



BRITISHROWING

# BRITISH ROWING REVIEW

17 November 2022

TEAMWORK | OPEN TO ALL | COMMITMENT

# FORMAT

19:00

CEO 2021/22  
Review

19:30

Annual General  
Meeting





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# BRITISH ROWING A YEAR OF CHANGE

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# CHANGING THE WAY, WE THINK ABOUT DELIVERY



## LISTEN

WHAT BRITISH ROWING CAN DO FOR THE SPORT



### UNDERSTANDING

DATA  
INSIGHTS  
CONVERSATION



### PEOPLE

INVESTMENT  
ONGOING LEARNING  
EMPOWERMENT  
SAFE



### TECHNOLOGY

UNIFIED SYSTEMS &  
TOOLS  
PLATFORMS &  
GATEWAYS TO  
EXPERIENCE  
INFORMED DATA-LED  
DECISIONS



### COMMUNICATIONS

COMMUNITY  
STAKEHOLDERS  
PARTNERS

# GETTING THE BUILDING BLOCKS IN PLACE

## A YEAR OF TRANSITION

RESTRUCTURES ACROSS THE BUSINESS

FIXING THE FUNDAMENTALS WITHIN

- SAFEGUARDING
- POLICY FRAMEWORK
- FINANICAL CONTROLS AND REPORTING
- PEOPLE DEVELOPMENT

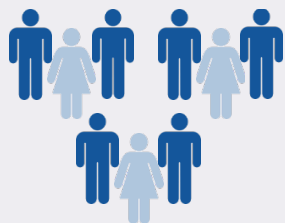
STARTING TO LOOK OUT AND WORK TOGETHER

# ROWING FOR EVERYONE

- STRONG POCKETS OF ROWING ACROSS THE NATION
- INVESTABLE PLANS IN EVERY REGION
- SUPPORTED BY AN ARMY OF COACHES, VOLUNTEERS AND UMPIRES DELIVERING GREAT ROWING EXPERIENCES FOR EVERYONE
- IN SAFE, WARM AND WELCOMING PLACES TO SPEND TIME AND ENJOY
- ROWING AND RACING FOR THE LOVE OF THE SPORT



# A PLATFORM FROM WHICH TO GROW



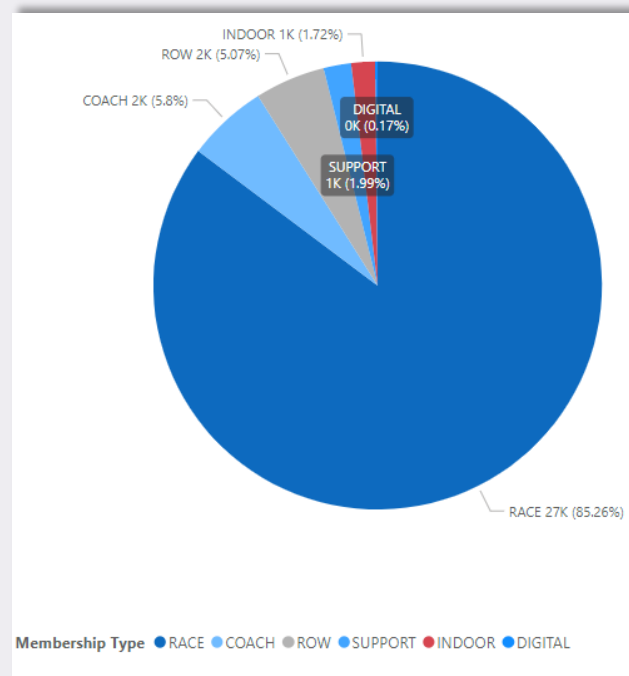
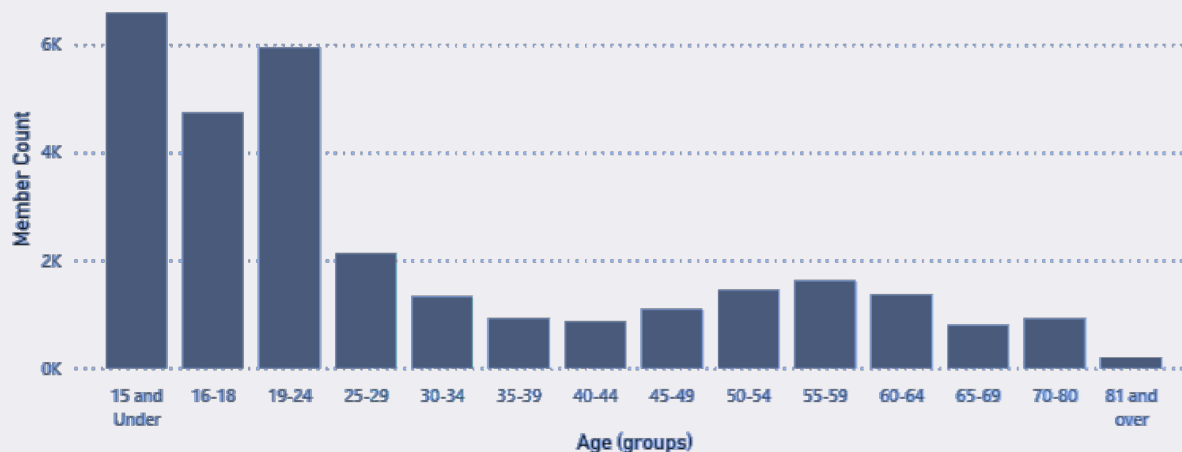
**31,579 MEMBERS**



