



## Row Regularly

### The Strategy

To provide a structured programme of Adult-Learn-to-Row (ALtoR) in clubs and universities (12 weekly sessions), followed by 38 weekly sessions with a coach in attendance. At the hub will be 50 clubs who will receive funding for a package of boats and coaching to run a minimum of 4 courses per annum.

### The Outcome

The programme will introduce 6,000 adults to rowing at least once a week by 2012. Clubs receiving funding will be required to register at least 40 new participants per annum and to retain at least 50% of participants as ARA club members in subsequent years.

Clubs will be also be required to run 2 competitions a year using the boats, and to make them available for visitors to the club for a minimum number of days per year

### The Rationale - Building on Success and what has worked.

The ARA successfully designed and implemented a programme to introduce young people to rowing regularly in clubs in 1999. This was based on the provision of boats and coaching in 50 clubs, with links to local schools, and resulted in an increase in clubs junior membership of 150%, a substantial increase in coaches and a high satisfaction level from participants 95% of whom described the programme as 'excellent' or 'very good'.

A key element of the programme was the provision of boats appropriate for the target group of 11-14 year olds.

### The Evidence - Is there a market of adults who would like to participate in rowing given the right programmes and activities

For the first time we are able to benefit from wide ranging research by both Sport England (Active People) and from our own research (through our partnership with AstraZenca) to inform our decisions about the potential numbers of people who would be attracted to rowing, both on the water and indoor rowing, the market segmentation, and the barriers and drivers of sports participation.

A number of critical factors have emerged –

Sport England Active People –

- The survey shows a latent demand of 56,000 who would like to do more rowing.
- Drop-off from major team sports, e.g. rugby, netball, hockey, football substantial from 35+ and accelerates rapidly and drops below rowing for the 45+ age group. This represents a great opportunity to attract this segment to rowing which offers life-time participation as a low impact, community club sport.

TNS Rowing Research (2007/08) – 1,000 person 'omnibus', 500 ARA members, 3 focus groups – South/Midlands/North, 25%rowers/75%non-rowers



- Almost one third of those who have never participated in rowing say they would be likely to consider it
- Overall just under half of gym users are likely to consider rowing which suggests that the gym would be a good place to recruit new rowers
- When asked what ideas would encourage non-rowers to consider trying rowing on the water, the most popular were –
- Opportunity to row recreationally/tour rivers at own pace (41%)
- Low cost membership to club – use facilities & learn basics (37%)
- Learn to row course for adults (34%)
- Summer only membership – basic training off-peak training (28%)
- Competition for gym rowers including final trials on water (20%)
- New competitions for people with no time or don't train hard (20%)

### **The wider outcomes - The value of a growing adult participation base for clubs**

Opportunities for adults to learn to row and row regularly have always been provided by clubs and we will aim to support and expand these opportunities. Clubs have in the past been more inclined to seek to attract potentially successful participants, and have been good at supporting and encouraging these participants.

The value of a wider base is now being widely recognized within the sport, with a critical mass of members being vital to support successful clubs and their infrastructure, both facilities, competitions and volunteers.

Project Oarsome has brought many young people into the sport, and many parents, families and friends would like the chance to try rowing as well as supporting their young people.

Rowing has always been a very attractive sport for students, and recent partnership work with BUCS has resulted in a joint agenda to offer a more structured programme to wider range of students in more universities who are keen to learn to row. Again this will produce a critical mass of university club members, for participants in more competitions, and to develop skills in volunteering.

### **Supporting the strategy - The right type of boats**

Successful introduction of new participants and providing an appropriate range of follow-up activities will depend on a range of factors. One of these is ensuring that the boats used are appropriate for the participants and activities. There is evidence from very fast growing areas of the sport, e.g. coastal gig racing, that a relatively quick acquisition of basic skills, and the adaptability of boats for use by men, women and young people and matched boats for competition leads to rapid growth in the sport.

We will decide upon a range of criteria that will determine the boat types that would be most useful for our Adult-Learn-to-Row (ALtoR) programme, and which will also be utilised for 'fun' competitions, where they can be used as 'committee boats', and for recreational and touring use.

50 packages of boats will be provided to clubs providing the ALtoR programme over the period of our Strategic Plan.



