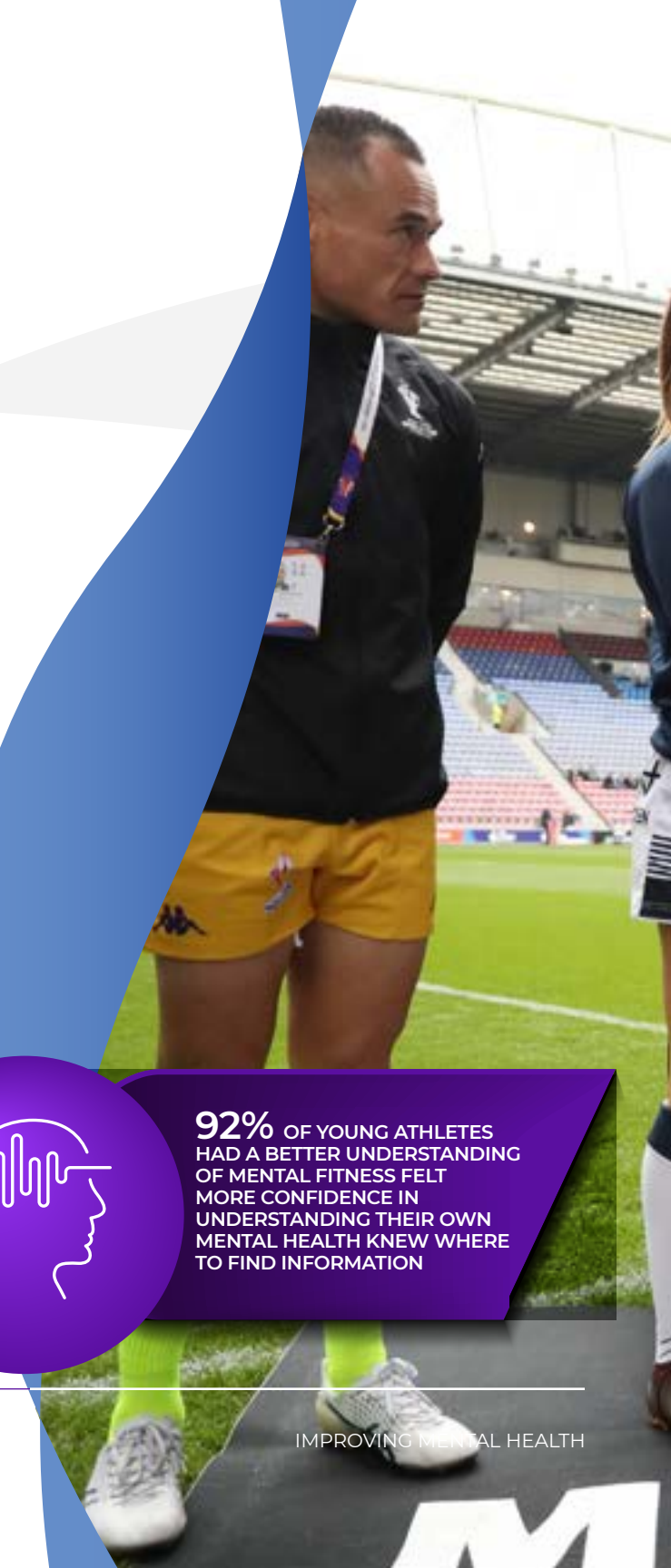
“It has made me view my role as coach differently. I realise I do more than teach rugby. I am a person of influence and that comes with responsibility.”

COACHES

Mental fitness topics were also built into the education toolkits programme. Teachers were asked whether the education resources has made young people they work with more aware of mental health issues. 74.1% said the resource packs made young people they worked with a lot or a little more aware of mental health issues.



92% OF YOUNG ATHLETES HAD A BETTER UNDERSTANDING OF MENTAL FITNESS FELT MORE CONFIDENCE IN UNDERSTANDING THEIR OWN MENTAL HEALTH KNEW WHERE TO FIND INFORMATION





IMPROVING MENTAL RESILIENCE

The focus of the of the Challenge Workshops was to improve the mental resilience of young athletes. The response from workshop participants was overwhelmingly positive, with participants raising their understanding of mental resilience and learning practical solutions to make improvements.

OVER 90% SAID THAT THEY AGREED OR STRONGLY AGREED THAT THINKING NEGATIVE THOUGHTS CAN MAKE IT HARD TO OVERCOME CHALLENGES WHILE INSTRUCTIVE AND POSITIVE THOUGHTS CAN HELP OVERCOME CHALLENGES



“There is a massive improvement in mental health awareness. People are far more aware now and far more knowledgeable about it... People know that they can get help and they know where to get the help from.”

“It was good to understand how different things outside the game can affect how you play.”

“We were able to understand more in depth about the actual problems and how to overcome them.”

“After asking if anyone has anything personal to share, it took some brave lads to speak up about their own experiences and it helped bring us closer together as a team.”

“It has made me aware of the challenges young people face.”

WORKSHOP ATTENDEES

EMBEDDING MENTAL HEALTH OUTCOMES THROUGHOUT RUGBY LEAGUE WORLD CUP

As outlined in the ground-breaking mental health charter, RLWC2021 embedded mental health outcomes into all tournament-related activities to raise awareness and understanding for mental health issues. From mental fitness training for players, match officials and staff, to making mental fitness a target outcome of other programmes such as the volunteering and education programmes.

MENTAL FITNESS AND HEALTH EMBEDDED INTO THE SPORTING PROGRAMME

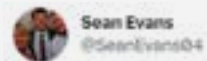
At the elite level of sport, the pressure, expectation and scrutiny underlie the adulation of fans; not just for the athletes, but the coaches, match officials and tournament staff. RLWC2021 took steps to provide mental health workshops to all of these groups to ensure they were able to look after their own mental health and the mental health of those around them during the high-pressure tournament environment.

The following groups attended a mental fitness workshop:

1,046
PLAYERS AND STAFF FROM THE COMPETING TEAMS, PLUS ALL OF THE PHYSICAL DISABILITY RL TEAMS

45 MATCH OFFICIALS AND SUPPORT STAFF

32 RLW2021 STAFF



Sean Evans
@Seanevans04

Rugby League paving the way for mental health within global sports 🏉
#RLWC2021



Glen Swanson
@Swanee02

Love this commitment by #RLWC2021 to the physical AND mental health of all who are involved! Thank you!!





"Rugby League Cares came and delivered a really helpful workshop highlighting some of the potential mental health issues that players might encounter when they were away from their family in camp. The group were pretty tight and close to start with but some of the conversations generated throughout the workshop not only showed how open and supportive they were with each other but seemed to bring them together even more."

