



BRITISHROWING

Regional Chair's Report Eastern Region

April 2020

TEAMWORK | OPEN TO ALL | COMMITMENT



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Please note that all information in this report is in the public domain and can be freely shared with clubs, events, members and volunteers



1. Governing body update

British Rowing support for clubs

At the meeting on 25 March, the Board of British Rowing agreed that the organisation's support of the sport during the period of the coronavirus crisis should extend, where necessary, beyond the practical help already being offered to clubs, and agreed that it was prepared to use a portion of its reserves to do so if they are required. The details of the scale of this support and how it will be delivered are currently being developed and further information will be issued in due course.

British Rowing club affiliation

We know this is a challenging time for rowing clubs and we are very aware that closing for this extended period could cause financial concerns for some clubs. If completing your affiliation will be an issue for your club, please do get in touch with sarah.leys@britishrowing.org to discuss options. If your club has already completed the affiliation process, we thank you.

Sport England support for clubs

Sport England has launched a new £20 million Community Emergency Fund, which is open now for local club and community organisations to bid for grants between £300 and £10,000. The details, eligibility criteria and application process can be found [here](#). This £20 million fund is designed to complement other sources of funding from the government, such as funds targeted at small businesses. Please ensure that you consider the [funding support that the government has available](#) before applying to this fund.

Sport England has asked us to communicate that only clubs in IMMEDIATE critical need (ie now or in the next three months) should apply for this fund. Further funds are expected to be available at a later stage. Please contact us at clubsupport@britishrowing.org if you would like to discuss your application.

Club Matters has also launched a [Club Matters Coronavirus page](#) on their web site which will be updated over the next few days. It provides guidance, toolkits and case studies.



Coronavirus (COVID-19) advice

The situation relating to coronavirus is still moving fast and so our primary advice to affiliated clubs, competitions and members is to follow the relevant guidance from the Government – available here:

- [Government coronavirus update](#)
- [NHS coronavirus advice](#)
- [World Health Organisation \(WHO\)](#)

We have also developed a number of specific updates for our Affiliated Competitions & Events. The latest advice is available at <https://www.britishrowing.org/coronavirus>

FISA has also taken the decision to cancel a number of international events. Further information can be found on the [World Rowing website](#).

Keeping your club safe and secure

With the help of our Regional Rowing Councils and a number of clubs, we have pulled together a checklist to help you make sure your club is safe whilst it is closed:

- Is the club fully secure with windows closed, doors locked, entry codes changed, all alarms on and flood defences in place?
- Is the access gated locked?
- Have you considered regular checks from nearby club members when they are out for their permitted exercise?
- Have security lights and CCTV cameras been checked to ensure that they are working?
- Has the alarm key holder list been updated with your security provider and the local police?
- Have any fridges and/or water heaters been emptied and turned off?
- Have you turned off the gas?



- If you have a club bar, has the beer and gas been turned off and disconnected?
- If you have a club bar, have spirits been removed from the club or locked away out of sight?
- Have all valuables and/or monies been removed?
- Have bar snacks been put in rodent-proof containers or removed from the club?
- Have you emptied all the internal rubbish bins?
- Do you need to put in place rat and mouse traps?
- If equipment is outside, is it secured to the racks properly to stop theft or damage from the weather?
- Is there equipment that is normally left outside, that could be put inside. eg launch engines?
- Are cox boxes, stroke coaches and batteries for lights unplugged and in a secure place?
- Is the trailer locked up and a wheel clamp on?
- Are petrol tanks being stored in the proper place and vented correctly?
- Are any towing vehicles locked up and the keys in a secure place?
- Are boat hatches open to avoid any build-up of pressure and/or condensation



Howden, which arranges insurance for British Rowing members, has provided this additional guidance for clubs managing temporarily closed or permanently unoccupied properties during the COVID-19 pandemic.

// howden

Temporary shut-down

Guidance for managing temporarily closed or permanently unoccupied properties during the COVID-19 pandemic.

These are unprecedented times for many, including sports clubs. Regardless of your size or sector, COVID-19 poses a whole new range of risks and economic challenges to overcome. As a registered club we are here to help you find solutions and manage the risks you are exposed to both now, and in the aftermath of the global pandemic.

Following [Government advice](#) some workplaces will now temporarily shut down for a period of time including sports courts and pitches. Buildings, whether temporarily closed or permanently unoccupied can be at greater risk from the likes of arson, antisocial behaviour such as vandalism or squatters, theft, and escape of water.

