



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:

1

TO DEVELOP, ENHANCE AND SUPPORT OUR CURRENT MEN'S OFFER

2

ENSURE EXCELLENT MEMBER SERVICES WHILST EMBEDDING OUR DIGITAL FOOTPRINT

3

CREATE A CLEAR FOCUS ON FEMALE PARTICIPATION

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.

PARTICIPATION

1400 PLAYERS

1300 MALE 100 FEMALE

2022-23 - 1200 MALE

2023-24 - 1300 MALE

2022-23 - 0 FEMALE

2023-24 - 100 FEMALE



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.



8 REGIONS

250 FIXTURES

**87% COMPLETION RATE
ACROSS 9 LEAGUES**

38 INSTITUTIONS

48 TEAMS

9000+ ATTENDANCES



MEMBER SERVICES



RUGBY LEAGUE 9'S



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.

BUCS CONFERENCE



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.

BUCS BIG WEDNESDAY



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

FEMALE EXHIBITION



The first ever game of women's inter-varsity competition under the BUCS umbrella was played during BUCS Big Wednesday.

CREATED BY FUNDING



Over £50,000 of Created By funding was accessed by 21 member institutions in order to enhance their offers.

FEMALE DEVELOPMENT DAYS



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



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



MEN'S 9S RUGBY LEAGUE

Our men's 9s Trophy and Championships will be stand alone events.



WOMEN'S PROGRAMMES

Our women will, for the first time in the history of the sport, have their own dedicated 9s and league competitions.



STUDENT CPD OPPORTUNITIES

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



WOMEN'S DEVELOPMENT DAYS

We will continue with our women's development days to expose the sport to more students and more members, more often.



MEN'S DEVELOPMENT FUND

Our men's BUCS teams will have access to the first ever development fund this season.



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

Maz Veater

BUCS Rugby League Coordinator

Email: Maz.Veater@bucs.org.uk

