



### BUCS RUGBY LEAGUE IMPACT REPORT 2022-23 Season



## OVERVIEW

In November 2022, BUCS and the Rugby Football League (RFL) introduced a dedicated Rugby League Coordinator to develop and enhance the sport within the higher education sector. The role had three core objectives:

TO DEVELOP, ENHANCE AND SUPPORT OUR CURRENT MEN'S OFFER ENSURE EXCELLENT MEMBER SERVICES WHILST EMBEDDING OUR DIGITAL FOOTPRINT

This impact report aims to highlight a number of key successes that have been achieved during year one of the partnership, between November 2022 and July 2023. The ambition of both BUCS and the RFL is to now build on the achievements of the 2022-23 season, working collaboratively with of our members and students to co-create and deliver exceptional student experiences for the sector.





### CREATE A CLEAR Focus on Female Participation

# PARTICIPATION 1400 PLAYERS

### **1300 MALE 100 FEMALE**

2022-23 - 1200 MALE

2023-24 - 1300 MALE

2022-23 - 0 FEMALE

2023-24 - 100 FEMALE

# 8 REGIONS 250 FIXTURES 87% COMPLETION RATE ACROSS 9 LEAGUES

With a focus on member, club and administrative support, and active promotion of our offers, both participation and attendance has increased along with the percentage of fixture completion within our competitions.

### **38 INSTITUTIONS 48 TEAMS 9000+ ATTENDANCES**



# MEMBER SERVICES



**BUCS BIG WEDNESDAY** 

**PMENT** 

April saw the BUCS Rugby League Trophy and Championship 9's return for the first time since 2017. 12 teams and 20% of our programme were engaged.

**EXHIBIT** FEN

**RUGBY LEAGUE 9'S** 



The first ever game of women's intervarsity competition under the BUCS umbrella was played during BUCS **Big Wednesday.** 

### **FUND CREATED BY**

**BUCS CONFERENCI** 

St. Helens and England Women's Team Captain, and Woman of Steel Jodie Cunningham presented to over 400 delegates on the impact of Rugby League in the sector.

CREATED

BY WORLD CUP

Over £50,000 of Created By funding

was accessed by 21 member institutions

in order to enhance their offers.



Both the Men's National Rugby League Championship and Trophy were live streamed across BUCS.tv.



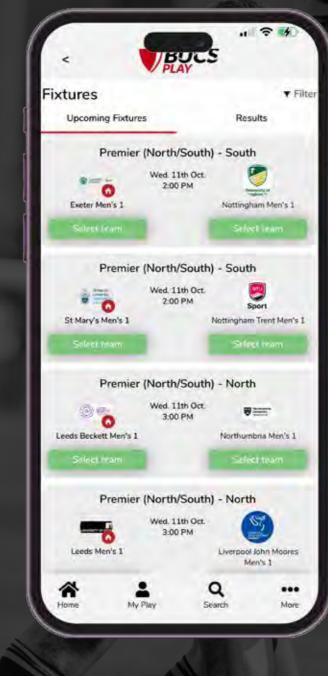
Across the year, 120 female athletes were engaged through four specific development days.

# DIGITAL FOOTPRINT



We've seen a 60% follower increase since November 2022 on @universityrl

**Our University Rugby** League page reach has gone up 7% to 28,500 since February 2016



Currently we have 4,300 followers on @UniversityRL

BUCSTV In March 2023 the BUCS National Championship and Trophy generated over 4,000 plays



The BUCS Play mobile app houses all Rugby League fixtures, results, club, leagues and a number of other features giving quick and easy access to our members.









# LOOKING AHEAD

### 2023-24 Season



### **STUDENT CPD OPPORTUNITIES**

Student athletes will be supported with stepping into workforce roles within the wider game.

### **ONLINE EDUCATION**

In tandem with the Rugby Football League, we will deliver a series of online forums for sharing good practice for all stakeholders across the season.





CONTACT US

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