More detailed guidance is provided [here](#) but there are some general considerations that clubs should keep in mind to protect their assets, people and business:

- ✓ **Protect against electrical fires.**
Turn off and unplug electrical equipment apart from critical business infrastructure required to allow the continuance of the business's operations and support temporary home working arrangements, if required. All fire protection, detection, and security systems to remain active and monitored remotely where possible.

- ✓ **Protect against escape of water losses.**
Turn off water supplies at the mains (and where reasonable to do so drain down water systems).
- ✓ **Clear all external areas of waste and combustible materials.**
- ✓ **Letterboxes should be sealed or, if this is not possible, a metal box or cage should be fitted to the inside of the letterbox.**
An arrangements made with the Post Office for mail to be redirected.
- ✓ **Inspect regularly if travel allows.**
Where this is not possible the inspections should be reinstated once travel restrictions are lifted.
- ✓ **Record details of the steps you've taken to protect your property.**

Remember, your property insurer may have specific guidance you need to follow, so we recommend you check with them to ensure you are appropriately covered. We are here to support you in any way we can, so please don't hesitate to get in touch.

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Howden club insurance offer

We are currently supporting Howden (the providers of British Rowing member insurance) to develop a new club insurance offer. They have developed a new online portal for this offer and would like feedback from a selection of clubs on the design, functionality etc. If you are able to help with this by providing feedback via the following link your support would be much appreciated. Please also feel free to and share the link with a selection of clubs in your region. <https://app.usabilityhub.com/do/b3bf8663|eff/3996>

Updated Rower Development Guide

The Rower Development Guide is British Rowing's unique interactive tool to help you or your rowers develop. Helping you learn the appropriate athletic, physical literacy and knowledge to help you progress safely and enjoy the sport for longer. We want to encourage rowers of all ages, sizes and abilities to progress at a rate that is suitable for them and to a level that is appropriate to what they want to achieve.

Set up your own personal guide and create your individual rower profile to show areas of your rowing and underpinning knowledge you may be able to develop. Start by selecting your type of rowing, what water you row on and any adaptive needs to show information that is only relevant to you.

You can download the full guide on [RowHow](#), our online learning portal. To download you must enrol onto the Rower Development Guide course linked from the RowHow homepage.

Keeping you club going

Many clubs have come up with great ways to keep clubs active during the coronavirus pandemic. Coaches have set training sessions that can be done at home without any equipment whilst some clubs have let people take ergos home and others have organised quizzes using Zoom or similar online tools.



Please let us know at clubsupport@britishrowing.org what your club is doing so we can share it with rest of rowing community. We have started to publish the ideas we are receiving from clubs here: <https://www.britishrowing.org/2020/03/keeping-your-club-going-remotely-practical-advice/>

It is really important to make sure everyone stays safe while using online tools – our advice on this is available at: <https://www.britishrowing.org/2020/03/reminder-safeguarding-and-online-tools/>

Go Row Indoor newsletter goes weekly

British Rowing's #GoRowIndoor newsletter has now become a free, weekly email full of workouts and fitness content for everyone at home - whether you are a beginner or full-time athlete, have access to a rowing machine or not. We want to help keep everyone fit and healthy whilst staying at home. With a range of on-machine, off machine workout videos, challenges and training content, it is not to be missed.

The newsletter is out at 08.00 every Wednesday, so please do spread the message to your club members, class goers and family to get signed up (if they aren't already) - <https://www.britishrowing.org/subscribe-to-indoor-rowing/>

NHS medal

Row the Distance and Race the Distance have come together to deliver the 'Do what you Can' NHS Medal. All profits go to the NHS charities. The medal and challenge has been designed totally by participant demand and suggestions and incorporates a special thanks to the NHS and Key Workers, no matter what role they play in the pandemic.

The challenge is simple - do what you can - just like the NHS. This can be completed during your daily exercise sessions and is not be restricted by discipline, so indoor rowing, walking, running, cycling, wheelchair, or even pushchair, all count. However and whenever you undertake your challenge is up to you.

