



BOARD MEETING (10)

Date & Time	Friday 13 th December 2019 09.00 – 14.00	Location:	Emirates Stadium, London
Present:	Andrew Honeyman (Director), Mike Perls MBE (Director), Karen Moorhouse (Director), Stacey Knight (Director), Nigel Wood (Director), Robert Sullivan (Director), Jon Dutton (CEO)	Chair:	Chris Brindley MBE
Apologies:	Stuart Cain (Director), Jane Allen (Director),		
In attendance:	Esther Britten (Observer) Michelle Gibson (Minutes) Stephen Brown – <i>in part</i> Rob Graham – <i>in part</i> Jon Neill – <i>in part</i> Daniel Ayers & Richard Ayers – Seven League – <i>in part</i> Russell Scott – <i>in part</i> Paul Williamson – <i>in part</i>		

Item No.	Agenda item	Action
1.0	Welcome CB welcomed everyone to the meeting. Apologies were noted as above.	
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. NW left the meeting for the subsequent item. A request had been received for the IRL to have a second representative on the board in an observer capacity. The Board was supportive.	
3.0	Minutes 3.1 Minutes from previous meeting The minutes from the meeting held on 13 th September 2019 were approved as an accurate record. This was proposed by RS and seconded by KM. 3.2 Matters Arising JD confirmed that the Contingency Policy had been deferred to the next meeting. 3.3 Board Sub-Committees	JD



BOARD MEETING (10)

	The minutes from the Project Board meeting on 12 th November and the Risk & Audit Committee meeting on 25 th November 2019 were noted for information.	
4.0	CEO Report JD presented a summary of his report.	
5.0	Commercial	
5.1	Esports – Presentation from Seven League The meeting was joined by Daniel Ayers and Richard Ayers from Seven League, who presented a proposal for the tournament’s approach to esports/gaming and some potential activation concepts. The Board was invited to consider whether this was a worthwhile opportunity to invest in. The Board felt this initiative aligned with the organisation’s bold, brave and authentic values and was an excellent opportunity to be explored further. JD concluded that the final report would be brought back to the next meeting.	JD
5.2	Broadcast Russell Scott joined the meeting to provide an update on the broadcast proposition following the IRL Board meeting in Sydney and recent discussions with the BBC and overseas rights.	
5.3	Commercial Update JN presented a detailed commercial update. Key points were noted as follows: Sponsorship <ul style="list-style-type: none"> • Key prospects were outlined. Hanaa Skalli would commence on Monday 16th December as Head of Sponsorship Sales and a further Sales Executive would be recruited early next year. Hospitality <ul style="list-style-type: none"> • Rob Hutchinson had been appointed as Commercial Lead to oversee hospitality, licensing, merchandising and retail. Licensing/Merchandise <ul style="list-style-type: none"> • An RFP was now live for merchandise, e-commerce and retail products. Fan Travel <ul style="list-style-type: none"> • An announcement on fan travel supplier would take place in January. 	



BOARD MEETING (10)

6.0	Customer	
6.1	<p>Ticketing The meeting was joined by Paul Williamson, who provided some key learnings from his experience with the Rugby Union World Cup in Japan and some proposed strategies for RLWC2021 on positioning, pricing and sales.</p> <p>The Board considered a draft timeline for ticket sales.</p>	
6.2	<p>Scheduling JD outlined a week by week draft schedule. The Board was invited to consider a number of significant factors for each week.</p> <p>Decisions on the schedule would take place after the draw. It was suggested that a sub-committee be formed to include Board members based near to Manchester to debate this further. JD agreed to meet London based directors separately to obtain their viewpoints.</p>	JD
7.0	<p>Budget / Finance</p> <p>RG joined the meeting present the current financial position; risks, opportunities and areas for potential savings; and the draft budget for 2020.</p> <p>The Board was happy to support the draft budget for 2020; however, it was felt the RFL should be made aware of the final forecast position as the underwriter.</p> <p>SB presented the RLWC2021 'balanced scorecard', which provided an overview of key variances across each business area and would enable the leadership team to track performance.</p>	JD
8.0	<p>Operations</p> <p>8.1 Risk Register The corporate and operational risk register and the latest project plan were noted.</p> <p>8.2 Emirates Stadium The Board approved the recommendation from the Risk & Audit Committee.</p> <p>8.3 Office Accommodation The Board was supportive of a proposal to relocate to a larger office to accommodate increasing numbers of staff and mandated SB to negotiate the best deal.</p>	SB
9.0	<p>Digital JD updated the Board on plans for the tournament draw.</p>	
10.0	<p>Any Other Business</p> <p>10.1 March Meeting It was agreed that the March meeting would commence on the afternoon of Thursday 12th March, to be followed by a meeting the following day. #</p>	MG



BOARD MEETING (10)

	<i>There being no further business, the meeting closed at 14.05.</i>	

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