



BBC London's Ian Ramsdale on raising the profile of our game in the capital



You know the Wimbledon tennis championships have started when every man and his dog can be seen on the local courts playing a game, set and match. You know the Tour de France is underway when amateur cyclists wear professional team t-shirts and ride around in groups. But how do you know the Rugby League

season is on unless you follow it religiously?

As we know, one of the best promotions for a sport can be media coverage, and here at BBC London we try our best and by you being here you're doing your bit – but we can do more. For our part, each week on BBC London 94.9 we're featuring an amateur Rugby League club in or around the city and so we can help and encourage the lower reaches of our game. The difficulty is not to preach to the converted, and Harlequins RL in the play-offs would keep the media coverage going...

Now, you might know that it's 'the summer holidays', or you may have

just noticed the traffic isn't as bad in a morning. Whichever, let's make the most of it: teach kids the art of Rugby League.

Let's take Wimbledon; people invade – in droves – every tennis court throughout the capital when they see the BBC's coverage. It's quite possibly the only time you'll see tennis on the TV throughout the year, unless you've got posh TV and even then you probably have to hunt to channel 0152 for it!

People see the coverage, realise they've not played for ages and so decide to play themselves. People see them playing, more people then see them and the cycle repeats. Although, if only it was that simple.

To play tennis you need a racquet, for cycling you need a bike and for Rugby League you need a ball. So let's preach the Rugby League gospel, as my predecessor Churchy did so well, this summer and buy a kid a ball. You never know, they might like it, but don't take too long – the football is back soon!

Rammo

If you want your RL club featured on BBC London



94.9, then email london.sport@bbc.co.uk. BBC London 94.9's regular Harlequins RL phone-in is on at 9.35pm every Thursday.

BBC London continues to exclusively cover every engage Super League match that involves Quins RL across the season. For exclusive commentary, both home and away, through the BBC London website, go to www.bbc.co.uk/london/sport.



Let's get playing!