£25,000 has been already been raised for charity in just a few days. Please do spread the word. More information can be found here - <https://rowthedistance.com/collections/frontpage/products/nhs-challenge-2020-do-what-you-can>



ClubHub

With communications being a big part of keeping your club members up to date with the club situation, don't forget that ClubHub has the facility for you to email the whole club. Anyone that has bought a British Rowing membership or set up a ClubHub profile and has indicated that they are a member of your Club, will appear in your memberships list with their contact details.

EA, CRT & PLA updates

All three authorities have issued advice on use of their waters during the pandemic. This can be found on the British Rowing advice on Coronavirus page on the website. We have begun to talk to the EA and CRT about boat licence fees for the 20/21 year and will keep clubs and regions updated as these discussions progress.

Tell us #YourStories

A reminder that if you have any interesting stories you'd like to share with the rowing community, remember to let British Rowing know via our page [here](#). #YourStories is designed to celebrate, inform, educate and highlight opportunities within rowing – whether it's fundraising, club development activities, key milestones you'd like celebrating or dedicated volunteers you'd like to thank.



British Rowing education & training update

Whilst many education and training courses have been postponed due to coronavirus, the following coach development opportunities are available this month.

- ***UK Coaching Safeguarding & Protecting Children (Online Classroom)***

While the face to face Safeguarding Workshop has been suspended, UK Coaching has developed an online workshop to fill the gap and give coaches and club leaders the opportunity to continue their learning. This online classroom will raise your awareness of the tell-tale signs of abuse and give you the tools and confidence you need to deal with any issues sensitively, appropriately and effectively should the need ever arise in your coaching career. To book a place on this 2 hour workshop follow use this link.

<https://www.ukcoaching.org/courses/search?courseid=12288&distance=25&order=soonest&bookableonly=false>

British Rowing lockdown webinar series

With the unprecedented events currently occurring in the UK and across the globe, British Rowing plans to host a series of webinars to keep the rowing community engaged. Topics will vary from week to week as we bring in coaches, athletes and more to deliver to our rowing community.

If you have any suggestions for future webinars you'd like to see please complete this [form](#).

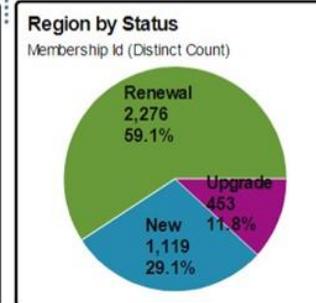
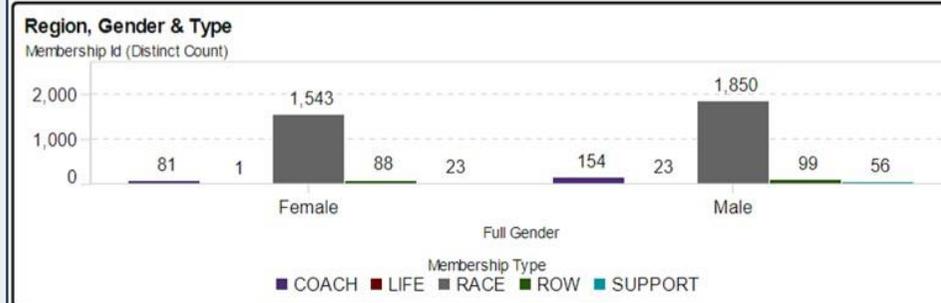
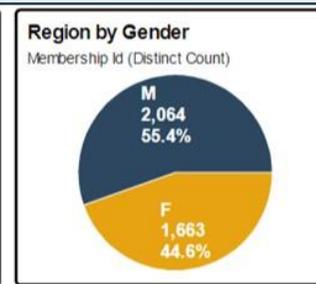
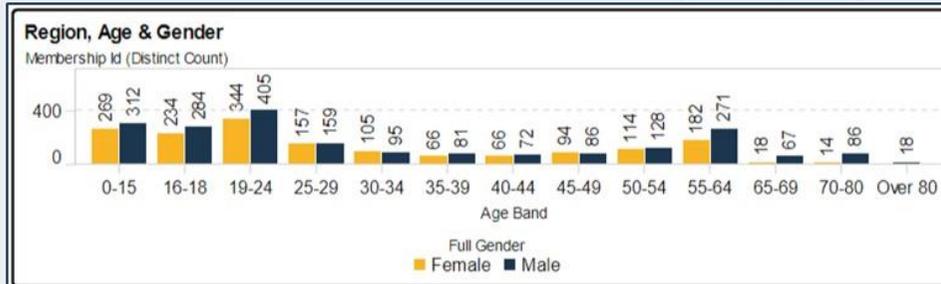
<https://www.britishrowing.org/british-rowing-lockdown-webinar-series/>