## **Supporting the strategy - The importance of coaching and teaching basic skills**

It is important that all new participants gain the maximum satisfaction from their experience through the best coaching and support. We would expect all ALtoR programmes to be run by a UKCC L2 or higher coach. In the first year 2 club coaches will be funded for a UKCCL2 course.

We will also provide a suitable training programme for club volunteers who are assisting the coach in teaching basic skills, and providing ongoing support to new participants.

ALtoR courses will need to be run at times that will attract the target group of participants, and when they will fit in with other club activities. In order to ensure that the 50 clubs are able to provide the necessary coaching as and when required, we will provide payment for coaching for the basic 12 week course (24 hours) and the following 38 weeks at 1 hour per week. Clubs can choose to either pay their coach or use the payment as a contribution to the club if volunteer coaches are available.

## **Supporting the strategy - A flexible and wide-ranging programme of activities**

A much wider 'menu' of competitions, personal challenges and recreational opportunities will be needed to provide the widest range of opportunities and for both new participants and attracting back lapsed rowers. These are the subject of a separate paper.

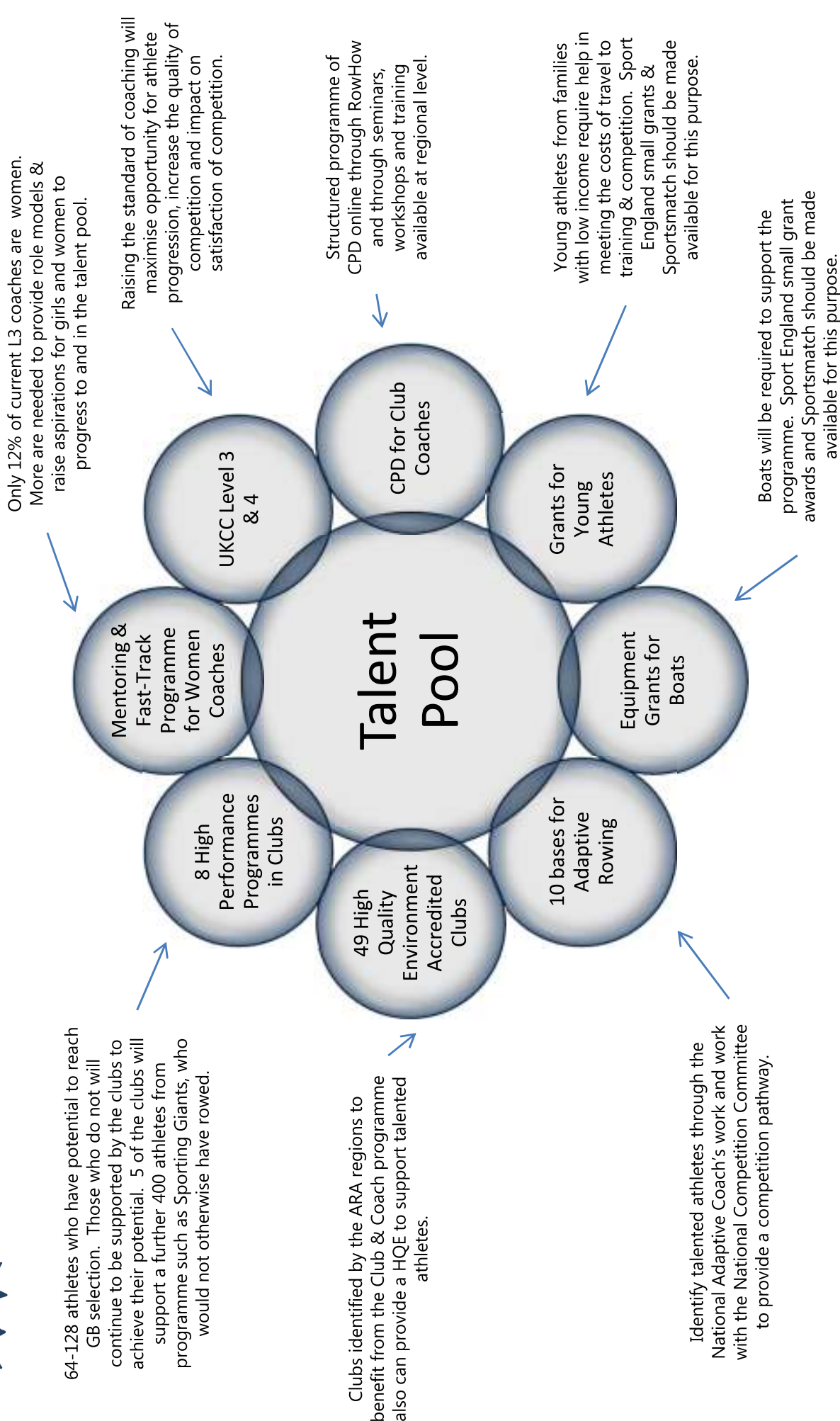
## **Supporting the strategy - existing club ALtoR programmes**

