



BOARD MEETING (4)

Location:	Quay West, Trafford Wharf Road, Manchester, M17 1HH	Date & time:	Friday 15 th June 2018, 11:00
Present:	Andrew Honeyman (Director), Stacey Knight (Director), Jane Allen (Director), Nigel Wood (Director), Chris Brindley (Director), Karen Moorhouse (Director) Jon Dutton (CEO)	Chairperson:	Brian Barwick
In attendance:	Emma Cowley (Observer) Michelle Gibson (Company Secretary) Stephen Brown (part)		
Apologies:	Mike Perls (Director) Stuart Cain (Director) Esther Britten (Observer)		

Item number	Agenda item	Action
1.0	<p>Welcome</p> <p>BB welcomed CB (nominated director for the RFL), KM (nominated director for RLWC2021) and EC (deputising for EB in observer capacity) to their first Board meeting. It was noted that NW had replaced David Collier as the RLIF's nominated director on the Board.</p> <p>Apologies were noted as above.</p> <p>There were no declarations of interest relevant to the meeting.</p>	
2.0	<p>Minutes</p> <p>2.1 Minutes from previous meeting The minutes from the meeting held on 16th March 2018 were approved as an accurate record. The updated action tracker was noted.</p> <p>2.2 Board Sub-Committees The Board noted the minutes from the Project Board meeting held on 22nd May 2018 and the Risk & Audit Committee on 30th May 2018.</p>	
3.0	<p>Matters Arising</p> <p>3.1 UNICEF JD reported that the partnership would be announced at the 'Inspired By 2021' legacy launch on 19th June.</p> <p>3.2 AFEX The AFEX deal had been completed as directed by the Board.</p> <p>3.3 Host City Dinners Dinners were ongoing, and members were asked to confirm their availability to attend any dinners to MG/CM.</p>	All

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3.4	<p>Knowledge Transfer JD reported that a productive meeting had recently taken place to discuss knowledge transfer with other sporting organisations.</p>	
4.0	<p>Commercial / Customer</p> <p>4.1 Ticketing Strategy The Board reviewed the draft ticketing roadmap produced and provided feedback on its content.</p> <p>The Board discussed the customer segmentation research undertaken by the RFL to categorise the sport's market audience. This insight would be critical to the venue selection process.</p> <p>The Board was supportive of the initial ticketing strategy. This would be developed further and brought back to the Board at a later date. The Board also welcomed the principle of insight decision making to aid decisions on new audiences, venue selection and marketing spend.</p>	JD
4.2	<p>Commercial JD reported that Jonathan Neill had been appointed as Commercial Consultant until the end of the year. A RLWC2021 Business Club was being established, comprising key commercial contacts, with the first breakfast event scheduled for 16th July in Manchester.</p> <p>Discussions were ongoing with a number of commercial prospects.</p>	
4.3	<p>Legacy The launch of the 'Inspired by 2021' legacy programme was scheduled to take place on 19th June at Mansion House in London, with a focus on the International Development Programme.</p> <p>Recruitment for a Legacy Programme Manager was on-going. A full report on legacy would take place at the next meeting.</p> <p>The facilities programme would be launched in July, which would provide a huge opportunity for Rugby League as a whole.</p>	JD
5.0	<p>Operations & Business</p> <p>5.1 2017 Accounts The Board approved the accounts for the 2017 accounting period.</p> <p>5.2 Management Accounts The financial report and management accounts circulated by Robert Graham were noted.</p>	
6.0	<p>CEO Report JD summarised the key points from the report circulated to the Board.</p>	
7.0	<p>Host Process</p>	

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	<p>SB joined the meeting to present an update on the status of the bid process for prospective hosts.</p> <p>Potential venues for the opening ceremony were debated. This was considered the biggest opportunity to generate revenue, promote support and pride for the national team and create exciting wraparound entertainment.</p> <p>There was no appetite for using venues below the 12,000 minimum capacity thresholds for the men's games. The Board felt these matches must take place in world class venues in line with the tournament's values.</p>	
8.0	Governance	
8.1	<p>Sports Governance Code Updates to the action plan were noted. It was anticipated that outstanding items would be completed by September to achieve full compliance.</p>	JD-SB
8.2	<p>Stakeholder Plan The Board noted the stakeholder plan circulated by SB.</p>	
8.3	<p>Risk Register The Board noted the updated risk register. It was agreed that only the significant risks would be brought to the Board going forward, with the detailed risk register discussed at the Project Board.</p>	
9.0	<p>Date of Next Meeting</p> <p>14th September 2018, 11.00 to 14.00</p>	
	<i>There being no further business, the meeting closed at 14.00.</i>	