2. Regional membership figures

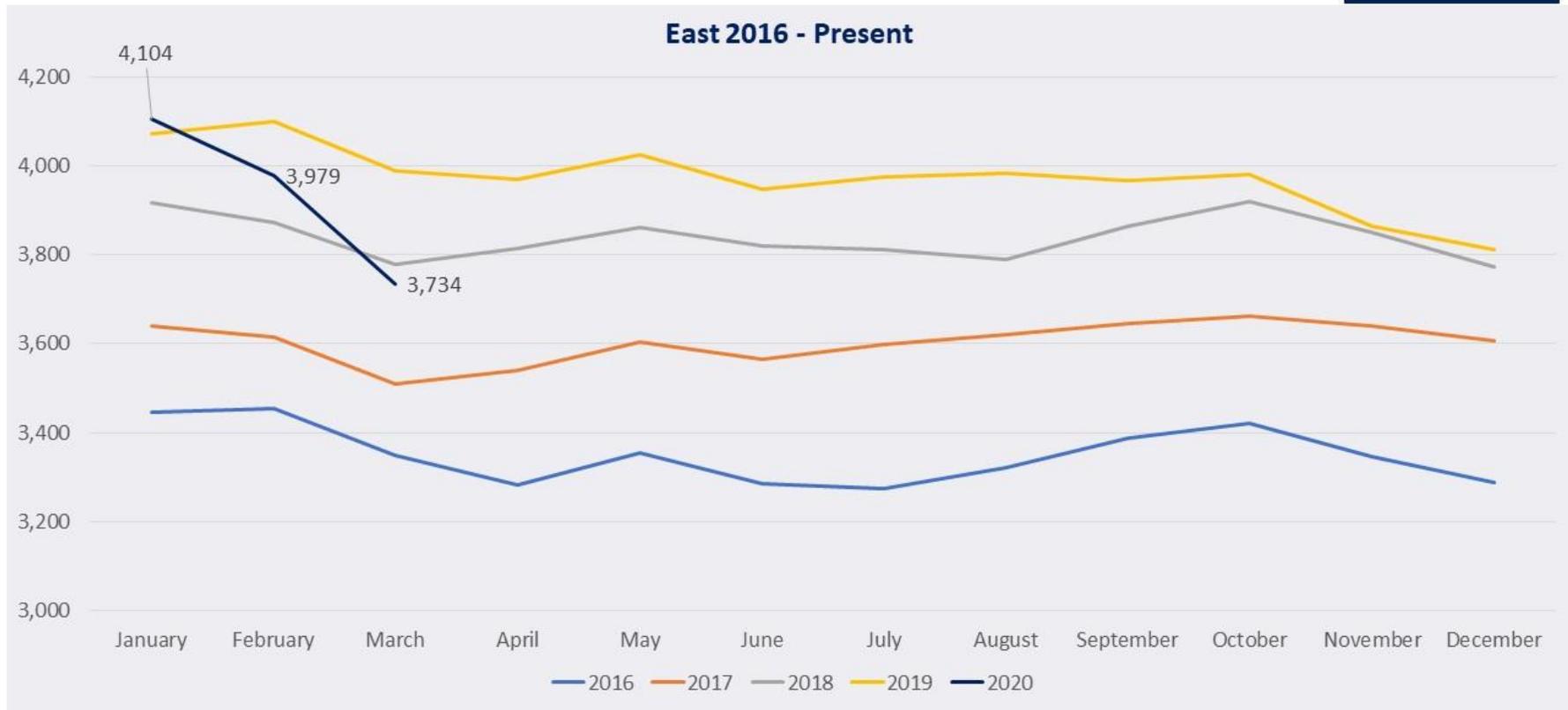
March 2020

East

Mar-20	March-19	% change y-o-y	Net change y-o-y
3,734	3,846	-112	-2.9%



March 2020



3. National membership figures

March 2020

Total members 2014 to present

In March 2020, we had 31,257 members. It was expected that the number of members would drop below 33,000 indicated by previous year trends. Unfortunately, member numbers have dropped more significantly to below 32,000.