Many clubs are already running ALtoR programmes and the coach education programme and volunteer training scheme will underpin these. Clubs will also be encouraged and supported to apply for small grants from the Sport England small grants programmes including Sportsmatch. The new range of activity programmes will also be available to all ARA clubs, universities and schools.

## **Action Plan**

To be completed showing timetable, actions, and personnel.

# Talent Pool





## BUCS Development Plan for Rowing

### Our collective challenge is to raise the profile and quality of university sport and to showcase how sport can contribute to the UK's economic and social aspirations

- Sport at university used to be strictly for the hearties. That has changed, however: more than 1.7 million students take part in regular physical activity. Sports facilities have become so important that some of the biggest developments in Britain have been at universities. It is estimated that campus facilities are now worth a staggering £20billion, with more being added every year. But the boom in university sport is really about exercise, rather than competition. The BUCS national competition programme is the largest of its kind in Europe. Today's student has no excuse not to get involved in the full university experience - health, participation, competition – it's all on offer
- British Universities & Colleges Sport (BUCS) draws together expertise and experience from two former representative bodies – British Universities Sports Association (BUSA) and University College Sport (UCS) – to provide a unified voice for sport, fitness and physical activity on university campuses.
- The new organisation will offer a comprehensive, multi-sport competition structure and manage the development of programmes, services and facilities for participative, grass-roots sports through to elite, high-performance athletes.
- BUCS will work with students, athletic union staff and elected officers as well as professional sporting staff, coaches and volunteers from around 150 higher education institutions. It aims to improve the sporting offer to students, staff and communities and to significantly raise the profile of university sport within government, sports governing bodies and the media.
- “We have an ambitious and challenging vision for higher education sport – greater participation, better competition and a higher, national profile in the UK and overseas. At the 2004 Athens Olympics students took home 46% of the medals won by Team GB. We should have high hopes for this summer in Beijing, but all eyes will soon be turning to success in London in 2012. So for Government, university leadership, sports governing bodies and our students, our collective challenge is to raise the profile and quality of university sport and to showcase how sport can contribute to the UK's economic and social aspirations.” Ed Smith – BUCS Chair.

### Proposals for BUCS development over next 5 years and for discussion with ARA for inclusion in forthcoming Whole Sports Plan

#### Development

1. **Roll out of ARA Accreditation scheme for University Clubs** – promote and provide incentives for Uni Clubs to become and remain accredited - use accreditation model to promote the fact that safety is major concern and that clubs are responsible in their approach – align with SARA & Welsh Rowing (e.g. 20 new accredited University club rowing programmes)



2. **Coaching programmes / retaining talent within the sport** – as discussed with GB Rowing - very keen to join forces to look at coaching programmes (e.g. Develop an apprentice scheme for coaches and a 'fast-track' scheme for current and recently retired National team athletes, support talented coaches capable of delivering at a high performance level with tailored education and training packages, develop a supportive environment for coaches at all levels, via mentoring and buddying at a local level)
3. **Training for Officials** – Scope for entry level 'officials' training aligned to plans for non status events – i.e. provide introductory level qualification which would allow officials to work at 'non status events' – BUCS to look at whether a group could be set up within the sector to recruit / train within the sector
4. **Mentoring for officials** – as part of above training - work with ARA officials to encourage mentoring / support for trainee officials within the sector – encouraging retention of volunteer resource – develop increasing / sustainable pool of officials to support growth of the sport
5. **Event Management** – establish links with Uni Clubs to run BUCS events / non status event – providing support for event management training to enable clubs to become more self sufficient and to identify ways / means of finding funding to help grow their clubs / support their clubs
6. **Development of modules for Accreditation scheme** - Look at opportunities to build on the base layer of accreditation to add modules for event management, coaching, volunteer / official training etc. Use examples from other NGBs within scope of BUCS to share best practice in coach development, officials development, event management etc. and establish means of engaging with student audience to make the opportunities widely accessible
7. **Links to DoS** - Working with DoS to provide better insight into scope of development and investment into Rowing facilities across sector – through Directors of Sport – build access to academic facilities and support facilities within the sector to enhance the scope of Uni based rowing facilities – making the facilities in the sector the 'best in class' beyond all doubt !. ( e.g. Work with strategic partners (as above) to develop approximately 10 new sites for rowing, providing both water and land facilities)

