



We will measure our success through the satisfaction of current members (method to be decided by SE), and by the number of new people we attract and retain in the sport.

A wider 'menu' of activities should also be successful in attracting back to the sport rowers who have dropped out. We will target specific groups and segments identified through the research data.

We also believe that with sufficient volunteer and coaching support we could improve use of existing club facilities at times not traditionally used for rowing, i.e. weekend afternoons, weekdays.

6.3 Outcome 3 – Grow

Increasing regular participation in rowing

Many clubs now run adult Learn-to-row courses. However this puts increasing demand on already stretched volunteers and we need to provide more coaching support to expand the programme. Some courses could be run out of traditional rowing hours, maximising use of club facilities.

We also need to provide appropriate competitive and personal challenges for people completing their basic learn-to-row courses, and this will lead to a programme to 'Row Regularly', which will encourage progression for Learn to Row to rowing for weekly, twice weekly and three times weekly sessions.

The new activity programme will also provide a wider range of opportunities for the many young people coming into the sport through club/school links and through our traditional club and rowing school programmes.

This will require further investment in suitable boats and in coaching, and support for new volunteers from these groups.

This programme will be a flagship scheme and branded to contribute to and celebrate the legacy for London 2012

Five hour offer and junior rowing

The ARA's highly successful Project Oarsome scheme launched in 1999 was the model for many sports who have subsequently developed club/school link schemes. It provides a structured indoor and on-water rowing programme through community club links with local schools for 11-14 yr olds, and leads into junior rowing competition and training programmes through clubs and on the school campus.

We will continue to develop and support the PO scheme and junior rowing through PESSYP and through our Clubmark clubs by supporting paid and volunteer coaches through coaching awards and CDP, and by supporting funding applications for facilities, equipment, coaching and training.

We will measure our success by increasing the numbers of 5-19 year olds in rowing.



6.4 Overall Impact

1. *To increase our core membership from 24,000 to 29,000*
2. *To support 10,000 participants over the period of the plan to either take part in the sport for the first time or to increase their participation from one to two sessions or two to three session per week*
3. *To increase the breadth and depth of the talent pool*
4. *To increase the satisfaction of all participants in the sport*



ARA Facilities Strategy 2009-13 - Snapshot of Current Requirements

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Section 2 – Profile of Typical Needs and Accommodation

Logical Progression of Rowing Facilities Needs

- Outline

Typical Build Scheme Profile Information

- Outline of single level and 2 storey rowing facilities

Section 3 – Overview of Rowing Facilities Requirements in England

Full List Rowing Facilities Requirement as at August 2008

- A) Access
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- C) Club Refurbishments & Upgrades
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 - Minor, Under £250k
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Key to symbols used

- (T&R) = Tenure and Refurbishment or Rebuild
- P = Project costs related to provision of Rowing



Section 1 – Current Position and Proposals

Notes on Current Position, Recent Investments & Assumptions - Period 2005-9

The ARA Facilities Strategy 1999-2005 is still a relevant document in our forward strategy and underpins the Facilities Strategy to 2013. In the period covered by this document, ARA's Project Oarsome national youth participation initiative was installed in over 50 ARA clubs, linking with the equivalent of over 100 state schools. Where possible, facilities were upgraded to allow the establishment and growth of these schemes.

In the period 2005-9, approximately 25% of the known tenure problems have been resolved, often with additional refurbishment and rebuilding work, replacing the threat of closure of a valuable community sporting amenity with modern operational rowing facilities, compliant with current legislation including the Disability Discrimination Acts.

These investments are illustrated in the following map.