This could be a result of the high number of cancelled events due to poor weather conditions and later in March, Covid-19 (Coronavirus). Of the 19 scheduled BROE events, 50% were cancelled due to poor conditions and a further 50% because of Coronavirus.

Due to the uncertainty surrounding Covid-19 it is difficult to predict how membership numbers will be affected. It is likely there will be an ongoing decrease in memberships as they will postpone renewing whilst clubs are closed and competitions cancelled.

Total Members, 2014 to present



Comparing like for like

Before we changed systems in February 2018 we didn't include Scotland and Wales in the total figures but 'Overseas' and 'Other BR Regions' were part of the calculations.

The graph below tracks monthly membership excluding Scotland and Wales from 2016 – present.

Monthly Memberships excl. Scotland and Wales



Total Members

March 2020	31,257
March 2019	30,669
% change y-o-y	1.9%
Actual change	588

In March 2020 we increased membership 1.9% compared to the same month last year. From the British Rowing members in March 2020 87% are based at clubs in BR regions.

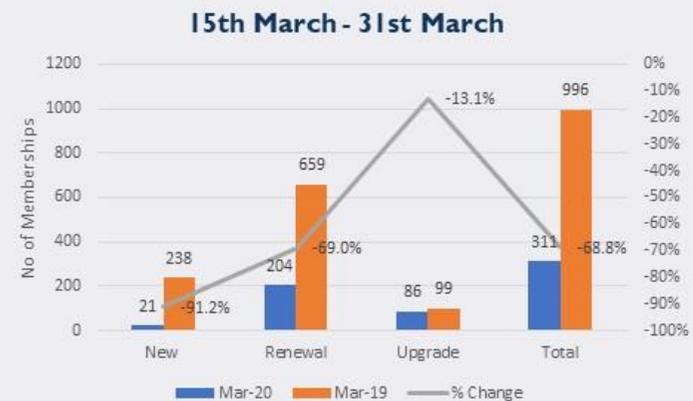
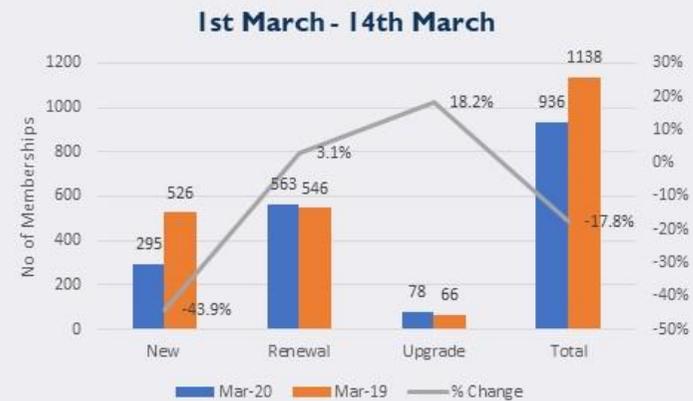
Total Members, rolling year



Understanding Member Decline

In the first half of the month (1st – 14th March) there was 17.8% decline in total membership uptake compared to March 2019. There was positive growth in renewals and upgrades however there was a 43.7% decline in new members from 2019. The first half of the month experienced a large number of cancelled events due to poor weather conditions and this may have had an impact on new member numbers.

The second half of the month (15th – 31st March) experienced a further decline of total membership of 68.6% compared to March 2019. New membership fared the worst with a decrease of 91.2% and renewals down 69% from March 2019. On the 16th of March, British Rowing made an announcement cancelling or postponing all British Rowing events and advising all affiliated events do the same. The following weeks saw major events such as HRR cancelled. With the prospect of summer racing looking unlikely this was inevitable to have an severe impact on membership.



Membership by type

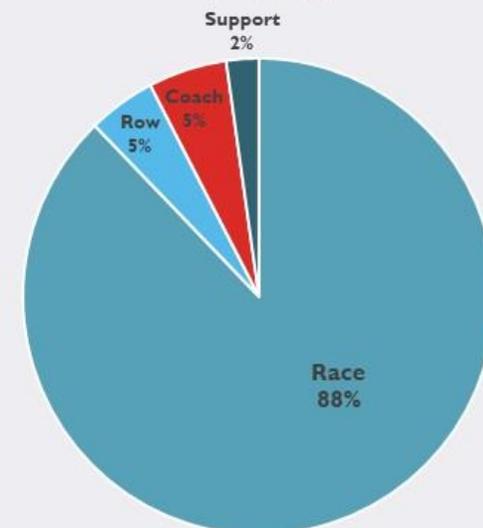
RACE memberships make up the vast majority of memberships (87.6%) and this segment has grown 3.5% compared to March last year (+972 memberships).