**54.75%  
MALE**



**45.25%  
FEMALE**



**2136 COACHES OR  
COACH MEMBERS**



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# ROWING IN ACTION

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# A SUMMER TO REMEMBER



EUROPEAN  
U23  
CHAMPIONSHIPS



WORLD  
U23  
CHAMPIONSHIPS



EUROPEAN  
CHAMPIONSHIPS



WORLD  
CHAMPIONSHIPS



WORLD  
COASTAL / BEACH SPRINT

# COACHING FOCUS

## NEW COACH FOCUSED ACTIVITY TO DATE:

THE CLUB COACHING ASSISTANT TRAINING – 600 FREE PLACES

THE UNIVERSITY COACHING ASSISTANT TRAINING

THE HIGH-QUALITY LAND TRAINING WORKSHOP

THE GROW PROGRAMME

BRITISH ROWING COACHING WEEK

PERFORMANCE COACH DEVELOPMENT PROGRAMME

# OUR NEW COACHING STREAM STILL TO COME



## THREE LEARNING PREFERENCES

1. **DISCOVER** – A WIDE RANGE RESOURCES TO ACCESS ANYTIME AND ANYWHERE, IN A FORMAT THAT WORKS FOR THEM
2. **CONNECT** - ACCESS TO MORE OPENLY AVAILABLE OPPORTUNITIES TO WORK WITH OTHERS FROM GRASS ROOTS TO PERFORMANCE LEVEL
3. **GUIDE** - SIGNPOSTS TO LEARNING THROUGH OUR FORMAL QUALIFICATIONS, MENTORED PROGRAMMES, WORKSHOPS, AND CONFERENCES

