

Rugby League World Cup & StreetGames



RUGBY LEAGUE
WORLD CUP
ENGLAND + 2021

#INSPIRATION2022

INTRODUCTION

The #Inspiration2022 campaign aims to connect young people in our network of Locally Trusted Organisations (LTOs) to major sporting events across the UK and beyond. The Rugby League World Cup (RLWC) presented an opportunity for LTOs in the StreetGames network to access live, elite level sport across the country. We were able to offer the opportunity to attend at least one RLWC match, particularly in the North West and Yorkshire, two regions where the majority of the games were played. It transpired that many LTOs attended more than one game and even travelled across the regions to attend.

This report will look at the numbers of tickets allocated to the network, the numbers of new LTOs we have engaged with, the feedback we received and what next. The “what next” aspect is imperative when thinking about how we can use the RLWC to inspire more young people to want to play Rugby League.

HEADLINE NUMBERS



8,140
Tickets allocated to



177
Locally Trusted
Organisations

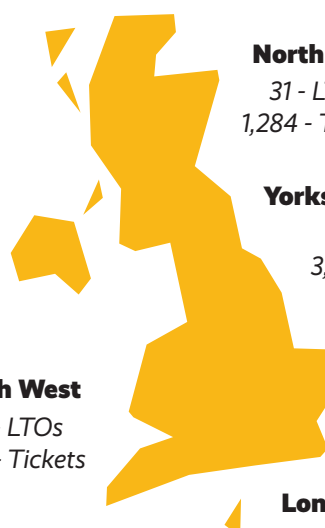
7,434
Men's tournament

1,275
Women's tournament

338
Wheelchair tournament



25
LTOs have joined the
StreetGames network



North East
31 - LTOs
1,284 - Tickets

Yorkshire & Humber
61 - LTOs
3,120 - Tickets

Midlands
12 - LTOs
435 - Tickets

North West
36 - LTOs
2,114 - Tickets

Wales
6 - LTOs
263 - Tickets

London & South East
31 - LTOs
924 - Tickets

Check out our Rugby League World Cup Twitter moments and view some of the amazing photos shared by organisations who attended:



@StreetGames

3,876

Impressions

121

Engagements



TOP 10 MOST ATTENDED FIXTURES

Semi Final – England V Samoa <i>@The Emirates, London</i>	1,250
Semi Final – Australia V NZ <i>@Elland Road, Leeds</i>	750
England V France <i>@Uni of Bolton Stadium, Bolton</i>	474
England V Samoa (Opening Game) <i>@St. James Park, Newcastle</i>	450
Tonga V Cook Island <i>@Riverside, Middlesbrough</i>	446
England V Greece <i>@Bramall Lane, Sheffield</i>	400
1/4 Final England V Papua NG <i>@DW Stadium, Wigan</i>	250
Final – Australia V NZ <i>@Old Trafford, Manchester</i>	250
New Zealand V Jamaica <i>@MKM Stadium, Hull</i>	250
New Zealand V Ireland <i>@Headingley, Leeds</i>	250



WN7 Outreach

"Following last night's opportunity provided by StreetGames for WN7 Outreach CIC to facilitate in taking some of our towns vulnerable and in need young people to the game, I feel compelled to write to you and provide a quick update on the positive impact the experience has had on those able to attend..."

Our group of beneficiaries was aged from 7 to 17yrs and were selected by our collaborative partners to take full advantage of the experience. The young people that have never seen a rugby game live, have never been to a live sporting event and also some that are experiencing some well needed self care and respite from their daily routines. For this reason alone everyone at WN7 Outreach CIC would like to pass on our gratitude for providing the platform to create such a positive memory.

On this occasion all were enthralled by the game unfolding before their eyes and were enthusiastic about learning the rules and traditions of the game. Especially the performance of the 'Haka' by the Cook Islands squad which led to many questions and a Half Time challenge for our group to seek out the meaning of the pre-game ritual.

As nobody from our group were either Welsh nor Cook Island passport holders it didn't matter who won. The evening was enjoyed by all and the game of Rugby League has some newfound fans :)

Thank you once again for your part in providing these young people with a memory we are sure they will all reflect on fondly."



The Box Youth Project

Can I just say a huge thank you to everyone at StreetGames who has been involved in sorting the Rugby League World Cup tickets. We had 15 of our members attend.

Our two young volunteers, Olivia and Tilly, had a great day at St James Park and thoroughly enjoyed it. They messaged me on Saturday night saying they had a great time, both of them said it was the first time they had been to a live sporting event!

MadRunners

We just wanted to say a big thank you to StreetGames for the tickets that we were allocated for the two games. We used every single ticket and our young people really enjoyed the experience.



LiveWire



Just to thank you so much for the opportunity to attend the Rugby world cup match "New Zealand v Lebanon" at the Halliwell Jones stadium on Sunday 16th October. AC is currently in our care and it was great to see him out of the home and enjoying himself. AC advised that he had painted one of the memorials at school and was excited that it was displayed with all the other pieces of art in the ground corridors. AC was cheering and loved the New Zealand "Haka" at the start of the game. AC has stated that he would like to go again with his sibling to another match. I believe this activity has introduced AC to a new interest /hobby and although AC doesn't play rugby, the event has left him a lovely memory whilst living at Rowlands home.