SUPPORT memberships make up 2.4% but this segment has been growing steadily since it was launched in November 2018. It is made up of 43% umpires, 49% volunteers and 8% Friends of British Rowing. There is 55 Friends Of British Rowing registered on the new platform.

COACH memberships are down 18.1% (-386) compared to last year. This is likely due to that on Go Live all current members with coaching credentials were assigned COACH membership, as well as RACE membership (if they were Gold members). We know that not all qualified coaches are still coaching and so are unlikely to renew this membership.

ROW memberships are down 48.3% (-1402) compared to March 2019. Leaving a total of 1503 members in this segment. Further analysis will be carried out to understand the decline of ROW memberships and the way forward for this membership type.

Membership by type



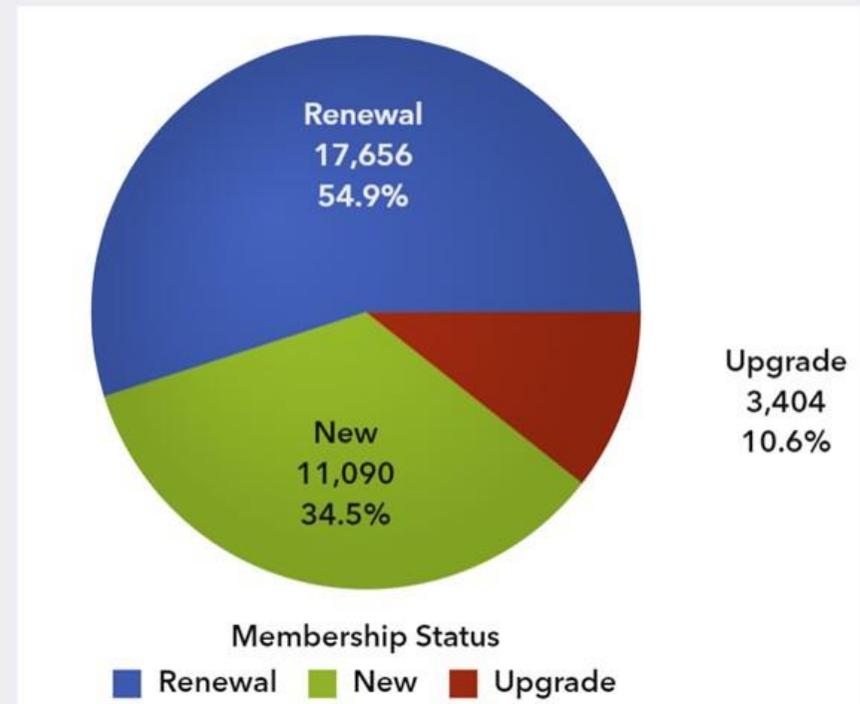
Membership by churn status

In March 2020 34.5% were new members and 54.9% were renewing members.

In numerical terms, 11,090 were new (34%) and 21,060 renewed (66%) this includes upgrades.

The 0-15 age group made up the majority of new members with 4,085. Highest renewals were observed in the 16-18 age group with 3,572. The age group 19-24 were also prominent in new and renewing members.

The list on the next slide shows that most new members come from school and university boat clubs in March 2020.



March 2020

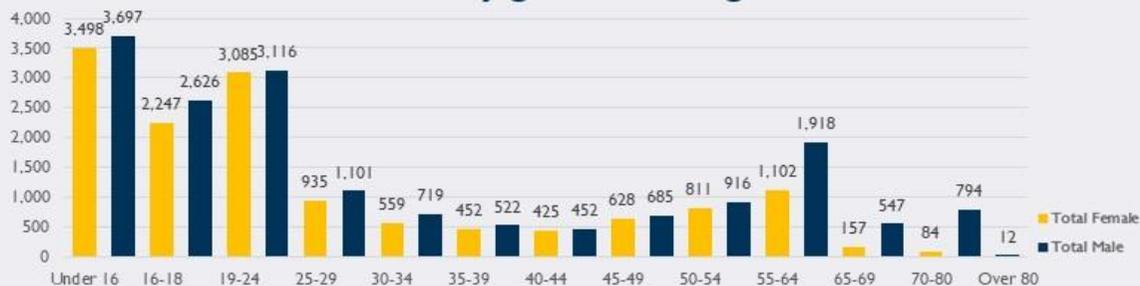
Membership by gender

In March 2020 the membership gender split remained 55% male, 45% female.