# SHIFTING COMMUNITY FOCUS

ROWER DEVELOPMENT GUIDE

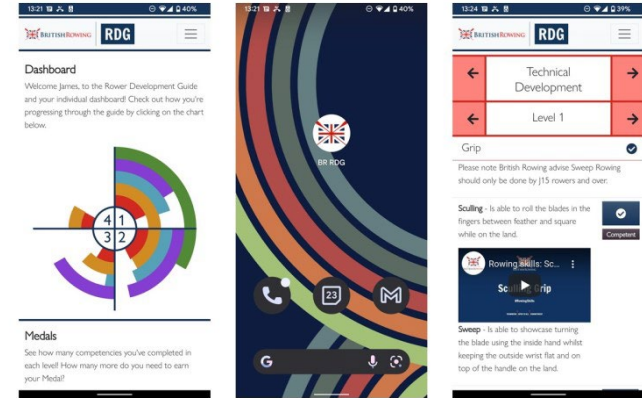
CLUB FOCUSED WEBINARS

CEO DROP IN SESSIONS

SPORT COMMITTEE PLANS BEING DEVELOPED

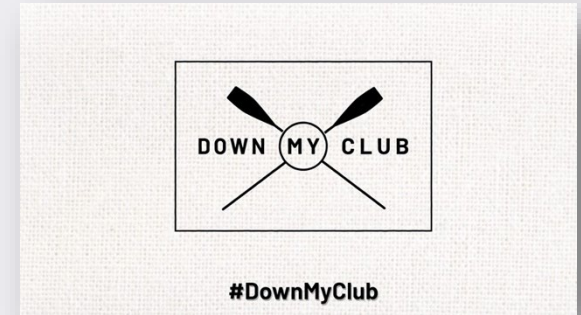
MASTERS MASTERCLASSES

COMPETITION RESULTS SENT DIRECT VIA E-MAIL



# SHOWCASING ALL THAT IS GOOD

#DownMyClub



# EVENT & COMPETITION DELIVERY

- SUCCESSFUL EVENT DELIVERY TO DATE
- OVER 220 REGATTAS
- VOLUNTEERS & UMPIRES SUPPORT A FOCUS
- A NATIONAL SENIOR CHAMPIONSHIP STILL A CONUNDRUM

	2018	2019	2021	2022
BRMC	822	459	259	689
BROC	56	76	65	79
BRBS	0	30	46	54
BRJC	917	1049	795	822
BRIC	2805	2883	-	



# WORLD ROWING COASTAL CHAMPIONSHIPS & BEACH SPRINT FINALS 2022

32 NATIONS VISITED  
SAUNDERSFOOT  
546 COASTAL ATHLETES  
204 BEACH SPRINT  
ATHLETES  
200 VOLUNTEERS

ISO CERTIFICATE  
IOC VISIT  
ROYAL VISIT - PRINCESS ANNE  
7 FUNDING PARTNERS  
MEDIA COVERAGE  
WR MEDAL OF MERIT



SEE YOU IN  
SAUNDERSFOOT!

FIND OUT MORE AND REGISTER FOR UPDATES







# INCREASING ENGAGEMENT

**TOTAL SOCIAL FOLLOWING: 182,806/2,777M IMPRESSIONS**



**Facebook**  
44,510



**Instagram**  
61,484



**LinkedIn**  
7,212



**Twitter**  
41,600



**YouTube**  
28,000



- 7% NEW USERS ON BR.ORG
- DWELL TIME ON BR + UP BY 15%
- 5,000+ ON INSTAGRAM, 1,000 ON FACEBOOK .1,200 ON TWITTER
- INSTA TO WEB LINK CLICKS UP BY 3,000
- U23 WORLD ROWING CHAMPS TEAM ANNOUNCEMENT TOP POSTS
- TOP VIDEO ON WORLD ROWING BEACH SPRINT FINALS
- OPEN RATES HAVE RISEN BY 6%
- QUEEN ELIZABETH NEWS GAINING 60% OPEN RATE



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# FUTURE FOCUS

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# GROWING THE SPORT IN THE MONTHS AHEAD



