

**SKY TRY  
REPORT TO THE COMMUNITY BOARD,  
SEPTEMBER 2016**

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**1. YEAR 2 SUMMARY**

- 1.1 82,915 individual people were engaged in Sky Try activity from 1 August 2015 – 31 July 2016. £1.5m was distributed to 25 delivery partners from Super League, Championship and League 1.
- 1.2 New structures and processes have been implemented to standardise delivery and maximise return on investment. The 21 delivery partners that have been involved since Year 1 undertook an independent quality assurance assessment. Work is underway to action the report's recommendations.
- 1.3 Sky Try now has a presence on twitter and on the new rugby-league.com website. Delivery partners have engaged well in helping to raise the profile and visibility of the Sky Try campaign. This will continue to be built upon in Year 3.
- 1.3 Sky Try activity was showcased at major events. At Magic Weekend Sky Try featured at half time of every match with 285 primary school children from across the country playing on the pitch. On the Saturday at Summer Bash 71 children from community clubs involved in Sky Try participated in half time festivals.
- 1.4 Range of success stories including Sky Try contributing to 32% increase in Rugby League players in Bradford between 2014 and 2016, Leeds Rhinos Foundation engaging 350+ secondary school boys from 33 schools in Sky Try 9's leagues and All Golds introducing Primary Rugby league to 10 schools in Cheltenham culminating in a festival attended by over 200 children.

**2. YEAR 3**

- 2.1 Year 3 runs from 1 August 2016 – 31 July 2017 with delivery in most areas starting this month. £1.5m will be distributed to 26 delivery partners throughout the year. All Year 2 partners continue to be involved with Featherstone Rovers joining the programme for Year 3. We are targeted to have 100,000+ people engaged in Sky Try by the end of the delivery year.
- 2.2 There are now three strands to Sky Try;
  - Primary Rugby League – Under 7's – Under 9's
  - Secondary Rugby League – Under 12's – Under 14's
  - Big Games Bigger

Secondary Rugby league is focused on boys however where there is demand and a clear exit route, some delivery partners are also delivering this strand to girls. There is more focus on continued participation this year. Delivery partners have a clear plan for transitioning participants into a community club, satellite club or after school club.

- 2.3 All delivery partners have submitted a detailed delivery plan with annual and termly targets. Participant registers will be collected for all delivery. This will allow for better monitoring and tracking of delivery partners and participants.

- 2.4 Several key focus areas have been identified this year;
- Data collection and customer insight - Feedback will be collected from delivery partners, schools, community clubs and participants to help inform future delivery.
  - Improved Sky visibility – Building a closer relationship with Sky to better engage them in Sky Try activity
  - Increased digital content – Digital resources and assets to aid delivery. Exploring ways to engage participants / customers in non-delivery areas through digital content.
  - Leverage of funding – Using Sky Try funding to attract additional funding to increase/add value to current delivery. This will include targeted work in priority areas determined by 360 plans in order to expand delivery provide increase support to enable better access to localised funding.
  - Provide a programme of CPD to delivery partners to their workforce so that they can provide appropriate support to the community.

Tracy Power  
**Sky Try Programme Manager**  
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