NATIONAL TEAM

The partnership with [Movember](#) and the wider mental fitness programme was promoted throughout the tournament through in stadium branding and across social media. This helped to raise awareness of mental health to the millions of fans watching around the world. This culminated in the Movember Mental Health Match in Wigan at the DW Stadium on the 5th November 2022. A double header match day featured the England men's and women's teams in action and was attended by HRH Princess of Wales.

"It's a brilliant opportunity to shine a light on how important it is to look after your own mental resilience and to support those around you. This is such a key priority for us in terms of looking after the health and wellbeing of our residents and it's great to see the work of the partnership reflecting this"

THE LEADER OF WIGAN COUNCIL CLLR DAVID MOLYNEUX

"The Rugby League World Cup 2021 set out an ambition to be bold and brave. Movember's partnership with the Rugby League World Cup – as the tournament's Official Mental Fitness Partner – really is an embodiment of that ambition. We believe the partnership can act as a trailblazer for future regional, national, and global sporting tournaments. We are committed to working in partnership with sports organisations to deliver collective impact and transform a generation's mental health through sport."

MOVEMBER

MENTAL FITNESS AND HEALTH INTEGRATED INTO SOCIAL IMPACT PROGRAMMES

Mental health is an observable theme across the vast social impact programme of Rugby League World Cup. From integration into the volunteering programme - and improving mental health outcomes through physical activity and inclusion – mental health and mental fitness were encompassing themes.

Power Squad volunteers were provided with mental fitness training and reported that they have improved skills to deal with mental health issues as a result. 700 volunteers took part in the training - over 80% of the Power Squad - for whom the response to the training was very positive.

"I feel more confident about assisting others now. The mental health training was quite thought provoking on the background and support to this ever-worrying issue."

"I found it informative and really enjoyed the session."

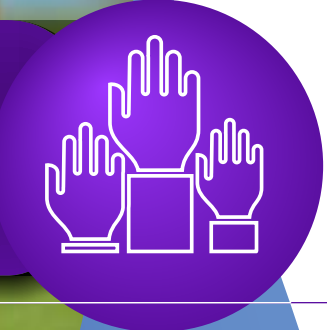
POWER SQUAD VOLUNTEERS



98% OF CLUB MEMBERS
FEEL HAPPY AT THEIR CLUB



83% OF POWER SQUAD
VOLUNTEERS FEEL MORE
HAPPY AFTER THE RLWC2021
EXPERIENCE



IMPROVING MENTAL WELLBEING THROUGH PHYSICAL ACTIVITY, INVOLVEMENT IN THE ARTS AND SOCIAL INCLUSION

Beyond the direct mental fitness training in the volunteering programme, improving mental wellbeing has been a direct outcome of the wider social impact programme. The increases in physical activity induced by the vast facilities investment programme, the engagement in the tournament and its programmes and the drive for inclusivity in the sport through the Power of Performance have all helped to improve mental wellbeing more broadly.

Among club members at facilities that received CreatedBy investment, 98% said that the facility was now a place where they feel happy. As explored in Chapter 3: Stimulating Physical Activity and Health, the CreatedBy investment has made clubs around the country more accessible and increased capacity, providing more opportunities to be physically active. Increasing physical activity is a mental wellbeing intervention with studies estimating that there is a 20% to 30% lower risk of depression and dementia for adults participating in daily physical activity⁶.

⁶ <https://www.mentalhealth.org.uk/explore-mental-health/publications/how-look-after-your-mental-health-using-exercise#:~:text=Studies%20show%20that%20there%20is,who%20do%20not%20have%20dementia>.

Beyond the training, many volunteers saw their wellbeing improve through their overall volunteering experience. Pre- and post-tournament surveys showed that 52% of Power Squad volunteers had increased their wellbeing from pre-tournament to post tournament.

“It motivates you – there’s nothing worse than being stuck in a house so to get out and do some volunteering is so important. The hardest part of volunteering is putting your name forward, but everyone’s got their part to play and maybe just need that push until you’ve got a taste for it.”

POWER SQUAD VOLUNTEER

For many volunteers, the experience of being part of the tournament, having a purpose, and building connections with other volunteers improved their overall mental wellbeing. This was also observed among community volunteers, who also received mental health training.

"Just feels satisfying to be part of something, to help."

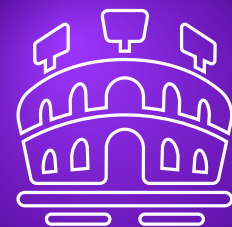
"It boosts my confidence and that is connected to my mental health. So when my confidence improves, so does my mental health. They really trigger each other."

"Felt so privileged to be on the pitch with the English flag for the semi-final, I can't believe it has happened to me! Truly an outstanding opportunity given to me by the RFL."

POWER SQUAD VOLUNTEERS



100% OF INCLUSIVE VOLUNTEERS IMPROVED THEIR CONFIDENCE AND WERE PROUD OF THEIR ACHIEVEMENT



77% OF SPECTATORS SAID RLWC2021 HAD A POSITIVE IMPACT ON THEIR MENTAL HEALTH

The IVP also helped improve the mental wellbeing of the inclusive volunteers. Volunteers reported that the pre-tournament volunteering opportunities gave them more confidence to take part in volunteering at the match days. The inclusive volunteering programme provided extensive wellbeing benefits that have helped improve the overall mental health of those with care and support needs, a social group that is more likely to suffer from mental health conditions and social isolation.

Of spectators at the RLWC2021, two thirds agreed that attending RLWC2021 had an overall positive impact on their mental health.



INVOLVEMENT IN THE ARTS

The RLWC2021 Cultural Festival was designed to introduce new people to arts and culture, increase future engagement in arts and culture and create a connection between sport and the arts through the work.

Engagement with the arts has the potential to improve people's mental wellbeing. Research has shown that engagement with arts and culture can have a significant impact on people's health and wellbeing. The All-Party Parliamentary Group (APPG) on Arts, Health and Wellbeing (APPGAHW) was formed in 2014 and aims to improve awareness of the benefits that the arts can bring to health and wellbeing. The APPG's report indicates that 82% of people who engage with the arts have greater mental wellbeing and 77% engage in more physical activity.

Participants stood to gain the most through their deep engagement and involvement. 31% of these were living with physical and/or mental health conditions during their involvement.

They overwhelmingly described their experience positively with 70% rating their experience as 5/5 and 16% rating it as 4/5. The most common words to describe the experience were **AMAZING, ENJOYABLE, EXHILARATING, REWARDING AND INSPIRING.**

Using the RLWC2021 as a platform, the Cultural Festival reached significant audiences in host towns and cities, many of which are in the top 30% of most disadvantaged communities in England. The content, location and timing of the Power of Performance displays was designed to engage rugby league fans as well as locals more broadly with a view to stimulating future engagement with the arts.

