

Ref no: 073140619  
From: Press  
Date: 14/06/19  
Subject: Beat the Scrum

## REQUEST

I understand, via a FOI request to another NHS body, that you are the appropriate contact regarding the Beat the Scrum initiative, linked to Widnes Vikings RLFC.

I am a journalist currently investigating the circumstances around the rugby club going in to administration and very nearly going out of existence.

For the avoidance of doubt, any references to Widnes Vikings incorporate their previous holding company - Widnes Sport Ltd - and its associated foundation - Vikings Sports Foundation Ltd.

My request specifically relates to the Beat The Scrum initiative.

- What NHS funding was provided for the Beat The Scrum initiative, and how was this distributed?
- Who are the individuals involved in the Beat The Scrum initiative?
- The Beat The Scrum initiative has significant advertising at the Halton Stadium and is also the main front of shirt sponsor of Widnes Vikings - how much was paid for this for the 2018 season, and then also in 2019?
- Is the Beat The Scrum initiative still in operation? (I notice that the website is still live)
- How much was paid for the development of the Beat The Scrum website?
- Where is the data captured (mailing list form on the website) stored?
- How has the NHS and/or Beat The Scrum monitored and tracked its return on investment?

## RESPONSE

St Helens & Knowsley Teaching Hospitals Trust does not hold the information you have requested. Please redirect your request for this information to the following:

**Maria Austin**  
Chief of Public Affairs and Engagement  
DipCMI, CIM

**NHS Halton Clinical Commissioning Group**  
**NHS Warrington Clinical Commissioning Group**  
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