

Halton Consortium draft delivery plan to assist in the facilitation and promotion of Rugby League World Cup (RLWC) activity - Appendix A

Halton Borough Council (HBC) to be lead organisation in conjunction with Widnes Vikings (WV). Contributions from Merseyside Sports Partnership (MSP), Halton Rugby League Service Area (HRLSA), Halton Sports Partnership (HSP), Halton Schools and colleges (HS)

Area	Activity	Details	Targets & Timescale	Lead & Partners
Administration	Meetings	To attend meetings to promote and advocate RLWC, increasing knowledge and awareness.	6 consortium development meetings, 10 partner meetings, 5 community group meetings, 2 coaching meetings	HBC - numerous departments, WV, MSP
	Reports - inc. updating development plan as main report	To write reports, case studies for projects, circulate info. Include curriculum activity and community engagements	Raise profile, increase community awareness - ongoing	HRLSA
	Evaluation	Ongoing - review and change development programmes accordingly to ensure needs are met. Produce case studies to evidence work	2 case studies sent to partners	HBC
	Social media	Keep social media streams up to date with RLWC info and also USA info	Twitter: @haltonsportsdev, Facebook: Halton Sports Development. Interact with @DavidNiu7 and @RLWC2013 - all ongoing	HBC - HB
	Marketing & Promotion	Utilise RLWC branding, regular press releases, use borough wide communication networks, articles in InTouch, Inside Halton etc	Increased awareness and knowledge in coming months - banners, website, RLWC merchandise, RLWC promotion	HBC PR, RFL PR, VW PR
	Street naming - marketing and promotion	Maryville Street in Widnes photo opportunity to celebrate links to USA	Community engagement activity in area	HBC - IB, IG, MA

	Training host	Attend RLWC workshops, promote ticket sales etc	Advertise and promote presence of USA team - 4 flags flying at the Stadium, press release on Independence Day to launch arrival	HBC
	Sportivate	Utilise Sport England funding to increase participation in rugby league in 14-25 year age group. Deliver sessions specifically targeting college students etc to link to clubs.	Deliver 2 blocks of sessions (either ruggercise or touch rugby) Autumn term. Targeting 50 participants, 90% retained after programme	HBC, local clubs
	School clubs	Coordinate and plan multi skills programmes with primary schools in the borough to include sports specific rugby element in addition to multi skills. Potential to link in to Valhalla Foundation delivery	3 week programme offered (10 school places available)	HBC CSC, WV
	RL 'Get Inspired' programme with voucher scheme, enhance sports partnerships	Provide young people with a free session at a local clubmarked sports club using voucher scheme. Promote and deliver sports clubs following curriculum sport SLA activities of RL 'Get Inspired' programme. Including promoting education resource	500 vouchers given out to provide a free session at a local clubmarked club. 5 after school 'Get Inspired' programmes	HBC
	Phoenix Challenge	Link to Cheshire Fire service to promote awareness of fire safety, using the tool of sport. Deliver various rugby league activities to Phoenix 'watch' adopted primary schools in Halton.	4 primary schools part of Phoenix challenge. 10 young people to attend a sports club using free voucher scheme	HBC, Cheshire Fire service

Sport related activity

Tag Festivals	Three festivals to be hosted at the Stadium, Merseyside, Halton and Community clubs. Promoting RLWC competition, winners receive free tickets etc	Date TBC, target 8 entries into each competition	HBC, HS
Continual Professional Development	To help monitor and assist teachers and helpers to continue the delivery of RL activities. Including the delivery of taster sessions	1 school/college CPD workshop, 15 participants - linked to masterclass etc	HBC, HS
Clubs - including Join in Week being USA branded	Provide opportunities for young people to take part at their desired level, increasing number of RL players in borough.	Open access sessions to be delivered at clubs.	HBC, WV, local clubs
Community/club links	Assist with the development of community and club links. Coordinate and manage relevant exit routes for people in community setting, ie. Brownies, Scouts etc	50 sessions given out to provide a free session at a local clubmarked club. Marketing and promotion ongoing	Halton sports clubs, HBC, WV
Community Jog Club	To promote health benefits to people of Halton utilising the Halton athletics academy. Promote touch rugby and ruggercise sessions for those who have improved level of fitness	Participants encouraged to join local touch competition	HBC
Workplace activity	Promote RL within the workplace, provide taster sessions for employees	Autumn - 2 blocks of 3 week free taster sessions in touch rugby/ruggercise. Link to existing rugby club	HBC Sports participation