ESTIMATED AUDIENCE FOR
POWER OF PERFORMANCE :
85,572

84%
ARE LIKELY TO
ATTEND OTHER
PERFORMANCE
EVENTS IN FUTURE

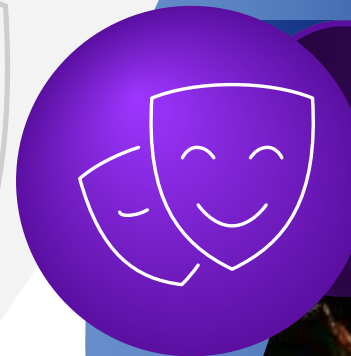
ESTIMATED AUDIENCE FOR
POWER OF POETRY:
283,464

72% HADN'T
ENGAGED WITH
POETRY BEFORE

58% WERE LIKELY TO
ENGAGE WITH
POETRY IN FUTURE



31% OF PERFORMERS HAD A
PHYSICAL OR MENTAL HEALTH
CONDITION



84% OF PERFORMERS ARE
MORE LIKELY TO PERFORM AT
OTHER CULTURAL EVENTS IN
THE FUTURE



77% AGREED THAT
ATTENDING RLWC2021 HAD AN
OVERALL POSITIVE IMPACT ON
THEIR MENTAL HEALTH

AND THIS IS THE SONG OF
FROM THAT PLACE OF CLO
IN THE WORLD ABOVE TH
WHERE WE HID EACH
UNDER OUR TONG

OUR RETURN
 UD MEMORY
 HE WORLD,
 OTHER
 UES

84% OF PERFORMERS SAID THAT THE CULTURAL FESTIVAL ALLOWED THEM TO FILL THEIR TIME POSITIVELY OUTSIDE OF WORK/SCHOOL/FAMILY



A TOTAL OF **370,082** PEOPLE WERE EXPOSED TO ARTS AND CULTURE ACTIVITIES THROUGH THE RLWC2021 CULTURAL FESTIVAL



"The themes of the performances such as working-class roots helped bridge the gap between sport and arts for new audiences to arts."

CULTURAL FESTIVAL PRODUCER

"Really exciting opportunity to intro people to performing arts. Many are unlikely to go to theatres and arts festivals, so this is the way to reach them. This was something they have learnt from at RLWC."

CULTURAL FESTIVAL DIRECTOR

The most used words to describe the performance are:



PROMOTING SOCIAL INCLUSION

Social isolation is a key predictor of the severity of poor mental health. Reducing social inclusion has been a feature of the social impact programme.

The Cultural Festival, through the Power of Performance, Power of Poetry, and Power of Connecting, has helped to amplify messages of inclusion to wider audiences beyond the core rugby league fan base. Each of the elements of the Cultural Festival explored a range of themes surrounding the sport's accessibility and inclusivity. With over 370,000 people directly engaging with the Cultural Festival, the message of inclusivity was able to reach new audiences.

"Having families watch their kids with learning disabilities on stage was a magical moment."

CULTURAL FESTIVAL CREATIVE TEAM

Social inclusion has also been an outcome of the CreatedBy facilities investment programme. The £26.4 million of CreatedBy grant funding has transformed community rugby league facilities and helped to remove barriers to access the creating a more inclusive environment that can help reduce social isolation in local communities.

The Inclusive Volunteer Programme was also focused on social inclusion, with the inclusive volunteers participating alongside the Power Squad during tournament time.

CASE STUDY: MATCHDAY INCLUSIVE VOLUNTEERS

Daniel enjoyed the social engagement he got from volunteering at the tournament where he was a flag bearer and handed out clappers. He shared what he had done at his school to fellow students with disabilities which improved his confidence and mental health and wellbeing.

BOOSTING THE ECONOMY





RLWC2021 provided a platform to showcase the North of England to the world as well as channelling significant investment into the region to provide an uplift to the local economy. The North of England contains some of the most financially deprived regions in England and a boost to this ecosystem could fuel future growth.

Building up these economies has been a key strategy for successive UK governments. RLWC2021 provided a major event stimulus to the Northern economy, in addition to facility infrastructure investment, increased media attention, and new commercial partners and business development. The aim of the tournament was to catalyse long-term economic benefit and create a foundation for future growth.

Aligned with the UK Government's Levelling Up agenda, which aims to improve the local economy in the North by 'investing in skills, innovation, transport and culture'¹, RLWC2021 placed the North under a new microscope, generating new investment that would not have been made without the tournament. The North of England contains some of the most economically deprived regions in the country – 15 of the 20 local authorities with the highest proportion of neighbourhoods in the most deprived 10% of postcodes are located within the Northern Powerhouse regions².

53 of RLWC2021's 61 matches were hosted in economically deprived areas, as set out in the IMD for England 2019³. As a result, the tournament successfully funnelled investment into the regions that needed it the most and provided the North with a platform to promote itself on the world stage. This investment has taken multiple forms:

- ▶ Direct investment into rugby league facilities through the CreatedBy Capital Grants Programme
- ▶ Tourist, matchday spectator and accredited attendee spend in the North of England
- ▶ Tournament organiser spend in the North of England, and
- ▶ Indirect economic impact as the investment flowed into the local economy.

In considering its economic footprint, RLWC2021 strived to:

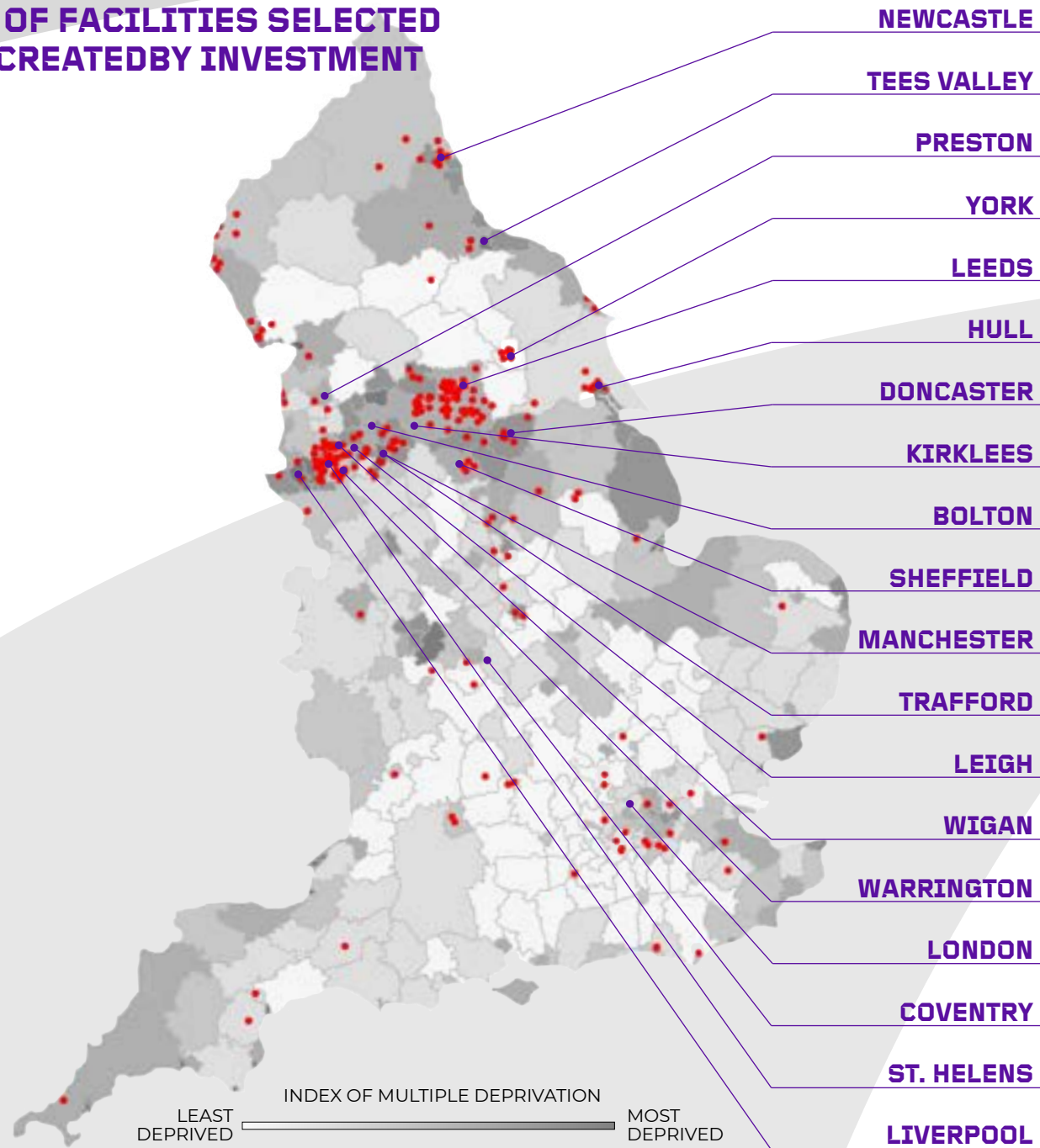
- ▶ Invest in the most deprived regions
- ▶ Contribute to the local economy, and
- ▶ Increase the economic potential of hosts and partners.

¹ <https://northernpowerhouse.gov.uk/about/>

² The 20 local authority districts with the highest proportion of neighbourhoods in the most deprived 10% of neighbourhoods nationally on the IMD 2019, and change since IMD 2015, The English Indices of Deprivation 2019

³ <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>

MAP OF FACILITIES SELECTED FOR CREATEDBY INVESTMENT



INVESTING IN THE MOST DEPRIVED REGIONS

The CreatedBy Capital Grants Programme funnelled investment into grassroots rugby league facilities and community programmes towards the most deprived areas in England. The Programme provided clubs with the funding required to invest in their long-term future, supporting ongoing financial security and opening them up to additional commercial opportunities.

The initial investment acted as a catalyst for £17 million in additional funding to be directed towards these projects, cumulating in a total £26.4 million in project investment.

The funding invested is a direct GDP impact for the towns and cities that received grant funding.

The investment will support community clubs to generate future income from and beyond rugby league through facility rentals, commercial partnerships, and community uses (e.g., education classes, health / leisure sessions, coffee morning groups). This increased utilisation may support more jobs, increasing the GDP of the surrounding region.



Over last 12/18m a lot of hard work from a small group of volunteers & our main sponsor B.A.F Contracting has gone into improvements around our club making it safer, securer & accessible many thanks to everyone & for the support given from [#RLWC2021](#) [#Created](#) [#InspirationALL](#)

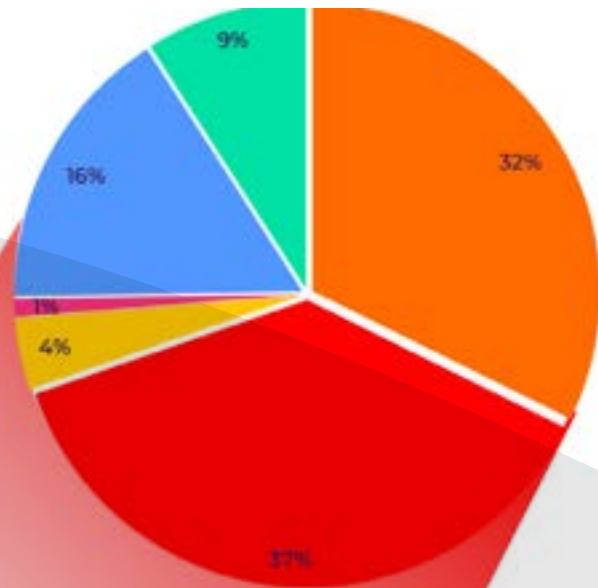


Sara Piper
[@pipersara](#)

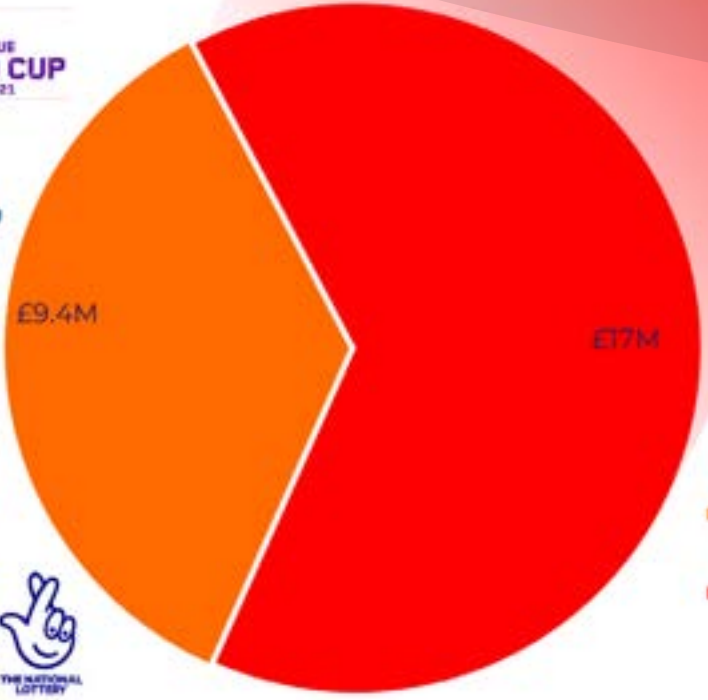
RLWC is bigger than just AU & NZ. It's the sum of all competing teams and much more. eg: the capital grants programme that for 4 yrs has been putting footballs, kit and infrastructure into communities and growing the game. It should go on regardless. [#RLWC2021](#)