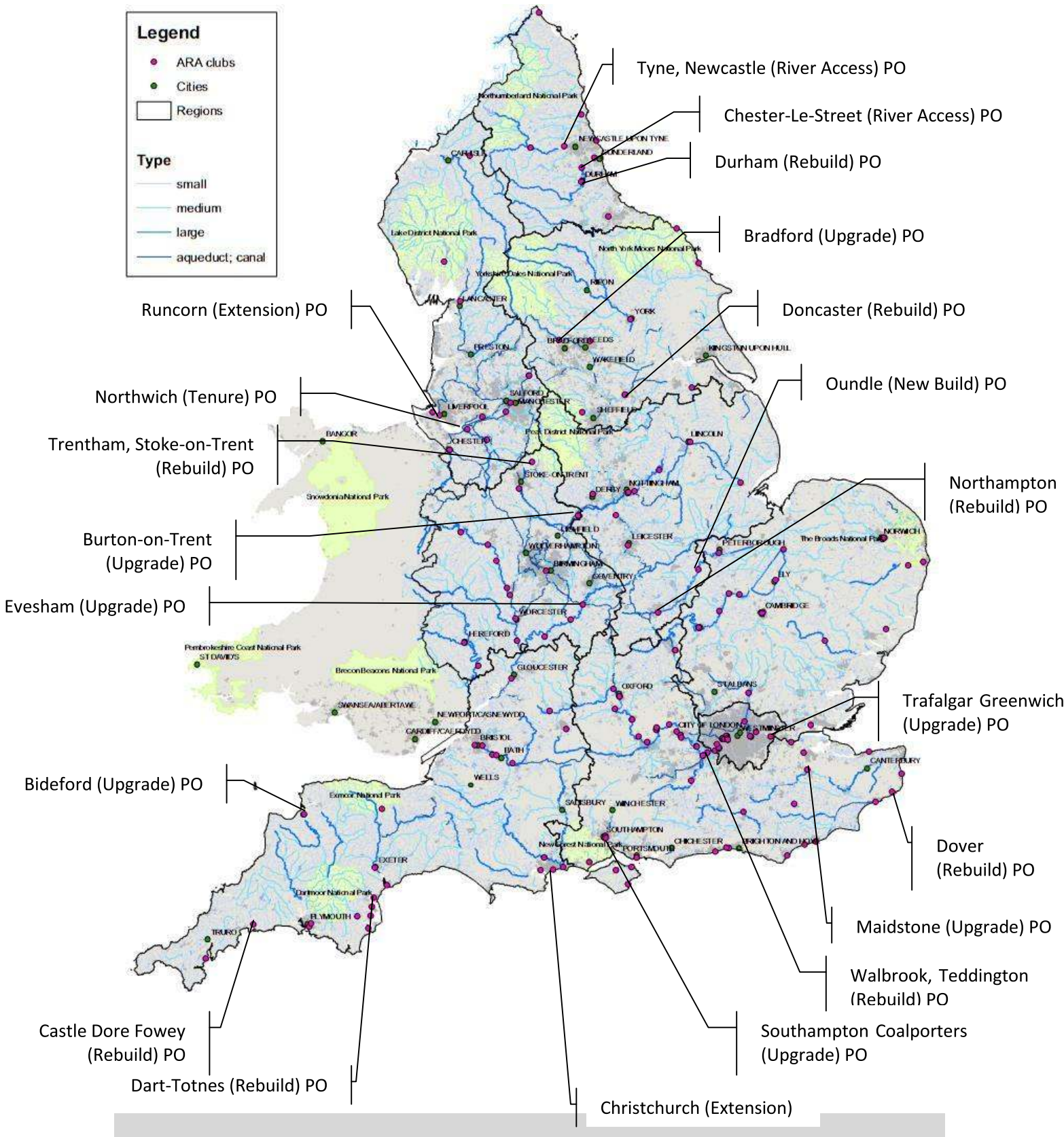


Legend

- ARA clubs
- Cities
- Regions

Type

- small
- medium
- large
- aqueduct; canal





Short Term Requirements 2009-13

The data provided for our future short term requirements has been gathered from the ARA facilities records, updates received from Clubs, Regional Councils, Divisional Representatives and ARA Staff.

New schemes that can offer good returns on investment are emerging on a regular basis. An applicant scheme's ability to advance can progress and is positively influenced by tenure negotiation, identification of partnership funding, gaining planning permission, etc.

Consequently, some medium/long term schemes may join, or replace the known short term prospects. Our Facilities Strategy is therefore, a 'moving document'.

Summary of Short Term Requirements 2009-13 (known at August 2008)

Access		
• Lakes	3 Schemes, Provision of	£1,940,000
• Coastal Venues	5 Schemes, Provision of	£3,550,000
Club Tenures	8 Schemes, Provision of	£150,000
Club Refurbishments & Upgrades	4 Schemes, Provision of	£237,000
Club Major Build Schemes & Relocations		
• Minor (under £250k)	8 Schemes, Provision of	£1,225,00
• Major (over £250k)	11 Schemes, Provision of	£3,100,000
Equipment	50 Schemes, Provision of	£1,000,000
Total Scheme Costs		£11,202,000