## RECREATIONAL STRATEGY SOON TO LAUNCH

COACHES AND COACHING  
TO FACILITATE MORE  
OPPORTUNITIES TO ROW

ACCESSIBLE BOATS TO  
SUPPORT DEMAND

GREATER VISIBILITY

CONNECTED  
COMMUNITIES AND TOURS



## ADAPTIVE COMMUNITY DEVELOPMENT

50 NEW CLUBS DELIVERING  
OPPORTUNITIES

ADAPTIVE COACHING  
COURSES TO BREAKDOWN  
BARRIERS

EQUIPMENT PACKAGES TO  
SUPPORT DELIVERY

EXPERTISE AND MENTORS



## COASTALS EXPANSION

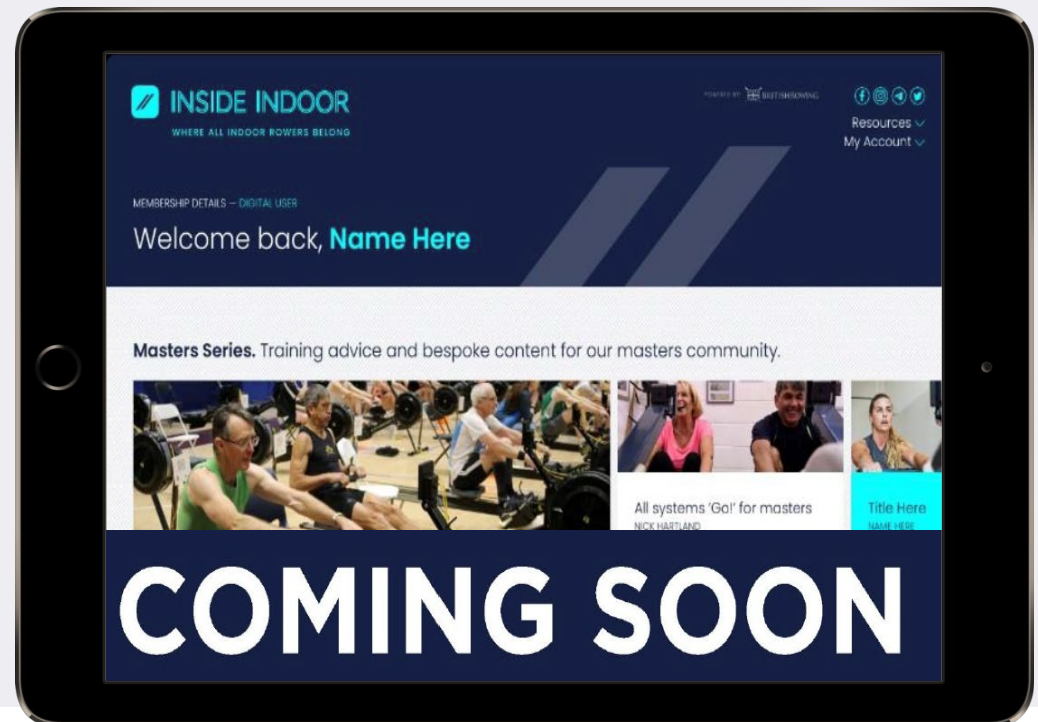
A DAILY PART OF LIFE ALONG  
THE NATIONS 800 ACCESSIBLE  
BEACHES

BUILT AROUND BUSINESSES  
AND CLUBS SUPPORTED AND  
CREATED WITH BR

OPPORTUNITIES TO TOUR: TO  
RACE AND SPRINT

# INSIDE INDOOR

- ENGAGING INDOOR ROWERS EVERYWHERE – IN EVERY MAJOR GYM AND AT HOME – LIVE ON THE GYM FLOOR
- CREATING A DESTINATION FOR ALL INDOOR ACTIVITY
- BEING AT THE HEART OF THE NEXT BIG FITNESS BOOM
- A GATEWAY TO PEOPLE TO GET OUT ON THE WATER



# SUPPORTING CLUBS THAT WANT TO LOOK OUT

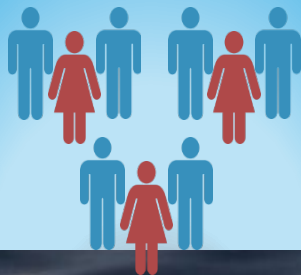
- MEMBERSHIP GROWTH
- SUPPORTING CLUBS WHO WANT TO UNDERTAKE OUTREACH ACTIVITY
- ALIGNED SUPPORT TO LOVE ROWING ACTIVITY
- SUSTAINABILITY PLANS AND BEING GOOD WATER CITIZENS
  - TRAVEL
  - WASTE AND CONSERVATION
  - LOCAL FOCUS



# A UNITED SPORT & A MODERN PROGRESSIVE NGB

## FIX THE FUNDAMENTALS

CLEAR PURPOSE  
PEOPLE IN RIGHT  
PLACES  
POLCIES AND CODES  
HR PROCESSES  
FINANCIAL CONTROLS



## CONTINUOUS IMPROVEMENT

COMMUNICATION  
COMMUNITY SUPPORT  
GOVERNANCE & WAYS  
OF WORKING  
VALUE WE BRING



## BIG MOVES

NEW MEMBERSHIP  
FACILITIES FUND  
DIGITAL OVERHAUL  
DIRECT CLUB  
INVESTMENT



# THANK YOU AND QUESTIONS