- OWN FUNDS
- OTHER GRANTS
- FUNDRAISING - GENERAL
- FUNDRAISING - MEMBER DONATIONS
- ORGANISATIONAL LOAN
- OTHER



- RUGBY LEAGUE WORLD CUP ENGLAND 2021
- SPORT ENGLAND
- Department for Culture Media & Sport
- RUGBY FOOTBALL LEAGUE
- THE NATIONAL LOTTERY



- INITIAL INVESTMENT
- ADDITIONAL PROJECT FUNDING UNLOCKED



70% OF LARGE GRANTS RECIPIENTS ANTICIPATE BEING ABLE TO HIRE PITCHES OUT TO OTHER USERS MORE OFTEN AFTER INVESTMENT



93% OF LARGE GRANT RECIPIENTS ANTICIPATE THAT CLUBHOUSE IMPROVEMENTS WILL INCREASE NON-RUGBY LEAGUE ACTIVITY AFTER INVESTMENT



CONTRIBUTING TO THE LOCAL ECONOMY

The tournament delivered a total economic impact of £38.4 million to the North of England. This was driven by visiting spectators and accredited attendees and the event organiser's expenditure while delivering the tournament.

For some of the RLWC2021's host cities and towns, the tournament was a rare opportunity to host a major sports event. The majority of the investment and economic activity associated with the event was directed to high deprivation areas within England and concentrates the economic impact of RLWC2021 within these regions.


The economic impact of the tournament was measured to assess the inflow of funds for areas in England in greatest need of investment and external expenditure. The total economic impact of the RLWC2021 is the sum of its direct and indirect impact within a defined area (the host economy).

The host economy was defined as the North of England, including each of the Northern Powerhouse geographies (excluding North Wales), and each of the host cities for the tournament (excluding London and Coventry).

Direct economic impact refers to the total amount of 'new' expenditure generated in the host economy as a direct consequence of staging the event. Spending in the host economy by visitors from outside the North of England (e.g., spectators, accredited attendees) was one of the biggest contributors to the overall economic impact. The other key driver of the tournament's direct economic footprint was the spending by the Local Organising Committee (LOC).

The total economic impact also includes indirect impact, which are the secondary effects or "ripple" effect of the event. This is a measure of the increase in business-to-business activity through the recirculation of the direct expenditure and its impact on activity throughout the supply chain to meet the increases in demand.

473,606 SPECTATOR ADMISSIONS (EXCLUDING ACCREDITED ATTENDEES)
187,374 UNIQUE SPECTATORS
65% OF SPECTATORS RESIDENT IN THE HOST ECONOMY



TOTAL SPECTATOR SPEND: **£11,723,718**
TOTAL ACCREDITED ATTENDEE SPEND: **£897,669**



TOTAL ECONOMIC IMPACT

As a direct result of RLWC2021, £25.5 million of new money was spent in the North of England, stimulating economic activity across numerous sectors, including accommodation, local food and beverage, and transport. The direct expenditure spurred a ripple effect in the economy, resulting in £12.9 million in indirect impact and generating a total economic impact of £38.4 million.

TOTAL ECONOMIC IMPACT OF RLWC2021 TO THE NORTH OF ENGLAND

£25,450,495
DIRECT ECONOMIC IMPACT



£12,937,335
INDIRECT ECONOMIC IMPACT



£38,387,830⁴
TOTAL ECONOMIC IMPACT

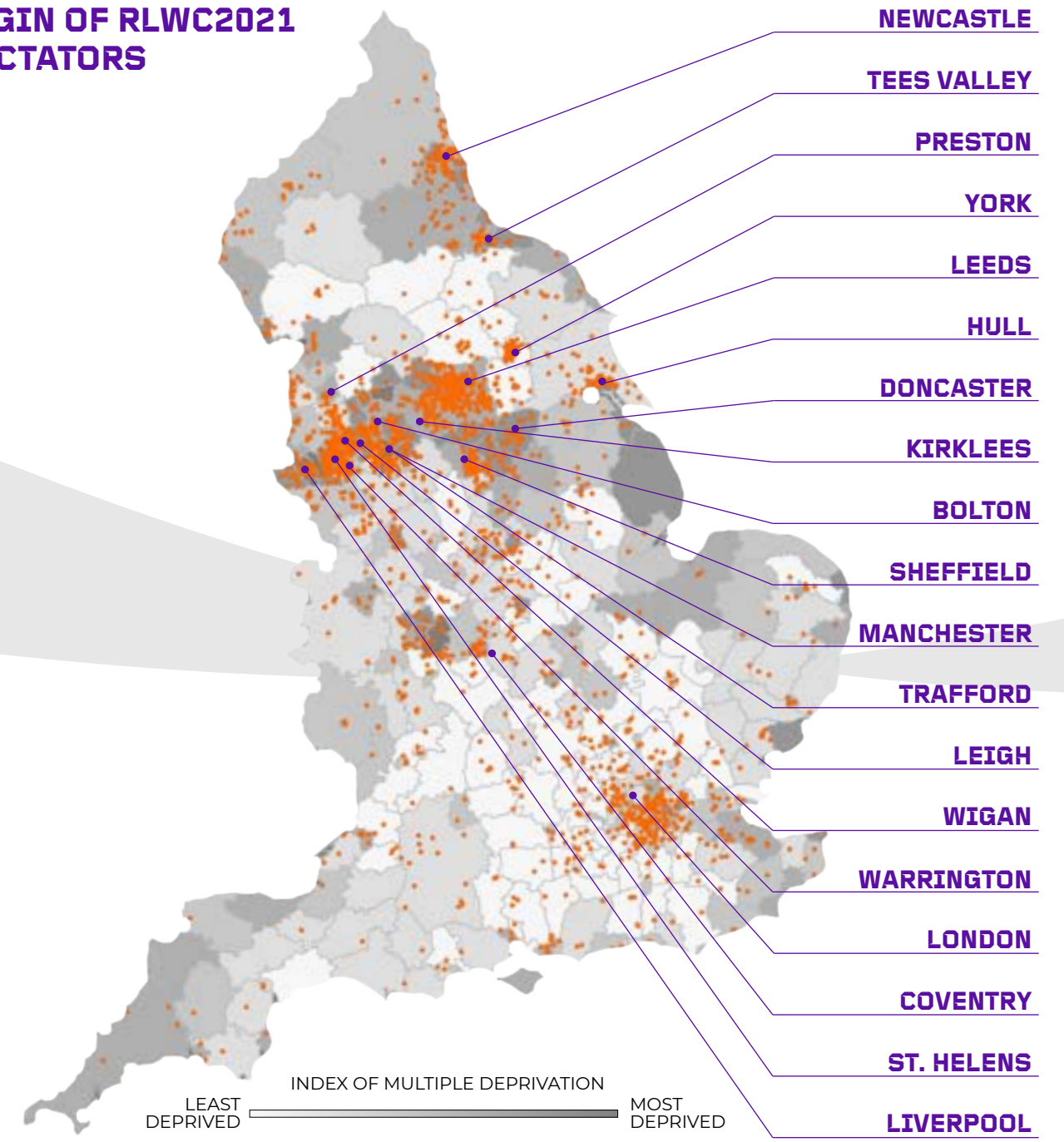
SPECTATOR AND ACCREDITED ATTENDEE SPEND

The direct economic impact was calculated by combining the incremental spend in the host economy by unique non-local and event-specific spectators, unique non-local accredited attendees and the LOC. Spectator and accredited attendee spend is concentrated primarily in accommodation, food and beverage and transport.

