



Northern Regional Get-Together

#NRGT16

Plan for the Day

10:50 – 11:00	Coffee and introductions
11:00 – 11:30	Membership Offering
11:30 – 13:30	Ready for Rio & Explore Rowing or Water Safety, Rules of Racing and Umpires session
13:30 – 14:30	LUNCH (provided)
14:30 – 17:00	Competition Format or Junior Rowing



Will you be Ready for Rio?

Presenter – James Andrews



Ready for Rio?

What you'll learn: The key lessons from London 2012 and the main opportunities to maximise membership and income for your clubs in 2016.

Who'll find it useful: Learn-to-row co-ordinators, club chairmen, club captains.

Photo: ©James Andrews

What did we learn last time?

Average searches per day before
London Games 163

Searches during most popular day
Beijing Regatta 405

Searches during day one of the
London Regatta 5410

Total searches during London
Olympics 33,000



Getting Ready for Rio

1. What could be the issues?



2. What is missing to enable this to happen at present ?



3. What could be the benefits to your Club?



4. How do you provide a positive experience at the moment ?



Be Ready for Rio

What can you provide and how?



What is there to support demand?



What are the benefits to your Club?



How can we help ensure that those showing an interest receive a positive experience and want to return?



Benefit - Example Finances Spreadsheet

Session						
	Taster			L2R		
How many courses?	2	2	2	1	1	1
Charge per person per course/session?	£ -	£5.00	£10.00	£50.00	£80.00	£100.00
How many participants per course	20	20	20	8	8	8
How many hours per course	2	2	2	12	12	12
Total participants	40	40	40	8	8	8
Total income from course fees	£ -	£200.00	£400.00	£400.00	£640.00	£800.00
Retention						
% expected to retain?	10%	10%	10%	25%	25%	25%
Total joining he club	4	4	4	2	2	2
Charge for annual membership?	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00
Income from membership	£600.00	£600.00	£600.00	£300.00	£300.00	£300.00
Other						
Are there any other costs?	E.g. Coaching, Boat Maintenance Advertising					
Any other income?	E.g. Sponsorship, Sportivate funding					
Summary						
Income	£600.00	£800.00	£1,000.00	£700.00	£940.00	£1,100.00
Expenditure	£450.00	£450.00	£450.00	£450.00	£450.00	£450.00
Total	£150.00	£350.00	£550.00	£250.00	£490.00	£650.00

On the water

- Learn to Row handbook (adult)
- Learn to Row handbook (junior)
- Learn to Row logbooks
- Activity cards
- Explore League
- Traditional racing calendar
- Rowfest
- British Rowing membership

Staff support & information

- Area Participation Managers
- Explore Rowing Project support
- Education & Training team
- Communications team
- British Rowing website
- Rowing & Regatta magazine

Education & Training

- **Junior Rowing Leader**
- **Rowing Leader**
- **Session Coach**
- **Club Coach**
- **Senior Club Coach**
- **Advanced Coach**
- **Club Strength & Conditioning Coach**
- **Basic rigging**
- **British Rowing Technique**
- **Safe & Strong Trunks**
- **High Quality Land Training (1 & 2)**
- **Capsize & Recovery**
- **Man Overboard & Recovery**
- **Introduction to Coaching Rowers with a Disability**
- **Safeguarding & Protecting Children**
- **Time to Listen**
- **UKAD Clean Sport**
- **Growing your club**
- **Indoor Rowing for Young People**
- **RowHow**
- **Safety Basics**
- **Risk Management (Int & Adv)**
- **Cold Water & Hypothermia**
- **Trailer Towing**
- **Introduction to Leading a Tour**
- **Introduction to coxing/steering**

What is in place to help?

**Calendar
of rowing
activities**



**RowFest –
Aug 5th –
21st**



Training



**Retention –
New events,
leagues, ideas**

Plan Ahead

**Be
prepared**



**Use the
correct
Resources**



**Get the
right
people**



**Deliver a
positive
experience to
increase your
membership**



PULLING TOGETHER



ONE TEAM



WITH A SHARED PURPOSE