## Participation

1. **Ensure BUCS events 'best in class'** – encourage wider participation in BUCS events by ensuring top quality events – ensure events cater for full range of University rowers – performance athletes and novice rowers alike – work with ARA and local rowing clubs to form delivery partnerships but encourage Uni Club involvement in delivery.
2. **Encouraging Novice rowers** - Marketing to new rowers that the sport within the sector is run to a high quality with regard for safety / support etc. – set membership of the ARA at a level to encourage novice entries into the sport without need to invest in membership up front .. (e.g. to review the individual membership structure, to provide an attractive package to each target group)
3. **Developing competition for Novice Rowers** – develop sustainable model for Non Status Events to help encourage participation at a local level ( i.e. BUCS to support events run by Uni Clubs – endorse the event but not award points etc. )



4. **Intermediate rowers - Non Competitive / Social Rowing** – work with ARA to review options to help sustain membership within clubs beyond ‘beginners’ i.e. help scope out work and how might relate to Uni Clubs.
5. **Links with Community clubs** – track students in final years and encourage Uni Clubs to be making links with local community clubs to help retain Uni Rowers in the sport upon leaving Uni
6. **Promotion of BUCS Rowing / Uni Rowing / Varsity Events** – develop a marketing plan to help promote the sport within the sector – both within the sport and to the wider population - work with Uni Clubs which currently host varsity events to help promote these and the wider rowing agenda (e.g. to promote nationwide competition through Great Britain and to support competition organisers in promoting and developing their events)
7. **Governance and links with ARA & other National Associations** - Work with ARA regional offices and regional student organisations to encourage better integration and the adoption of student rowers / members onto the local regional councils – helping to bring support and facilities from the sector into the wider system and to ensure that plans at a regional level make maximal use of the resources available within the sector. (e.g. Identify partners within key cities to establish rowing programmes, e.g. Birmingham, Leeds, Manchester, Bradford, Leicester, London, Plymouth, Newcastle, Slough.)
8. **Indoor Rowing** - Strategy for development of Indoor Rowing with BUCS and wider student community

## Performance

1. **High Performance programmes** – 95% of international rowers come through the Uni system – ARA has stated an ambition to increase the number of HPP - BUCS has examples in other sports where a consortia of Unis have worked together to deliver the requirements for a HPP – BUCS / ARA to review opportunities within Rowing to assess Uni based facilities / programmes which could meet HPP criteria and to help manage those clubs into the HPP pipeline (e.g.10 high performance club programmes)
2. **Align pathways and events for performance rowers** – i.e. aim that events aligned with U23 sel. process - ideally the BUCS season of events would align directly with U23 selection process – this will have implications for timing of events and mix of small boats / big boats – initial steps in progress - such as combining the GB trials with Small Boats Head and discussions ongoing to align dates for GB trials in Feb and BUCS Champs Head
3. **WCS & Sporting Giants** – HE sector able to support ARA in promoting / developing WCS and Sporting Giants programmes – link with talent ID programmes within the sector – links to schools / pathway etc. – aiming to review with GB Rowing upon completion of current WCS internal review to look at options .. (e.g.20 WCS/Potential programmes)
4. **Coach development** – establish peer group and programme to recruit and retain professional coaches within the sector (e.g.Continue the partnership with clubs delivering High Performance programmes by investing in coaches )



5. **International representation** – as a sector – continue to support / promote the participation of UK based students in the EUSA Championships and GB students in FISU / WUCs events – these events provide huge incentives for clubs to maintain training programmes and for students to gain invaluable overseas / big event experience on early parts of performance pathway. Work with GB Rowing to align plans / manage selection processes / share ideas etc.