MEN'S, WOMEN'S & WHEELCHAIR FINALS



260

Young people and their organisations attended the RLWC Finals



Oldham Greenhill CSRC- CN 1173497
@oldhamgreenhill

At the Rugby final this afternoon with our young people

@StreetGamesNor1
@ShaidMushtaq @citrjennyoldham
@ChauhanZahid @JimfromOldham
@Debbie_abrahams @limehurstlions1
@TheOldhamTimes @rugbyworldcup
@warriorjk @sported_NW
@Sport_England @fatimawomens
@GraceOldham6 @heart_oldham



Matt Bell
@MrBell_PE

Can't wait for the #RLWC2021 🏉 final today! Thanks to @StreetGames #inspiration2022 campaign, our pupils have been able to attend 4 games, including a World Cup quarter final, semi final and now the final! Come on SAMOA 🇳🇵!



MadRunners
@Madrunners1

Replying to @StreetGamesNor1 and @StreetGames Cmon England. Thankyou streetgames.



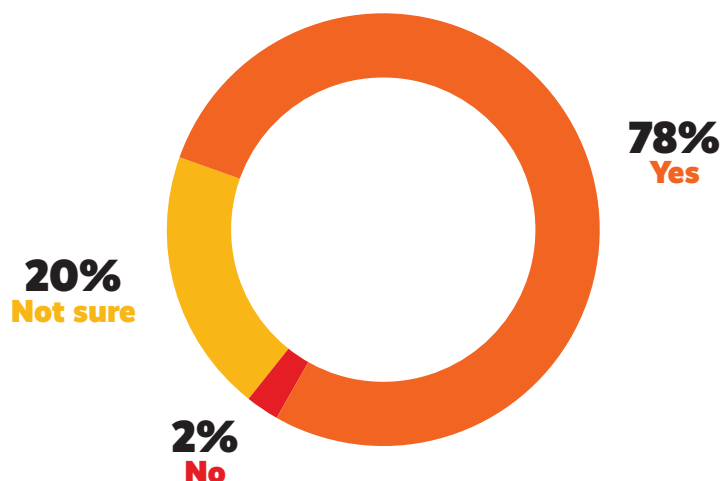
PROJECT LEADER FEEDBACK

Following the conclusion of the 2022 World Cup, we asked project leaders who had brought a group of young people to a fixture to share some feedback on how their young people had found the experience. As mentioned earlier, the opportunity for young people from underserved communities to attend major sporting events, like the RLWC, are extremely rare. Project leaders reported that **66%** of the young people they brought had **never seen any live, world class sport before**. Whilst a further **17%** had seen some live sport before, but **never Rugby League**. These figures highlight just how much of a new experience it was for these young people to attend the RLWC and the comments reflect just how much of an impact this had on them.

Out of 10, how would you rate your young people's enjoyment of the RLWC experience? (1 = not at all / 10 = really enjoyed it)



Did the young people from your project who attended the RLWC match/matches want to engage in more Rugby League after attending, whether that be attending more matches, playing or coaching?



Social impact: Please can you share a sentence or two about the impact attending the RLWC had on your organisation and the young people you work with.

"Engaging in something new as they had never experienced Rugby League before and also being able to visit The Riverside Stadium, a local sporting venue to the children that have never been able to afford to go to before.."

"Seeing a number of our young coaches and volunteers along with family members, multiple generations and young people of all ages enjoying the event, an opportunity that would not have come along had we not been part of the StreetGames network."

"Our group included young people whose parents/ carers/grandparents are from China, Nigeria, Jamaica, Grenada, Ivory Coast, Turkey etc. It was brilliant to see them all cheering for England and made them feel very included in a world class event"

"To be fortunate enough to be given the opportunity to provide a completely new experience for kids from an under privileged background and for them to then say what an amazing experience it was. "

"Some of our young people play rugby. It allowed us to discuss the focus and determination it took to get to that level and how staying engaged with youth organisations leaves them open to more opportunities like this one."

"It was a lovely gesture, some of our young people had never seen any live sporting game before. Some of our girls loved seeing women represented in rugby. For some young people they had never been outside of Bradford before and had the best experience."

HIGHLIGHTS

"Seeing young people who would never get a chance to go to the RWC normally due to financial reasons, low mental health or not being able to get there was amazing. Young people thoroughly enjoyed themselves and the comments we received were amazing, the experiences they had that day was unforgettable. The fact that we were able to be a part of providing that experience was a blessing. "

"This was an amazing opportunity for us to provide for our students, and they even commented 'this is a once in a lifetime opportunity, I would have never been able to afford to this without the support of StreetGames, thank you.'"

"A lot of the young people we support are from the leaving care team and haven't had many opportunities in life. They couldn't believe they where able to attend a "real" game of rugby they where so happy and amazed."

"Having the opportunity to see live sport has been amazing as no one has been to any sport event like this before, on the way home that's they could not stop talking about the games. it was so good to see them smile and having a great time at these events."

WHAT THE YOUNG PEOPLE SAID

"I was really surprised how good women's rugby is, I've not watched any female sport before but it is just as good as the men's."

"It was a brilliant match. Thank you for choosing us to attend. Thank you for the experience, I did not think it would be so much fun to watch rugby!"

"Best experience ever" "I'm also an Arsenal fan and it was the first time visiting the Emirates stadium"

"I really enjoyed learning about the culture of the teams we watched and why they do different HAKAs. Also, meeting players and pundits was strange because it wasn't like meeting normal famous people that don't care."