There were 58,645 non-local event-specific spectators who generated more than £2.5 million for the accommodation sector in the North of England. These spectators also spent over £8.5 million in non-accommodation spending, generating £11.7 million in 'new money' to the North of England.

Across the tournament, there were 4,752 accredited attendees. A large proportion of these attendees were either originally domiciled in the North of England, or had their expenses covered by the LOC. As a result, there were 1,368 non-local paying attendees present at the tournament, resulting in an accommodation attendee spend of over £350,000, and a non-accommodation spend of over £500,000. Accredited attendees generated £897,669 in 'new money' to the North of England.

ORIGIN OF RLWC2021 SPECTATORS



⁴ Full economic impact methodology can be found in the Annex

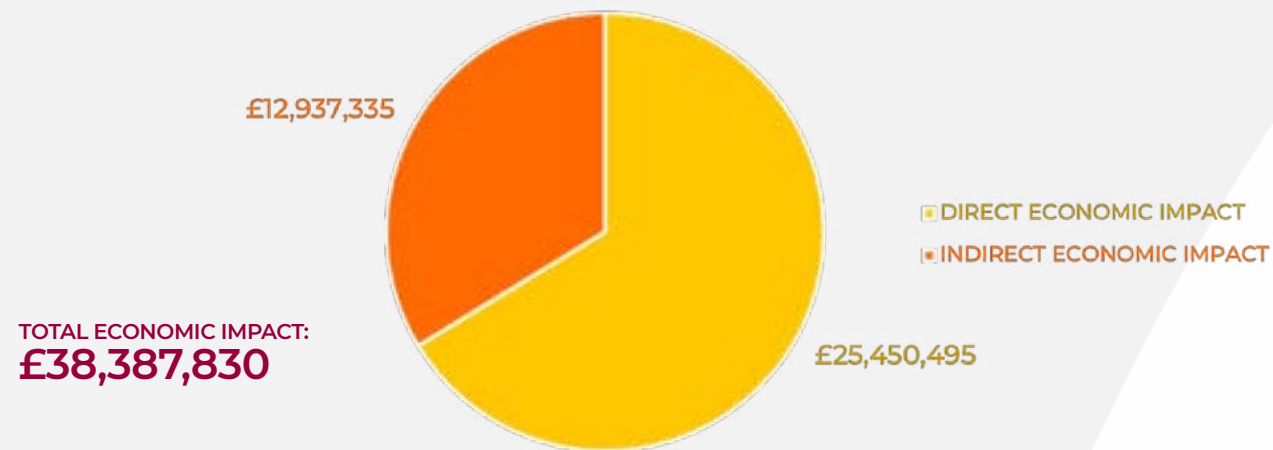
LOC EXPENDITURE

The LOC spent £40 million to deliver the event. 49% of LOC expenditure was with suppliers and service providers located in the host economy. 17% of total income originated from within the North of England, resulting in a net expenditure of £12.8 million of new money to the host economy.

TOTAL DIRECT ECONOMIC IMPACT OF RLWC2021 TO THE NORTH OF ENGLAND

Spectator Spend	£11,723,718
Accredited Attendee Spend	£897,669
Direct Leakages	(£0)
LOC Expenditure	£12,829,108
Direct Economic Impact	£25,450,495⁵

TOTAL ECONOMIC IMPACT OF RLWC2021 TO THE NORTH OF ENGLAND



⁵ Full direct economic impact methodology can be found in the annex

INDIRECT ECONOMIC IMPACT

To estimate the indirect economic impact of RLWC2021, an overall indirect economic impact multiplier ('Type I' multiplier) was used to reflect the level of secondary spending that was generated from the direct expenditure.

This multiplier was applied to the direct economic figure to generate the total indirect economic impact for the North of England.



TOTAL 'NEW' REVENUE GENERATED TO THE NON-ACCOMMODATION SECTOR IN THE NORTH OF ENGLAND:
£8,929,238



TOTAL 'NEW' REVENUE GENERATED TO THE ACCOMMODATION SECTOR IN THE NORTH OF ENGLAND:
£2,794,480





INCREASING THE ECONOMIC POTENTIAL OF HOSTS AND PARTNERS

RLWC2021 helped to create long term economic opportunities for the region and a stage for Northern cities to shine, granting them an opportunity to showcase the best of the North to a global audience.

FUTURE TOURISM POTENTIAL

The tournament recorded nearly 45 million in cumulative audience, with an additional 31 million in potential reach in unrecorded territories. With matches broadcast free-to-air in the UK, and further broadcast in 57 different countries around the world, RLWC2021 provided destination marketing for hosts that could trigger increased inbound tourism for host cities. Locals were overall happy with how their region was represented, with the tournament offering a positive showcase.

STRONG EXPOSURE FOR PARTNERS

Due to the strong, purpose-led tournament values commercial partners were able to raise awareness of their brands and their own values through their partnership. The widespread broadcast reach enabled RLWC2021's commercial partners - 15 of which were introduced to the sport for the first time - to reach new audiences. Consumers, in particular Gen Z, are increasingly values driven, seeking brands with purpose to spend their money with.

Partners were able to use their partnership to promote their shared values and fledgling social impact programmes.

"We are incredibly proud of our RLWC2021 partnership, and it exceeded our expectations."

**KATIE WILLIAMS,
HEAD OF MARKETING
VODAFONE BUSINESS**

FUTURE EVENT HOSTING

RLWC2021 proved the North of England's hosting capabilities and increases the region's attractiveness as a major sports event host. The platform provided by the tournament, alongside its social impact programmes, increased reach and economic impact, has successfully increased the prospect of hosting future major tournaments.

Major sports events can significantly improve the social, health and economic benefits of a given region – 78% of people believe that major sports events have a positive impact on the UK's general social and economic wellbeing. By improving the perceptions of the North of England as an event host, future sports events can play a similar role in boosting the deprived areas in England and being a force for good.

