

# StreetGames Inspiration Campaign

## Rugby League in 2024



### INTRODUCTION

StreetGames' Inspiration Campaign, in partnership with Rugby League Commercial facilitated several opportunities for Locally Trusted Organisations (LTOs) to attend the headline events in the Rugby League calendar during 2024. Across several locations and multiple stadia, young people from the StreetGames network accessed tickets to watch Rugby League on a national and international stage.

### HEADLINE NUMBERS



**2,134**

Tickets allocated



**114**

Locally Trusted Organisations

#### England vs Samoa Series The Brick Community Stadium, Wigan

13- LTOs  
233- Tickets

#### Super League Grand Final Old Trafford, Manchester

37- LTOs  
742- Tickets

#### Women's Super League Grand Final Totally Wicked Stadium, St Helens

4- LTOs  
120- Tickets

#### Super League Magic Weekend Elland Road, Leeds

22- LTOs  
387- Tickets

#### England vs Samoa Series AMT Headingley Stadium, Leeds

17- LTOs  
288- Tickets

#### Challenge Cup Final Wembley Stadium, London

21- LTOs  
364- Tickets



RL Commercial have supported the campaign with some promotional material to help advertise Rugby League offers. The assets have made the offers to the StreetGames Network more attractive and enable LTOs to resonate more with the campaign. Some of the assets can be found below:



## YOUNG PERSON FEEDBACK

Following their attendance at these events, we asked young people about their experience and whether they were inspired to participate or return to watch rugby league again.

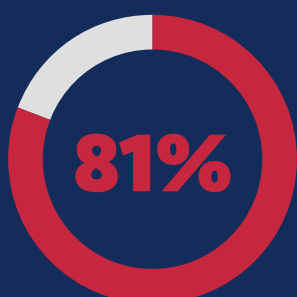
**Almost half of respondents had never attended a major sporting event before.**

Expectations before the event varied from excitement to apprehension:

"I was a bit worried about it. I wasn't sure what to expect."

"I was very excited, as it was at Old Trafford, and I am a Man United supporter. I have never been there before, so was looking forward to it."

"I was looking forward to it. I was hoping it would be a great game."



**of young people rated their experience as 8/10 or above, with the majority giving it a 10/10**



**The atmosphere and experiencing the stadia for the first time were the parts of the event that young people enjoyed the most, as well the event as a whole:**

*"The Atmosphere"*

*"Walking around the stadium. I just enjoyed being there."*

*"Seeing my friends, taking pictures, enjoying the sunshine!"*

*"The Atmosphere, seeing the players"*

*"The crowd reacting to moments in the game"*

*"Looking around the stadium and the build-up before the game"*

**Due to the bi-partisan nature of the Rugby League events, young people attending were able to connect with new people and make new friends:**

*"Yes, I made a couple of new friends."*

*"I connected with some other fans that were at the event"*

*"I sat next to neutral fans and we had a laugh all day."*

*"I chatted to other people and we shared sweets."*





## Attending the events had a positive impact on the young people's wellbeing and mood:

*"Made me want to play"*

*"I have now taken up touch rugby league after going."*

*"Yes, I can see they make a good living in sport, and I would like to do more sport."*

*"Made me want to watch more"*

*"I would have a go at playing tag rugby, but I don't want to play full contact"*

*"Yes the loud atmosphere and good vibes made me feel excited. I will be going to Multiskills this week"*

## The events open up new opportunities for the young people:

*"It has made me think about sport in general and that I could do more of it"*

*"Great opportunity to meet more friends."*

*"Yes I would do some volunteering if I had the opportunity"*

*"Yes, it was a great experience and something I'd want to be part of again in the future."*

*"No, I was anxious around being around big groups of people and this event has made me realise I don't not like being in busy spaces/places."*



## Is there anything that could have made your experience at the event even better?

*"No, it was perfect"*

*"No, just loved it"*

*"More shelter as we got wet"*

*"Different transport to the game"*

*"The weather was bad but oh well it's England"*

**All those who responded thought there should be more initiatives like this ticket offer to make sporting events accessible to young people from low-income, underserved communities.**

*"It is a great way for people (like me) who may struggle to access events to get the opportunity."*

*"Thank you so much for giving out these opportunities for young people to explore different environment."*

*"Thanks for the tickets and kind gesture of doing these kinds of charitable works especially with young people in our community."*

## PROJECT LEADER FEEDBACK

Project Leaders provided feedback on their experiences of taking young people to the events and whether they have seen any changes in the behaviours of their young people since attending. We asked project leaders how attending a major sporting event impacted the young people they work with.

### Some memorable moments stood out:

*"Our students being able to witness the siva tau was impactful as well as the overall spectacle of the day. One of our learners who is a recent migrant to England told me he as very happy afterwards."*

*"One of our young people is a Manchester United fan and was so excited to be visiting Old Trafford. Watching her walking around the arena before the event was a definite highlight. She lost her father a few years okay and their love of Man U was a big part of their connection. It meant so much to her to be there."*

*"Many of the children had never been to a major sporting event, or a stadium before. They were amazed at the scale of the event and have never had the opportunity to do so before."*



## Attending the event has had an instant impact on the young people:

*"Two of the students really enjoyed the event and experience. It made one of them more talkative in our education setting and since the event she is no longer isolated from the rest of the group and is joining in more. The third student recognised that the opportunity was huge but due to levels of anxiety he did struggle. He is proud for going and has been able to reflect on that."*

*"An increase in rugby league and attending live matches"*

*"Initial observations would be that interest in rugby league has heightened and I would hope that some of the children will continue to follow rugby and/or engage with our local rugby club"*

*"They are talking to people about the event instead of being on their phones!"*

## Young People are interested in taking part in more sport having attended the events:

*"We are now looking at setting up a rugby tag evening where young people can come down and have a go of rugby tag. We think this event will attract young people to the evening"*

*"Definitely want rugby introduced to our summer sport camps"*

*"Our young people are more interested in trying new sport activities."*

*"There's been an interest in rugby league and we're keen to include this sport in our sessions"*

StreetGames are extremely grateful to RL Commercial for their continued support with the Inspiration Campaign and for providing opportunities for young people from low income, underserved communities to access Rugby League. We look forward to creating more opportunities for the network in 2025 and continuing to grow the interest in Rugby League amongst young people from low-income, underserved communities.

To find out more about the Inspiration Campaign and it's partnership with Rugby League, please contact Mark Cordeaux on [Mark.Cordeaux@streetgames.org](mailto:Mark.Cordeaux@streetgames.org)

*"Once again it has been a joy working alongside StreetGames throughout our 2024 Betfred Super League Season. Not only are they wonderful people to work with, but they make a real difference to the lives of many young people. It was our pleasure to introduce hundreds of young people to Rugby League through attending all four of our Major Events; Magic Weekend at Elland Road, Challenge Cup Final at Wembley, Super League Grand Final at Old Trafford, and the international series where England faced Samoa. Any organisation looking to create proper impact within young communities should certainly consider partnering with StreetGames."*

**Katy Graham, RL Commercial**