Community timetable	Introduce RL activity to the community PA timetable, focus on increasing participation linked to existing touch rugby	1 Widnes, 1 Runcorn venue, generate new interest and sustain weekly activity	HBC Sports participation
American haka	Competition to develop an American style haka	Cheerleaders involved etc	Vikings Vixens - Dave Rolt to follow up
RLWC 2013 Coaching masterclass	Workshop to be delivered by Denis Betts, discussing elite performance etc. Link to past players including Terry O'Connor, Frank Myler as well as USA link	To be organised and offered to local clubs, involving USA team, college participation Coordinate with Wrexham BC to avoid date clash	HBC - SL
New initiatives	Keep up to date with RLWC initiative and knowledge to support local infrastructure	Including education programme, #100 balls on 18.07.13 with 100 days to go	All
Design a mascot	Competition for under 16's to design USA team mascot, closing date Fri 28th June. Shortlist to be run past USA team.	Over 300 entries received, top 10 sent to USA team to pick 1st, 2nd & 3rd choices. Mascot being created in time for team arrival. Winner to be informed and prizes for top 10	HBC
Try Reading	Reading initiative to encourage people to achieve the 6 book challenge. All Halton libraries to promote. Include player visits to libraries to raise awareness. Summer reading challenge, family offer, writing workshops, book lists from April - Nov	http://readingagency.org.uk/adults/news/jamie-launches-rlwc2013-six-book-challenge-in-leeds.html	HBC - JF, HS, WV

Libraries	Tom Palmer (author) family day on 9th August at Widnes library. Q&A with Roy Basnett and authors, writing & drama workshop, haka workshop, American literature celebrated along with American day, and National Poetry Day branded.	Facebook and Twitter feeds updated, RLWC freebie merchandise given out. Link in with schools and local groups	HBC - JF
Education Initiative	Schools to sign up and register with online programme accessing resources etc	http://www.education.rlwc2013.com/.	HBC - KD
School meal themed days	School meals to have USA theme to raise profile and awareness of events	Opportunity to promote healthy eating etc. Number of special days to run throughout the build up	HBC - EC
Vintage Steam Rally	American car vehicle display to be used to celebrate RLWC and USA links on 28th & 29th September. Company in Wrexham also specialises in American war vehicles - 40 in total	Rally to be decorated in USA bunting etc	HBC - TB
Fireworks	Annual firework display to be themed with American music/red, white and blue etc on 5th November	Raise awareness and profile, event occurs 1 week into tournament	HBC - TB
Volunteers	Attempt to contact RLWC volunteers from Halton area to support and invite to projects. Volunteer roles not yet allocated by RLWC	Link to wider and sustainable volunteer initiatives	HBC, DR
Welcome to Halton signs	All main routes into Halton to have sign welcoming USA team to borough with logo on etc	Completed in time for Independence Day on 04/07/13, 13 signs in total - completed	HBC - PW/JU

Environmental	Gravel artwork	Display at Moor Lane roundabout with American flag, and wicker rugby player	Display to be set up in Sept/Oct in time for team arrival	HBC - PW/JU
	Recycling initiative	Rewards for recycling, Trash 4 Cash initiative etc	Awaiting confirmation and further details	HBC - JU
	American companies in business	Contact local American companies to engage in projects and raise profile (62 businesses identified)	McDonalds etc to be approached	HBC - TB
USA team activities	Training host	See schedule available from RLWC, including Civic reception on 22nd October. Beatles tribute act confirmed to play attend	Responsibilities including hospitality, coordination of stay, civic reception etc	HBC
	Halloween	Activities to celebrate American culture - 31st October	Libraries, community centres etc to host events	HBC
	Rocky Horror Show	The Brindley showing the play, opportunity to celebrate USA culture etc on 31st October	Opportunity to promote both USA and theatre culture	HBC - TB
	Tourism	Contact for families regarding days out, local information etc to ensure memorable stay	Contacts to local events in Liverpool/Manchester	HBC
	Matches	Specific activity linked to Wales v USA game on 3rd Nov in Wrexham - free tickets received for this game	Promotion of RLWC in general locally and opportunities to get involved	HBC