"We partnered because this wasn't just any logistics provider agreement, this was a real partnership with shared core values."

"Our objectives were well achieved. Because of the tournament we had opportunities to promote our K&N care programme."

KUEHNE + NAGEL, LOGISTICS PARTNER

78% OF PEOPLE BELIEVE THAT MAJOR SPORTS EVENTS PROVIDE JOBS AND WORK FOR UK BUSINESSES.



74% OF PEOPLE BELIEVE THAT UK GOVERNMENT SHOULD CONTINUE TO PROVIDE FINANCIAL SUPPORT TO SPORTS EVENTS



CONCLUSION

RLWC2021 has achieved its aim of being the biggest, best and most inclusive Rugby League World Cup ever. In front of 187,000 spectators who purchased over 470,000 tickets and a viewing audience of 35.5 million – 31% of England's population watched some of the tournament – England delivered the Men's, Women's and Wheelchair Rugby League World Cups on an equal platform.

More than the sporting success, RLWC2021 succeeded in providing opportunities to people in the North of England. The tournament delivered, despite the challenges it faced due to the COVID-19 pandemic, the resulting delay, the economic environment and the political upheaval.

NEW INVESTMENT HAS MADE A REAL DIFFERENCE

The tournament itself channelled investment directly into the most deprived regions of the country, based on the top 30% of IMD postcodes, through the host towns and cities and the CreatedBy facilities investment. This amounted to over £38 million in economic impact and £26.4 million of total investment into community clubs.

Clubs are now hubs for the community as well as for rugby league with overwhelming increases in accessibility and capacity. This will drive increased physical activity, community cohesion and financial sustainability for clubs that are the bedrock of their communities. CreatedBy investment has shown what money can achieve for engaged and ambitious clubs.

DEDICATED PROGRAMMES HAVE REACHED PEOPLE AND MADE AN IMPACT

The ground-breaking social impact programmes sought to make a difference before, during and after the tournament, focusing on creating experiences that would benefit people in harder to reach communities that stood to benefit the most. This was based on an understanding of what the communities' challenges are and how a sport that holds a privileged position within those communities can attract attention and increase impact.

The social impact programmes have made a difference to individuals and communities. RLWC2021 has proven that sport can be used to start conversations about mental health, to bring communities and people together, to grow confidence and show people what they are capable of and to make people feel proud.

INDIVIDUALS HAD A CHANCE TO STEP UP

The Inclusive Volunteer Programme was a particular highlight, delivered with Community Integrated Care and targeting people in host communities with significant support needs and providing tangible opportunities for them to make a difference both pre-tournament and as part of the Power Squad. This provided people who might not otherwise have a chance to contribute to gain confidence, to gain skills and (in some cases) to gain purpose with new jobs and volunteering roles.

The community volunteer programme, delivered with Sport England and RFL, brought new people into the sport even prior to the tournament, helping to create stronger clubs.

The mental fitness programme, delivered with Movember and Rugby League Cares, tackled head on a major issue for society – the poor mental health of young males, particularly in the North. The use of ex-players and the rugby league context enhanced the impact of the programme and improved the knowledge and awareness of the participants.

A PLATFORM FOR THE FUTURE

The tournament is only the start and the longitudinal impact of the work of the RLWC2021 will only be seen over time. The event has proven that sport can be a powerful tool in engaging, inspiring and connecting communities if supported by programmes that actively encourage target communities and have capacity to offer real opportunities.

The sport of rugby league is important to Northern communities and has shown itself to be a good vehicle for delivering social outcomes and stimulating growth. A successful legacy from the tournament would see further investment into the sport from commercial and other partners that can increase its relevance and continue the work started by RLWC2021.

Other major events can follow this lead - starting with clear objectives that recognise some of the problems in our society and delivering targeted programmes right to the heart of affected communities. We look forward to seeing how the RLWC2021's legacy evolves.

APPENDIX 1 - ECONOMIC IMPACT

METHODOLOGY

GATHERING DATA

To measure the economic impact, a spectator survey was sent to all ticket holders on the RLWC2021 ticketing database. Data from 3879 spectators was gathered, and data regarding accredited attendees (including contractors, broadcasters, media agencies and teams) was provided by the local organising committee (LOC). The LOC also provided a detailed post-event budget and expenditure data, which was also used to determine the economic impact.

DEFINE ELIGIBLE VISITORS

Our direct economic impact analysis was carried out using the eventIMPACTS methodology – a recognised tool that enables event organisers to understand the overall impacts of the study.

The first step in the methodology is to define the number of eligible visitors to the host economy based on the data gathered from the spectator survey and attendee data requests returned. As per the spectator survey, an average of 2.5 days were attended at the tournament across the total spectators, resulting in a unique spectator base of 187,374. From this number, over half were originally domiciled in the North of England (65%), resulting in a total of 65,151 non-local unique spectators.

As part of the evaluation, only the impacts of spectators who were visiting the host economy specifically for RLWC2021 were considered, disregarding spectators who were casual visitors to the tournament. An assumption was made that 10% of spectators present at the tournament were casual spectators. This assumption was made based on studies conducted on similar events that have taken place across England. As a result, there were a total of 58,645 non-local event-specific spectators at RLWC2021.

SPECTATORS

Total Spectator Admissions	473,606
Average number of days attended	2.5
Number of unique spectators	187,374
% of spectators resident in the host economy	65%
Number of non-local spectators	65,151
% of non-local spectators who are casual visitors	10%
Number of non-local event-specific spectators	58,645

SPECTATOR SPEND

Data on spectator spend was collected by asking spectators to provide their per person daily spend on accommodation and non-accommodation items in the North of England as part of their journey to RLWC2021.

Accommodation spend was determined by ascertaining the type of accommodation (commercial vs., non-commercial) used by spectators during their visit to the host economy, as well as establishing whether they were day visitors to the region. Non-accommodation spend included expenditure at and around the tournament for food and beverage, transportation and retail purchases within the host economy.

SPECTATOR ACCOMMODATION SPEND

Number of commercial stayers	17,085
Average number of nights spent in host economy	1.7
Number of commercial bed nights	28,747
Average cost per bed night (per person)	£97.21
Revenue generated for accommodation sector	£2,794,480

SPECTATOR NON-ACCOMMODATION SPEND

Total number of non-local event-specific visitors	58,645
Average number of days spent in host economy	2.2
Day visits generated	128,318
Average daily spend on non-accommodation items	£69.59
Non-accommodation spectator spend	£8,929,238

TOTAL SPECTATOR SPEND **£11,723,718**

ACCREDITED ATTENDEES

Out of the 4752 total attendees, there were 1,368 non-local paying attendees at RLWC2021 who were not covered for their spend by their respective organisations. The same methodology was used to calculate attendee figures and spend as was used to calculate unique non-local spectators and their spend. Each paying attendee spent on

average £110 on accommodation and £122 on non-accommodation items per day. Overnight visitors spent on average 3.28 nights in the host economy, generating a total of over £350k to the accommodation sector, and over £500k to the non-accommodation sector.