The largest net increase in memberships in March 2020 took place in junior and student age groups, with J18 boys showing the largest increase of 254, closely followed by J18 girls with an increase of 198. Females in the 55-64 age group also saw a good net increase of 127 and an increase of 100 male members in this age group.

Looking at percentages, Over 80 males (13.3%) were the greatest growing age group followed by 55-64 and 70-80 year old females. Unfortunately, there was 29.4% decrease in over 80 females which is discouraging given the performance of male memberships in this age group.

Members by gender and age



Age	Gender	2020	2019	Net change y-o-y	% change y-o-y
0-15	Female	3,498	3,426	72	2.1%
	Male	3,697	3,906	-209	-5.4%
16-18	Female	2,247	2,049	198	9.7%
	Male	2,626	2,372	254	10.7%
19-24	Female	3,085	2,955	130	4.4%
	Male	3,116	2,975	141	4.7%
25-29	Female	935	966	-31	-3.2%
	Male	1,101	1,128	-27	-2.4%
30-34	Female	559	615	-56	-9.1%
	Male	719	752	-33	-4.4%
35-39	Female	452	500	-48	-9.6%
	Male	522	542	-20	-3.7%
40-44	Female	425	453	-28	-6.2%
	Male	452	486	-34	-7.0%
45-49	Female	628	628	0	0.0%
	Male	685	668	17	2.5%
50-54	Female	811	774	37	4.8%
	Male	916	949	-33	-3.5%
55-64	Female	1,102	975	127	13.0%
	Male	1,918	1,818	100	5.5%
65-69	Female	157	153	4	2.6%
	Male	547	585	-38	-6.5%
70-80	Female	84	75	9	12.0%
	Male	794	785	9	1.1%
Over 80	Female	12	17	-5	-29.4%
	Male	170	150	20	13.3%

* Cells were highlighted in green or red when a % y-o-y difference >10% was found.



5. Active partnerships and other contacts

- Bedfordshire: Team Beds - Coach development: michelle@teambedsandluton.co.uk
- Buckinghamshire: Leap - skitson@leapwithus.org.uk
- Cambridgeshire: Living Sport - info@livingsport.co.uk
- Essex: Active Essex - Volunteer and Club Development: Toby.Andrews@ActiveEssex.org
- - Coaching lead: Lauren.Neve@ActiveEssex.org
- Hertfordshire: Herts Sport Partnership - info@sportinherts.org.uk
- Norfolk: Active Norfolk - Club development: aaron.roberts@activenorfolk.org
- Northamptonshire: Northamptonshire Sport – info@northamptonshiresport.org
- Suffolk: Suffolk Sport -Info@suffolksport.com

British Rowing Community Support Team: clubsupport@britishrowing.org



6. Funding opportunities

Sport England

The Sport England funding page has lots of information on finding funding, so if you are looking to purchase equipment or improve facilities more information on their funds and how to apply can be found on their website - <https://www.sportengland.org/funding/>

Active Partnerships (Old CSPs)

Active Partnerships are networks of local agencies committed to working together to increase the number of people taking part in sport and physical activity. Most of the Active Partnerships have funding pages which have information on local and national funding sources. For more information on Active Partnership please visit the Active Partnership Network website - <http://www.activepartnerships.org/active-partnerships>

Tesco Bags of Help Grant

Bags of Help is Tesco's local community grant scheme where the money raised by the carrier bag charge in Tesco stores is being used to fund thousands of community projects across the UK. The projects must meet the criteria of bringing benefits to the community.

Bags of Help is administered by Groundwork who is working with Greenspace Scotland to support successful projects in Scotland. Visit the website for more information - <https://www.groundwork.org.uk/Sites/tescocommunityscheme/pages/Category/boh-grant-for-project-tes>

Sport Capital Fund

Sporting Capital is the first social investment fund in England that focuses specifically on organisations and projects that help to develop communities through sport and physical activity. They have a £3m Fund that provides loan funding of between £50,000 and £150,000 to eligible organisations. Further details can be found on their website - www.sportingcapital.org.uk