Widnes Vikings	Trophy Tour	Friday 7th June trophy roadshow, attending Widnes v Wigan match, ko 8pm	Trophy to arrive at 6pm, photo opportunities held in Stadium Fitness until 7:45pm. Trophy to led teams on to the pitch, trophy to tour boxes etc. Grubber & Steed also attending and will be at Widnes library during the day	WV, HBC
	Match programmes	USA themed articles to promote Tomahawks stay, raising profile	Various articles to be covered throughout end of season to promote profile of players and teams, opportunities for community engagements etc.	WV
	Cheerleaders	Vikings Vixens cheerleaders to support USA team, create dances etc??	Potential to attend games, Cheerleading at open training sessions to welcome etc	WV
	Facility usage	Allowing USA team access to gym facilities and training equipment	Training schedule from USA awaiting confirmation	WV
	Blogging	Raising profile of players who are involved in other countries as part of the world cup to increase awareness of competition	Involve both Vikings players as well as engaging contact with USA players. Promote on RLWC website etc	WV
	Development Pathways - Performance and Excellence	Provide clear pathways for young people to maximise their potential.	Increase skill base for more elite players and coaches	WV, HRLSA

	Holiday programmes/open participation	Provide rugby skill sessions for the children of Halton in a variety of settings. Summer course dates - 27th, 28th, 29th & 30th August. Potential for Oct half term camp?	10 multi activity and sports specific sessions delivered throughout the summer	WV
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Rugby League World Cup 2013 - USA team schedule - Appendix A (Key: TB = training base)

Tournament day	Day	Date	Team activity	Community activity
0	Friday	18-Oct-13	Friendly v France in Toulouse	
1	Saturday	19-Oct-13	Arrive at TB set up camp, media	
2	Sunday	20-Oct-13	TB	
3	Monday	21-Oct-13	TB	
4	Tuesday	22-Oct-13	TB	Civic reception
5	Wednesday	23-Oct-13	TB	Coaching masterclass
6	Thursday	24-Oct-13	TB, Media day Cardiff	
7	Friday	25-Oct-13	TB, team reps gala dinner in Cardiff	
8	Saturday	26-Oct-13	TB	
9	Sunday	27-Oct-13	TB	
10	Monday	28-Oct-13	TB	
11	Tuesday	29-Oct-13	Travel to Bristol - OB1	
12	Wednesday	30-Oct-13	v Cook Islands (Bristol), return to OB1	
13	Thursday	31-Oct-13	Return to Warrington - TB	Halloween activities, Rocky Horror Show at The Brindley
14	Friday	01-Nov-13	TB	
15	Saturday	02-Nov-13	TB	
16	Sunday	03-Nov-13	v Wales (Wrexham) - return to TB	
17	Monday	04-Nov-13	TB	
18	Tuesday	05-Nov-13	TB	Fireworks
19	Wednesday	06-Nov-13	TB	
20	Thursday	07-Nov-13	v Scotland (Salford) - return to TB	
21	Friday	08-Nov-13	TB	
22	Saturday	09-Nov-13	Depart or TB	
23	Sunday	10-Nov-13	TB	
24	Monday	11-Nov-13	TB	
25	Tuesday	12-Nov-13	QF6	
26	Wednesday	13-Nov-13	QF6	
27	Thursday	14-Nov-13	QF6	
28	Friday	15-Nov-13	QF6	
29	Saturday	16-Nov-13	QF Wrexham if D1 (v A1) return to QF6	
30	Sunday	17-Nov-13	Depart or QF6	
31	Monday	18-Nov-13	QF6	
32	Tuesday	19-Nov-13	QF6	
33	Wednesday	20-Nov-13	Travel to London - SF3	
34	Thursday	21-Nov-13	SF3	
35	Friday	22-Nov-13	SF3	
36	Saturday	23-Nov-13	Semi Finals (Wembley), Stay SF3 (London)	

37	Sunday	24-Nov-13	Depart or Travel to Manchester	
38	Monday	25-Nov-13	Finalists Hotel	
39	Tuesday	26-Nov-13	Finalists Hotel	
40	Wednesday	27-Nov-13	Finalists Hotel	
41	Thursday	28-Nov-13	Finalists Hotel	
42	Friday	29-Nov-13	Finalists Hotel	
43	Saturday	30-Nov-13	Final (OT), Overnight in Manchester	
44	Sunday	01-Dec-13	Depart	