ACCREDITED ATTENDEES	
TOTAL ACCREDITED ATTENDEES	4,752
% of paying attendees resident in the host economy	62%
Number of non-local paying attendees	1,368
Number of commercial stayers	971
Average number of nights spent in the host economy	3.28
Average cost per bed night per person	£110
ACCOMMODATION ATTENDEE SPEND	£351,715
Average days spent in host economy	3.27
Day visits generated	4,473
Average daily spend on non-accommodation items	£122
NON-ACCOMMODATION ATTENDEE SPEND	£545,954
TOTAL ACCREDITED ATTENDEE SPEND	£897,669

VISITOR LEAKAGES

When estimating the direct economic impact of an event, the spend made by spectators and attendees with non-local vendors must be accounted for. Surveys and data requests used to collect spectator and attendee spending patterns accounted for any leakages (spending at non-local vendors) by directly asking for spend as part of their journey within the defined host economy (the North of England). Therefore, there is £0 in leakages to be accounted for.

LOCAL ORGANISING COMMITTEE SPEND

Based on the event budget and income and expenditure statements shared by the event organisers, the LOC spent £40m to deliver the event. 17% of its income originated from the North of England, while 49% of its expenditure was spent within the North of England, resulting in £12.8m contributed towards the host economy from LOC spend.

LOCAL ORGANISING COMMITTEE	
Total LOC Expenditure	£40,075,900
% spent within the host economy	49%
TOTAL NET SPEND BY LOC WITHIN THE HOST ECONOMY	£12,829,108

DIRECT ECONOMIC IMPACT

Therefore, the final calculation for the direct economic impact of the tournament is as follows:

DIRECT ECONOMIC IMPACT	
Spectator Spend	£11,723,718
Accredited Attendee Spend	£897,669
Direct Leakages	(£0)
LOC Expenditure	£12,937,335
Total Direct Economic Impact	£25,450,495

INDIRECT ECONOMIC IMPACT

To estimate the indirect economic impact of RLWC2021, an overall indirect economic impact multiplier ('Type 1 multiplier') was used. This multiplier was created based on similar sized events held across England and the North of England from within The Sports Consultancy's database.

The multiplier (1.51) was applied to the direct economic impact figure to generate a basic estimation of the total indirect economic impact for the North of England. As the multiplier was not developed for the region specifically and given that Input-Output tables were not used, the estimation of indirect economic impact cannot be attributed to specific industries.

INDIRECT ECONOMIC IMPACT

Total Direct Economic Impact	£25,450,495
Multiplier	1.51
Total Indirect Economic Impact	£12,937,335

TOTAL ECONOMIC IMPACT

The total economic impact of RLWC2021 to the North of England is calculated as the direct economic impact added to the indirect economic impact.

TOTAL ECONOMIC IMPACT

Direct Economic Impact	£25,450,495
Indirect Economic Impact	£12,937,335
Total Economic Impact	£38,387,830

APPENDIX 2: RESEARCH METHODOLOGY

Programme	Name	# of respondents
Facilities	CreatedBy Large Grants - Members Survey (Adults)	260
	CreatedBy Large Grants - Members Survey (Parents / Guardians of U16 members)	231
	CreatedBy Large Grants - Club Pre-Survey	43
	CreatedBy Large Grants - Club Post-Survey	14
	CreatedBy Small Grants Survey	108
	CreatedBy Large and Small Grant Recipient Interviews and Qualitative Research	8
Mental Health and Wellbeing	Help Out a Mate - Young Athlete Survey	842
	Challenge Workshop - Young Athlete Survey	155
	The Challenge App - Post-Workshop Survey	48
	Know Your Players - Coach Workshop Survey	165
	Coach Interviews and Qualitative Research	5
Volunteering	Power Squad - Pre-Event Survey	671
	Power Squad - Post-Event Survey	387
	Community Volunteer Programme - Pre-Event Survey	41
	Inclusive Volunteer Programme - Evaluation Surveys	24
	Inclusive Volunteer Programme - Evaluation Sessions	13 events
	Inclusive Volunteer Programme Data - Substance Views system	353 individuals records
	Power Squad, Community Volunteers, and Inclusive Volunteers – Interviews and Qualitative Research	40 interviews, 1 focus group, 3 case studies, 4 matchday observations

Programme	Name	# of respondents
Education	Education Resources Survey	60
	Rights Respecting Schools Interviews	4
International Development Programme	International Development Programme Participant Survey	31
	Participating Nations Interviews and Qualitative Research	7
Culture Festival	Cultural Festival Performers Survey	63
	Cultural Festival Interviews and Qualitative Research	15
	Spectator Survey	3789
Economic Development	Awareness & Impact (General Population) Survey	1264
	Commercial Partners Survey	15

The Sports Consultancy is a London-based agency that works with the world's largest events, host nations, rightsholders and sponsors of sport. We have built a reputation as the world's leading agency specialising in all aspects of the relationship between international major event owners, their host cities and partners. We have worked with some of the leading rights holders in sport and entertainment, helping them to optimise the value of their assets across events and sponsorship.

Over our 17 year history, we have built a specialist impact unit that evidences and articulates the power that sport and events can have and the economic, social, sporting, reputational and environmental impact they deliver. We are passionate about the impact that major events can generate and their power to create change in individuals, communities and populations.

We are proud to have worked with Rugby League World Cup 2021 during their seven year journey; from the bidding process through to their post event impact assessment. Across this engagement, we followed every try scored, every programme designed and every impact delivered, which has allowed us to write this report and tell the story of the biggest, best and most inclusive rugby league tournament in history.



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substance.

Substance is a research and technology company that helps organisations working in sport, sport for development, youth development and outdoor recreation to better understand and improve what they do.

The company's core team of 28 staff is made up of highly experienced social researchers, technologists and programme managers, each with their own specialisms. Together, the team at Substance share an ambition to help organisations that do good, maximise their impacts.

Over the past eighteen years Substance has delivered numerous projects focusing on the assessment of impact to drive organisational development.

As well as providing the Views software platform to help over 700 organisations monitor, assess and report the impact of their work, Substance delivers evaluations and leads on developments of bespoke platforms to support collection, processing, and analysis of data for organisations such as:

- ▶ National and international sports organisations.
- ▶ National, regional, and local government bodies.
- ▶ International governance, policy and investment agencies.
- ▶ Charities

By using research and technology Substance helps provide organisations the knowledge and insight they need to do what they do, better.



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