

CASE STUDY: RUGBY LEAGUE

COMMUNITY GAME DEVELOPMENT

Improving engagement with the Rugby Football League (RFL) Community Game using the power of QlikView and the expertise of QlickiT

WHO:
RUGBY FOOTBALL LEAGUE COMMUNITY GAME DEVELOPMENT TEAM

The RFL is the governing body for Rugby League football in Britain and Ireland. Based at Red Hall in Leeds, it administers the England national rugby league team, the Challenge Cup, Super League and the Championships.

The RFL also administers the amateur and junior game across the country in association with the British Amateur Rugby League Association (BARLA).

The Community Game function is responsible for the Management and Development of the non-professional side of the sport - this is about fun and enjoyment in the community.

- In the last two years, Rugby League has experienced a 27% increase in participation with almost 250,000 people currently involved as players, coaches, match officials or volunteers.
- Participation among women and girls has also seen a healthy year-on-year increase of 42%
- The game is one of Sport England's Top 10 'priority' sports and as a result receives significant annual Government investment.

IMPROVING COMMUNITY GAME MANAGEMENT with enhanced communication and visibility



CHALLENGES:

EFFICIENCY AND ANALYSIS CAPABILITIES

Relevant data to support the management of the RFL Community Game sits across multiple data silos, which were laborious and time consuming to bring together and analyse, largely using Excel.

Whilst good analysis was always being achieved, it was not providing effective insight. Gaining a real understanding of what the data was revealing was a significant challenge. Something was needed to take the RFL to the next level.

SOLUTION:

UNIFIED QLIKVIEW BUSINESS INTELLIGENCE

Working with QlickiT, QlikView has been deployed to the Community Game team to easily consolidate and combine the data from multiple sources data to give new visibility and insight into what is really happening across the whole of the Community Game.

The deployment was "painless" with very little user training required - the system is so intuitive. QlikView is a far more efficient and effective way of dealing with the data, with a dramatic increase in productivity amongst the Community Game team.

The ability to communicate information interactively to other peer groups within the RFL has had a big impact, while management now has an increased level of confidence in their evidence-based discussions with Sport England.

The solution has improved accuracy, both at the data and reporting levels. Identification of data discrepancies has in turn highlighted process improvement opportunities to increase efficiency and productivity. The system is so flexible and adaptive that the team can build whatever is needed to meet changing needs.

OUTCOMES:

OVERALL VISIBILITY GREATLY IMPROVED

Being able to combine disparate data sources, coupled with interactive visualisations and drilldown to reveal new insights has proven extremely

powerful - a picture paints a thousand words!

The ability to define and monitor key metrics for performance has greatly enhanced planning and forecasting capabilities. Strategic and tactical decision-making is now based on firmer foundations.

The creation of a "live" dashboard against KPIs has been a big advance. It is now possible to monitor the life-cycle of a player much more easily. The ability to link participants to customer information, such as ticket



**ENHANCED
ANALYSIS,
BETTER INSIGHT**
with QlickiT
expertise

"QlikView has become an invaluable tool in the management and development of the Community game.

It has allowed us to track and monitor changes in participation levels across the country and also allows us to assess the strengths and weaknesses of Community Clubs and Competitions"

Richard Donlon
Community Game Technology & Data Manager
Rugby Football League

sales, helps identify common ground.

QlikView has helped the RFL demonstrate a professional approach to managing the Community Game - both internally and externally to Sport England and other bodies.

Other key benefits:

- Identification of data discrepancies
- Improved productivity
- Ability to combine disparate data sources to reveal new insights
- Interactive visualisations
- Greatly enhanced planning and forecasting capabilities
- Strategic and tactical decision making based on firm foundations
- More easily monitor the life-cycle of a player

ENABLER:

QLIKVIEW BUSINESS DISCOVERY

The QlikView Business Discovery solution bridges the gap between traditional BI solutions and inadequate spreadsheet applications.

Its in-memory associative search technology allows users to explore information freely rather than being confined to a predefined path of questions.

Appropriate from small to the largest global enterprise, QlikView's self-service analysis can be deployed in weeks or even days.



QlickiT

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