



BOARD MEETING (11)

Date & Time	Thursday 12th March, 12.30-17.30 Friday 13th March 2020 09.00-12.35	Location:	Dakota Hotel, Manchester
Present:	Stuart Cain (Director), Andrew Honeyman (Director), Mike Perls MBE (Director), Karen Moorhouse (Director), Stacey Knight (Director), Nigel Wood (Director), Robert Sullivan – Thursday only (Director), Jon Dutton (CEO)	Chair:	Chris Brindley MBE
Apologies:	Jane Allen MBE (Director) Graeme Thompson (Observer) Esther Britten (Observer) Robert Sullivan – Friday only		
In attendance:	Emma Cowley (Observer) Seamus Gillen (Observer) Michelle Gibson (Minutes) Stephen Brown Terri Lynam – <i>in part</i> Tracy Power – <i>in part</i> Rob Graham – <i>in part</i> Jon Neill – <i>in part</i> Russell Scott – <i>in part</i> Jonny Algeo, Two Circles – <i>in part</i> Huw Paisley, Mammoth - <i>in part</i>		

Thursday 12th March 2020

Item No.	Agenda item	Action
1.0	Welcome CB welcomed everyone to the meeting and apologies were noted as above. CB welcomed Seamus Gillen from Value Alpha to the meeting, who would be observing the meeting as part of the external Board evaluation process.	
2.0	Declarations of Interest Declarations of interest were noted as follows: <ul style="list-style-type: none"> • CB – SID on the RFL board and director of Super League (Europe) Ltd. • KM – Director and Company Secretary on the RFL board. • RS – Interim CEO of the Football Foundation • SK noted that CSM Live were in discussions with RLWC2021 on potential projects. 	



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3.0	<p>COVID-19</p> <p>JD reported that the senior leadership team (SLT) were keeping abreast of the rapidly changing circumstances surrounding the COVID-19 outbreak and would ensure the Board was kept updated on a regular basis.</p>	
4.0	<p>Minutes</p> <p>4.1 Minutes from previous meeting The minutes from the meeting held on 13th December 2019 and the conference call held on 27th January 2020 were approved as an accurate record. This was proposed by KM and seconded by MP.</p> <p>4.2 Matters Arising JD confirmed that the Contingency Policy would be deferred to be discussed at a later date.</p> <p>4.3 Board Sub-Committees The minutes from the Risk & Audit Committee on 26th February 2020 were noted for information.</p>	JD
5.0	<p>CEO Report</p> <p>JD presented a summary of his report.</p>	
6.0	<p>Customer</p> <p>6.1 Ticket Pricing The Board welcomed Terri Lynam to her first meeting, together with Jonny Algeo from Two Circles, to present the modelling work undertaken on ticket prices. The Board approved the pricing matrix for all three tournaments.</p> <p>6.2 Schedule JD presented the proposed schedule for the tournament and the Board discussed each week in order. The Board supported the overall draft schedule, subject to some further research on kick-off times.</p> <p>6.3 Timeline TL presented the draft ticketing timeline and announcement plan for 2020. The Board was supportive of the proposed timeline.</p>	
7.0	<p>InspirationALL</p> <p>TP joined the meeting to present an update on the InspirationALL programme's key activities.</p>	
	<p><i>There being no further business, the meeting closed at 17.20.</i></p>	



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8.0	<p>Brand Update TL introduced Huw Paisley from Mammoth to the meeting to present the proposed rebrand of RLWC2021 for all three tournaments. This incorporated specific nation identities, host identities and opportunities for brand merchandise.</p> <p>The Board was supportive of the proposed new branding. It was intended to launch this from 21st April.</p>	
9.0	<p>Commercial JN joined the meeting to present a commercial update.</p> <p>The Board was very keen to support JN and his team wherever possible. It was agreed that SC, MP and SK should assist JN in engaging with the list of prospects.</p>	JN-NW
10.0	<p>Broadcast RS joined the meeting to update the Board on the negotiations with the BBC and on the discussions with broadcasters in New Zealand and Australia in relation to international rights sales.</p>	
11.0	<p>Finance</p> <p>11.1 Balanced Scorecard The Board noted the updated balanced scorecard. KM suggested this include some annual targets to measure progress.</p> <p>11.2 Issues and Opportunities RG joined the meeting to summarise the organisation's short and long-term issues and opportunities.</p> <p>11.3 Management Accounts The Board noted the latest management accounts.</p>	SB
12	<p>Governance / Risk</p> <p>12.1 Risk Register The risk register and key corporate and operational risks was noted.</p> <p>12.2 Milestones The current milestones were noted, and these would be reviewed every quarter.</p>	
	<i>There being no further business, the meeting closed at 12.35.</i>	